

## **CHAPTER – III**

### **PERFORMANCE OF THE MAHATMA PHULE, MAGASWARGIYA SAHAKARI SOOT GIRNI**

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#### **3.1 Introduction**

Predominantly The Mahatma Phule Magaswargiya Sahakari Soot Girni is run by the backward class people. Therefore, in social and an economic point of view it is essential to measure the performance of this mill. But before analyzing the performance of this mill it is essential to briefly elucidate the national as well as international position of Indian textile industry. Therefore for the sake of convenience the present chapter has been classified into four parts, in which first part deals with Macro position of Indian textile industry at national as well as international level. The second part deals with profile of Mill, third and fourth parts try to analyse the performance. Throughout this chapter attempts are also made to recognize the strength as well as weakness of the mill, as a result of which researcher can suggest appropriate policy implications to overcome from weakness and survive in modern competitive era.

#### **3.2 Macro Position of Indian Textile Industry**

##### **A. Global Position of the Indian Textile Industry**

Textiles and clothing worth US \$ 26.82 billion were exported during 2010-2011 as against US \$ 22.41 billion during 2009-2010, it means that registering an increase of about 19.66 per cent. During April-November 2011, export of textiles and clothing were of the order of US \$ 15.86 billion during the same period of 2010 registering a considerable growth of 24.73 per cent. In Respect of global export of clothing India ranked sixth largest exporter as per the World Trade Organization (WTO, 2010 press release note), trailing Turkey, Bangladesh, Hong Kong, EU-27 and China. In respect of global export of textiles India stood at third rank,

trailing EU-27 and China. As per the official source, India is replaced US as the second largest producer of cotton in 2012. India has already overtaken the world's largest economy to become the second largest cotton consumer.

### **B. National Scenario of the Indian Textile Industry**

The Indian textile industry is predominantly contributing in industrial production, employment generation and foreign exchange earnings. The textile industry is a key area where India has an opportunity for success on a global scale, given the low cost of labour. On the other hand textile is a labour intensive industry which has the potential to generate jobs for a large number of people. India competes with countries like China, Bangladesh and Pakistan in this field. At present it contributes about 14 per cent of the industrial production and about 4 per cent of the GDP and 16.63 per cent to the country's export earnings. The textile industry is the second largest provider of employment after agriculture. It provides employment to about 35 million persons.

In table 3.1 major state wise productions of cotton and yield in 2012 has been presented. Table 3.1 shows that Maharashtra covers the largest area of 28.89 lakh hectare under cotton production but it is far behind in yield of cotton kg/hectare. Gujarat ranks first in the yield of cotton kg/hectare. The average yield of cotton in Gujarat, which was around 500 kg/hectare in 2003-04, has increased to 728.45 kg/hectare in 2011-12. It is also worth noting that as per government estimates, by the end of 12<sup>th</sup> five year plan, country's textile sector's total spindle capacity has reached 55 million whereas China's total present spindle capacity is 90 million

**Table 3.1 State wise production of cotton and yield in 2012**

States	Area under production of Cotton (in lakh hectare)	Percentage	Yield per (Kg/hectare)	percentage
Andhra Pradesh	10.37	12.62%	524.59	13.40%
Gujarat	20.77	25.27%	728.45	18.61%
Karnataka	4.5	5.48%	245.56	6.27%
Madhya Pradesh	6	7.30%	510	13.03%
Maharashtra	28.89	35.15%	211.84	5.41%
Punjab	5.57	6.78%	610.41	15.59%
Rajasthan	4.72	5.74%	396.19	10.12%
Tamil Nadu	1.36	1.65%	687.5	17.56%
<b>Grand Total</b>	<b>82.18</b>	<b>100.00%</b>	<b>3914.54</b>	<b>100.00%</b>

**Source:** Indian Economic Survey 2012

**Figure 3.1 Statewise cotton yield per hectare (in kg) in 2012**

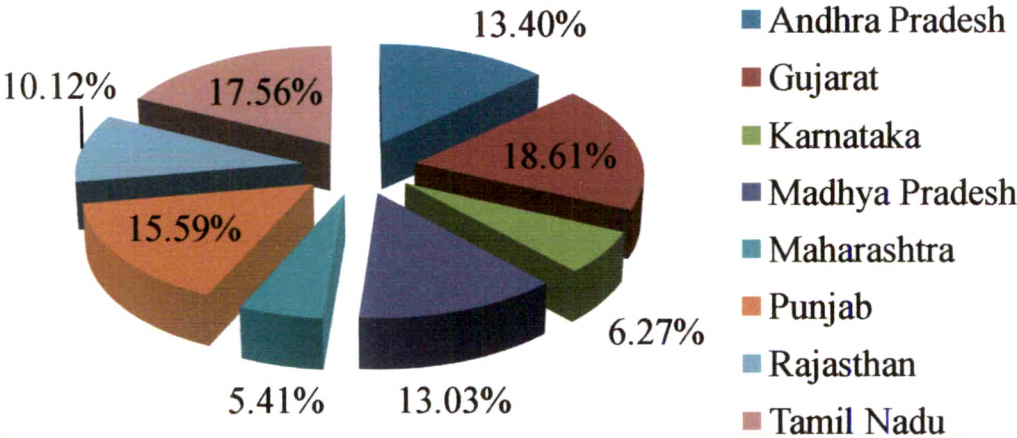
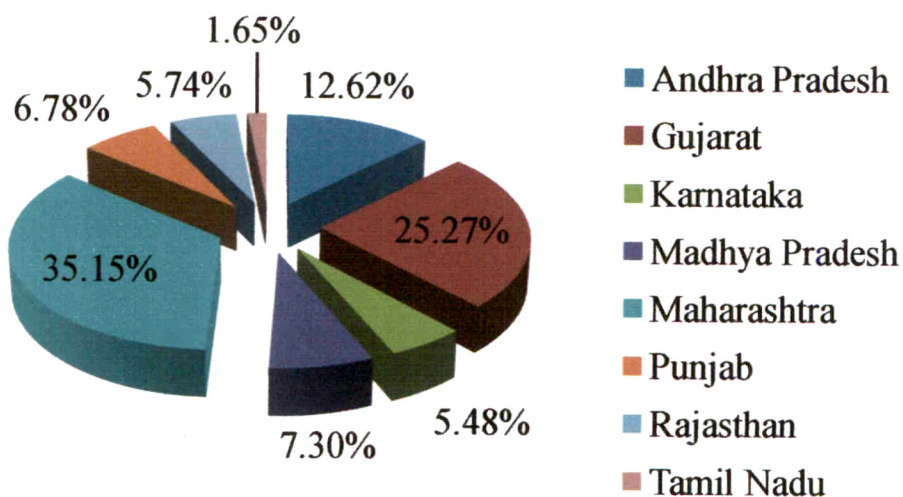


Figure 3.1 presents the share of various states in total yield of cotton per hectare. It is noticeable that the per hectare cotton yield of 18.61% is highest in Gujarat on the contrary it is lowest of 5.41% in Maharashtra.

**Figure 3.2 Statewise-area under cotton production in 2012**



It is observed from figure 3.2 that the area under cotton production is highest in Maharashtra i.e 35.15 % and on the other hand it is lowest i.e 1.65 % in Tamil Nadu. It means that Maharashtra state is the leading state in the country so far as area under cotton production is concerned. However the yield (kg/per hectare) of cotton is lowest in Maharashtra which is depicted in figure 3.1. The position of Gujarat is better off than other states so far as area under cotton production and average yield of cotton per hectare is concerned.

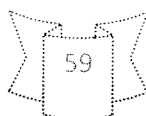
### 3.3 Profile of Mahatma Phule Magaswargiya Sahakari Soot Girni

Mahatma Phule Magaswargiya Sahakari Soot Girni Ltd ; Tal-Hatkanangle Dist-Kolhapur is registered on 16<sup>th</sup> February 1992 bearing

registration No. KPR/ORG/(A) 25/16 under the Maharashtra co-operative society's Act, 1960 for setting up a spinning unit of 25,200 ring spindles. The Mahatma Phule Magaswargiya Sahakari Soot Girni Ltd ; established in the year 1992 started its production in 2002.

The society was organized and promoted by well known social worker and eminent personality Shri.Jaywantrao Awale Ex-Minister of the state government at Maharashtra and presently chaired by Shri. Raju (Baba) J. Awale. The farmers and weavers of schedule caste are the members of the society. The mill has acquired a land of 48 acres. The project cost of that plant is Rs 51 crores 56 Lakh. The area of operation of the society is entire Kolhapur district. The state Government included this mill in the VIIIth Five year plan and agreed to participate in the enquiry in the ration of 1:9 by implementation of this project. The people below the poverty line have been benefited to a greater extent. This project has created an employment opportunity in the industrially backward class society. The banker of mill is Kolhapur district HDFC Bank. The total manpower of the mill is 600 and the quality/ gauge produced are 30 counts to 50 counts respectively.

Mahatma Phule Magaswargiya Sahakari Soot Girni (MPMSSG) is manufacturing 100% cotton carded yarn of the highest international quality standards. The spinning mill commenced production of carded cotton yarn with spindle capacity of 26208 in a year. The plant is located at Pethvadgaon near Kolhapur (Maharashtra) in south west of India. Up till now the society has collected members share capital of Rs. 257.20 lakh. The state Govt. has disbursed Rs.2320.20 lakh as state Govt. equity to the society. The society has also awaited the term loan of Rs.2463.46 lakh. from social welfare department under special components plan.



It strives for excellence in every sphere of its activities. Quality, best service, customer friendly and steady development are its policies. The mill is committed to corporate governance in fulfilling its quest for achieving significant growth with profits. The manager and workforce are very much involved in running the mill successfully with a closely knit team of qualified youth and skillful team of technical. Importance is given to adherence to quality systems' and schedules customer requirement's awareness is indicated to the good root level workers. The mill purchases its raw material from Vidharbh, Marathawada and Khandesh. The draw frames are from LMW Rieter and Switzerland. The ring frames are from KITM and winding machines of Schlafhorst 238 and Murata 21c, Japan along with Siroclearens of Loeper, Switzerland. The mill has Uster HVI 9000 series and Tesorapid tester from Uster and PT 7000 evenness tester from Premier to monitor the quality of cotton yarn.

The mill is in advance stage in obtaining the quality norms required by international market.

The entire yarn is exported to Korea, Taiwan, Hongkong, Bangladesh, Canada, Switzerland and Malaysia. The safe guard the supremacy in quality round the clock on line checks are made in addition to cotton bale management. A full fledged laboratory with most modern and highly sophisticated equipment has been provided for adequate in house testing with a view to maintain consistent quality. 9000 HFT series spinlab equipment ensures consistency of raw varieties. This is complemented with other testing equipment from Premier such as HFT Tester Tensomaxx and Classidata tester to maintain consistent quality checks.

The pursuit for quality is evident from the state of the art equipment that Mahatma Phule Magaswargiya Sahakari Soot Girni (MPMSSG) has installed. Care has been taken to accommodate complete Lakshmi preparatory and Ring Frame machinery. The latest generation schlafhorst Auto coner have been installed. The LUW humidifiction with digital system ensures clean and dust free environment, constant humidity and temperature which are essential prerequisites to the spinning process.

Due to non availability of funds in time the project is delayed. In this period there have been domestic changes in the technology of the plant and machinery envisaged in the original project moreover with the present quota free regime in practice. The global market demands consistency in the yarn quality parameter's and a competitive pricing so as to compete in this global market and to remain financially viable the society decided to revise the original project and to install the latest state of art technology plant and machinery available today. Hence this revised project is prepared as per recent quid fines by the state govt.

This society has obtained registration with ministry of Industry GOI import/export code number clearance from Maharashtra pollution board power supply from MSEB,cst/bst nos and building plant approval from DHPT. The cotton yarns produced are of fine count which are equivalent to export but due to the cost of transportation the mill sales it in Ichalkarnji market. The daily requirement of yarn is 14000 kgs. The market places for the mill are Malegaon,Ichalkarnji,Bhivandi. The machinaries are purchased fom Cohimatur from Laxmi machine works. The total number of share holder is 603.

The board of Directors shall delegate the power and duties of the chairman, to General managers or any other officer of the mill for the

efficient management of the business of the mill. Now the mill is planned to start new project which costs Rs.51.56 crores. The mill has already sent the proposal to State Co-operative Development Corporation which is financing institution. The mills present annual turnover is Rs 100 crores. The mill is operating with 25,200 spindles in three shifts. The mill's capacity utilization is 97.04% in 2013.

#### **A. List of Awards Secured by the Mill**

##### **Maharashtra State Co- operative Textile Federation Ltd; Mumbai**

<b>Sr No.</b>	<b>Year</b>	<b>Particular</b>	<b>Award</b>
1	2004-05	Machine Productivity Index	1 st Prize
2	2005-06	Machine Productivity Index	3 rd Prize
3	2006-07	Machine Productivity Index	2 nd Prize
4	2007-08	Second Best Technical Performance	2 nd Prize
5	2008-09	Second Best Technical Performance	2 nd Prize

##### **The All India Federation of Co Op Spinning Mills Ltd; Mumbai**

<b>Sr No.</b>	<b>Year</b>	<b>Particular</b>	<b>Award</b>
1	2004-05	Machine Productivity Index	1 st Prize
	2004-05	Sale Value of Production Per Installed Spindle	7 th Rank
2	2005-06	Sale Value of Production Per Installed Spindle.	5 th Rank
		Contribution Per Installed Spindle Machine Productivity Index	1 st Prize

3	2006-07	Machine Productivity Index Contribution Per Installed Spindle.	1 st Prize
4	2007-08	Machine Productivity Index	1 st Prize
5	2008-09	Machine Productivity Index	1 st Prize

**The Maharashtra State Co Operative Bank Ltd; Mumbai**

<b>Sr No.</b>	<b>Year</b>	<b>Particular</b>	<b>Award</b>
1	2009-10	Credit Rating	1 st Prize

### **B. Process Involved In Spinning Mill**

The Textile Industry is Mainly Divided in the three parts.

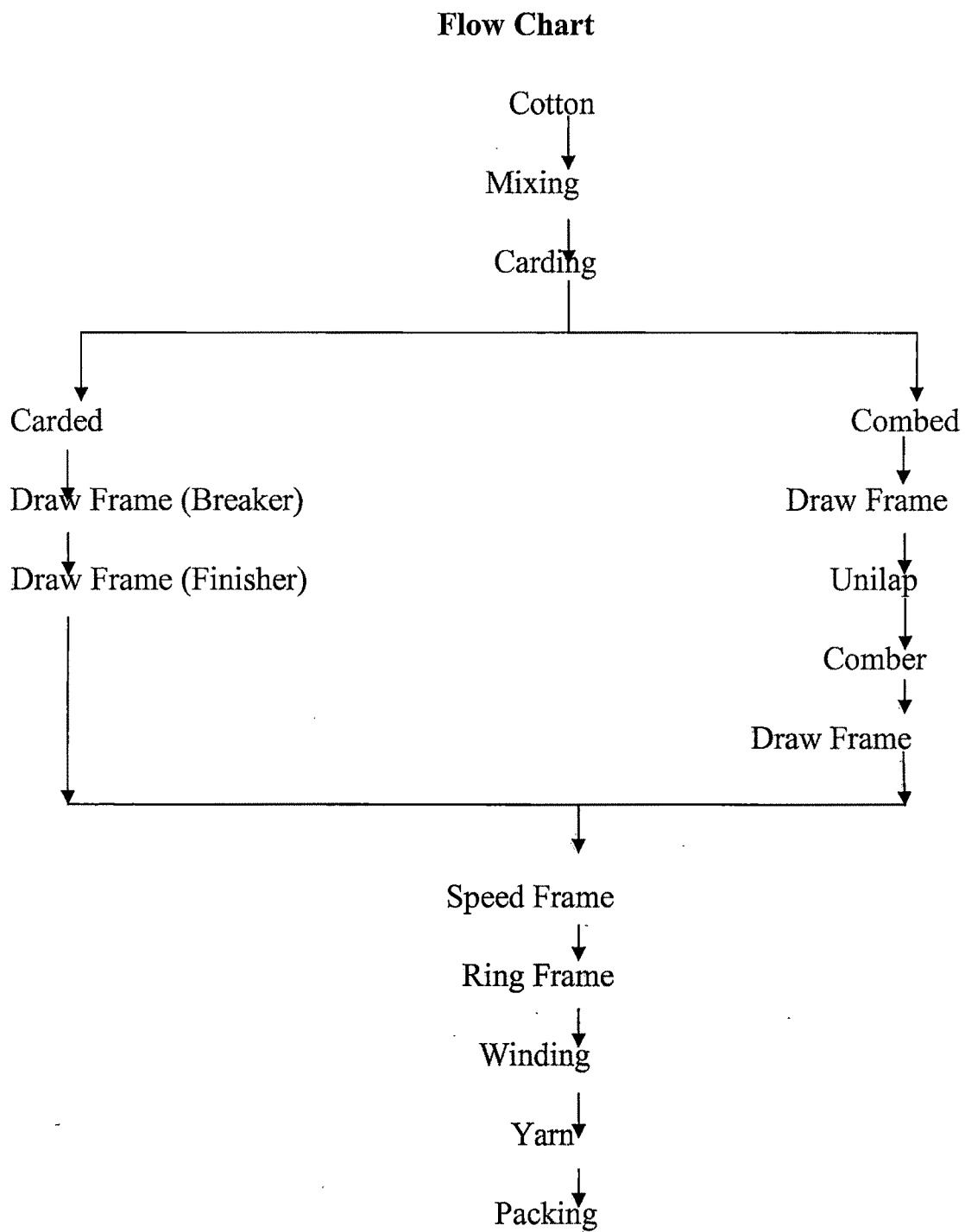
- 1) Spinning of yarn Manufacturing
- 2) Weaving & Fabric Manufacturing
- 3) Wet Processing & Financing

In Textile Industry in spinning process yarn is manufactured from raw material either nature fiber or chemicals. The Cotton spinning yarn is manufactured from natural cotton fibre. In weaving different fibre manufacturing are called weaving, knitting, non-woven etc. In wet processing following treatments are being done. Pesizing, Scruing, Bleaching, Mercerization Dyeing, Heat setting and Finishing.

The Mill is Processing main four types of yarn.

- 1) Carded Yarn (K) 2) Combed Yarn (C) 3) Combed Hosiery (H)
- 4) Warp (W)

During the manufacturing of the yarn following processes are involved.



### **1) Cotton :**

Cotton is hygroscopic material hence it easily adapts to the atmospheric air-conditions. Air temperature inside the mixing and blowroom area should be less than 25 degree centigrade and the relative humidity (RH%) should be around 45 to 60 % because high moisture in the fiber leads to poor cleaning and dryness in the fiber leads to fiber damages which ultimately reduces the spinnability to cotton which is a natural fiber

### **2) Mixing:**

Mills get cotton in the form of bales approximately weighing-kg. each. The bale is a compact bundle of pressed cotton tightened by metallic strips. These cotton bales are being received from different cotton growing areas of the country. In the mixing process cotton from different areas are being selected and mixed manually. After opening bales this process is done to make particular quality of mixing to produce particular yarn. Quality of mixing dependent upon type of yarn to be produced. Quality of mixing becomes richer when the mixing is used for finer counts and vice-versa.

### **3) Blow Room:**

In this process cotton from the mixing department is further opened, cleaned and mixed by different machines and delivered to Blow room which is the starting of the spinning operation where the fiber is opened, cleaned and mixed.

### **4) Carding:**

In this process cotton is thoroughly opened upto individual fiber stage and intensive cleaning has been made. Carding reduction of an

entangled mass of fiber to a filmy web by working between two closely spaced relatively moving surface, with sharp wire points. The trash content in delivery material of cardings is below 0.1% . In this process material is delivered in the form of rope called silver. The carding is the most important factor for spinning. For this reason carding is called the heart of spinning mill and well carding is half spun demonstrate the immense significance of caeding for the final result of the spinning operation.

### **5) Combing:**

In the process of fiber blow certain length called short fibers are removed. By doing this process average length of fibers in the delivery material increases and ultimately we get better quality of yarn. This process is only used for combed yarn and for carded yarn this process is by passed.

### **6) Drawing:**

In this process several slivers are combined. Each sliver will have thin and thick spots and by combining several slivers together more consistent size can be reached. Since combining several slivers produce a very thick rope of cotton fiber directly. Then combined the slivers are separated into rovings. These rovings (or slubbings) are then used in the spinning process. Drawing process of fiber personalization improves and sliver becomes uniform to get better uniformity in ultimate yarn.

### **7) Speed Frame:**

In this process draw frame sliver drafted get twisted round on bobbin called moving bobbin is feed to form to ring frame machine.

### **8) Ring Frame:**

In this process bobbins are fed to the machine having moving ends with slight twist of 1.5 to 21 P.T. from this moving end final yarn is produced on this machine. This is the last stage in manufacturing of yarn.

### **9) Winding:**

In this process bigger yarn packages called cones of required weight are produced. During winding yarn faults in the yarn which are objectionable are removed and yarn is rejoined by air splicing. The cone thus produced is final package to deliver to customer. These cones are then sent to conditioning department. Before packing, the cones are conditioned in condition room for 8 hours to absorb required moisture after that cones are sent to yarn testing.

### **10) Yarn Testing:**

In yarn testing department final yarns as well as in process material from mixing to packing are being tested in regular frequency. The yarn parameters tested in the testing department are yarn count, yarn strength, yarn regularity, yarn faults etc.

### **11) Packing Department:**

In this department final inspection is carried out and then packed into cartons. These cartons are ready for delivery.

The performance of the Mahatma Phule Magaswargiya Textile Mill during the study period has been analyzed by using two basic parameters namely production of mill and Sale of the mill.

### 3.4 Performance of the Mill

#### 3.4.1. Production Performance

The production performance is one of criteria's to test the performance of mill. The full utilization of the installed capacity of the spinning mill is the most important factor influencing the production performance of the mill.

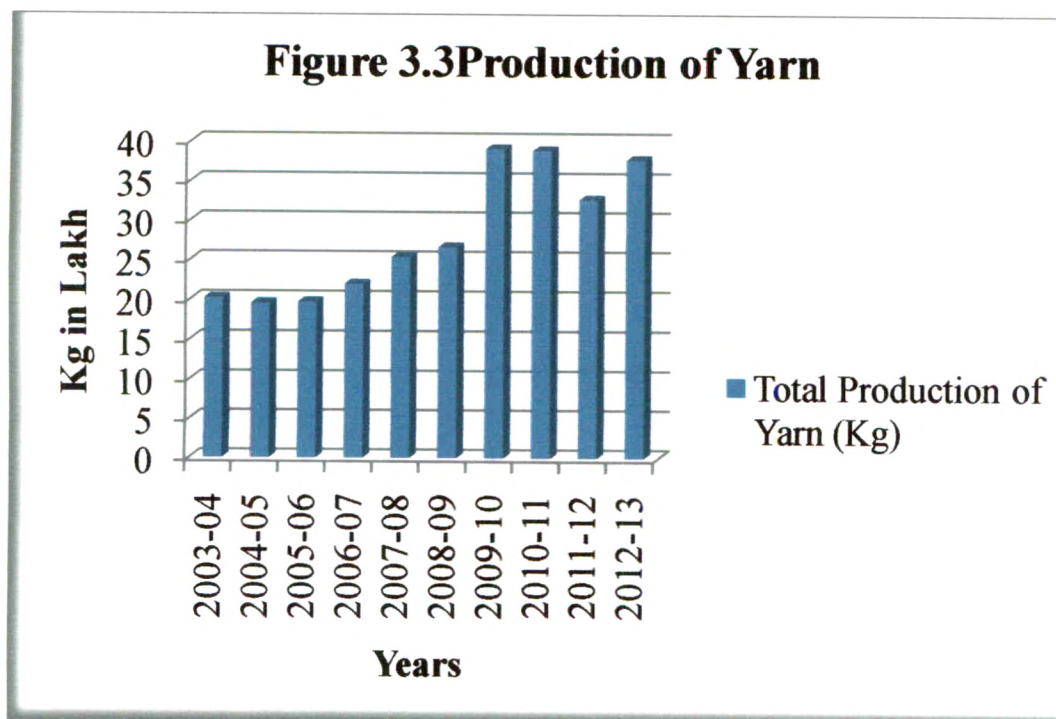
##### Production of Yarn:

**Table No. 3.2: Total Production of Yarn during 2003-04 to 2012-2013**

Year	Total production of yarn (Kg. in lakh)	Annual growth rate
2003-04	20.19	-
2004-05	19.57	-3.07
2005-06	19.71	0.72
2006-07	21.97	11.47
2007-08	25.39	15.55
2008-09	26.65	4.96
2009-10	39.11	46.74
2010-11	38.89	-0.56
2011-12	32.66	-16.02
2012-13	37.73	15.52
<b>Grand Total</b>	<b>281.93</b>	
<b>CGR</b>	<b>6.45 %</b>	
<b>SD</b>	<b>8.19</b>	
<b>Mean</b>	<b>28.19</b>	
<b>CV</b>	<b>29.04</b>	

**Source:** Annual Report of Mahatma Phule Magaswargiya Textile Mill

The production of cotton yarn of the mill over the period under study is presented in above table 3.2 and figure 3.3.



The average production and standard deviation of yarn of the mill during the study period is Total grand 281.93 kg and SD 8.19. The coefficient of variation of yarn production is 29.04 which indicates moderate variation range. It is also observed that there are ups and down in the yarn production growth rate. It was -3.07 percent in the year 2004-05, -0.56 percent in 2010-11 and -16.02 percent in 2011-2012. Except these three years, there was positive trend in the production of yarn. The highest 46.74 percent annual growth of yarn production has recorded in the year 2009-10.

### 3.4.2 Sale Performance

Selling of the mill's manufacturing product at reasonable price is very much essential for running business. Sales performance plays very important role in company's profit besides production capacity. Production rate, quality of product and selling of product is also important because good selling ability of company not only creates

market for existing product but also tries to get higher rate of profit. For a maximum selling the new market and strong marketing chain is maintained and developed by the mill. Through adopting diversification of product, mill is receiving higher value addition and earning maximum profit. Sales performance of the mill depends upon quality of product and cost of manufacturing and selling ability of sales department of the mill.

Good quality and lower cost of product always strengthen the sales ability of mill and in other way better sales performance increases mills profit production of quality product.

In case of textile sector especially cotton spinning units selling of yarn in local market is becoming difficult day by days due to availability of cheaper raw material.

In today's condition of textile production inside is becoming surplus than the countries demand and local mills are also facing financial problems due to lower profit margin.

### **3.4.3 Cotton Purchase by Mills**

The Mills Cotton Purchase From

- 1) Direct from private ginneries
- 2) Direct from cotton growers
- 3) Direct from Co-Operatives
- 4) Which would include govt. bodies like the Maharashtra state marketing federation and the cotton corporation of India.

**Table No. 3. 3 : Count Wise Sale of Yarn During 2004-05 to 2012-13**

**(Rs.Lakh)**

Count NE	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
14/1KW	0.025	-	-	-	-	-	-	-	-
16/1KW	-	-	-	-	-	-	-	1.334	-
16/1KH	-	-	-	-	-	-	-	-	-
18/1KW	0.020	-	-	-	-	-	-	-	-
20/1KW	0.984	-	-	-	-	-	-	6.119	-
20/1KH	6.082	-	-	-	-	-	-	-	-
20/1CW	-	-	-	-	-	-	-	0.611	-
21/1KW	-	-	-	-	-	-	-	1.546	-
24/1KW	0.718	-	-	-	-	-	-	7.958	-
24/1KH	2.047	0.14	-	-	-	-	-	-	-
25/1KH	0.763	-	-	-	-	-	-	-	-
28/1KH	0.067	-	-	-	-	-	-	-	-
30/1KW	4.112	6.451	8.451	1.108	1.773	1.820	1.629	9.389	1.224
30/1KH	1.573	0.041	-	0.221	-	-	-	-	-
30/1CW	-	-	-	-	-	1.069	-	-	-
30/1CCW	-	-	-	-	-	-	-	1.087	-
32/1KW	2.655	1.971	8.372	8.186	1.112	1.724	2.006	9.952	1.210
32/1KH	5.970	8.867	-	-	-	-	-	-	-
34/1KW	0.118	-	2.321	-	-	2.685	1.089	2.335	-
34/1KH	2.399	0.395	-	1.247	0.206	-	-	-	-
36/1KW	1.093	3.263	-	-	-	-	-	-	-
36/1KH	1.180	8.770	-	-	-	-	-	-	-
37/1KW	-	2.895	3.573	4.222	1.912	5.311	3.050	-	-
37/1KH	3.783	1.576	-	-	-	-	-	-	-
38/1KW	0.152	2.181	1.176	-	0.046	1.500	5.595	1.048	2.292
38/1KH	7.867	4.819	-	-	-	-	-	-	-
39/1KW	-	-	-	-	-	7.405	-	-	-
40/1KW	7.032	2.121	9.969	-	0.140	-	2.415	8.064	8.442
40/1KH	1.292	0.854	-	-	-	-	-	-	-
40/1CW	-	-	-	-	-	2.412	1.813	1.607	-
40/1CCW	-	-	-	-	-	-	-	3.274	9.646
41/1KW	-	0.832	-	-	-	-	-	-	-
42/1KW	0.737	-	-	-	-	-	-	-	-
50/1CCW	-	-	-	-	-	-	-	-	-
TOTAL	69.706	44.990	33.862	14.984	5.269	23.926	17.597	54.324	22.814

**Source:** Annual Report of the mill

**Note:** KW-Carded count, KH- Carded hosiery, CW- Combed Warp and (-) indicates no sale of the particular count.

It is observed from table 3.3 that there were totally 34 varieties for the count wise sale. At the beginning of 2004-05 total count wise sale was 69.706 crore of all the 34 varieties. That is from 30 kw to 50/ccw. If we compare the average sale from 2006 to 2013 there is a growth.

In the year 2007-08 and 2008-09 the sale was nearly constant. The average sale in 2011-12 was so much downed compared to previous year. Overall it is seen that the count wise sale shows growing trend.

**Table No. 3.4: Sale of the Mill at Local Level (Rs. in crore)**

Year	Total Sale (Rs)	Total Sale (Kg)	Sale in Rs Per (Kg)	Growth Rate of Total Sale Rs. (%)
2004-05	20.90	21.80	102.18	-
2005-06	19.10	19.10	96.76	-8.612
2006-07	22.69	22.03	102.99	18.796
2007-08	23.62	23.78	99.47	4.0987
2008-09	29.76	28.29	105.44	25.995
2009-10	66.52	39.11	117.15	123.52
2010-11	45.78	37.95	176.55	-31.18
2011-12	55.07	33.53	162.52	20.293
2012-13	66.23	35.86	185.53	20.265
<b>mean</b>	<b>38.85</b>	<b>47.89</b>	<b>127.62</b>	
<b>SD</b>	<b>19.73</b>	<b>89.03</b>	<b>36.34</b>	
<b>CV</b>	<b>50.78</b>	<b>18.5</b>	<b>28.47</b>	

**Source:** Annual report of the Mahatma Phule Magaswargiya Sahakari Soot Girani.

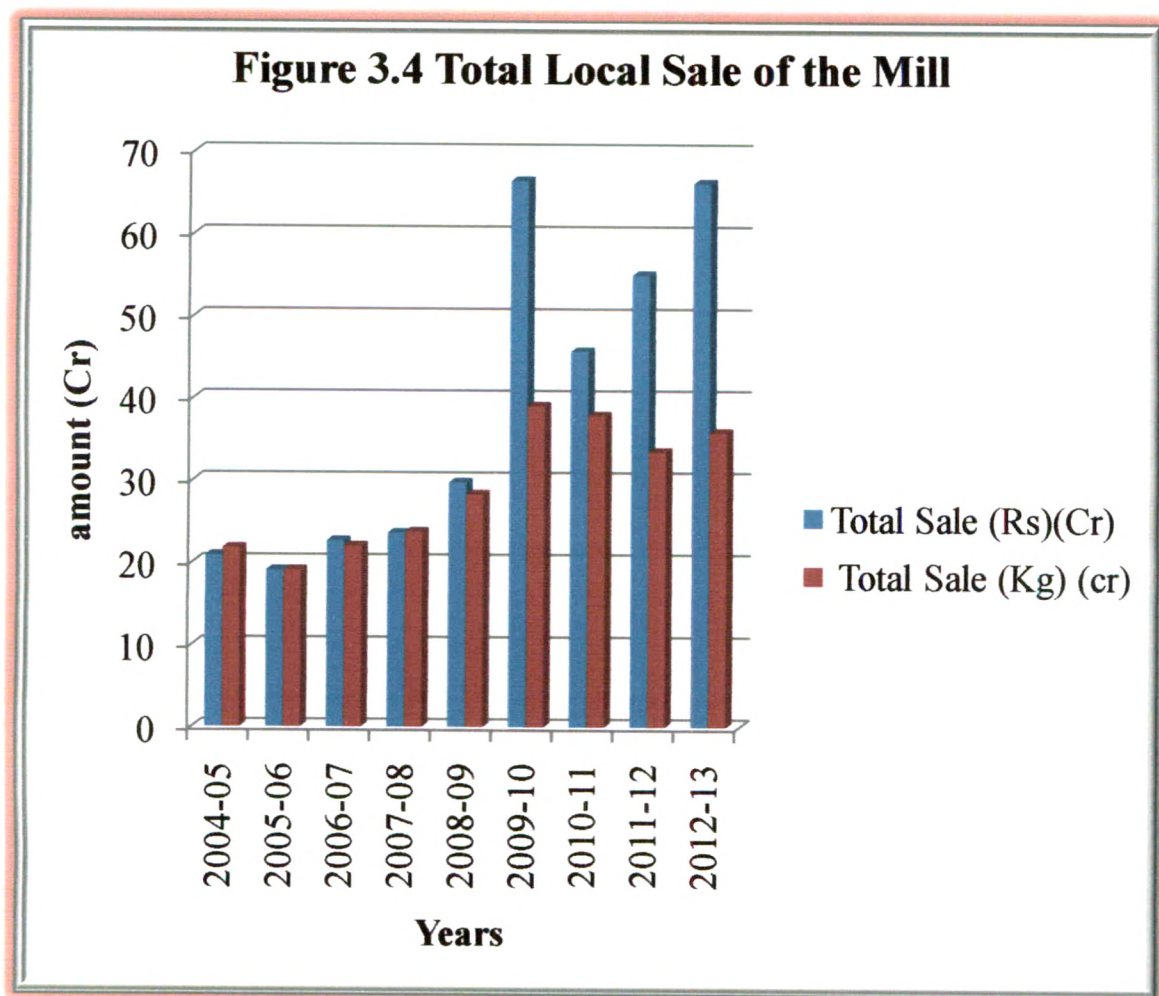


Table 3.4 presents the total local sale of the mill during 2004-05 to 2012-13. Total sale is observed maximum in 2009-10 it was 66.52 crore. Which is followed by the year 2012-13 by selling 66.23 crore. It was growing or decreasing by few points only. The local sale after 2008-09 was increased at very faster rate. The highest annual growth rate of the total local sale in rupees was 123.52 % in the year 2009-10. Except year 2005-06 and 2010-11, all the remaining years there was positive annual growth in the local sale. Sale rate per kg of yarn indicates the value of product which mill is manufacturing. In last ten years period not only local sales of mill has increased but also sale rates per kg also increased. Thus mill's total production is increased as well mill is producing higher value products. So the local sale was higher.

Since 2009-10 there was rise in sale. There is also good demand from local customer who sales their finished product in overseas market considering the present buoyant textile market. The coefficient of variation of the local sale( in Rs) is 50.58 which indicates moderate range of variation whereas it is less in case of total local sale (in Kg) that is 18.5 percent.

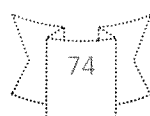
The mill produces combed carded history cotton yarn in the 143 to 60 count range yarn. The local sale was in various places such as Malegaon, Ichalkaranji, Bhivandi.

### **3.5 Conclusion:**

In brief it can be concluded that the Mill is producing 34 varieties of count. There is a minor variation in the production and it is growing after 2010 onwards which is a good sign of the growth of the said. Except few middle years, the sale performance of Mill during the study period is satisfactory. Being a Cooperative Mill, it is growing very smoothly and steadily. The local sale has been increasing more rapidly in the recent years from 2011-12 which ensures local market stability of the mill. However it is not complete performance of the mill until we elaborate the financial position of the mill which is the part and parcel of the performance measurement. Therefore, the fundamental aspect of the present research work has been discussed in the next Chapter.

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