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RESEARCH NEWSLETTER

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TEXTILES INDIA 2017 Conference on India as A Sourcing Hub and Investment Destination



Dr. Rakesh Mohan Joshi, Professor & Chairperson, IIFT, addressing at the Conference (L to R): Dr. Christian Schindler, Director General, International Textile Manufacturers Federation; Shri Amitabh Kant, CEO, NITI Aayog; Smt. Nirmala Sitharaman, then Minister of State (Independent Charge) for Commerce & Industry; and Shri Anant Kumar Singh, Secretary, Ministry of Textiles.

The Ministry of Textiles, Govt. of India had organized a three-day mega International Event entitled “Textiles India 2017” at Gandhi Nagar, Gujarat during 30 June–2 July 2017 and was inaugurated by Prime Minister Shri Narendra Modi.

As part of the event, Ministry of Textiles had commissioned IIFT to organize a conference entitled “India as A Sourcing Hub and Investment Destination” which was held on 2 July 2017. Smt. Nirmala Sitharaman, then Minister of State (Independent Charge) for Commerce & Industry was the Conference Chairperson. Shri

Amitabh Kant, CEO, NITI Aayog, Govt. of India and Shri Anant Kumar Singh, Secretary, Ministry of Textiles, along with representatives from major Buying Houses and exporters participated in the conference.

Dr. Rakesh Mohan Joshi, Professor & Chairperson IIFT New Delhi, alongwith the project team members Dr. Biswajit Nag, Dr. Jacqueline Symss, Ms. Rashmi Taneja and Ms. Dipali Yadav, presented the findings from the study entitled “India as A Global Sourcing Hub: Challenges and Strategies” (Perspective of Buying Houses and Producers).

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Dr. Joshi highlighted the significant differences in the exports of textiles between India and China and the most important development is the shift from cotton & cotton-based products to MMF (man made fibre). He emphasized the need for India to capitalize on this opportunity.

Dr Joshi observed that:

- To make India a global sourcing hub for textiles, industry and government have to work together and give a special focus on marketing.
- India is the largest exporter of cotton yarn and is ahead of China in cotton yarn exports. However, in case of cotton fabric, although India is the second largest exporter of cotton fabric, its share in world exports is 6% while the leading player China has 51% share. While India has a commanding position in the low end of the value chain, there is an opportunity for India to introspect and come up with innovative ideas in becoming leader in the higher end of the value chain in cotton and its related products and thereby reduce the huge difference between India and China.
- GST is cited as an area of concern by the exporters, but this would prove to be beneficial in the long run.

The Session Chair Smt. Nirmala Sitharaman, Minister of State (I/C) for Commerce & Industry, said that while Indian exports are important, India has a growing middle class within the domestic market that possesses the purchasing power to buy fabric, apparel that are designed and crafted for the world exports. Exporters need to give attention to the domestic market as well. India needs to be the sourcing hub for each of the items in the entire value chain defined as 5 Fs by the Prime Minister, starting right from Farm-Fibre-Fabric-Fashion-Foreign. While opportunities in MMF should be availed, cotton fabric sourcing needs to be strengthened as well.

She added that niche areas in the traditional segment where India has enormous strengths, such as jute, carpets etc. need to be given special emphasis in Textile policy.

Dr. Christian Schindler, Director General, International Textile Manufacturers Federation, observed that in terms of manufacturing costs in spinning, texturing of filaments, weaving of yarn etc., India is amongst the top 4 competitor countries in Asia but not the most competitive one. Capital costs are higher in India as compared to other countries while labour cost is quite low.

He added that in addition to cost, Indian industry needs to focus on productivity. Productivity is a key to competitiveness and wage cost is not the only determinant Indian industry needs to improve productivity by investing in latest technology and new machines.

Mr. Amitabh Kant, CEO, NITI Aayog, Govt. of India, as key note speaker observed that the key challenge and critical element for the Government is to boost growth along with employment. 75% units in weaving and apparel sectors are in the unorganized sector.

He recommended that since time to market is very critical, especially for textiles and apparels, turnaround time at ports needs to improve. Long-term threat to industry could be due to under investment which can make global players look elsewhere for supplies. There is a need to build capability by increasing scale, size and thereby decrease cost.

He emphasized the need to move from job protecting labour laws to job creating ones and reducing financing cost for exporters by means of lower interest rates.

In his closing remarks, Shri Anant Kumar Singh, Secretary, Ministry of Textiles, pointed out that the research study conducted by IIFT brought out important insights for the way forward. He also highlighted that the conference discussions indicated that academia, industry and the government were on the same page and discussions with stakeholders in the Q&A session, also provided further ideas and insights and it is necessary to find the will and way of how best to implement them.

Presentation by IIFT Faculty

Dr. Satinder Bhatia, Professor & Chairperson presented a paper on “Artificial Intelligence for Better Climate Governance” at the 4th International Conference on Business, Education, Law and Interdisciplinary Studies during 29-30 June in London (UK).



Dr. Satinder Bhatia (seated 2nd from left) is seen with participants of the Conference.

Dr. K. Rangarjan, Professor & Head, Kolkata Centre

- Presented a paper on “Corporate Sustainability as a Business Strategy in SMEs - A Literature Review in Emerging Market Context” (Co-author: Mrs. Maitreyee Das) at the International Conference on Strategies in Volatile and Uncertain Environment for Emerging Markets held at IIT Delhi on 14 July 2017.
- Presented a paper on “The Indian Bio-pharmaceutical Industry – A Patent Landscape study” (Co-author: Ms. Sutapa Lahiri) at the International Conference on Strategies in Volatile and Uncertain Environment for Emerging Markets held at IIT Delhi, 14 July 2017.

Dr. Deepankar Sinha, Associate Professor

- Presented papers titled “Pricing of Port Services in Indian Major Ports - A DEA based Approach” and “A DEA based Framework for Proposed Merger of Public Sector Banks in India” at 15th International Conference of Data Envelopment Analysis, held in University of Economics, Prague, 26-29 June 2017.
- Presented a paper titled “A System Dynamics Study on Impact of Economic and Customer’s

Uncertainty on Supply Chain of Passenger Cars” at International Conference on Strategies in Volatile and Uncertain Environment for Emerging Markets, held at IIT, Delhi, 14-15 July 2017.

Dr. Basanta K. Sahu, Assistant Professor

- Presented a paper on “Coping with Drought, Agriculture & Food Insecurity: An Analysis of Household Surveys in Odisha & Gujarat” at the National Conference on Sustainable Development Goals: India’s Preparedness and Role of Agriculture, organized by International Food Policy Research Institute (IFPRI), Indian Council of Agriculture Research (ICAR) and TASS, at NASC, Pusa, New Delhi, 11-12 May 2017.
- Presented a paper on “Rural Credit and Insurance Interlinks – A Note of Micro Insurance in India” at the National Seminar on Changing Perspective of Rural Finance and Financial Inclusion of Rural Poor, S.R. Sankaran Chair for Rural Labour, National Institute of Rural Development and Panchayati Raj (NIRD&PR), Hyderabad, 28-29 April 2017.

Faculty Participation in Discussion Forums

Dr. K. Rangarjan, Professor & Head, Kolkata Centre

- Participated as a panelist in the panel session on “Enhancing Export Competitiveness of Indian MSMEs through E-Commerce” during the Study Launch and Discussion “Exploring Potential of E-Commerce for Retail Exports of Indian MSMEs” held on 30 May 2017 at FICCI, New Delhi.
- Delivered a lecture on “Challenges and Opportunities for Exports from Eastern India” in an interactive session conducted by Bharat Chamber of Commerce on 26 July 2017.

Prof. Ashok Kapoor, Professor has been selected for the ‘Bharat Vikas Award’ by the Institute of Self Reliance, Bhubaneswar. The award is conferred by a selected jury for outstanding contribution to

the society, excellent devotion in respective field and contribution towards growth of Indian Economy.

Dr. Basanta K. Sahu, Assistant Professor

- Participated in the “CII National Committee on Integrity and Transparency in Governance”, organized by Confederation of Indian Industry at CCI HQ, New Delhi, 21 June 2017.
- Participated in “India Policy Forum – 2017”, organized by National Council of Applied Economic Research (NCAER), 11-12 July 2017.
- Invited for special lecture on “Recent Economic Performance of India and Sri Lanka” at University of Colombo, organized by the Dept. of Economics, The World Bank in collaboration with Sri Lanka Economic Association (SLEA), Colombo, Sri Lanka, 16 June 2017.
- Invited as a resource person to deliver lecture on “Agriculture & Small Farming in India: Markets, Opportunity & Challenges” at Agronomy Division, Indian Agricultural Research Institute (IARI) in the Summer School for Agriculture

Scientists/Faculty organized by IARI-ICAR, Pusa, New Delhi, 26 June 2017.

- Invited for lecture on “Sustainable Agriculture in India: Challenges & Opportunity” for Technical Officers, Food Corporation of India at Institute of Food Security, Gurugram, 24 May 2017.
- Received Prativashree Award-2017, by Prativashree Organization for contribution to academics & policy research on issues related to Odisha.



Dr. Basanta K. Sahu receiving Prativashree Award 2017.

Publications by IIFT Faculty

AUTHOR	PUBLICATION
Dr. Saikat Banerjee, Associate Professor	Factors influencing performance of SMEs: Literature review and research propositions for SMEs, <i>The Marketing Review</i> (Westburn Publishers), Vol. 17 No.1, pp. 3-32. (https://doi.org/10.1362/146934717X14909733966083) {Featured in ABDC Journal Quality List} (Co-author: Sayal, A.)
Dr. Deepankar Sinha, Associate Professor	Enhancement of Port’s Brand Equity through BPR Implementation in Indian Context, IIFT Working Paper Series. Optimizing Private and Public Mode of Operation in Major Ports of India for Better Customer Service, IIFT Working Paper Series.
Dr. Ruppel W. Sharma, Associate Professor	The Impact of Cognitive Age on Materialism, Status Consumption and Loyalty Proneness on the Indian Elderly, <i>Marketing Management Journal</i> , Vol. 27, Issue 1, pp. 48-62, 2017. (Co-authors: Iyer, R.; Eastman, J.K. and Eastman, K.L.) Developing a Model for Studying the Antecedents and Effects of Word of Mouth (WoM) and e-WoM Marketing, <i>Jindal Journal of Business Research</i> , Sage , Vol.6(1), pp. 1-19, 2017. (Co-author: Deepti Srivastava) Greenco Enterprises: Developing the Go-to-Market Strategy for Frozen Snakes. (Co-author: Mirdula Mishra) (Selected in the top 10 case studies in the ISB Ivey Global Case Competition 2017).

Faculty Development Programmes

Conference Title	Organizing Institution	Venue/Date
Dr. Satinder Bhatia, Professor & Chairperson		
4th International Conference on Business, Education, Law and Interdisciplinary Studies (BELIS-17)	DRHSS 2017	London, UK 29-30 June 2017
Dr. Bibek Ray Chaudhuri, Associate Professor		
Leading Issues in International Trade and Finance	Poznan University, Poznan, Poland	Poznan, Poland 31 May-3 June 2017
Dr. Deepankar Sinha, Associate Professor		
International Conference on Strategies in Volatile and Uncertain Environment for Emerging Markets.	Indian Institute of Technology, Delhi	Delhi 14 June-15 July 2017
15th International Conference on Data Envelopment Analysis (DEA 2017)	University of Economics, Prague, Czech Republic	Prague, Czech Republic 26-29 June 2017
Dr. Gautam Dutta, Associate Professor		
26th Annual Cimar Conference Consortium for International Marketing Research	School of Economics and Management, University of Florence, Florence, Italy	Florence, Italy 20-23 June 2017
Dr. M. Venkatesan, Associate Professor		
Psychology Addressing Society's Greatest Challenges: 15th European Congress of Psychology	Congress Secretariat at ECP 2017	Amsterdam, The Netherlands 10-14 July 2017
Dr. Basanta K. Sahu, Assistant Professor		
International Conference on Economic Development (IICED 2017) "Inclusive Growth: Rethinking the Development Process in a Time of Paradigm Shift."	University of Jayewardenepura, Colombo, TIIM, University of Warmedewa, Indonesia	Colombo, Sri Lanka 15-17 June 2017
Training Programme Title	Organizing Institution	Venue/Date
Dr. Sheeba Kapil, Associate Professor		
Workshop on Economics	Bloomberg Mumbai	Mumbai 18-19 May 2017
Trainers Development Programme (TDP)	The Institute of Secretariat and Management (ISTM)	New Delhi 4-9 June 2017
FDP on Fixed Income	Bloomberg Mumbai	Mumbai 15-16 June 2017