

WOMEN ENTREPRENEUR DEVELOPMENT IN GARMENT MAKING

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This paper deals with garment marketing and management. Fashion and Garment Industries is looked at as an Industry of Guture. Thus this paper deals the development of women entrepreneurs and their association on different garment manufacturing activities and emerging possible opportunities in the domestic and global markets.

Key words: *Ecomen entrepreneurs, Entrepreneurship in Tirupur, Garment marking, Swot Analysis, Quality management.*

INTRODUCTION

Clothing is the basic necessity of any human being. The textile garment industry is the largest foreign exchange earner. It is also the Second largest employment provider next to agriculture. About 15 million people are employed in textile sector.

Today, world over "Fashion and Garment Industries" is looked at as an Industry of future. No wonder, because, these industries opens up some of the Biggest Job opportunities for the new millennium especially for women sector. The current trend shows more and more opportunities for this sector in both domestic and export opportunities. Comparatively, the attention on export opportunities seems to be more. Ready made garment industry in India has a vast potential for growth. According to experts the Indian garment Industry is termed as a sleeping giant. Eighty percent of people employed in the Indian garment Industry are women. World wide the garment industry is the third largest employer of women, after Agriculture and

Fishing Knitwear occupies a significant place in India's textile exports. Around 40-45% in terms of quantity is knitwear exports. Key centers of knitwear exports in India are Tirupur, Ludhiana, Delhi, Kolkata, Mumbai and Bangalore in the order their contribution to the over all exports. Tirupur contributes around 60% of knitwear exports from India. This paper deals the development of women entrepreneurs and their association on different garment manufacturing activities and the emerging possible opportunities in the domestic and global garment markets.

ENTREPRENEURSHIP

The entrepreneur is an individual who forms an organization for commercial purpose

Organization

A formal, legally bound, commercial oriented entity where more than one person join and work towards common purpose. This includes Manufacturing Trading Services.

Size of Entrepreneurship in India

- Total Population - 1 Billion approx (1000 million)

- Population in 18 to 65 age group: 780 million approx.
- Entrepreneur size: 127 million approx. in all spheres of business

A Special Note On Entrepreneurship In Tirupur

Produces diversified product range comprising T-shirts, Polo-shirts, Sportswear, Sweat shirts, Ladies dresses, Children garments, nightwear, etc.,

Approximate number of units

- | | |
|-----------------------------------|-------|
| ● Knitting and/or stitching units | 3,500 |
| ● Dyeing and/or bleaching units | 750 |
| ● Printing units | 350 |
| ● Embroidery units | 225 |
| ● Others | 250 |
- (Compacting, raising, calendaring)

Knitwear and ancillary industry in Tirupur together provide employment to nearly 2.5 lakh people.

GARMENT INDUSTRY IN INDIA

The following chart gives an idea on SWOT of INDIA in garment industry

SWOT ANALYSIS

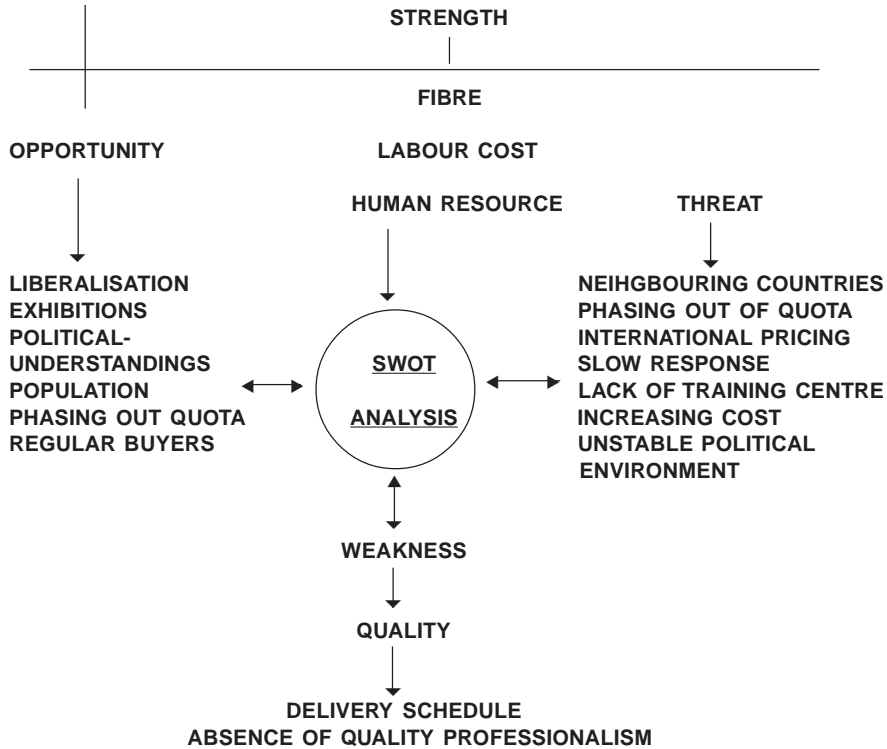


Table 1: Indian Textile/Garment Clusters

Details	B'lore	Surat	Bhiwandi	Bellary	CBE	Slm Ede	Tpr
No.of Units(SME's)	20000	40000	6000	2000	–	60000	6000
No.of Power looms	250000	450000	450000	–	Spq 500 Wvg 150000	30000	450000
No.of Workers (Dir/Indirect)	150000	740000	700000	85000	700000	450000	400000
No.of processing units	30	330	200	20	500	400	450
Avg Prodn/Working Day(Rs) crores	25	40	35	40	40	25	35
Approx.Annual Turn over (Rs) crores	4800	9000	7500	300	8000	9000	9000
Leading Brands	Nike, levis	Garden, Vimal	Raymonds, Morajee	–	Crocodile Tibre	–	–

Table - 2 : Garment Production - Model Machines Configuration - Shirts

SNLS	30	Cutting table	1
Overlock	2	Checking tables	4
Feed of arm M/c	2	Folding tables	4
Button Hole	1	Finishing equipments	1
Button Stitch	1	Packing tables	4
Bartaking For Heavy gmt	1	Cutting accessories	4

Table - 3 : Garment Production - Model Machines Configuration - Trousers

SNLS	20
Over lock 3 T	2
Over lock 5 T	1
Loop attachment	1
Waist Band attach	1
Feed of arm M/c	2
Button Hole	1
Button Stitch	1
Bartaking For Heavy gmt	1
Cutting table	1
Riveting m/c	1

Table - 4 : Garment Production - Model Machines Configuration - Knitwear

SNLS	25
Over lock	8
Feed of arm M/c	4
Button Hole	1
Button Stitch	1
Bartaking For Heavy	1
Cutting table	1
Checking tables	4
Folding tables	4
Finishing equipments	1
Packing tables	4
Cutting accessories	4

Table - 5 : Garment Spec. for each style-format

Garment Spec for each style/format			
Date			
Style		Sample	
Line Drawing of back & front			
	Fabrics	Qty	Vendor(s)
Fab.structure	Weight/GSM		
Width/Dia	Colours	Finishes	Lining
Interlining	Hooks	Buttons	Threads
Zippers	Tags	Labels	Packing
Patterns	Cut parts	Marker information's	
Lay/spreading			
Breakdown assembly process			
Machines	Machines	QA / QC	
Final marking / dispatch / final cartons			

Table - 6 : Costing-Trouser-100% cotton Twill fabric/Piece Dyed-5 pckt/jeans

		Rupees
Fabrics	Rs.120/mt of 56" for 1.2 mts	144.00
Accessories	Labels/zippers/Rivets/snaps/buttons Threads/tags/logo label	30.00
Packing	Poly bag/cartons	5.00
Washing	Various on requirement	20.00
Finishing	Press/fold/indl.Pack/carton	5.00
Cut, Make, Trim	Sewing Cost	40.00
Waste/rejection	@10% of Rs.238/-	23.80
Admn.Expenses	@5% on 261.8	13.10
Profit	@10% on 274.9	27.50
Total garment	Ex factory Price	303.00

THE SCOPE OF GARMENT INDUSTRY IN INDIA

Garment industry is the part of textile industry. It earns 30% of India's total export. 40% constitutes ready made garments (Both Knitted and woven). India's share in world trade is 2.85% INDIA Rank 9th in textile exports. Now the vertical integration units are being started.

Globalization

It means Cross border trading with no barriers. It will lead to

- Competition
- Development of key centers
- Productivity/efficiency
- Managerial expertise
- Technological advancement
- Raw material availability
- Right quality and right price
- Quick and on time delivery
- Certification
- Govt. Policies and labour laws
- Quota
- WTO

Competition from within, now with the world. So Survival of the fittest is the criteria. For this Quick & On time Delivery is required. Quick response and shorter lead time/faster deliveries are BUZZ words. Getting 30 days of order confirmation from Turkey buyer, expects same from us. Buyer wants to be very close to customer demands. India used to 180, 120 & 90 days lead time.

Certification

Civilized world buy cloths from only from civilized producers. ISO certification & WRAP (World responsible apparel production) registration become inevitable to be a global producer.

Quality

It can be defined as

- Fitness for use
- Compliance with specified requirements

- Freedom from defects, Imperfections & Contaminations
- Degree of excellence
- Customer satisfaction
- Ability to satisfy the needs
- $Q = P/E$ Where Q=Quality
P= Performance
(or) Results
E= Customer satisfaction

Giving the customer what he wants today at a price he is pleased to pay at a cost we can contain again and again and again, AND giving him some thing even better tomorrow. Key Words-Comfort, Appearance Durability. "Customer satisfaction is quality"

Tools Used For Quality Management

TQM (Total Quality Management)

It helps in

- Method of removing waste
- Involving every one in improving the ways in which things are done
- To communicate with and help each other
- Achieve a top quality performance
- Develop an effective competitive strategy

Some Of The Quality Abbreviation Used In The Industry Are As Follows

- AQL: Acceptable quality level
- ASQC: American society for quality control
- BS: British Standard
- EQC: Effective Quality Circle
- EOQ: European organization for Quality
- IQA: Institute of Quality Assurance
- PQA: Programmable Quality Assurance

- QIP: Quality improvement programme
- VA: Value analysis

Table - 8 : World Labour Cost In USD/ Hour

Germany	21.58
Japan	20.7
Belgium	18.12
Italy	15.81
France	14.16
UK	13.58
USA	10.12
Canada	9.89
China	0.56
India	0.56

Need For Quality Control

- Because there is a problem
- Because BAD Quality is expensive
- Because CUSTOMER is the KING
- To Minimize waste
- To have Good Value addition
- Effective utilization of resources

Designer and Quality Control

- They Resolve problems of fit, Method of assembling & Testing success
- Designer should specify the following
 - o Description of style features with an illustration
 - o Description of fabric limits
- Quality of design means value inherent in the Garment
 - o Trim requirements
 - o Size Scale for style
 - o Critical dimensions and tolerances

- o Specification of stitch and seam type
- o Relevant details of the process

Different Concepts Connected With Quality

- ISO -9000
- Basic element of the system through documentation
- Creates a quality system rooted in your customers requirement
- Ensures uniform systems that are universally recognized

Quality Circle

Group of line workers who meet voluntarily to work on quality problems and offer solutions

Bench Marking

Comparing a Company's practices and process with the world's best STD for the purpose of closing the gap with them.

Appraisal Costs

Costs of inspecting, assuring and evaluating whether the product conforms to requirement.

Continuous Improvements

Constant, Ceaseless attempts to exceed the customer expectations.

AQL: It is defined to mean the % defective unit accepted as a worst case for the whole lot (Shipment), for any one inspection.

PDCA Cycle

A 4 step process of plan -do-check-act derived by the Japanese from Ed Deming principles.

Statistical Process Control

Use of a statistical methods to analyses a production process to prevent undesirable variation.

Six Sigma Quality

To cut defects in the process to the level of 3.4 per million parts

What to do?

- We need to have a quality revolution

- Already some factories are marching towards it

Main Requirements

For A Good Apparel Quality Management

- Management commitments
- In coming goods conformity
- Employee involvements
- Fabric inspections
- Operator control systems
- End line inspection
- Factory pre final
- Out side agency inspection
- Customer returns and actions

Table - 9 : Product Category

Mens'/Women's/Kids' Wear

Formal	Semi-formals	Casual
Dresses	Party wear	Leisure wear
Outer wear	Weekend wear	Sleep wear
Accessories	Holiday meet	Under garments
	Occasions	
	Sport wear	
	Lingeries	
	Swimwears	

Retail Formats: Space Requirements

Independent Retailer	: <300 sq.ft
Specialty Retailer	: 300-2000 sq.ft
Boutiques	: 800-3000 sq.ft
Super markets	: 2000-5000 sq.ft
Departmental stores	: 10000-80000 sq.ft
Malls	: > 80,000 sq.ft
Factory outlets	: < 500 sq.ft
Haats	: < 10,000 sq.ft

An Emerging Opportunity

Take 10 women as one group
Form 300 such groups
Train the above 3000 women in garment manufacturing operations.

Each member of the above group should invest Rs.1000/- each = Rs.30,00,000/-

The Banks lend 3 times that amount (i.e.) Rs.90,00,000/-

Total investors + Bank = Rs.1,20,00,000/-

State & Central Govt.'s lend another Rs.1,20,00,000/-

Total capital out lay from investors + Bank + Govts = Rs.2,40,00,000/-

An Emerging Opportunity

Target profit = 10% of 2,40,00,000/-

Amount profit = Rs.24,00,000/-

Profit per head = Rs.800/- per annum

Monthly earning per head = Rs.1500/-

Total gain/head : Rs.18,000 + Rs.800 = Rs.18,800/-

The purchase of raw materials and sales of garments is under one entity.

Ready to wear Market - India

Approx. Rs.8,000/- crores now branded garments

Estimated to grow to Rs.15,000 crs by 2010.

Employment Opportunities In Garment Industry For Women

Garment Industry shows much interest on trained creative Fashion designers with knowledge on CAD/CAM, Merchandisers, Production managers etc. Also the awareness of fashion designing is taking place due to the brand promotion activities. The new domestic brands are showing keen interest in developing new designs and products. Every day the new entrepreneurs are entering in to the field. Since the growth export sector is positive, the growth of the industries which concentrates the production of accessories is also increasing.

Careers In Fashion Industry

The women can work in the field of Whole sale Trade, Retail Designing, Fashion Writing, Modeling, Merchandiser, Quality controller, Production Manager,

Supervisor, Fabric Coordinator,
Sampling in charge

Whole sale Trade includes Creating
own brand, Appointing sub dealers,
Pattern Trade Designing, creating
Full range of patterns for all age
groups and all styles.

Retail Designing includes designing
the garment on personal contact
with the client, run your own
boutique shop etc...,

Opportunities in Fabrics and
fashion includes Forecast fashion
trends in advance, Become a fabric
designer (Freelancing), Act as a
fashion promoter etc.

Opportunities in Modeling includes
Modeling for cloths in smart retail
shops, hotel shows, Fashion
Shows, Photographic modeling,
Choreographer.

CONCLUSION

Though our country shows very
good growth in terms of apparel
exports, on comparison with other
countries reveals that India lost
opportunity in the past in growth
trends of its textile and clothing
industry. It needs to address
internal challenges. It is definitely
sure that the Garment and fashion
industry will get going because of
its preparedness. ■

INSTITUTIONAL NEWS

Endowment lectures were held on March 26, 2007 at K. Venkatraman Auditorium, UICT Organised by The Department of Fibres and Textile Processing Technology.

- **G. M. Nabar Endowment Lecture**

Speaker : Prof. V. K. Kothari
Prof., Department of Textile Technology,
JIT, New Delhi 110 016
Topic : "Fibre Innovations for Technical Textile Applications"

- **L. N. Chemical Endowment Lecture**

Speaker : Dr. G. S. Nadiger
Director, Textile Committee, Ministry of Textile, Mumbai.
Topic : "Care Labeling of Textile Apparels"

REQUIRED FOR LEADING MANUFACTURER WITH SEVERAL PLANTS

1. **GENERAL MANAGER (WORKS)**
(at Mahad Raigad)
Degree or Diploma in Textile Engineering min 8 to 10 years Experience
with knowledge of non-woven.
2. **GENERAL MANAGER MARKETING**
at (Head Office) Mumbai
Min 8 to 10 years Experience.

Reply in confidence (E-mail to sbsroad@yahoo.com)