

PERFORMANCE OF INDIAN TEXTILE & CLOTHING INDUSTRY IN THE UNITED STATES MARKET: A POST ATC ANALYSIS

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ABSTRACT

Since elimination of quota system under agreement on textiles & clothing (ATC), it was projected that global textile & clothing base will be shifted to Asia. Furthermore it was perceived that India along with China is going to be major gainer of quota removal in textile & clothing trade, however post quota exports of Indian textile industry to Euro-American markets showing a different picture. The paper attempts to study the global textile & clothing trade pattern and export performance of Indian textile & clothing industry vis-à-vis its competitors in the United States market. The empirical findings suggest that India in textile & clothing market of United States not only loosing its share to China but also find it difficult to compete with countries like Bangladesh and Cambodia in certain segments. It has also been noticed that Indian exports of textiles & clothing is highly correlated with global trade pattern in contrast to China, Bangladesh etc.

Keywords: Indian Textile Industry, Quota Removal, Export, Agreement On Textile & Clothing

INTRODUCTION

The Multi-Fiber Arrangement (MFA) has administered global trade in textiles and clothing since 1974. The MFA facilitated developed nations, primarily the USA, European Union and Canada to contain imports from emerging countries with the help of the system of quotas. The Agreement on Textiles and Clothing (ATC) put an end to quota system and manifested a momentous turnaround in the global textile & clothing trade. The Agreement on Textiles & Clothing (ATC) permitted the progressive removal of import quotas established under MFA, and the consolidation of textiles and clothing into the multilateral trading system after December 2005.

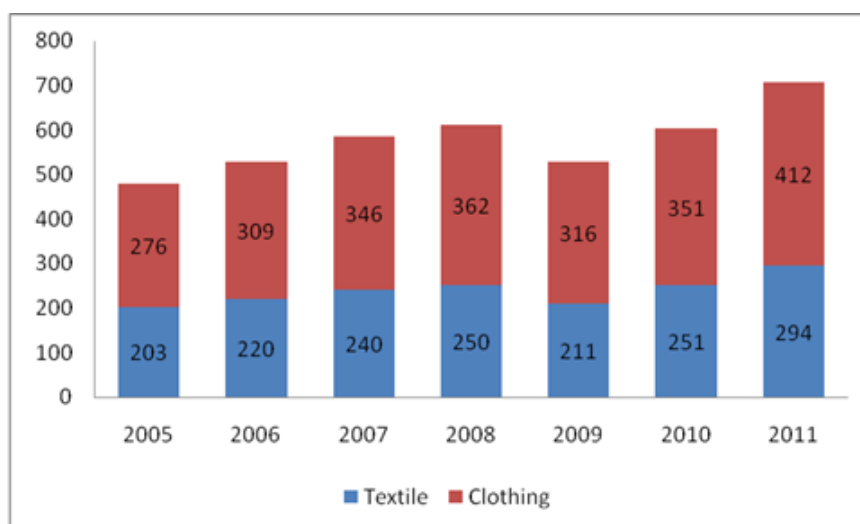
It was anticipated that, post-MFA, majority of tariff barriers would slowly disappear and firms with fleshy capabilities will expand in the global trade of textile and apparel. Quotas provided a structure under which developed countries restricted import of yarn, fabric, ready

made garments etc. from developing nations. The removal of quotas has offered the buyers an alternative to source from the most efficient and cost effective suppliers and countries, for the suppliers it has opened the door of rigorous global competition driven by low costs and new legislation. The first few years of quota free trading has faced a number of transformations happening in the textile & clothing trade i.e. changes in supplier's bases, stress on marketing mixes and marketing intelligence etc. Although the phase out of quotas has gave clear emergence to supplier regions (China and South Asia), it hasn't shattered the defenseless countries. The countries like Bangladesh, Indonesia, Vietnam and Cambodia etc., which were likely to lose market share, have in contrast seen an boost in their exports to key destinations i.e. Euro-American textile & clothing markets. This is may be due to the fact that several buyers have not changed their sourcing strategy significantly and also due to various steps taken by these countries to improve their competitiveness.

Post ATC, it was perceived that the global textile base will be shifted to Asia and India was well thought-out to be a major gainer from this opportunity due to the availability of cheap labor. Both India and other Asian players started building infrastructure from year 2000 onwards to grab the opportunity thrown by quota free global market. However in the post quota period conflicting information begin to emerge, on the one hand there were signals that India is going to have the seamless market and on the other hand some reports indicated that India is losing its share from its competitors i.e., China, Bangladesh, Vietnam etc. It is said that the quota regime has frozen the market share, providing export opportunities even for high cost producers. There was a readymade share for textile & clothing exporting countries in quota regime but in post quota regime every country has to wrestle for its share, thus in the free trade regime the pattern of imports in the quota countries has changed.

Emerging Trends in Textile & Clothing Trade

Now with the opening of market since January 1, 2005, the textile & clothing industry has been fully incorporated into the World Trade Organization (WTO). In this scenario, the world T&C export has grown from US\$ 272.43 billion in 1994 to US\$ 706 billion in 2011, registering more than a two-fold rise. China, a leading exporter of T&C, exported the textile and clothing in the proportion of 35:65 during 1994 - 2011. In 2011, export of clothing was US\$ 412 billion as against US\$ 294 billion export of textile.



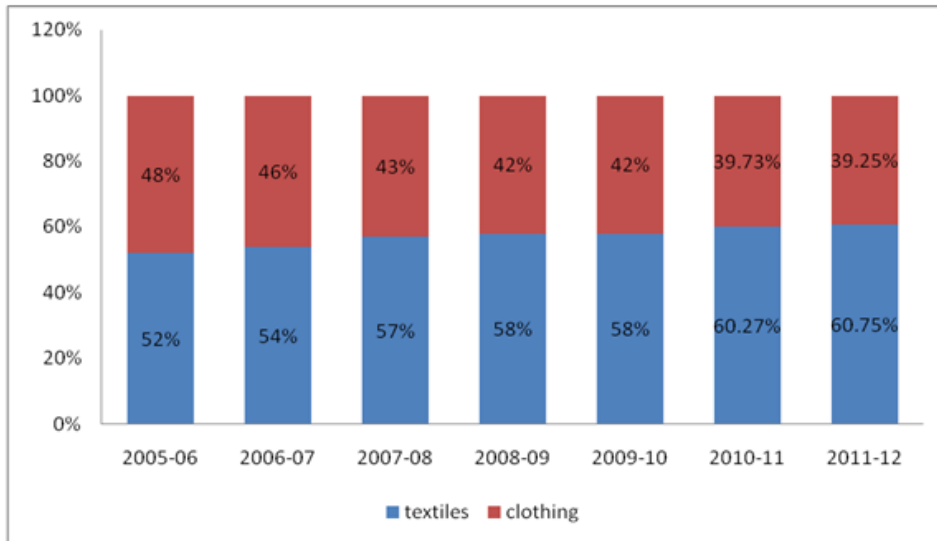
Source: WTO, International Trade Statistics 2012

Figure 1. Global Textile & Clothing exports (Us billion \$)

From the analysis of figure 1 it can be concluded that, global textile export mounted for the period of year 2005-year 2011 with an average percent growth of 6.40% whereas the average percentage growth in exports of clothing for the period of year 2005-year 2011 was over 7 percent. The ratio between textile & clothing in global trade has remained same over the years, as it was 42:58 in year 2005 and 41:59 in year 2011.

Indian Textile & Clothing Industry

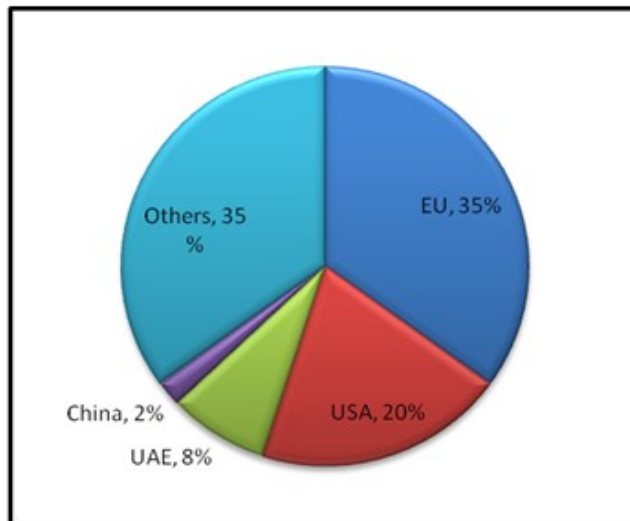
Indian textile & clothing industry contributes significantly in nation's economy in terms of gross domestic production, foreign exchange earning and employment. About 27% of the foreign exchange earnings are on account of export of textiles and clothing alone. The textiles and clothing sector contributes about 14% to the industrial production and 3% to the gross domestic product of the country. Around 8% of the total excise revenue collection is contributed by the textile industry. So much so, the textile industry accounts for as large as 21% of the total employment generated in the economy. Around 35 million people are directly employed in the textile manufacturing activities (Manikandan, S, Thirunuvakkarsu, S, 2010).



Source: Ministry of Textiles, GOI, www.ministryoftextiles.gov.in

Figure 2. Trends in Indian textile \$ clothing exports

From figure 2 it can be seen that, Value-wise share of textiles in total T&C exports has increased over the years from 52% in 2005-06 to 60.75% in 2011-12, whereas the value wise share of clothing exports registered a decline over the years from 48% in 2005-06 to 39.25% in 2011-12. The above observations indicates that contribution of textile products in overall exports is keep on rising whereas clothing exports is declining steadily.



Source: Compendium, the office of textile commissioner

Figure 3. Major textile & clothing export markets

Figure 3 represents that the EU27 is the largest export market for Indian T&C products, with a share of 35% by value of the total T&C exports in 2011-12; UK alone accounts for 8% of India's total T&C export value US is the second largest export market with a share of 20% by value of total T&C exports in 2011-12, Other important export markets are UAE, China, Italy, Bangladesh and Canada. from the below mentioned figure, it is clear that the both Euro-American markets are major markets for Indian textile & clothing exports as more than 50% of the total exports of T&C is going to these markets.

OBJECTIVES OF THE STUDY

The following are the objectives of the paper.

1. To study the export performance of Indian textile & clothing industry vis-à-vis its competitors in the United States market.
2. To study the global textile & clothing export trends and correlations in the exports of major players in US market.

REVIEW OF LITERATURE

A reasonable amount of studies have been done to evaluate the performance of Indian textile & clothing industry vis-à-vis its competitors in post MFA region. A brief resume on the review of the work already done on the related aspects of the subject is as follows.

Bagachi (1994) significantly studied that the abolition of quota system is not favorable for the developing nations as it was anticipated by the majority of the studies. The study also analyzed the importance every phase being removed in the context of developing countries.

Chandra (1998) in his paper accentuated on production capabilities and efficiencies and recognized them as the most crucial factors to wrestle global competition. The paper also highlighted various strategic decisions that Indian exporters of textile & clothing must take in order to survive in the competitive market in post quota regime.

Ramaswamy and Gereffi (1998) in their paper emphasized that it is in particular imperative to recognize the nature of the worldwide production system that forms the inclusion of third world countries like India into the global market. He emphasized on three themes: First, the inter linkages in the association of global financial activity and the shifting bloodthirsty conditions in the global apparel market; second, the connected significance of distribution and marketing links in the clothing production chain; and third, the cotton fabric-based nature of India's apparel exports and its competitive advantage.

Kathuriya & Bhardwaj (1998) did a comprehensive study on the opportunities that would be provided by WTO to Indian Textile industry. his study gives a lot emphasis on new capacity installation to take the benefits to the fullest extent in India has to be a true gainer in competition to other nations.

Verma (2002) in his study concluded that Indian exports to US and EU are export competitive as a whole. Sector wise analysis of export performance of Indian textile and clothing sectors to US and EU reveal that so far apparel or clothing and made-up is

concerned; quota is the major constraint in the growth, while it is not true in case of yarn exports. Indian textile and clothing sector has tremendous potential and only a portion of which is explored till now and this shortcoming is due to policy constraints.

Nordas (2004) in his policy paper concluded that both China and India will gain market shares in the European Union, the United States and Canada to a significant extent, but the expected surge in market share may be less than anticipated, as proximity to major markets assumes increasing economic significance and tariffs are increasingly restraining trade due to the fact that products cross borders several times.

Marwaha (2008) in his dissertation studied that to survive and succeed in garment manufacturing business in today's era of globalization and increasing competition, it is important for firms to analyse the environment in which it is working.

Kumar (2011) observed that India's share of the global textile industry is expected to grow from 4% to 7% by 2011-12 and the share of apparel in the export basket is expected to increase from 48% to 60%. A Vision 2010 for textiles formulated by the government after exhaustive interaction with the industry and Export Promotion Councils to capitalize on the positive atmosphere aims to increase India's share in world's textile trade from the current 4% to 8% by 2010 and to achieve export value of US \$ 50 billion in 2010.

Chaudhary (2011) concluded that no doubt the Indian textile industry has benefitted from the MFA phase out; threats of the open market condition have also become vibrant. The removal of the quota system has brought the strong players in full swing. China and Korea are the biggest threats to India. In India the big firms are gaining from the phase out as they have the capacity to stand boldly and fight the fierce competition. On the other hand the medium and small firms are more vulnerable as they are finding it difficult in survive in the tough competition.

Sharma (2011) in his research observed that Rapid changes in the World trading system have endangered the stability of the textile industry and created an atmosphere of uncertainty and turbulence in the industry. But it is also a fact that turbulence is necessary for any change in the system.

METHODOLOGY

The paper covers a period of 8 years since quota abolition in 2005. Trend analysis and coefficient of correlation have been used to evaluate the impact of quota removal on textile & clothing exports of India and its competitor's i.e. China, Indonesia, Bangladesh etc to United States market. Furthermore compounded annual growth rate (CAGR) and rank analysis were also used in the paper for the study.

Post-ATC Textile & Clothing Trading Pattern in United States

Global Textile & Clothing trade has considerable prop on EU 27 and US, which jointly contributes 39% of world textile exports and 64% of world clothing exports by value. US is the second largest importer of textiles & clothing accounting for 8.2% of world textile imports and 20.5% of world clothing imports. US is the second largest importer of textile &

clothing after EU 27 with imports of textiles worth US \$ 25 billion during year 2011, increased by 8% and imports of clothing worth US \$ 77 billion. Garments are the major import product constituting 76.7% of the total T&C import value and 45% of the total T&C import volume. Fabric and yarn imports form a smaller share of the US total T&C imports; their share in imports has declined over the years, while the share of made-ups has increase. (International Trade Statistics 2011,WTO, www.wto.org).

Table 1. Import of Textiles & Clothing by United States (US billion \$)

Year	2005	2006	2007	2008	2009	2010	2011	2012	CAGR*
Textiles	20.5	21.6	22.5	22.8	18.91	22.93	24.46	24.12	2.35%
Clothing	68.71	71.63	73.92	73.1	64.29	72.52	77.65	76.81	1.60%

Note: * Compounded annual growth rate

Source: OTEXA, Office of Textile & Apparel, US

The table 1 represents that the import of textiles by US increased from 20.5 billion \$ in 2005 to 24.12 US billion \$ in 2012 with a CAGR of 2.35%. Likewise clothing import by US has also shown increase from 68.71US Bn \$ in 2005 to 76.81 US Bn \$ with a CAGR of 1.60%. The slowdown in US imports of T&C that developed from mid-2007 has developed into a decline during 2008 and 2009. After a decline of 3.3% in 2008, US imports of T&C declined 13.3% in 2009. Import levels in 2009 were the lowest since 2003. While US textile imports declined 17.2% to US\$17.90 billion, apparel imports declined 11.8% to US\$63.10 billion. The decline was sharp for India's exports, which declined 9.4% in 2009, compared with a decline of 0.5% in 2008. Among the major supplier countries, only low cost countries such as Viet Nam and Bangladesh reported a modest growth or low decline. Imports from China declined at a lower rate of 2.8% in 2009 primarily because of removal of safeguards. Over the last few years, there has been a shift in US imports from Central American and South American countries toward lower-priced Asian suppliers—primarily China, but also India, Indonesia, Bangladesh, Vietnam, and Cambodia.

Textile Import By United States And Performance Of India Vis-À-Vis Its Competitors

The import of textile yarn, fabric and other related products by EU 27 from the main trading partners and their competitive position is mentioned in the table hereunder:

Table 2. Imports of textiles into USA (US billion \$)

Year	2005	2006	2007	2008	2009	2010	2011	2012	CAGR	Market share	Rank
World	20.49	21.65	22.49	21.62	17.90	21.88	23.67	24.12	2.36	100.00	1
China	7.26	8.55	9.58	9.76	8.26	10.50	11.27	11.52	6.82	47.77	2
India	1.64	1.84	1.93	2.00	1.75	2.26	2.62	2.85	8.24	11.83	3
Pakistan	1.65	1.84	1.67	1.59	1.44	1.57	1.70	1.54	-0.96	6.38	4
Mexico	1.17	1.08	1.10	0.94	0.75	0.91	0.96	0.93	-3.16	3.87	5

Table 2. Imports of textiles into USA (US billion \$) (Contd....)

Year	2005	2006	2007	2008	2009	2010	2011	2012	CAGR	Market share	Rank
Canada	1.57	1.42	1.24	0.95	0.83	0.90	0.94	0.90	-7.70	3.72	6
Korea, South	0.75	0.75	0.70	0.61	0.52	0.60	0.68	0.71	-0.94	2.93	7
Turkey	0.66	0.59	0.59	0.53	0.39	0.48	0.57	0.61	-1.17	2.54	8
Italy	0.79	0.76	0.80	0.71	0.43	0.51	0.54	0.56	-4.67	2.34	9
Taiwan	0.50	0.49	0.50	0.47	0.34	0.41	0.44	0.47	-0.93	1.93	10
Japan	0.35	0.36	0.39	0.37	0.28	0.31	0.35	0.41	2.39	1.69	11
Bangladesh	0.09	0.08	0.09	0.10	0.11	0.13	0.14	0.15	8.58	0.63	12

Source: OTEXA, Office of Textile & Apparel, US

The table 2 exposes that China is the leading partner of US in textile product category with an export value of \$ 11.52 billion four times greater than that of India. Textile exports from China to US recorded an increase from \$ 7.26 billion in 2005 to \$ 11.52 billion in 2012 with a CAGR of 6.82% whereas India secured second place after China in textile product category with an increase of textile exports from \$ 1.64 billion in 2005 to \$ 2.85 billion in 2012. Pakistan, Mexico and Canada were among the top five loser countries in US market as their CAGR showing a negative value.

China ranked at first place as its market share is 47.77% in total textile imports by US, followed by India at second place with a market share of 11.83%, way behind China. Pakistan places at third rank with a market share of 6.83% followed by Mexico with a market share of 3.87%. Canada ranked at fifth place with a market share of 3.72%.

Clothing Import By United States and Performance of India Vis-À-Vis Its Competitors

The import of clothing by United States from the main trading partners and their competitive position is mentioned in the table hereunder:

Table 3. Imports of Clothing into USA (US billion \$)

	2005	2006	2007	2008	2009	2010	2011	2012	CAGR	Market share	Rank
World	68.71	71.63	73.92	71.57	63.10	71.40	77.66	76.81	1.60	100.00	1
China	15.14	18.52	22.75	22.92	23.50	27.97	29.39	29.06	9.76	37.83	2
Vietnam	2.72	3.22	4.36	5.22	5.07	5.88	6.64	7.10	14.66	9.24	3
Indonesia	2.88	3.67	3.98	4.03	3.86	4.42	5.05	4.94	8.02	6.43	4
Bangladesh	2.37	2.91	3.10	3.44	3.41	3.93	4.51	4.47	9.48	5.82	5
Mexico	6.08	5.30	4.52	4.01	3.39	3.54	3.80	3.70	-6.86	4.81	6

Table 3. Imports of Clothing into USA (US billion \$) (Contd....)

	2005	2006	2007	2008	2009	2010	2011	2012	CAGR	Market share	Rank
India	2.98	3.19	3.17	3.07	2.85	3.11	3.32	3.04	0.31	3.96	7
Honduras	2.62	2.44	2.51	2.60	2.03	2.41	2.62	2.56	-0.35	3.33	8
El Salvador	1.62	1.41	1.49	1.53	1.30	1.64	1.74	1.84	1.85	2.40	9
Pakistan	1.26	1.41	1.50	1.49	1.31	1.49	1.65	1.47	2.26	1.92	10

Source: OTEXA, Office of Textile & Apparel, US

On the basis of table 3 it can be seen that China is the leading exporter of clothing to USA with \$29.06 billion followed by Vietnam \$ 7.10 billion, Indonesia \$ 4.94 billion, Bangladesh \$ 5.82 billion, Mexico \$ 3.70 billion, and India \$ 3.04 billion. India ranked at 7th place behind Vietnam, Mexico, Indonesia and Bangladesh. Exports from China registered a CAGR of 9.76% from 2005 to 2011, whereas CAGR of other competitive countries were: Vietnam 14.67%, Bangladesh 5.82%, Indonesia 8.02%, India 0.31% etc. Despite Indian share in US has increased but the growth rate is low compare to other suppliers.

It is to be noted that Exports from high cost Asian suppliers to the US have grown at more modest rates or declined. By comparison, US imports from Mexico have declined, reflecting increased competition from the Caribbean countries benefiting from new US trade preferences for the region, and from lower cost Asian countries. Furthermore, despite their proximity to the US market, Mexican exporters are uncompetitive with China, where labour costs are around one-fourth of Mexico's. China and other Asian countries continue to offer low labour and other production costs, the ability to make almost any type of textile product or garment at any quality level and in large volumes, and strong customer service.

Table 4. Correlation between world and country-wise textile & clothing export

		China	India	Indone- sia	Mexico	Bangla- desh	Pakis- tan	Italy	Canada	Thai- land	Turkey	World
China	Pearson Correlation	1	.860**	.975**	-.812*	.975**	.327	-.579	-.851**	-.822*	-.716*	.584
	Sig. (2-tailed)		.006	.000	.014	.000	.430	.133	.007	.012	.046	.129
	N	8	8	8	8	8	8	8	8	8	8	8
India	Pearson Correlation	.860*	1	.925**	-.422	.879**	.630	-.230	-.499	-.610	-.288	.885**
	Sig. (2-tailed)	.006		.001	.298	.004	.094	.584	.208	.108	.489	.003
	N	8	8	8	8	8	8	8	8	8	8	8

Table 4. Correlation between world and country-wise textile & clothing export (Contd....)

		China	India	Indone- sia	Mexico	Bangla- desh	Pakis- tan	Italy	Canada	Thai- land	Turkey	World
Indone- sia	Pearson Correla- tion	.975* *	.925**	1	-.723*	.974**	.476	-.478	-.765*	-.770*	-.621	.688
	Sig. (2- tailed)	.000	.001		.043	.000	.233	.231	.027	.025	.101	.059
	N	8	8	8	8	8	8	8	8	8	8	8
Mexi- co	Pearson Correla- tion	-.812* *	-.422	-.723*	1	-.780*	.107	.794*	.984**	.803*	.981**	-.031
	Sig. (2- tailed)	.014	.298	.043		.022	.802	.019	.000	.016	.000	.941
	N	8	8	8	8	8	8	8	8	8	8	8
Bangla- -desh	Pearson Correla- tion	.975* *	.879**	.974**	-.780*	1	.306	-.620	-.843**	-.878**	-.678	.571
	Sig. (2- tailed)	.000	.004	.000	.022		.461	.101	.009	.004	.064	.139
	N	8	8	8	8	8	8	8	8	8	8	8
Pakis- tan	Pearson Correla- tion	.327	.630	.476	.107	.306	1	.328	.100	.125	.134	.794*
	Sig. (2- tailed)	.430	.094	.233	.802	.461		.428	.814	.768	.752	.019
	N	8	8	8	8	8	8	8	8	8	8	8
Italy	Pearson Correla- tion	-.579	-.230	-.478	.794*	-.620	.328	1	.808*	.849**	.807*	.241
	Sig. (2- tailed)	.133	.584	.231	.019	.101	.428		.015	.008	.015	.566
	N	8	8	8	8	8	8	8	8	8	8	8
Sri- Lanka	Pearson Correla- tion	-.633	-.188	-.487	.899**	-.607	.341	.921* *	.896**	.768*	.919**	.239
	Sig. (2- tailed)	.092	.656	.221	.002	.111	.408	.001	.003	.026	.001	.569
	N	8	8	8	8	8	8	8	8	8	8	8
Canada	Pearson Correla- tion	-.851* *	-.499	-.765*	.984**	-.843**	.100	.808*	1	.862**	.946**	-.100
	Sig. (2- tailed)	.007	.208	.027	.000	.009	.814	.015		.006	.000	.814
	N	8	8	8	8	8	8	8	8	8	8	8

Table 4. Correlation between world and country-wise textile & clothing export (Contd....)

		China	India	Indone- sia	Mexico	Bangla- desh	Pakis- tan	Italy	Canada	Thai- land	Turkey	World
Thai- land	Pearson Correla- tion	-.822*	-.610	-.770*	.803*	-.878**	.125	.849* *	.862**	1	.720*	-.195
	Sig. (2- tailed)	.012	.108	.025	.016	.004	.768	.008	.006		.044	.643
	N	8	8	8	8	8	8	8	8	8	8	8
Turkey	Pearson Correla- tion	-.716*	-.288	-.621	.981**	-.678	.134	.807* *	.946**	.720*	1	.104
	Sig. (2- tailed)	.046	.489	.101	.000	.064	.752	.015	.000	.044		.806
	N	8	8	8	8	8	8	8	8	8	8	8
World	Pearson Correla- tion	.584	.885**	.688	-.031	.571	.794* *	.241	-.100	-.195	.104	1
	Sig. (2- tailed)	.129	.003	.059	.941	.139	.019	.566	.814	.643	.806	
	N	8	8	8	8	8	8	8	8	8	8	8

Note: *. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed)

Source: Authors Calculations

Table 4 reveals that there is no significant correlation (0.584) of Chinese exports of textile & clothing to rest of the world, whereas on 5% level of significance Indian exports of textiles & clothing to US having a significant and high degree of correlation (.885**) with world over exports to US. Pakistan is also one of the exporters having high degree of positive correlation with the world's exports of textiles & clothing to US. Mexico, Canada and Thailand were having negative correlation coefficient with the rest of the world's exports to US but that was not significant. One of the most interesting observation was that China was maintaining a high degree of positive and significant correlation coefficient (0.860**) with India. From above table it can be proved that China, Indonesia and Bangladesh were amongst those exporting nations whose exports of textiles & clothing is not affected by the export pattern rest of the world is following whereas Indian export of textiles & clothing to US is highly dependable on the world exports to US.

CONCLUSION

Since abolition of quota regime it was anticipated that world wide textile base will be shifted to Asia. It was expected that China along with India would be the major gainer of quota elimination, however in post ATC regime conflicting information begin to emerge on one hand there were signals that India is going to have the seamless market and on the other hand some reports indicated that India is losing its share from its competitors i.e., China,

Bangladesh, Vietnam etc. In year, 2004 -05 when quota was abolished, India's textile export decreased as compared to 2003-04. This was not expected. This was the first indication that India is not ready to take on this opportunity.

Furthermore Indian export of textiles & clothing was not able to compete China in United states. China ranked at first place as its market share is 47.77% in total textile imports by US, followed by India at second place with a market share of 11.83%, way behind China. Likewise Indian share in US has increased in clothing segment but the growth rate is low comparing to other suppliers i.e. China, Indonesia, and Bangladesh etc.

Finally it can be concluded that post ATC quota free environment in textiles & clothing has opened the door for global competition and if India wants to compete with global players, it should put up its competitive muscles otherwise small & least developed countries like Bangladesh and Cambodia can give stiff competition to Indian firms.

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