

Cotton Weaving - A New Business opportunities and diversification in Cotton weaving

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Introduction

Cotton World Needs India and India Needs World Market (Ref HAHN Mr. Nick Hahn) Cotton, for example, is hardly a "niche" fiber as it owns approximately 40 per cent of the world's fiber market. Cotton, like other farm-bred fibers like wool, cashmere, alpaca, silk, vicuna, and coir, has performance characteristics that have never been duplicated by synthetics. Contribution of India to clothing sector is more when compared apparel sector. Degradable natural fibers have an advantage over synthetics when it comes to the environment. Cotton Is King of Textiles, Cotton fiber is serving poorest of the poor and rich in all walks of life. R and D developments is required to aid the environmental sustainability of synthetics. Opportunity for growth in textile man made and Cotton sector is immense. World population is expected to be 1000 million by 2050. India and china together will be 300 million in next 10 years

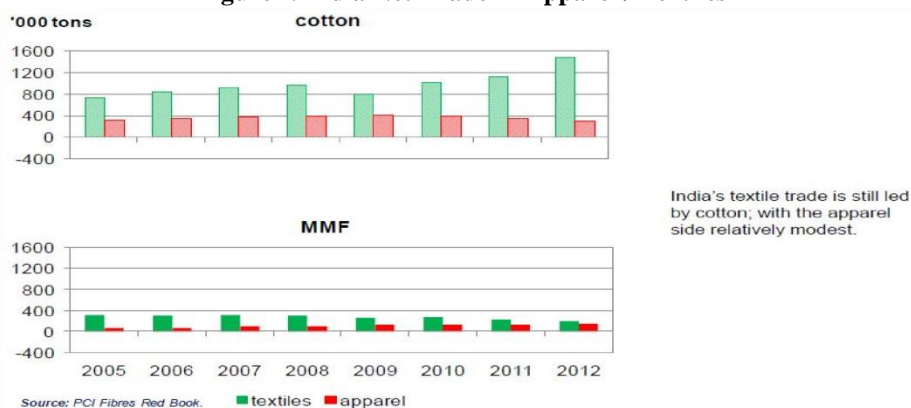
Cotton Is King of Textiles

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Yarn Dyed Products National and International Demand

There is immense range of yarn dyed products, Which primarily include top wear but looking recent trends also are developed in semi Bottom weights / Jacketing material in 100 % cotton / Cotton linen / 100 % linen. Linen is also being natural fibre currently in trend which is developing as good business. The business size for these products is very large and is expected to increase at 10 % CAGR.

Figure I: India Net Trade in Apparel / Textiles



Products categories

- City wear
- Elite wear
- Ethnic Wear high value addition.
- Sports wear

These products can be manufactured in medium range (100 % cotton Rs.95 to Rs. 160/- per mtrs Ex.Mill) and high Range (100 % cotton Rs.130/- to Rs. 260 per metres Ex. Mill). Looking towards the growing aspiration customer segment (higher Middle class),and their quality expectations, brand consciousness and growing spending power .I propose the high range will be main segment in days to come in Domestic market. Although the mid segment has huge potential for export market (direct and indirect). Now depending upon the target segment, Entrepreneurs need to work.

City wear

The count range should be 50/1, 60/1, 70/1 and then 100/2, 120/2 140/2. Higher end products made from (90/1, 100/1 160/2, 170/2,200/2,240/2) market is also growing but it needs special skills (in manufacturing and marketing both) to handle. The ever selling products are fil-a-fil, chambrays, various stripes (mono col), fine white dobbies, matts etc. This is very easy to manufacture but equally difficult to design. Selection of colours / designs and suitable count for each design (keeping in mind the cost) is very essential. Whiteness / feel / drape is utmost important. These are made with "Easy Care" finish. European mill keep these products as their "Never out of Stock" So consistency of finish / colour is very important. The standard catalogues of these can be made and circulated to the perspective buyers. But before that market testing of designs / cols is needed. Also periodic review of the collection is needed to remove slow moving items and add new col / designs in it. The costing must be a factor in the inventory carrying cost. Deep penetration and on time regular servicing are the Key words in this business. The advantage of this range is, it is evergreen range, it gives company stable flow of orders and smoothness of working to loom shed and yarn dyeing department. It also helps company to generate sale in lean period.

Elite Wear

This is essentially extension of city wear but the colour range / design mood changes. The name indicates the mood of product. Here design / Play of col / play of weaves are utmost important. Unlike in city wear, the finish can be third dimension added in this. Shiny / Chintz / utility finishes can be added here to increase the value addition.

Ethnic Wear

This product range is essentially for Indian Brand Market Value addition is exceptional. Made to measure & design studio concept with designers in various products are making huge value addition. Each merchandiser in this business work in tandem with market and production

Sports Wear

This is most complicated segment. Also called as "Fashion wear". Designs play most important role. The product finish applied is soft finish (with out resins). As most of the garment made out of this fabric is "Garment washed". This is most exciting segment for Indian Brands and International Market. Also there is lot of scope for customization here. One can develop brand specific small collections out of this range. Highly creative design team is must for this segment. They have to work in tandem with manufacturing while making designs. Manufacturing has to take risks / challenges in making these products. Capability of machines is tested here. The count range for these products is -- manly 50/1 and 60/1. Some special products are developed in 20/1, 30/1 too. Also mixed counts are used to create special effects. All this is must for this range. Space dyed, Melange yarn, cotton linen, 100 % linen, slub yarn are other variable can be used here. Performance and consistence quality are integral part of the sportswear. While developing this range, designers get carried away as they get maximum freedom to create. So while making these range seniors must involve and fix some themes for season. Also number of products to be introduced in each season must be limited. Rotation of the products across the season in tandem with theme decided is essential. Also while finalizing the products commercial must be kept in mind. Market is important ANT Factor.

Mid segment range huge world market

This is cost driven segment and count range used is 30/1, 40/1, 50/1 and exceptionally 60/1 (for export market). There is huge market size for this segment. The main customers are Local brands, Private labels – from retail chains, Economy brands -- Peter England / John Player / Pantaloons /Scullers / Indigo nation etc. The product range is same as above but the prices are lower. The main advantage of these brands is order size is very high (1200 mtrs to 3000 mtrs per col). Internationally garment exporters fall in this range. These are highly price competitive and turnaround time is very less (35 days to 40 days). On time delivery and Right on first time are the key words for this business. Late delivery penalties are very high. Also the international Norms for REACH std / other quality parameters are strict. An inputs chemical needs to be of international standards. Quality Parameters: Now a day's physical and chemical testing parameters must be at par with the best in industry. Various accreditations are essential. So far quality is concerned there has to be "One standard" no difference on account of Domestic and export market to be maintained.

Technology needed for production

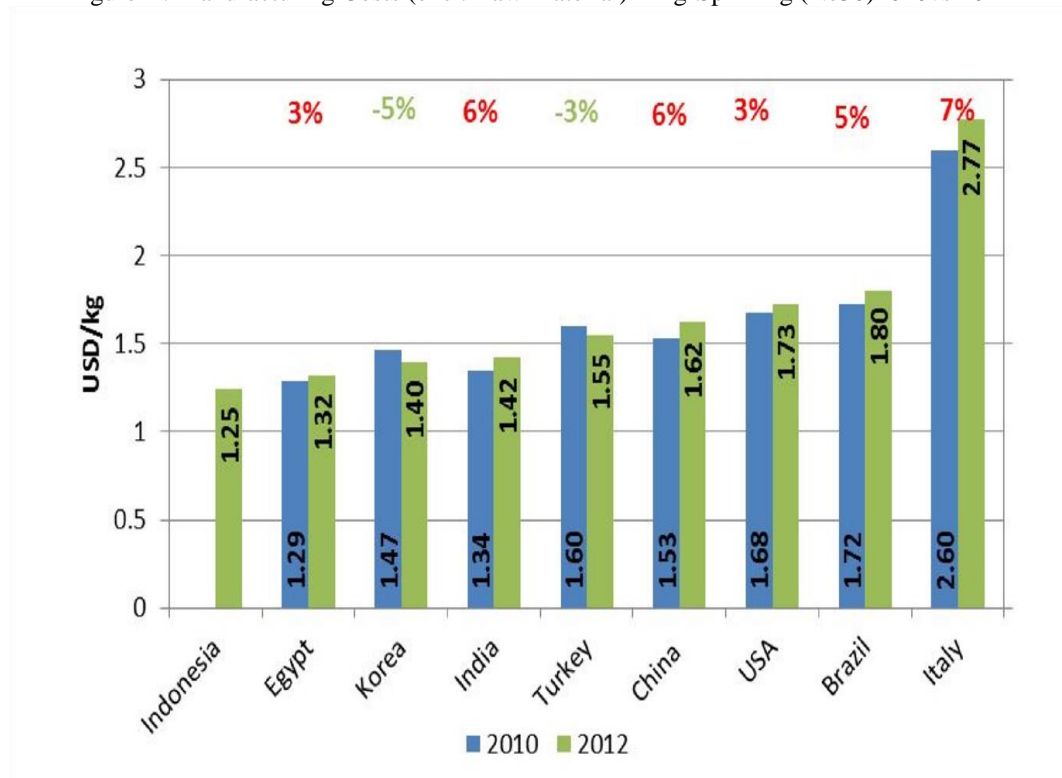
- Rapiet looms with atleast 20 shafts provision and provision for atleast 6 cols feeder is needed.(Higher end segment)
- 25 % looms with top beams needed.
- Air jets having capacity to handle 8500 ends and finer counts with 6 col feeders provision (if export and mid range specific business)
- No of warping machines needed will be guided by avg. Beam lengths for higher ends beam lengths is 600 metres to 800 metres while for mid segment 1200 metres). @740 ends are must.
- Dyeing Vessels Size --- For higher end smaller size like 40 Kg(10 x 4 coupled) / 60 Kg
- 100kg can be used. While mid segment higher capacity is needed. The no of vessels will be driven by size of plant. Technology selected must be flexible for Vat and reactive dyes.
- Processing machine set is standard - like cropping /Singeing /desizing.
- Washing range
- Jigger bleaching – Auto jigger for fabric bleaching for batch processing.
- Mercerizer --- cold mercerizing provision.
- Stenter -- with weft straightener attachment.
- Calendaring – with paper and plastic roll both.
- Sanforizer

Selection of the Machines

Selection of the weaving preparatory, weaving, processing and dyeing machines is driven by the product segment. Over specifications can add unnecessary cost. This has to be suitably coupled with laboratory. Here I Seek Industry Participation in Education to get correct information. Participate to develop Educational Institute as proper Knowledge Centres to guide Entrepreneurs. Suzuki warper -- For sample yardage development. This is must for brand and export business common facility. CCI looms -- This is quality replacement of desk looms. Also essential for some export and domestic customers. Also for Customized collection. Fully fledged creative design studio with skilled designers. Fully fledged technical design department near to weaving section with suitable machines for sample making. Costing of the common facility centre to develop textile Park to weave cotton shirting in decentralised sector

- Fixed cost sharing -- Every unit should give their requirements to decide the total capacity needed to be installed. The fixed cost of this facility to be shared on the basis and proportion of the requirement given.
- Variable cost: This will be charged based on actual kg / metres / the facility used by each.
- This is very rough guideline. This does not include depreciation and fixed long term interest cost (cost of capital) and profit.
- A detailed study is needed to arrive at the cost base for such facility.

Figure II: Manufacturing Costs (excl. Raw Material) Ring-Spinning (Ne30)2010vs 2012



Conclusion

As per the analysis, the total investment for the economical size of plant (having capacity of 12 million meters per annum, approx.144 rapier looms + 15 sampling looms) will be around Rs.235 Cr to 250 Cr. This is for high end products. Now it can further be revised based on the product mix one wants to keep and the technology he selects. This estimate is based on best of machines of European and Indian make. Chinese machines will cost less but it is not analyzed in this article. If anybody can manage the investment of above showed can definitely go for setting the industry in India.

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