

Centre targets \$47.5-billion textile exports in 2015-16

fe Bureau

New Delhi, May 25: The government has set the textile and clothing export target at \$47.5 billion for the current fiscal, aiming for an almost 14% rise in outbound shipments from the actual level of 2014-15.

"The achhe din for the textile sector has started to arrive," textile minister Santosh Kumar Gangwar said on Monday, as the Narendra Modi government completes one year.

The country's overall textile and garment exports grew roughly 5% in the last fiscal to \$41.4 billion from a year before, said a textile ministry official. Still, the exports fell short of the official target of \$45 billion for 2014-15. Earlier, quick estimates had showed that the exports during the April-

Textile & clothing exports

(In \$ billion)

	Actual	Target
2011-12	32.9	33
2012-13	34.9	40.5
2013-14	39.3	43
2014-15	41.4	45
2015-16	NA	47.5

Note: The exports also include those of jute, coir, handicrafts and handloom items

Source: Ministry of textiles



February period went up by nearly 2% from a year before.

With demand from China remaining tepid and the government withdrawing certain export incentives to the sector, the shipment target for the current fiscal would be hard to achieve, especially in view of stiff competition from countries like

Vietnam, Bangladesh and Pakistan.

For its part, the textile ministry has sought a quick resolution of the India-EU free trade agreement, which would pave the way for duty-free access of Indian textile and garment items to the EU, which account for more than a third of the country's garment exports, the

senior ministry official told FE.

Similarly, the ministry has asked for the continuation of the interest subvention scheme, which was withdrawn from late 2014, to boost exports. Industry executives say under the scheme, certain segments like the SMEs, handlooms, handicrafts and garments, were entitled to a 3% interest subvention on export credit.

Moreover, currently domestic textile exporters are given a 2% export incentive for outbound shipments only to the US, the EU, Canada and Japan — the markets where the appetite is far more for garments than for textiles. The industry wants certain incentives to capture markets in countries such as Bangladesh, Vietnam and Cambodia.

Textile exports fall short of target in FY15

OUR BUREAU

New Delhi, May 25

Textile exports in 2014-15 registered a three per cent growth at \$41.7 billion, against the targeted \$45 billion.

There was a significant up-tick in the overseas sales of handicrafts (17 per cent), carpets (15 per cent), ready made garments (12 per cent), silk (13 per cent), and wool and woollen textiles (18 per cent), said an official statement.

Sop sought

The Textile Ministry has approached the Commerce Ministry to include garments in the interest subvention scheme to help it compete with Vietnam, Sri Lanka and Bangladesh.

"The question is how do remain competitive. The main requests to the Commerce Ministry are the reinstatement of the interest subvention scheme and to give benefits to countries other than Europe and the US," said Sanjay Kumar Panda, Secretary, Textiles Ministry.

Grasim Ind sells consumer products biz to Future Group

PRESS TRUST OF INDIA

New Delhi, May 25

Grasim Industries, an Aditya Birla Group company, will sell its consumer products business to Kishore Biyani-led Future Consumer Enterprise Ltd on a slump-sale basis.

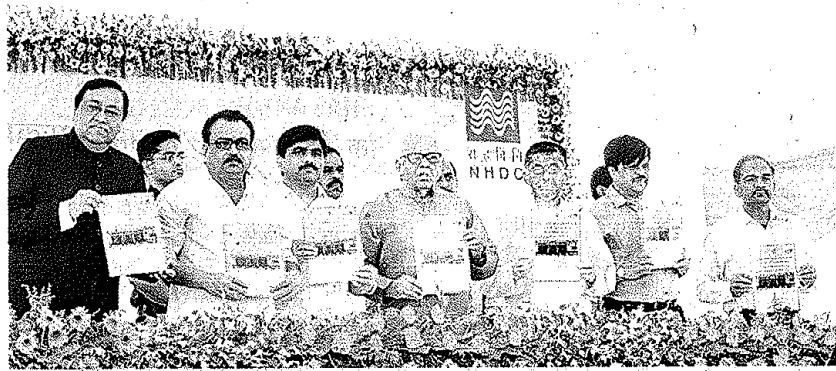
Grasim's consumer products division makes face care wipes, baby wipes and other products in baby/house care segments under brands including Kara, Puretta, Handys

and Prim. The company said this division has a small contribution in its overall business.

The transaction is expected to be completed in June, Grasim added.

Grasim Industries started in 1948 and its core businesses are viscose staple fibre (VSF) and cement, contributing over 90 per cent of its revenues and operating profit.

The company's scrip closed at ₹3,572.60, down 1.91 per cent, on the BSE.



■ Ram Naik, Governor of Uttar Pradesh released a book on "Handloom Weavers" written by S.K. Panda, Secretary Textiles, Govt of India at Varanasi in the presence of Santosh Gangwar, Union Minister of states for Textiles (Independent charge).

● App inventor

To help men shop

It is one's mother, daughter or sister who shops for the man of the house. If Indian men go to the mall, then it's largely to eat," says Avisha Chaudhary, echoing the voices of many whom she spoke to.

The 23-year-old Delhi girl thus came up with the idea of creating an application which encourages men to know about their body-type and subsequently select the clothes that would suit them best. Having pursued BA (Hons) in Fashion Media Communication from Pearl Academy, the enthusiastic girl has created 'The Gentlemen's Club App' – which also won her the award for Most Professional Project.

Just the appearance of the logo with the contours of a man's heavily mustached face, changing when seen with a tie, hat or tobacco pipe explains it all. "The minute one logs in, there are choices that help him to discover about his body type and physique.

Then comes the stage to choose the right colour and the specification of the apparel needed. Once all this is done, the app automatically takes the club member to the site which is offering, say a shirt in pink with slim fit. The process thus becomes fun and easy."

Considering the general opinion that men do not wish to indulge too much time in shopping, and the rising trend of online shopping, it is interesting to notice how Chaudhary capitalises on the power of the latter to serve the need of the former.

In the midst of all this, Chaudhary attempts to ex-



SMART FASHION Avisha Chaudhary explains about her mobile app.

“**The concept of a gentleman has been brought forward to intersect the concept of manhood and fashion.**”

Avisha Chaudhary

plore the notions of masculinity. "It actually started as a sim-

ple observation as to why there were hardly any online retail websites for men in India, which led to a very basic question – Is men's fashion in India neglected? The answer I realised is a 'Yes'," she says wondering whether it is the lack of publicity to be blamed or the mindset of this country, "where wearing 'pink' is still considered a 'taboo' and here on the other hand you have Narendra Modi who has become the poster boy of Indian fashion."

She feels that fashion and men in the same sentence have always raised a few eyebrows. "The concept of a gentleman has been brought for-

ward to intersect the concept of manhood and fashion," she says referring to her app. In her endeavour to cater to the fashion needs of men, she has created a platform "where men are not just more aware in terms of the latest fashion but also know their bodies and personalities better."

"When a new member registers with the club, he is gifted a signature box containing a pair of cufflinks, a pen, a notebook and a miniature of Chivas," she says pointing towards an elegant rectangular box that any man would obviously want to possess. Want to be a member?

Henna Rakheja

Help North-East realise potential

By K S S Seshan

The Northeastern states have unique geographical and strategic location. Except, perhaps, the Brahmaputra Valley in the upper Assam region, all other parts of the North-East like Arunachal Pradesh, Nagaland, Manipur, Mizoram, Meghalaya, Tripura and also a large part of lower Assam are land-locked. These states have international borders with China, Myanmar and Bangladesh.

What is not much publicised in the rest of the country is the enormous economic potentialities that the region is endowed with. The entire NE is rich with natural resources. It has fertile soils, sufficient rainfall, a salubrious climate, enormous mineral resources and precious forest wealth.

The Brahmaputra in the north and Barak in the south are major perennial rivers though they are not properly tamed and their waters are utilised for irrigation.

The region has many opportunities in the manufacture of agro-based industries. There is extensive cultivation of fruits like pineapple, but such farm produce languishes for the lack of marketing facilities.

If only fruit processing units are started on modern lines, it will be a boon for the peasants pursuing horticulture. There is abundant bamboo available and paper manufacturing units can well prosper if such units are established.

There is now much talk of the efficacy of the medicinal and aromatics plants in the country. The trade in such plants is picking up at the global level. It is estimated that there are over 100 varieties of such precious aromatic plants which can easily command markets worldwide.

With governmental support, the cultivation, processing and export of such medicinal plants would prove to be a boon for the region. Cultivation of non-conventional crops like vanilla, jathropa, aloe vera etc, will be helpful as foreign exchange spinners.

The region has great potential for the cultivation of sugar cane and the sugar industry will be able to provide considerable employment opportunity at the rural level. There is also immense potential for the development of sericulture and mulberry plantation in the region.

The handloom industry which is rich and exotic with its unique regional variations has limited markets locally. There

are not enough avenues for these products, that reflect the distinct cultural moorings of the people of the NE, to be sold in other parts of the country.

Utility oriented furniture

Making attractive and utility oriented furniture with cane in an aesthetic manner has been an age-old industry in the region. If only these articles could find way to other parts of the country, there will be a greater employment potential for those engaged in handloom weaving and the manufacturing of the cane furniture.

The opening of regular outlets in all the major cities and towns in the country for the sale of exquisite art and craft of NE is the need of the hour.

For the development of industry in the region, a major impediment has been the insufficient power supply. It is estimated that less than half of the needed power is supplied by the electricity boards.

There are no major power generating units as of now. Few gas – based power projects as well as mini – hydel projects if taken up, it will go a long way to ease the situation. Tapping non-conventional energy sources like solar and wind energy also is essential to provide the much-needed power for industrial as well as domestic needs.

Another major hurdle for the economic performance of the region has been the lack of all weather roads and also the transit facility. The existing railway lines are to be extended, modernised and upgraded. A dedicated road – cum – rail transit corridor through Bangladesh will remove all the existing hurdles in easy access to this region.

An important facet overlooked is its potential for tourism. The thick greenery, rich visitation and the great scenic beauty of the entire stretch is almost unknown to the rest of India.

It is time for the media also to project the positive side of the economic potentialities of the region to instill confidence among the possible investors in the North-Eastern India and thus help in its economic development.

If a part of the response from the “Make in India” is earmarked for ‘Make Particularly in North-East India’, it will go a long way in the furtherance of the economic development of this region for, industrial growth alone is the panacea for all the economic ills of North-Eastern region.

(The writer is former professor, University of Hyderabad)

Grasim sells biz to Future Group

PRESS TRUST OF INDIA

New Delhi, 25 May

Grasim Industries, a leading company under the Aditya Birla Group, will sell its consumer products business to Kishore Biyani-led Future Consumer Enterprise Ltd on a slump sale basis.

"...the company has signed a Business Transfer Agreement with Future Consumer Enterprise Limited for the sale of its consumer products division, on a slump sale basis," Grasim Industries said in a filing to the Bombay Stock Exchange.

Grasim's consumer products division makes face care wipes, baby wipes and other products in baby/house care segments under brands including Kara, Puretta, Handys and

Prim.

The company said this division has a small contribution in its overall business.

The transaction is expected to be completed in June 2015, Grasim added.

In 2014-15, its net sales were Rs 9.52 crore against the total net sales of Rs 6,252.34 crore at stand-alone level and Rs 32,437.63 crore at consolidated level, the company said.

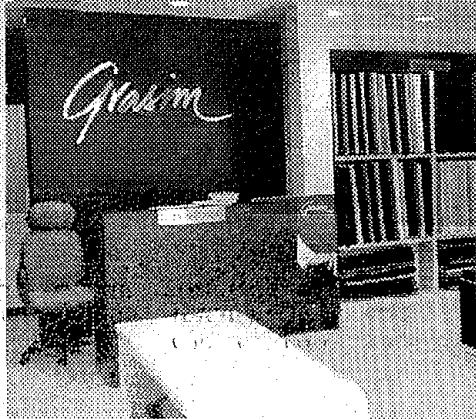
Grasim Industries started in 1948 and its core businesses are Viscose Staple Fibre (VSF) and Cement. These two sectors contribute more than 90 per cent of the company's revenues and operating profit.

The company's shares closed at Rs 3,572.60, down 1.91 per cent, on the Bombay Stock Exchange today.

BIG PURCHASE

**ADITYA BIRLA GROUP-LED
GRASIM INDUSTRIES HAS SOLD
ITS CONSUMER PRODUCTS
BUSINESS TO KISHORE
BIYANI-LED FUTURE CONSUMER
ENTERPRISE LTD.**

The transaction is expected to be
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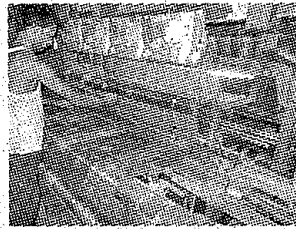
बुनकरों के इलाके बनेंगे पर्यटन क्षेत्र

स्थिति सुधारने के लिए तरीके तलाश रहा है वस्त्र मंत्रालय

अमर उजाला ब्यूरो

नई दिल्ली। वस्त्र मंत्रालय बुनकरों की हालत से संतुष्ट नहीं है। बुनकरों की हालत में सुधार के लिए मंत्रालय सीधे तौर पर बुनकरों से बातचीत कर रहा है। मंत्रालय बुनकरों व हथकरघे से जुड़े इलाके को पर्यटक स्थल के रूप में भी विकसित करने की तैयार कर रहा है। वस्त्र मंत्रालय ने कपड़ा क्षेत्र के निर्यात में बढ़ोतरी के लिए वित्त मंत्रालय से निर्यातकों को दिए जाने वाले ब्याज दरों में छूट की स्कीम को फिर से लागू करने की मांग की है। मंत्रालय ने चालू वित्त वर्ष 2015-16 में 47.5 अरब डॉलर निर्यात का लक्ष्य रखा है।

सरकार के एक साल होने के उपलक्ष्य में केंद्रीय वस्त्र राज्य मंत्री (स्वतंत्र प्रभार) संतोष कुमार गंगवार ने कहा कि बुनकरों पर उतना ध्यान नहीं दिया जा रहा है, जितना दिया जाना चाहिए। उन्होंने कहा कि बुनकरों की संख्या कम न

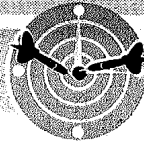


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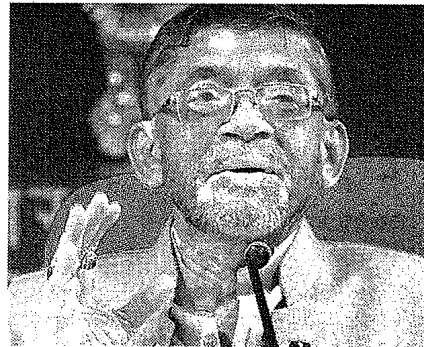
हो इसलिए सरकार बुनकरों को कई प्रकार की सुविधाएं देने जा रही है। बनारस में बुनकरों के तैयार माल को बेचने व उन्हें कच्चा माल उपलब्ध कराने के लिए व्यापार सुविधा केंद्र खोला जा रहा है। उन्होंने बताया कि मंत्रालय के नुमाइंदे बुनकरों से सीधे तौर पर मिलकर उनकी समस्याओं की जानकारी ले रहे हैं ताकि उनके घर पर ही उन्हें कच्चे माल की सुविधा देने से लेकर उनके स्वास्थ्य, शिक्षा जैसी चीजों का भी ख्याल रखा जा सके।

उन्होंने बताया कि मंत्रालय विद्युत करघे को भी प्रोत्साहित कर रहा है। वस्त्र निर्यात में बढ़ोतरी के लिए मंत्रालय ने वित्त मंत्रालय निर्यातकों को फिर से ब्याज दरों में छूट देने की गुजारिश की है। वहीं गारमेंट निर्यातकों को यूरोप व अमेरिका के अलावा अन्य देशों में भी निर्यात करने पर इंसेंटिव देने का अनुरोध किया है। उन्होंने बताया कि निर्यात में बढ़ोतरी के लिए वस्त्र क्षेत्र के निर्यातकों से मंत्रालय ने राय देने के लिए कहा था और उनकी राय को वाणिज्य मंत्रालय के पास भेज दिया गया है। गंगवार ने बताया कि यार्न उद्योग को ई-नीलामी के जरिए कॉटन की उपलब्धता कराई जा रही है। उन्होंने बताया कि पिछले सात महीने में सरकार ने 20 नए टेक्सटाइल पार्क खोलने की मंजूरी दी है। इन पार्क की स्थापना से 75,000 लोगों को रोजगार मिलने की संभावना है। इन पार्क के निर्माण में 5,000 करोड़ रुपये के निवेश का अनुमान है।

RAPID FIRE



'GOVERNMENT TO IMPART TRAINING TO 15 LAKH YOUTH'



SANTOSH KUMAR GANGWAR
MINISTER OF STATE FOR TEXTILES

Textile Minister Santosh Kumar Gangwar sums up the achievements of his ministry as Modi government completes one year

1 ON SETTING UP NEW TEXTILE PARKS : The 20 new textile parks set up in the last one year is expected to attract an investment of about ₹4,500 crore and generate employment for about 66,000 youths. This marks a significant improvement of over 50 parks sanctioned under the same scheme in last eight years.

2 ON CREATING SKILLED WORK FORCE: With a view to meet the need of the textile industry for a skilled workforce, the government will impart training to 15 lakh youth under various programmes across the country.

3 ON NATIONAL TEXTILE CORPORATION (NTC) : Efforts are on to modernise NTC mills in a planned manner. Pursuing the Prime Minister's emphasis on "skill, scale and speed" NTC organised training for over 5,600 youths in its mills for job-oriented skills.

4 ON TEXTILE EXPORTS : Textile exports have increased by three per cent to ₹2.55 lakh crore in 2014-15 as compared to ₹2.48 lakh crore last year. The exports of handicrafts increased by 17 per cent, readymade garments by 12 per cent, silk by 13 per cent and wool and woollen textiles by 18 per cent.

By **Mail Today Bureau**
in New Delhi

Aditya Birla Group company Grasim Industries has decided to sell its consumer products business to Kishore Biyani-run Future Consumer Enterprise Limited on a slump sale basis.

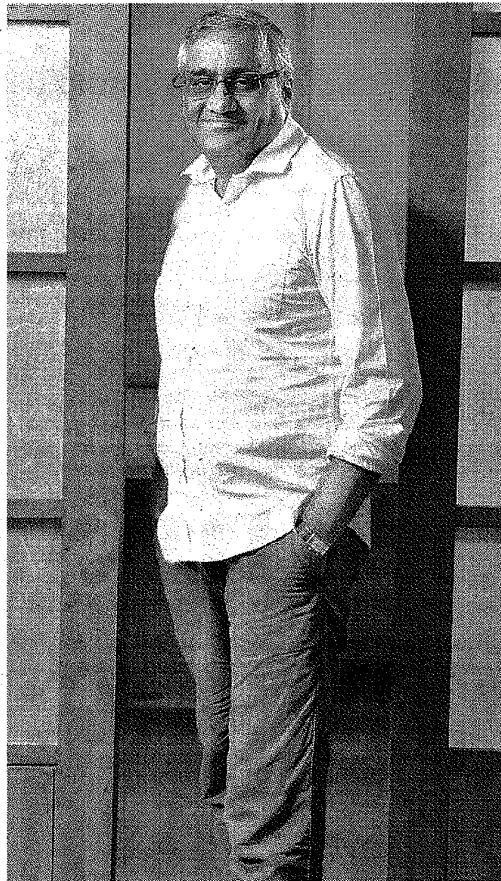
"The company has signed a business transfer agreement with Future Consumer Enterprise Limited for the sale of its consumer products division on a slump sale basis," Grasim Industries said in a filing with the Bombay Stock Exchange.

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This is the second deal that the Biyani has struck with the AV Birla group. In April 2012, the AV Birla Group had acquired a majority stake in



Future Group founder-CEO Kishore Biyani.

Grasim to sell consumer biz

Future Group's flagship Pantaloon fashion apparel retail chain with the infusion of ₹1,600 crore.

The acquisition comes a mere three weeks after the Future Group took control of Bharti Retail by merging its retail business with the latter and forms part of the ongoing consolidation that is taking place in the retail sector.

In a two-tier deal announced on May 4, Future Retail had announced that it would demerge its retail business into Bharti Retail while Bharti's retail infrastructure business would also undergo a similar

Future Consumer Enterprise signs deal on slump sale basis

process to be merged into Future Retail. It was a stock deal worth ₹750 crore that created a ₹15,000-crore behemoth with a pan-India network. The announcement of the Future-Bharti deal had come merely a day after the Aditya Birla Group announced the merger of its apparel businesses to create a ₹5,290-crore fashion giant.

According to market

experts, retail is an evolving sector and it needs economies of scale.

Mergers and acquisitions are also taking place at a time when the brick-and-mortar retail sector is facing a major challenge from fast-growing e-commerce companies such as Flipkart and Snapdeal which are flush with foreign funds and offering hefty discounts to attract consumers.

Textile exports miss FY15 target

Textile and garment exports registered an almost flat growth at \$41.4 billion in FY15 against \$40.8 billion in the previous financial year, falling short of \$45 billion target for the year.

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Business Line, Delhi

Tuesday 26th May 2015, Page: 20

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Cotton wilts on weak offtake

Rajkot, May 25

Cotton price decreased on poor demand from domestic mills. Moreover, weak international market and lower availability of good quality cotton kept buyers away from market. Traders said that there is no hope for fresh export demand in near future which pressurised the price. Gujarat Sankar-6 cotton was down ₹200 to ₹34,500-35,200 per candy of 356 kg. About 8,000-9,000 bales (of 170 kg) arrived in Gujarat and 25,000 bales arrived in India. *Kapas* or raw cotton lost ₹10 to ₹915-930 for a *maund* of 20 kg and gin delivery *kapas* was ₹940-950. Cottonseed declined ₹5 to ₹420-435. OUR CORRESPONDENT