

Executive Summary:

This study attempts to identify the extent to which technology based textile industry in Ludhiana has been successful and the factors associated with its advancement . It also determine the key indicators of technological success as perceived by the entrepreneurs in the sampled population . Under multi stage sampling procedure sample was drawn at three stages. Data was collected through the primary and the secondary sources. However, in whole of the study major source of the data collection has been the questionnaire developed by the study team. The questionnaire is having a series of open ended and closed questions pertaining to upgraded scientific technology, infrastructure development, production and sale turn over profit after tax deduction , key reasons contributing to the success of technology based textile industry , common problems faced by the textile houses and the different strategies used by the them to over come the crises faced by their industries during the last three years.

Salient Findings and Conclusion of the Study:

It was observed that the cluster development approach is the prime factor for the success of Ludhiana Textile industry .Availability of cheap labour force ,large domestic and international markets also make significant contribute in this endeavor .Strong desire and intention for up gradation of technology, emphasis on the product quality and product diversification also plays a crucial role in shaping the tempo of success in the textile industry. 92 per cent of the textile industrial unites in Ludhiana are facing crises due to electricity shortage ,financial problems ,inflation rate ,and competition from global market etc. 55 per cent of the industrialists are overcoming the inflation crises by reducing cost of production with the help of latest technology , technically skilled staff and advanced waste management techniques .A considerable percentage of the industrial houses are also finding answer to the crisis by increasing the cost of the product , keeping inventories for the future use such as purchasing raw material in an advance or reducing the profit margins . Two-third of the industrial unites are grossly undertaking knitting work. Sixteen per cent of the small scale textile industrial enterprizes are also carrying out the dyeing and the processing work. Study further demonstrated that 60 per cent of the medium scale textile unites are doing knitting work and 19 per cent of them are engaged in dyeing and the processing work .Twenty seven per cent of the small scale industries, 38.4 per cent of the medium scale and 80 per cent of the large scale textile unites in Ludhiana are having well equipped latest technology.

Study illustrates that the application of improved technology and size of the industry go hand in hand . A noteworthy percentage (85 % are above) among technology based small, medium and large scale textile unites are illustrating high growth rate. It was single out that 80.5 per cent,66.6 per cent and 81.8 per cent of the small ,medium and the large sale textile unites respectively are consistently earning profit .Results also brings into sight that 15.8 per cent small ,20.6 medium and 53.3 per cent large scale technology based textile industries are using highly efficient staff for product manufacturing ,designing and manufacturing .

Nearly three-fourth of the textile industrial units are small scale units .One -fourth and 8 percent of the textile industrial units are medium scale and large scale units respectively. Only 17 per cent, 23.1 per cent and 53.3 per cent among the small ,medium and large scale textile industries have substantial growth in term of productivity ,annual turn over and profit after deduction of income tax .Results based on data analysis established that 6.2 per cent small scale ,12.9 per cent medium scale and 40 per cent large scale textile units are following eco- friendly policies by using eco -friendly fabrics, eco-friendly products and minimum generate waste through reduction ,reuse and recycling process .Approximately 7.5 per cent small scale, 15.4 per cent medium scale and 40 per cent large scale technology based textile units are having in-house training ,research and development facilities for accelerating the production ,reduce the cost and to beat the competition in the international market for their product sale.

.The completion of case study of all round best 20 industries helped the study team to march towards certain incontrovertible conclusions and recommendations. Case studies data reflect that most of the technology based large and medium scale units operating in the city of Ludhiana are integrated units having all in-house Spinning, Knitting , Garmenting and Dyeing and Processing facilities. Technology based small scale textile industries units are mainly involved in knitting and garmenting business because of low operational cost of installed machinery .Latest machinery used by almost all of the small scale, medium scale and large scale units are imported from Germany ,Taiwan, Japan , Italy , Korea, China and raw material mainly from Australia and New Zealand . It is also observed that most of technology based small, medium and large scale textile industries are engaged in Export Oriented Units and having the major export markets in USA, UK, Japan, West Europe , Australia, Russia, South Africa, France, Canada, Spain, Brazil and China .

Most of the companies have their well established brands such as Eve line, Priknit, Monte Carlo, Casablanca, Cotton County, Moffi and Rage etc. A substantial percentage of the textile companies are having the in house lab for quality control and testing facilities such as testing various fabric parameters like shrinkage, wet and dry rubbing, colour fastness to washing, shade matching, pH level, count, fabric weight (G.S.M), const., and lab dips etc and some of them also uses testing facilities from outside agencies like MTL, SGS, ITS, Textile Committee. Most of the large and medium scale companies are operating under economies of scale system due to larger infrastructure capacity and multiple number of units operating under one large company gives the benefits of managing multiple and large size orders as well as discounts in raw material supply .It became quite apparent that high level of modernization and investment in value added equipments/attachments to the machines with updated technology, trained work force and managerial expertise results in consistent high level of productivity and high profit margins. Findings of the case studies explores that Research and Development and Design Development cells are more common in all large scale and medium scale companies with in-house team of experienced designers in fabric knitting and garmenting. A deep insight in to operational aspects of the textile units witnessed that most of the small, medium and large scale companies have also installed software packages / CAD / CAM systems for generating designs on computers and in-house human resource management control facilities with advance Computer technology .