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KUDUMBASHREE APPAREL UNITS

APPAREL UNITS – DATA – DETAILS –VALUE ADDED TRAININGS- PIPS- GOVERNMENT POLICIES CONVERGENCE AND FUTURE PLANS

The textile industry, one of the oldest industries in the country contributes to about 14% to industrial production and 4% to the country's Gross Domestic Product (GDP), 17% to the country's export earnings while generating employment for over 40 million people. Most of the entrepreneurs are womenfolk. They have very little exposure to formal education, but the job at the garment manufacturing units have helped many to make the ends meet.

Kerala handlooms have caught the imagination of the world. Its impeccable quality and elegant designs is deeply embedded in the tradition and culture of Kerala. The garment and ready made sector is not much developed in Kerala. Eventhough there are traditional weaving community inhabiting Kerala, fashions and trendy designs using the weaved materials is less

Kudumbashree is an organisation working for the economic empowerment of women. Women prefer tailoring works as they can utilize thier free time. As compared to other states the rawmaterial production facilities for tailoring is less in Kerala. One of the major player in the rawmaterial production is Hantex. Hantex the Apex Co-operative Society of Handloom weavers' in Kerala is having over 440 production centers and 150 sales outlets with most modern infrastructure to produce hand crafted fabrics, garments, furnishings, made-ups, sarees, traditional wears etc.

DIFFERENT TYPES OF ENTERPRISE MODELS IN KUDUMBASHREE

As per the ME survey conducted in 2018 Kudumbashree have set up 19 Apparel parks and more than 1413 tailoring units through out Kerala. Mens wear is branded as NAP STAR and women wear are branded as KADAMBARI.

- Tailoring units- are micro enterprise units which can be formed by individuals or groups. At present 4153 nos of Kudumbashree Tailoring units are present in Kerala.

- Mini Apparel Parks- are Apparel manufacturing units in which 25 to 40 members are engaged in production of ready made garments



Sl.No	District	Unit Name	No.of Total Group Members
1	Kollam	Nedumapana Apparel Park	22
2	Kannur	Aralam	39
3	Kannur	Kuttiatoor	12
4	Kannur	Ezhome	30
5	Kannur	Chembilode	30
6	Kannur	Thaliparamba	26
7	Kannur	Mayyil	41
8	Kannur	Chokil	22
9	Kannur	Pinarayi	13
10	Kasargod	Kadambari Apperal Park, Bedadka	19
11	Kozhikkode	Kadambari,Kuruvattur	6
12	Kozhikkode	Kadambari,Vatakara	30
13	Kozhikkode	Kadambari,Payoli	6
14	Kozhikkode	Kadambari,Marad	9
15	Kozhikkode	Kadambari,Mukkom	13
16	Kozhikkode	Kadambari,Kavilumpara	20
17	Idukki	Dhanalakshmi	5
18	Idukki	Sanagamam	6
19	Idukki	Thejus	10
		Total	359

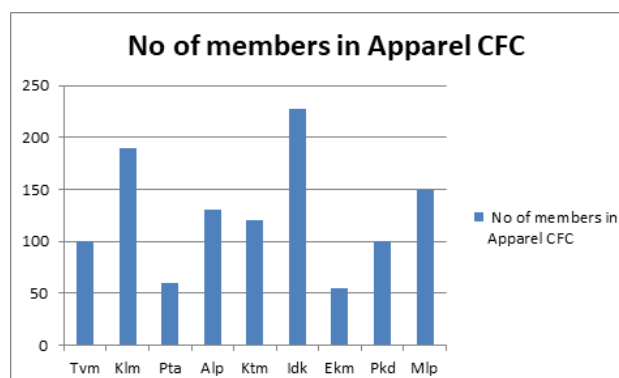
- Mega Apparel Parks are apparel parks having 100 machineries and engaged in production of ready made garments. The plan is to set one Mega Apparel Park in CFC on a pilot basis.

- Common Facility centers - are centers in which high value machineries for production are available and the member units can use the facilities for a predetermined user fees. In this Financial year . 11 Apparel CFC will be set up in different Districts in the current Financial Year.

Sl No	Name of District	Name of the project	Panchayat / Municipality	No. of beneficiaries	Amount approved (in Lakhs)
1	Trivandrum	Apparel CFC	Parasalla	100	30.740
2	Kollam	Apparel CFC	Nedumbana	130	35.290
3	Kollam	Apparel CFC	Punalur	60	46.330
4	Pathnamthitta	Apparel CFC	Kodumon	100	41.040
5	Alappuzha	Apparel CFC	Kanjikuzhy	100	49.9
6	Alappuzha	Apparel CFC	Maraikulam	30	22.7
7	Kottayam	Apparel CFC	Kidangoor	120	29.5
8	Idukki	Apparel CFC	Vathikudy	228	32.8
9	Ernakulam	Apparel CFC	Mulanthurathy	55	32.34
10	Palakkad	Apparel CFC	Palakkad	100	41.29
11	Malappuram	Apparel CFC	Kuruva	150	38.15

Table 2 – Details of Planned Apparel CFCs to be set in 2018-19

Sl No	Name of District	No of members in Apparel CFC
1	Tvm	100
2	Klm	190
3	Pta	60
4	Alp	130
5	Ktm	120
6	Idk	228
7	EkM	55
8	Pkd	100
9	Mlp	150



Graphical representation of members in apparel sector – District wise data

Table 3. District wise comparison of Apparel unit members in CFC

The graph depicts that Idukki District has more members affiliated to Apparel CFC while Ernakulam district shows the lowest number of members taking benefit of the proposed Apparel CFC

ii). TRAININGS

Members who are interested in starting a career in Tailoring can attend General Orientation

Training, Entrepreneur Development Programme Trainings for starting the units are given through Empanelled Training Agencies. The agencies will conduct trainings as per planned and pre vetted module.

Performance Improvement Programme (PIP) PIP trainings are given to units which have completed six months of functioning. PIP is given in reputed fashion designing institutes



of national repute like NIFT, NID etc. The modules for PIP are designed on mutual consultations as per the need and trends in the apparel market. On a Pilot basis 15 days PIP training is given to 30 members selected from Various units across Kerala.

iii). GOVERNMENT POLICIES – Two policies of Government has helped in tremendous growth for Kudumbashree apparel units. 1. Government order exempting Tender norms for Kudumbashree apparel units for getting Government stitching works 2. Plastic Ban and imposing of Green Protocol in Kerala State.

Eg:- Huge Work orders received as part of the Govt. Policy-

a) Work order received from Hantex for stitching uniforms for Anganwadi workers ie 56545 coats at the rate of Rs 72/coat. The total amount for this work comes to Rs 40.67 lakhs.

b) Work order received from Lotteries Department for stitching 70000 coats for Lottery Agent @ Rs 300/coat. The value of Work comes to Rs 2.1 crores. The Plastic Ban and search for alternate products has helped in the production of Cloth bags and ecofriendly bags has also contributed to the work order from Panchyaths and Corporations to Kudumbashree Apparel units

Integrating of internal stitching works of Kudumbashree has also contributed to the income of the member units. Many Apparel units are trained to produce DDUGKY uniforms, METRO uniforms, Haritha Karma Sena uniforms , Swanthanam uniforms etc also helped in getting works to Kudumbashree units

iv). SWOT Analysis

The Indian Apparel & Textile Industry is one of the largest sources of foreign exchange flow into the country with the apparel exports accounting for almost 21% of the total exports of the country. A systematic SWOT analysis of the Kudumbashree apparel units indicates the following:-

a) STRENGTH

• Raw material Availability

India has high self sufficiency for raw material particularly natural fibres. India's cotton crop is the third largest in the world. Indian textile Industry produces and handles all types of fibres. But the rawmaterial base in Kerala is not that much developed. Units has to depend on Tamilnadu , Surat, Ahmedabad etc for bulk procurement of rawmaterials.

• Labour

Cheap labour and strong entrepreneurial skills have always been the backbone of the Apparel and textile Industry. The Kudumabshree women can be trained and skilled to suit to the clothing expectations of the customers.

• Flexibility

The small size of manufacturing which is predominant in the apparel industry allows for greater flexibility to service smaller and specialized orders.

• Domestic market

Natural demand drivers including rising income levels, increasing urbanisation and growth of the purchasing population drive domestic demand.

b) WEAKNESS

• lacks modernization and there is a need of introducing new technology.

• Poor Infrastructure

• Low Labour Productivity

• Less attention on man power training

• Poor quality standards

• Lack of professionalism and integration of supply chain

• Very low investment on R&D

• Limited exploitation of economies of scale

e) OPPORTUNITIES

- **Growing Industry**
The Apparel industry is growing with the rising income level and high working women folk. Also the demand for cloth bags created by banning of plastics is a big opportunity in Kerala.
- **Market access through Govt level interventions**
Government has given exemption for Kudumbashree Apparel units from stock purchase rules for stitching works outsourced by Government departments
- **Integration of Information technology**
– Intergration of Information technology in order and delivery management.

d) THREATS

- **Decreasing Fashion Cycle**
There has been an increase in seasons per year which has resulted in shortening of the fashion cycle.
- **Competition from Private Players.**

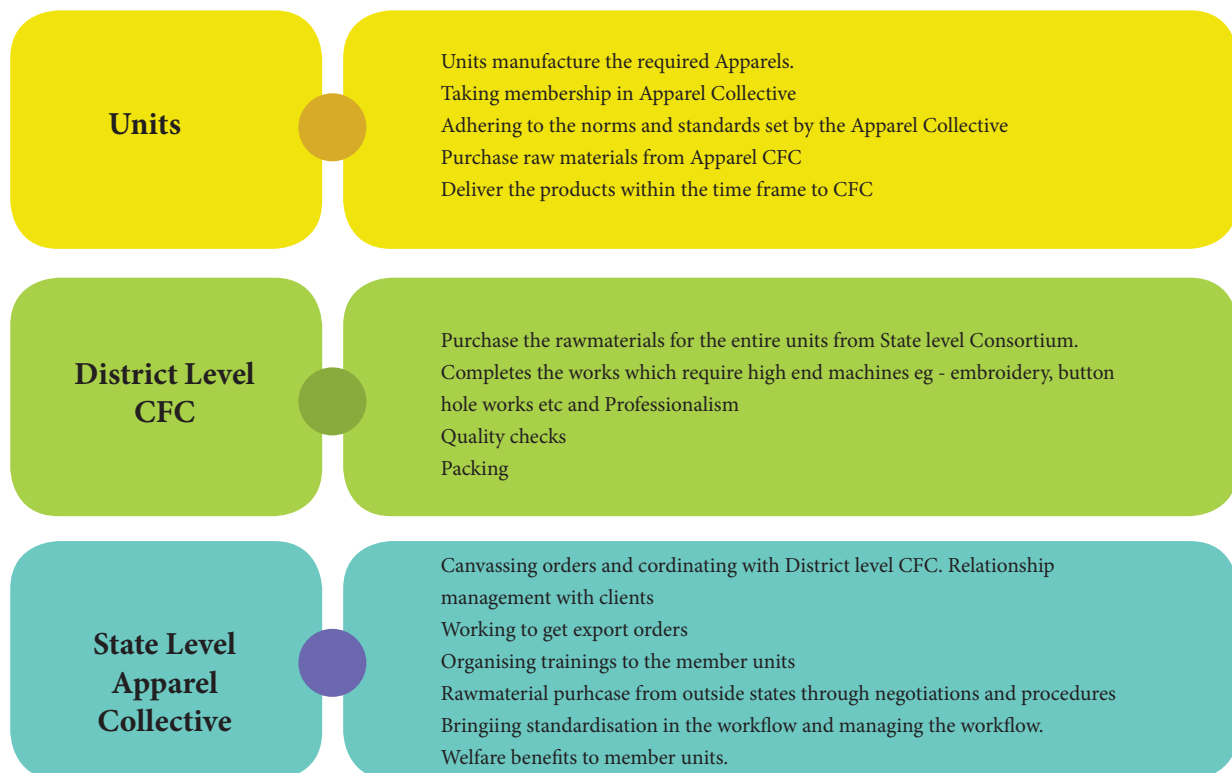
v). CONVERGENCE

The convergence Plans include starting of Apparel clusters /units/ common facility Centers with the support of LSG funds and infrastructure (Block Panchayath/ District

Panchayath / Grama Panchayath) as it will help in generating more employment opportunities to the poor households in the local premises which will contribute to the Local Economic Development. Convergence of Various schemes like School uniform Distribution – exploring the scope for stitching and distributions of Handloom uniforms to Schools, Stitching of Uniforms for Policemen, Health Department etc can increase the income of the women engaged in this sector. Convergence with District Industries department schemes for getting funds for capacity building and organising Apparel Markets.

vi). FUTURE PLANS

- **Starting of Apparel Collective** which can canvas bulk orders, procure raw materials, distribute to member units and ensure quality production and timely delivery. The Apparel collective will be in Hub and Spoke model. There will be a Central Location and raw materials and finished products will be delivered to district level units so that bulk quantity production will take place and can deliver to the client from a single point after multilevel quality checks. The unit members have to be empowered to take up such works.



കുടുംബശ്രീ തയ്യാറാക്കിയ യൂണിറ്റുകൾക്ക് സ്റ്റോഴ്സ് പർച്ചേസ് വ്യവസ്ഥകളിൽ ഇളവ്

തിരുവനന്തപുരം > കുടുംബശ്രീ യുടെ കീഴിലുള്ള വിവിധ അപ്പാരൽ/ചെറുകിട യൂണിറ്റുകൾക്ക് മറ്റു സ്ഥാപനങ്ങളിൽനിന്നും തയ്യാർ സംബന്ധമായ ജോലികൾ ടെൻഡർ നടപടികൾ കൂടാതെ നേരിട്ട് ലഭ്യമാക്കുന്നതിന് സ്റ്റോഴ്സ് പർച്ചേസ് വ്യവസ്ഥകളിൽ ഇളവ് വരുത്തി ഒരു വർഷത്തേക്ക് അനുമതി നൽകി ഉത്തരവാധി.

എല്ലാ സർക്കാർ വകുപ്പുകൾക്കും അർദ്ധസർക്കാർ സ്ഥാപനങ്ങൾ, പൊതുമേഖല സ്ഥാപനങ്ങൾ, തദ്ദേശസ്വയംഭരണ സ്ഥാപനങ്ങൾ, സ്വാശ്രയ സ്ഥാപനങ്ങൾ എന്നിവയ്ക്കും തയ്യാർ സംബന്ധമായ വിവിധ ജോലികൾ ടെൻഡർ നടപടികൾ കൂടാതെ നേരിട്ട് ലഭ്യമാക്കുന്നതിന് കുടുംബശ്രീ യൂണിറ്റുകളെ സമീപിക്കാം. കുടുംബശ്രീയുടെ കീഴിൽ പ്രവർത്തിക്കുന്ന 19 അപ്പാരൽ പാർക്കുകൾക്കും ആയിരത്തോളം ചെറുകിട തയ്യാർ യൂണിറ്റുകൾക്കും ഇതിന്റെ പ്രയോജനം ലഭിക്കും. നിലവിലെ സാഹചര്യത്തിൽ ടെൻഡറുകളിൽ പങ്കെടുക്കാൻ സാമ്പത്തിക കാരണങ്ങളാൽ സാധിക്കാത്ത കുടുംബശ്രീക്ക് ഇത്തരം ജോലികൾ നേരിട്ട് ലഭിച്ചാൽ സാധാരണ സ്ത്രീസമൂഹത്തിന്റെ ഉന്നമനത്തിന് സഹായകമാകുമെന്നത് കണക്കിലെടുത്താണ് തീരുമാനം.

- Bringing Professionalism into the management of Apparel sector with the support of leading institutions.
- Setting of Designer Shops and Boutiques for Women and Children under Kudumbashree Brand like Reliance Trends, MAX , FABINDIA etc which will sell contemporary and vibrant designs.
- Concentrating on Export of certain dresses to foreign countries like Singapore and Malaysia.
- Focussing on Kerala Designs for Exports

CONCLUSION

The apparel sector especially the ready made garments have immense growth potential. Inorder to utlise this opportunities, modernisation of technologies, skill enhancement and proper marketing mechanisms needs to be devised. Professional Tieups with established institutes in Fashion Technology and Design Management will bring more professionalism among the Kudumbashree women. Also Kudumbashree members have to be trained in designing gowns, bridal dresses and trendy wears, Kids costumes, Costumes of youth etc so that they can cater to the clothing expectations of a wider customer segment. Exploring the potential of Natural Dying and manufacturing of Baby garments may also be helpful in these days of pollution and awareness can be created among the general public.

- Setting of Common Facility Centers so that units can manufacture quality products.
- Product Design and Development with the support of Professionals in the Fashion Field.
- Focussing on Festival season oriented Garment Production for Onam, Ramzan, Christmas etc.
- Focussing on School Season oriented markets.
- Bringing Variety of Plastic Alternate Carry bags in Cloth/ Jute with Trendy Designs which will attract the youth.
- Branding

