

# **CONTENTS**

	LIST OF TABLES	i
	LIST OF GRAPHS	vi
	LIST OF PICTURES	x
	LIST OF CHARTS	x
<b>CHAPTER I</b>	<b>INTRODUCTION</b>	<b>1 - 20</b>
1.1	Title of the research study	1
1.2	Background of the research study	1
1.3	Rationale of the research study	5
1.4	Objectives of the research study	7
1.5	Hypothesis of the research study	8
1.6	Research Methodology	8
1.7	Sources of information	15
1.8	Scope and Limitations	16
1.9	Observations of the researcher	17
1.10	Scheme of Presentation	18
<b>CHAPTER II</b>	<b>THEORETICAL BACKGROUND &amp; REVIEW OF LITERATURE</b>	<b>21 - 65</b>
2.1	Basic concepts regarding cloth	21
2.2	Textile – An overview	37
2.3	Distribution chain of cloth business	44
2.4	Literature review	51
2.5	Conclusion	65

<b>CHAPTER III</b>	<b>TEXTILE INDUSTRY IN INDIA</b>	<b>66 - 123</b>
3.1	Textile industry in India	66
3.2	Structure of Ministry of Textiles in India	89
3.3	Analysis of Indian textile sector	102
3.4	Conclusion	123
<b>CHAPTER IV</b>	<b>WHOLESALE CLOTH BUSINESS IN MAHARASHTRA - A PROFILE</b>	<b>124 - 159</b>
4.1	Textile industry in Maharashtra	124
4.2	Wholesale cloth business in Maharashtra	134
4.3	Wholesale cloth associations and experiences of the researcher	151
4.4	Conclusion	159
<b>CHAPTER V</b>	<b>DATA ANALYSIS AND INTERPRETATION OF WHOLESALE CLOTH TRADERS</b>	<b>160 - 238</b>
5.1	Personal information of cloth wholesalers	161
5.2	Information regarding the business establishments of cloth wholesalers	166
5.3	Opinion regarding elimination of cloth wholesalers	179
5.4	Business practices - Purchase of cloth	184
5.5	Business practices - Sale of cloth	196
5.6	Turnover of the cloth wholesalers	213
5.7	Employment opportunities in the wholesale cloth business	227
5.8	Problems faced by wholesale cloth business	235

<b>CHAPTER VI</b>	<b>DATA ANALYSIS AND INTERPRETATION OF OPINION SURVEYS</b>	<b>239 - 288</b>
6.1	Opinion survey of cloth retailers	239
6.2	Opinion survey of cloth manufacturers	262
6.3	Opinion survey of cloth end users	278
<b>CHAPTER VII</b>	<b>SUMMARY OF FINDINGS AND CONCLUSIONS</b>	<b>289 - 310</b>
7.1	Summary of findings	289
7.2	Conclusions	303
<b>CHAPTER VIII</b>	<b>SUGGESTIONS AND RECOMMENDATIONS</b>	<b>311 - 313</b>
<b>ANNEXURE I</b>	Questionnaire for wholesale cloth traders	
<b>ANNEXURE II</b>	Questionnaire for retail cloth traders	
<b>ANNEXURE III</b>	Questionnaire for cloth manufacturers	
<b>ANNEXURE IV</b>	Questionnaire for cloth end users	
<b>ANNEXURE V</b>	Bibliography and References	