

# CCI okays Reliance's deal with Chinese firm

PRESS TRUST OF INDIA

New Delhi, 5 March

Fair trade regulator Competition Commission of India (CCI) has approved Reliance Industries Limited (RIL) proposed deal to sell 49 per cent stake in a newly-formed textile firm to Chinese company RuYi, saying the deal does not raise any anti-competitive concern.

Under the proposed deal, CSTT Co Holdings — an investment arm of textile firm RuYi — would acquire 49 per cent stake in a textile company to be incorporated by RIL as its wholly-owned subsidiary.

The subsidiary will house RIL's textile business.

The combination also involves licensing of the 'Georgia Gullini' trademark by Gullini Fashions Private Ltd — an Indian arm of China-based textile firm RuYi.

Further, RIL's trademark Vimal would be licensed to the textile company.

Textile happens to be founding business of \$75-billion RIL

group, which has since emerged as a major player in energy and retail businesses and is now expanding considerably into telecom arena as well, among others.

In an order released on Thursday, the CCI said "the proposed combination is not likely to have an appreciable adverse effect on the competition in India".

**RuYi would acquire 49% stake in a textile company to be incorporated by RIL as its wholly-owned subsidiary**

According to the Commission, RIL and RuYi have an overlap in men's shirting, suiting and trouser fabric and in the men's readymade trouser segments of the textile industry.

"It is observed in all these segments, the share of both RuYi and RIL is insignificant and numbers of other players are present," CCI said.

"As regards to the vertical relationship between RIL and RuYi, it is observed the same is insignificant and unlikely to give rise to competition concerns," it added.

The textile division of RIL is into manufacture yarn, fabric for men's suiting, trousers and shirting, among others.

## CCI clears RIL deal with Chinese firm

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# The bold road to success

Three young women entrepreneurs are making unconventional business moves and, in the process, rewriting social mores

By Rajiv Singh

that women are supposed to get married at a certain age and pursue work, if at all, as a hobby. "The 'Unfollow' message needed to be conveyed with a bang and there was no point in being squeamish about it," she adds.

FabAlley was started as an accessories-only brand in 2012, but moved quickly to introduce clothing within six months. The move seemed to have paid off as from a paltry 50 orders to begin with the startup now gets over 800 orders a day, and 90% of them are for clothing. The co-founders are now scouting for funds to expand their operations.

The duo, friends since 1998, knew the campaign would be disruptive and there could even be negative reactions. But the risk was worth taking. "No great business was ever built by playing safe," says Malik, who along with her friend overcame the temptation of a good salary package and the perks of being an 'overpaid corporate slave' to start their own venture.

Being bold and gutsy should be second nature for all entrepreneurs, especially those starting up, she says.

Malik exhibited streaks of rebelliousness from an early age. She would refuse to pay at-

tention in most classes, bunk some of them, disrupt a few of them with her pranks and would never finish her homework on time. But somehow she was always academically brilliant. "From very early, I learnt to separate the important from the irrelevant," she contends.

Poddar, on her part, discovered her leadership traits when she joined B-school. The college committees were "all boys clubs" with no woman ever getting elected. In spite of discouragement from her seniors and friends, she mustered courage to stand for elections and became the only woman member to join the board.

The gusty duo is not the only one breaking stereotypes. Zivame's Richa Kar too is doing her bit. Early last month, the 33-year-old founder of India's largest online lingerie brand did something unprecedented in India. She rolled out a 'Fit is my Right' of-

fline campaign to connect with over five lakh women over the next 12 months, teaching them about their right bra size.

In a conservative country like India where women still don't openly talk about lingerie, it was a bold leadership move which could have backfired. And the fact that nobody has ever done this, made the idea all the more challenging. However, it did not deter Kar.

"We want to make lingerie mainstream and acceptable, and not something women have to feel ashamed about," she says. Launched in August 2011, Zivame has raised over \$9 million from investors like IDG Ventures, Kalaari Capital and Unilazer Ventures. It logs a daily shipment order of over 2,500 and is growing at 300% every year.

There is a lot of social discomfort associated with buying lingerie due to unavailability of sizes, poor market penetration and lack of education. While retailers stock only fast moving sizes, tail ends of sizes remain under-served. Sales personnel too only push sales, rather than providing consultation on the right fit, she says.

Richa has been trying to change the perception as well as attitude. "Entrepreneurs have got to be bold because solving big problems demands the ability and courage of conviction to think and act boldly," she says. And women entrepreneurs, for sure, have been working as hard as men, and maybe even more, to realize their dreams.

However, there are not many women who are taking entrepreneurial plunge. "Once they (women) cross this mind barrier, nothing can really stop them from achieving their dreams," says Kar. ■

**T**anvi Malik and Shivani Poddar never followed what was 'expected' of girls of their age. When her friends used to play with Barbie dolls, nine-year-old Tanvi would be sweating under the sultry sun, chasing leather with a faint hope that her brothers might give her a chance to bat if she fielded well. And that did happen.

Ditto for Shivani. Being the tiniest person in her class never deterred her from standing by her friend who would be bullied by the big boys in the school. Though she would take some blows, the boys would think twice before messing with her next time.

Tanvi and Shivani, both 29 now, still don't follow what is 'expected' of girls of their age. In January this year, the co-founders of FabAlley, an online fashion portal dealing in private labels for women, rolled out a social media campaign—#Unfollow—featuring stand-up comedian Radhika Vaz in the buff. Yes, in the buff.

The young girls typify the new-age women entrepreneurs who are breaking stereotypes, defying conventions, shedding inhibi-

## Shivani and Tanvi's advice for entrepreneurs:

- Stay weird, stay different
- Don't let comfort lull you from trying out something different which you believe in.
- If you have an idea, act on it so that you don't regret a missed opportunity

tions and daring to tread the unusual path. "Urban society today makes it possible for young women to be bold if they choose to be so," says professor MS Rao, chairperson of Center for Entrepreneurship at Mumbai's SP Jain Institute of Management and Research. For an entrepreneur, being bold—with innovative and disruptive ideas—gives that crucial first-mover advantage in the startup stage, he contends.

The nudity in the video is not sensationalized or meant to titillate, says Poddar, who was first in her traditional Marwari family to 'unfollow' the age-old thinking

## Richa's advice for entrepreneurs:

- Dream big.
- Don't just stop at thinking. Take the plunge.
- Never underestimate your abilities. You are as good as any other man/woman.



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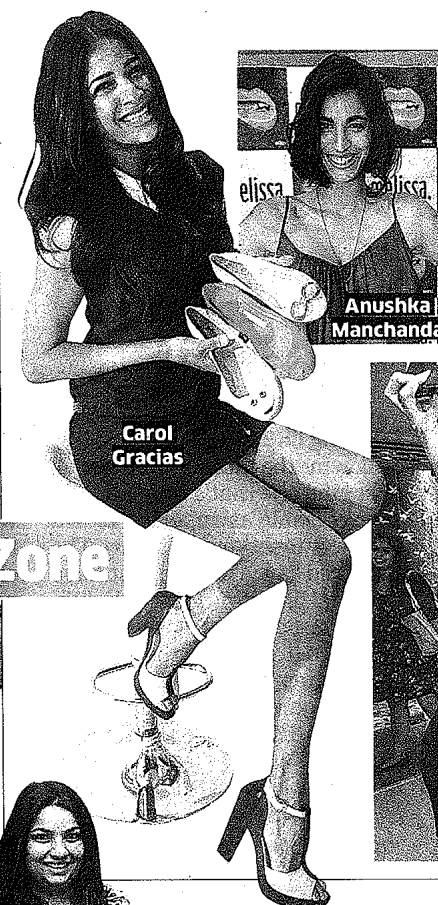


## Digit ally

A unique fashion show in Mumbai celebrated the evolution of digital age and its marriage with e-commerce. Hosted by Anchal Kumar, Anupam Mittal and Rajesh Sawhney, the event was also attended by Gautam Gulati, Aditi and Arzoo Govitrikar, Suchitra Pillai and others.

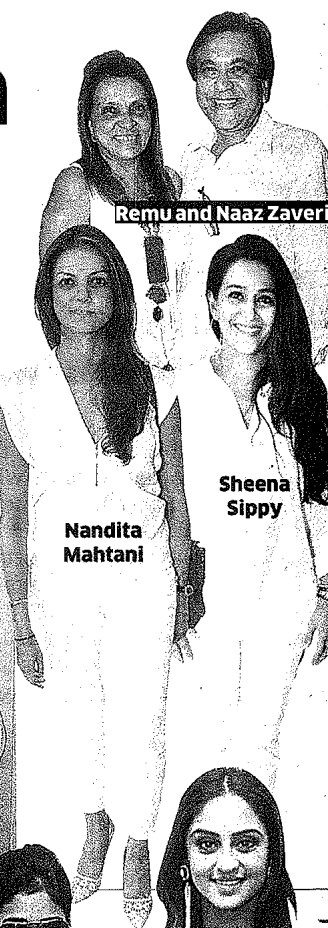
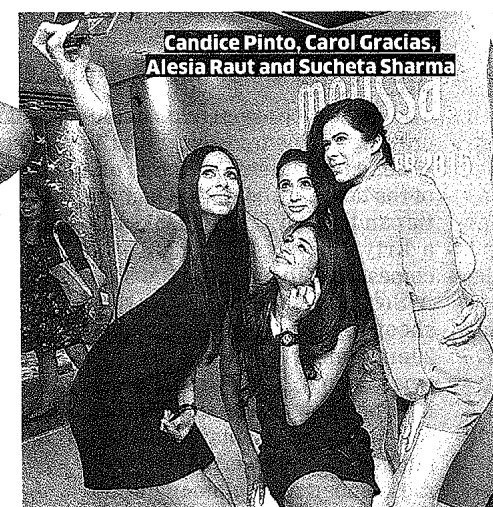


## Party Zone



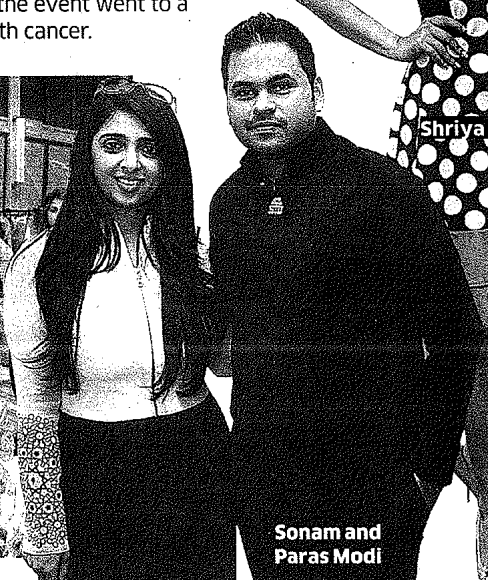
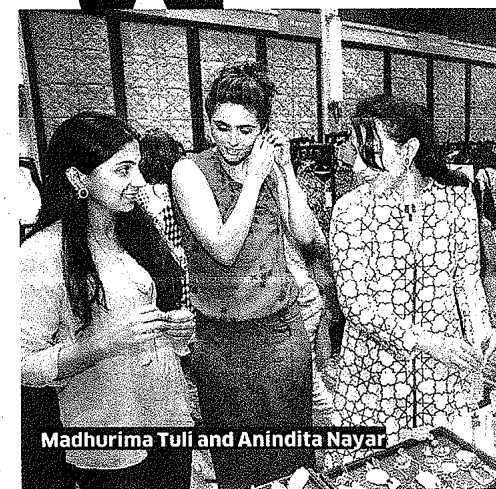
## A shoe in

A soiree was held in Mumbai for the launch of a luxury Brazilian footwear brand in India. The creator of 'candylicious' jelly shoes saw Renu Chainani, Archana Akhil Kumar and Dayana Erappa, among others, attend the party.



## Pop up in style

A pop-up show highlighting a mix of over 50 designers and jewellers was held in Mumbai. It was a showcase of fashion, home decor, jewellery and accessories. Madhurima Tuli, Anindita Nayar, Arti Vijay Gupta and Alpana Gujral were spotted at the do. All proceeds from the event went to a charity for children with cancer.





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## **Surat-based Institute to Certify, Grade Diamonds**



**NEW DELHI** The government has authorised a Surat-based institute to provide certification and grading of diamonds. Surat-based International Institute of Diamond Grading and Research India Pvt Ltd is the new "laboratory added for purpose of certification/grading of diamonds of 0.25 carats and above," the Directorate General of Foreign Trade said in a notification. Other institutions in the list include GIA Hong Kong Laboratory Ltd, Gemological Research (Thailand), GIA Education and Laboratory (Pvt) Ltd, Johannesburg and Antwerp-based Forevermark NV. The development assumes significance as India is the world's largest manufacturing centre for cut and polished diamonds.

## Business Line, Delhi

Friday 6th March 2015, Page: 17

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### **CII-Coimbatore office-bearers**

Coimbatore, March 5.

Confederation of Indian Industry, Coimbatore, has elected KV Srinivasan and Nethra JS Kumar as Chairperson and Vice-Chairperson respectively for 2015-16. KV Srinivasan is the Director of Premier Evolvics and Managing Director of Sree Narasimha Textiles (P) Ltd, Premier Mills and Premier Fine Linens Pvt Ltd. Nethra JS Kumar is the Chairperson and Managing Director of Lakshmi Electrical Control Systems and Chairperson of Lakshmi Precision Tools. OUR BUREAU



## Business Line, Delhi

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### CCI approves Reliance's China deal

New Delhi, March 5

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## CCI approves Reliance's deal with Chinese co for textile biz

NEW DELHI, PTI: Fair trade regulator CCI has approved Reliance Industries' proposed deal to sell 49 per cent stake in a newly-formed textile firm to Chinese company RuYi, saying the deal does not raise anti-competitive concerns.

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Textile happens to be the founding business of \$75-billion RIL group, which has since emerged as a major player in energy and retail businesses and is now expanding big time into telecom arena as well, among others. In an order released, CCI said "the proposed combination is not likely to have an appreciable adverse effect on competition in India".

## चमड़ा उत्पाद के निर्यात में 14% की बढ़ोतरी

नई दिल्ली (ब्यूरो)। वस्तुओं के निर्यात में भले ही लगातार गिरावट हो रही है, लेकिन चमड़ा व चमड़ा उत्पाद के निर्यात में चालू वित्त वर्ष 2014-15 के अप्रैल-जनवरी में 14.4 फीसदी की बढ़ोतरी दर्ज की गई। इस साल जनवरी महीने में वस्तुओं के कुल निर्यात में 11 फीसदी से अधिक की गिरावट रही।

वाणिज्य मंत्रालय के मुताबिक चमड़ा व चमड़ा उत्पाद रोजगारपरक क्षेत्र है और सरकार विशेष रूप से इस क्षेत्र पर ध्यान दे रही है। यही वजह है कि चमड़ा व चमड़ा उत्पाद को मेक इन इंडिया कार्यक्रम के फोकस सेक्टर में शामिल किया गया है। चमड़ा व चमड़ा उत्पाद निर्यातकों को तैयार चमड़ा, प्रशिक्षित श्रमिक व तकनीक सुविधा मुहैया कराने की पहल की गई है। चमड़ा व चमड़ा उत्पाद निर्यातकों को अन्य कई स्कीम के तहत भी सुविधाएं दी जा रही हैं।



## गंगवार ने की राज्य सरकार से जिला जेल में सुधार की मांग

बरेली, 5 मार्च (जनसत्ता)। केंद्रीय कपड़ा राज्यमंत्री संतोष कुमार गंगवार ने राज्य सरकार से यहां की जिला जेल में सुधार की मांग की है। उन्होंने मुख्यमंत्री अखिलेश यादव को भेजे पत्र में कैदियों को बेहतर सुविधाएं दिलाने के लिए जरूरी कदम उठाने का अनुरोध किया है। उन्होंने कहा की स्टाफ पूरा न होने और संसाधनों की कमी की वजह से जिला जेल की व्यवस्था चरमरा गई है। इसकी वजह से कैदियों को शारीरिक और मानसिक परेशानी झेलनी पड़ रही है।

गंगवार ने अपने पत्र में कहा है कि इस जेल की क्षमता 1220 कैदी रखने की है। लेकिन यहां इस समय 2246 कैदी हैं। कैदियों की क्षमता के मुताबिक ही यहां सिर्फ 22 शौचालय हैं। स्टाफ में 116 बंदी रक्षकों के पद मंजूर हैं। लेकिन इनमें से भी लगभग आधे खाली पड़े हैं। इस समय यहां सिर्फ 65 बंदी रक्षक तैनात हैं। इसी तरह जेल के अस्पताल के लिए दो चिकित्सक और चार फार्मासिस्ट के पद तो मंजूर हैं। लेकिन इस समय यहां सिर्फ एक चिकित्सक ही है।

उन्होंने कहा कि कैदियों की वास्तविक

संख्या के आधार पर ही स्टाफ और चिकित्सक यहां तैनात किए जाएं, ताकि कैदियों को बेहतर सुविधाएं मिल सकें। इसलिए बंदीरक्षकों के मंजूर पदों की संख्या बढ़ाकर 225, चिकित्सकों की संख्या चार और फार्मासिस्ट आठ किए जाएं। उन्होंने कहा कि शौचालयों का निर्माण तो हर हाल में जल्द कैदियों की संख्या के सापेक्ष कराया जाए। उन्होंने कहा कि इन सुविधाओं के अभाव में उनके मन-मस्तिष्क पर भी बुरा प्रभाव पड़ता है।

## **CCI CLEARS RIL'S 49% TEXTILE FIRM SALE TO CHINA CO**

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PTI



## RAMPSIDE ROAR

SALONI MADAN



**F**ROM the massive blooms of 11th century calicos originated in Kozhikode, to Jeremy Scott's 3D psychedelics and Masaba Gupta's patakas apt for a sparkly Diwali, prints have certainly come a long way. With a quirky sense of humour, many designers are exploring their wild side resulting in a wonderful and whimsical dreamland.

"Prints are extremely versatile ranging from geometrics to florals to abstract ones. They add a whole new dimension to the surface of any outfit," says Rimple Narula of the designer duo Rimple and Harpreet Narula, who showcased their collection — that uniquely combines various prints — at India Beach Fashion Week 2015 last month and Wills Lifestyle India Fashion Week SS15 last year. For their latest collection — *Love in Catalonia*, they have created their own range of prints inspired by the Spanish artist/architect Gaudi, by taking actual photographs of his work and treating them like tessellations, giving his languid fluid forms a geometric, almost 'Op Art' (optical art) feel. The prints, as a result, are highly distressed as seen on long shirt dresses and flowy maxis.

Then, of course, there are the eternal florals. "A perennial favourite, florals have

a timeless romantic appeal and are reimagined as well as reinvented season after season. They are synonymous with spring but work equally well for winters as well," says Narula, who also feels that if one does not want to go head to toe with them, one could try floral separates paired with solid hues or layer them with geometric prints for an interesting effect. In case you're not a floral person, get ready to embrace lines and curves in terms of geometric prints.

Designer Reynu Tandon, whose autumn/winter range mixes foliage with symmetrical bars explains the upcoming trend, "Though florals are such a classic pattern that it can never go out of style, in spite of the fact that they are a spring summer staple, one will see a mish mash of retro and florals with geometrics using 3D printing and some handwork in terms of embellishments this time around." Mumbai-based designer Payal Singhal, who has dressed many celebs such as Sonam Kapoor, Tisca Chopra and Kajol among others, in various printed silhouettes, predicts that architectural, quirky (insects/animals) and even florals will make it to most runways and wardrobes this season as well. Singhal uses high-end Italian inks to produce exclusive prints in smaller batches, to make the

# PICK A PATTERN

From geometrics to florals and everything in between, designers are exploring the print medium to create a wonderful and whimsical dreamland



**FINE PRINT:** (L to R) Rimple and Harpreet Narula draw inspiration from Gaudi's famous works in Barcelona; Payal Singhal goes all out on floral prints; Chhaya Mehrotra's digital pattern-play

garment unique.

But there's a lot more to the print story in terms of patterns and techniques, designers feel. "There is something or the other for every kind of person such as Aztec or ikat. Also, with technology evolving and digital printing coming up there is no end to creativity," says designer Chhaya Mehrotra whose 'Bubbly Banarasi' collection incorporates small prints in both men's and womenswear along with colour blocking. Digital printing is gaining momentum in the Indian fashion scenario. Tribal prints, geometric prints, and illusionary prints are making an assertive here-to-stay mark as well. "Digital prints offer the designer the opportunity to create virtually anything that they envision and bring it to life with an amazing range of colours and textures. Be it detailed scenes of nature or psychedelic art prints, digital printing is gaining a lot of popularity these days," explains Narula.

As for the feasible and practical nature of prints, Tandon says, "A lovely printed dress is such a go-to garment for lunch or shopping, that it's almost an everyday essential — perfect for a casual look. Prints are so versatile that they can be dressed up or down according to the wearer's preference. For example, you

could wear print on lycra for an absolute casual affair, silk for a formal evening and georgette for resortwear. A little embellishment here and there goes a long way with prints."

And it's not just the print's pop that adds to the wearer's look, such an evergreen type of design is key for a designer's aesthetic and what a buyer identifies him or her with, feels Singhal. "People hugely classify brands like Dolce & Gabbana or Pucci with major prints. That's how they associate brands and respective specialisations. In that way, in terms of prints, clients are able to get their hands on a part of a brand's persona at a lower price point, as compared with a heavier embellishment like embroidery. Prints, therefore, provide the perfect part couture, part casual feel."

So how do you decide what to wear from this huge array of vibrant options? It's simple. The key to mixing prints well is choosing a print that suits your body type. "Larger frames and pear shaped bodies should opt for smaller to medium sized prints in dark tones to create a leaner visual look. Petite frames can also go for smaller prints as they will not overwhelm the frame. Tall or hourglass figures can go for placement prints and bold graphic ones," suggests Narula.



# CCI procurement, lower yield estimates push up cotton prices

## COTTON STATISTICS

Year	Area (mn hectares)	Production (mn bales)	Yield (kg/hectare)
2009-10	10.3	30.5	503
2010-11	11.1	33.9	517
2011-12	12.2	35.3	493
2012-13	12.0	36.5	518
2013-14	11.6	37.5	552

Note: 1 bale is 170 kg

Source: Cotton advisory board

SHARLEEN D'SOUZA

Mumbai, 5 March

Cotton prices have started rising in the past couple of months, helped by Cotton Corporation of India (CCI)'s procurement of a fifth of the total crop, and lower yield estimates.

Prices have increased eight per cent in India. On the Multi Commodities Exchange (MCX), cotton was trading at ₹15,020 a bale (of 170 kg) compared to ₹13,990 on 23 January, 2015. On the US exchanges too, cotton prices have gone up by 9.4 per cent in the same period.

Prerana Desai, head of research, Edelweiss Commodities, said, "With the improvement in international prices, exports from India have now turned viable and some exports have resumed after a lull. Normally exports peak during December-January, which is a peak arrival season. Even buying by CCI from the open market has reduced floating stock significantly."

CCI has so far procured more than eight million bales,

which is 20 per cent of the total crop expected for the cotton year (October-September) 2014-15.

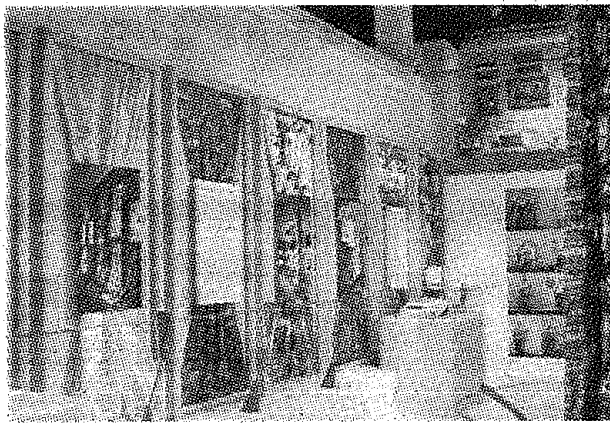
Lower production estimates at 39.4 million bales from over 40 million bales previously, due to fall in yields, has also pushed prices higher from the multi-year lows seen in January-end. Yield has been impacted in major crop growing areas like Gujarat, Maharashtra and Andhra Pradesh.

Exports have also resumed, with 3.2 million bales already estimated to have exported so far. Around 7.7 million bales were exported last year during the same period. Cotton Advisory Board expects cotton exports to stand at nine million bales. However, the industry expects it to be lower at 7.5 million bales.

"There has been a strong demand, which has come in from other countries like Pakistan and Bangladesh but they don't make up for the demand which comes from China," said Sirish Shah, a Mumbai-based cotton exporter.

# बजट के बाद टेक्सटाइल इंडस्ट्री की दूरी उम्मीदें

सर्विस टैक्स ने कठिन की एक्सपोर्ट ग्रोथ की डगर, ग्लोबल मार्केट में अनिश्चितता



एजेंसी | नई दिल्ली

सबसे ज्यादा रोजगार मुहैया कराने वाले टेक्सटाइल क्षेत्र को इस बार बजट में काफी निराशा हुई है। बजट में टेक्सटाइल का जिक्र तक नहीं किया गया। उल्टे सर्विस टैक्स में इजाफा कर सरकार ने टेक्सटाइल इंडस्ट्री के निर्यात की मुश्किलों को और बढ़ा दिया है। इतना ही नहीं पॉवरलूम को अपग्रेड करने के लिए फंड में भी बड़ी कमी हुई है। जबकि, टेक्सटाइल इंडस्ट्री बड़े फंड की उम्मीद कर रही थी।

2014 के दौरान टेक्सटाइल क्षेत्र ने निर्यात में काफी बेहतर प्रदर्शन किया लेकिन नीतियों के अभाव में टेक्सटाइल इंडस्ट्री लक्ष्य से चूक सकती है। विशेषज्ञों का मानना है कि बजट में किसी भी तरह का ऐलान न होने से आने वाला समय टेक्सटाइल इंडस्ट्री के लिए मुश्किलों और चुनौतियों से भरा रहेगा।

## निर्यात को लगेगा धक्का

अपैरल एक्सपोर्ट प्रमोशन काउंसिल (एईपीसी) चेयरमैन वीरेंद्र उप्पल ने कहा कि सर्विस टैक्स में इजाफा करने से टेक्सटाइल इंडस्ट्री की वैश्विक बाजार में प्रतिस्पर्धा कमजोर होगी। सरकार

## टफ स्कीम के लिए फंड की कमी

पॉवरलूम डेवलपमेंट एंड एक्सपोर्ट प्रमोशन काउंसिल के चेयरमैन एम. दुर्रसामी ने बताया कि टफ स्कीम पर अतिरिक्त फंड की जरूरत है। टेक्नोलॉजी अपग्रेडेशन फंड स्कीम (टफ) सरकार की सबसे सफल स्कीम में गिना जाता है। हालांकि पिछले कुछ वर्षों से टफ स्कीम का इंप्लीमेंटेशन सही से नहीं हो रहा है। इस बार भी बजट में टफ स्कीम के लिए निराशा हाथ लगी है। फिसिल की रिसर्च रिपोर्ट के मुताबिक 2015-16 के लिए टफ को 15.2 अरब रुपए दिए गए हैं। जबकि 2014-15 में टफ के लिए 18.6 अरब रुपए दिए गए थे। दुनिया में सबसे ज्यादा लूम्स भारत में हैं। हालांकि भारतीय टेक्सटाइल के पास शटललेस लूम्स नहीं हैं। इंडस्ट्री की ग्रोथ में यह सबसे बड़ी मुश्किल है।

## मुश्किल है 2025 का मिशन

कन्फेडरेशन ऑफ इंडियन टेक्सटाइल इंडस्ट्री के चेयरमैन प्रेम मलिक ने कहा कि यदि मैन मेड फाइबर्स की तरह अन्य नए उत्पादों पर काम किया गया तो 2025 तक इंडस्ट्री 350 अरब डॉलर को पार कर जाएगी। हालांकि बजट में ऐलान न होने से टेक्सटाइल निर्यात लक्ष्य पर संकट के बादल मंडरा रहे हैं। सिंथेटिक फाइबर्स के आयात शुल्क में कमी न होने के चलते इंडस्ट्री पहले से ही परेशान है। अपैरल एक्सपोर्ट प्रमोशन काउंसिल का कहना है कि टेक्सटाइल निर्यात में गारमेंट की बड़ी भूमिका है।

को फिर से टेक्सटाइल इंडस्ट्री की मांगों पर विचार करना चाहिए। सरकार को 3 फीसदी ब्याज सब्सिडी सेक्टर को मुहैया करानी चाहिए। सर्विस टैक्स को 12.5 से 14 फीसदी किए जाने से निर्यात को गहरा धक्का पहुंचेगा। यह श्रम प्रधान सेक्टर है। जहां से निर्यात के जरिए 1 लाख करोड़ रुपए का रेवन्यू पैदा होता है।