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## Research Paper

## EXPORT AND IMPORT PERFORMANCE OF HOMETECH PRODUCTS IN INDIA

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### ABSTRACT

The traditional home tech textile products do not satisfy the needs of the people while the improved quality of home-tech textile products such as Mosquito nets, stuffed toys, Fiberfill, satisfies the needs of the people with its fantasy work with cost effectiveness, durability and light weights. The home-tech textiles are used in the interior decoration but even though this sector does not get familiarity among the general public. Home tech Textiles has been gradually gaining its importance in India but its contribution in the global technical textile industry is comparatively trivial. However, it has become an important part of Indian Textile Industry thus government of India has taken various initiatives through several schemes for the growth and development of Technical Textiles (Home tech products) in the country.

**KEY WORDS :** Homotech, Mosquito nets, Stuffed toys, Fiberfill, Technical textiles

### INTRODUCTION

Technical textiles comprise all the textile based products mostly used for non-consumer applications, (David Rigby Associates, 2010). The technical textile industry is one of the budding sector among textile industry. As technical textile occupies more than half in the textile industry, it plays a vital role for clothing applications. The technical textile is used as many end uses applications and is classified into twelve segments. Viz., Agrotech, Buildtech, Clothtech, Geotech, Homotech, Indutech, Meditech, Mobiletech, Oekotech, Packtech, Protech, and Sportech.

This article deals with Homotech which is referred as the sunshine sector in India. According to the year 2010 – 11, the homotech sector gains third place. The homotech textiles include households, interior decoration & Furniture, carpeting against , cushion materials & floor and wall coverings. Other homotech products include fabric, blinds, mosquito nets & non –woven wipes carpet cloth.

The homotech products include mosquito nets, Fiberfill, stuffed toys, Mattress and pillow components, carpet backing cloth (Jute & synthetic) Blinds, HUAC filters, Filter cloth for vacuum cleaner, non-woven wipes & furniture fabrics.

The mosquito nets, Fiberfill and stuffed toys are the major homotech products included for the study. The export performance of mosquito nets, fiberfill and stuffed toys for 7 years were analysed through trend analysis and the projection value are calculated for the same for seven years.

### REVIEW OF LITERATURE

**Sujitgulati (2012)**, Joint secretary , Union ministry of textiles, after inauguration of two-day conference on “ Industrial Textiles-Products, applications and prospects” organized by the PSG college of technology, Coimbatore, made a presentation over the market for technical textiles and its expected growth which will be faster than its current level during the next five years. The minister also explained about the industrial textiles which were part of technical textiles. The minister reported that most of the units are located mainly in Maharashtra, Tamilnadu and Delhi. The ministry of textiles had identified eight key ministries which are the major buyers of technical textile products.

**Chaudhary and Shahid (2012)** in their paper entitled “Growing importance of Homotech Textiles in India” endeavored to show the Homotech Textiles as an essential segment of Technical Textiles Industry in India. The purpose of the study is to verify that the demand for Homotech textiles is large enough and is going up in India in the near future. It



put special importance on market size, exports and imports of Hometech products in order to show the greatness of the industry in India and offers suitable recommendations for improving the growth and development of the sector.

**OBJECTIVES**

- To examine the trade trends of Home tech textiles of India for the past seven years (2010- 2017)
- To project the export of Home tech products from India for the next seven years (2017 – 2024)
- To project the imports of Home tech products of India for the next seven years (2017 – 2024)

**DATA AND RESEARCH METHODOLOGY**

The entire data used for the present paper is secondary data; the data required for the analysis are collected from different periods through the different sources viz., Ministry of commerce, Report of the Expert committee on Technical Textiles – 2004, Baseline Survey Report of the Technical Textiles Industry in India -2009, Internet. etc.,

To achieve the objectives of the study, “Time series Analysis” have been used. This significant tool is used to do the trend analyzes of trade for the past data and also to project the export and import of India’s Home Textiles from the year 2017 to 2022.

Trend analysis is,

$$“ Y = a + b” X$$

Where, a = “ Y ÷ N

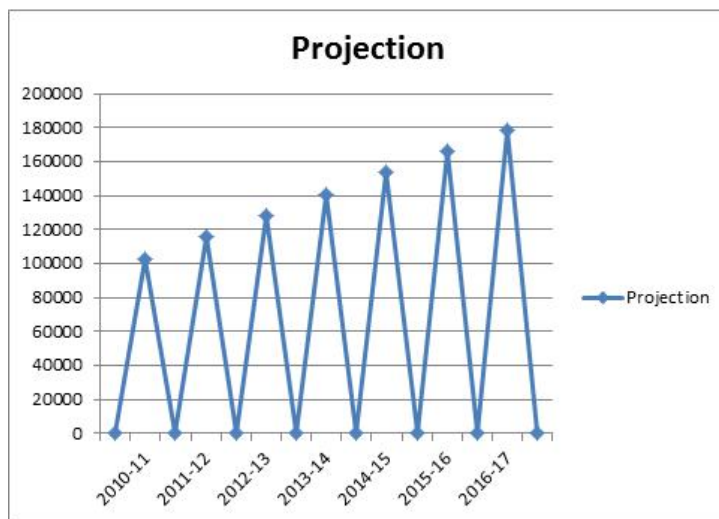
b = “XY ÷ “X2

(Source : Kothari, C.R.,2004)

**DATA ANALYSIS AND INTERPRETATION**

**Table 1: Mosquito Net Export & Import Percentage and Trend Projection**

Export				Trend projection (2017-18 to 2023 -24)		Import		Trend Projection	
Sl. No	Year	Export %	Growth %	Trend	Projection	Import %	Growth %	Trend	Projection
1	2010-11	494890.49 (0.4353)	-5.76	374690.95	1481648.76	18773.67 (0.0112)	53.66	13984.08	102792.59
2	2011-12	564085.84 (0.3848)	13.98	532827.78	1639785.59	31137.13 (0.0133)	65.86	26671.01	115479.52
3	2012-13	875216.90 (0.5355)	55.16	690964.61	1797922.42	29328.00 (0.0110)	-5.81	39357.94	128166.45
4	2013-14	990796.36 (0.5201)	13.21	849101.44	1956059.25	34337.17 (0.0126)	17.08	52044.87	140853.38
5	2014-15	1048715.83 (0.5530)	5.85	1007238.27	2114196.08	67583.58 (0.0247)	96.82	64731.8	153540.31
6	2015-16	1047970.78 (0.6106)	-0.07	1165375.1	2272332.91	113889.90 (0.0457)	68.52	77418.73	166227.24
7	2016-17	922034.19 (0.5606)	-12.01	1323511.93	2430469.74	69264.70	-39.18	90105.66	178914.17



From table 1, when considering the export performance of Mosquito nets, it is understood that 2010-11, 2015-16 and 2016-17 has a decline in growth percentage with -5.76%, -0.07% and -12.01% respectively. **A hike in export growth was in the year 2012-13 with 55.16%.** This implies that the export performance of Mosquito nets from India had ups and downs from the year 2011-2015. When

considering the import of Mosquito nets, it is understood that there was **decline in import in the year 2012-13 and 2016-17.** This indicates that the production of Mosquito nets was steady as there is decline of -5.81% in import growth.

While calculation the trend values, it is found that there is gradual increase in export performance of Mosquito nets. This implies that the quantities of exports in terms of



Indian rupees have been augmenting evenly every year.

The trend projection for export of Mosquito nets is calculated for the year 2017-18 to 2023-24. The projection also shows a continuous increase in the values of Mosquito net export from 2017-18 to 2023-24 and it is shown in the above table.

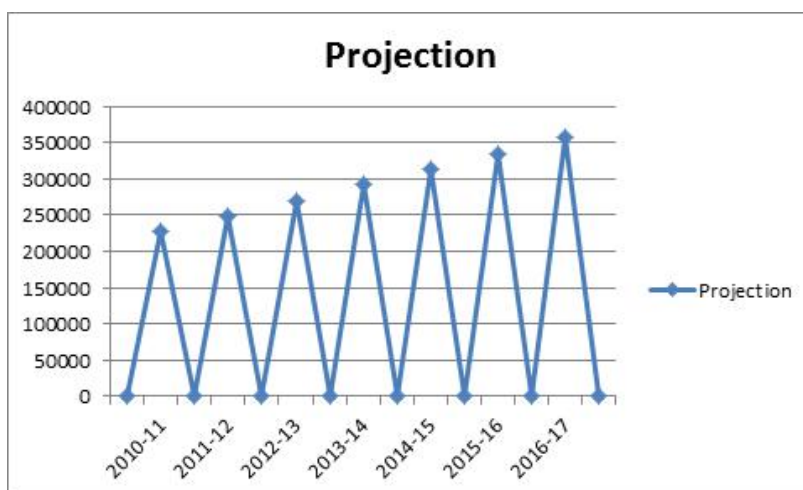
The trend projection for import of Mosquito nets is also calculated for the year 2017-18 to 2023-24. The

projection shows a continuous increase in the values of Mosquito net import from 2017-18 to 2023-24 and it is shown in the above table.

The projections reveal that export trade of Mosquito nets will continue to grow and cross Rs.2430469.74 lakhs. On the other hand it was also found that import will grow up by Rs.178914.17 lakhs.

**Table 2: Stuff toys Export & Import Percentage and Trend Projection**

Export				Trend projection (2017-18 to 2023 -24)		Import		Trend Projection	
Sl.No	Year	Export %	Growth %	Trend	Projection	Import %	Growth %	Trend	Projection
1	2010-11	6756.23 (0.0059)	16.12	2962.29	51141.68	64550.62 (0.0383)	93.51	76303	227078.1
2	2011-12	9077.76 (0.0062)	34.36	9845.06	58024.45	93901.72 (0.0400)	45.47	97842	248617.4
3	2012-13	14227.48 (0.0087)	56.73	16727.83	64907.22	124083.89 (0.04651)	32.14	119381.6	270156.7
4	2013-14	22395.80 (0.0118)	57.41	23610.60	71789.99	155606.03 (0.0573)	25.40	140920.9	291696
5	2014-15	25055.82 (0.0132)	11.88	30493.37	78672.76	168870.55 (0.06171)	8.52	162460.2	313235.3
6	2015-16	42970.16 (0.0250)	71.50	37376.14	85555.53	198530.06 (0.0797)	17.56	183999.5	334774.6
7	2016-17	44791.01 (0.0272)	4.25	44258.91	92438.3	180903.43 (0.0702)	-8.88	205538.8	356313.9



From table 2, when considering the export performance of stuffed toys, it is understood that 2010-11 to 2016-17 there is ups and downs of growth percentage with 16.12%, 3.36%, 56.73%, 57.41%, 11.88%, 71.50% and 4.25% respectively. This implies that the export performance of stuffed toys from India had ups and downs from the year 2010-2017. When considering the import of stuffed toys, it is understood that there was **decline in import for the year 2016-17**. This indicates that the production of stuffed toys was steady for all the years except 2016-17 as there is decline of -8.88% in import performance.

While calculating the trend values, it is found that there is gradual increase in export performance of stuffed toys. This implies that the quantities of exports in terms of Indian rupees have been augmenting evenly every year.

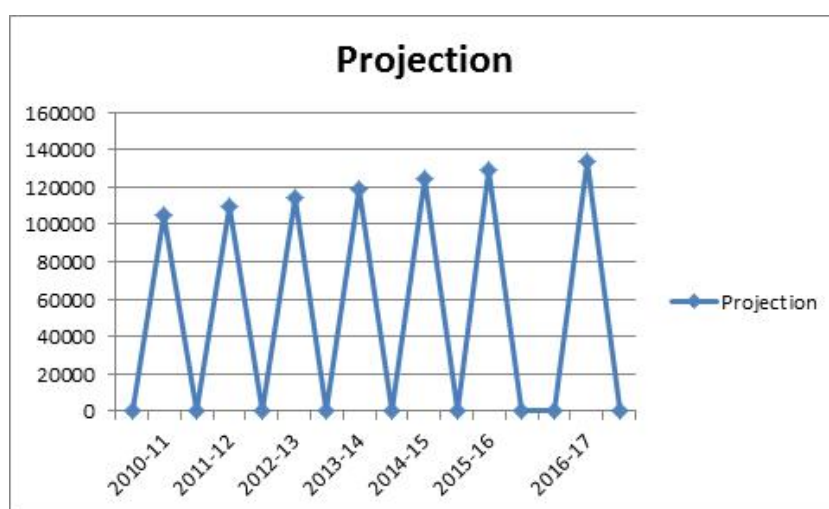
The trend projection for export of stuffed toys is calculated for the year 2017-18 to 2023-24. The projection also shows a continuous increase in the values of stuffed toys export from 2017-18 to 2023-24 and it is shown in the above table.

The trend projection for import of stuffed toys also calculated for the year 2017-18 to 2023-24. The projection shows a continuous increase in the values of stuffed toys import from 2017-18 to 2023-24 and it is shown in the above table.

The projections reveal that export trade of stuffed toys will continue to grow and cross Rs.92438.3 lakhs. On the other hand it was also found that import will grow up by Rs.356313.9 lakhs.

**Table: 3 Fiberfill Export & Import Percentage and Trend Projection**

Export				Trend projection (2017-18 to 2023 -24)		Import		Trend Projection	
Sl.No	Year	Export %	Growth %	Trend	Projection	Import %	Growth %	Trend	Projection
1	2010-11	112226.84 (0.0987)	20.04	146866.59	187246.23	41820.88 (0.0248)	117.99	71052.08	104806.29
2	2011-12	164763.70 (0.1124)	46.81	152635.11	193014.75	60149.97 (0.0256)	43.83	75874.11	109628.32
3	2012-13	150512.12 (0.0921)	-8.65	158403.63	198783.27	64369.07 (0.0241)	7.01	80696.14	114450.35
4	2013-14	217582.88 (0.1142)	44.56	164172.15	204551.79	90259.63 (0.0332)	40.22	85518.17	119272.38
5	2014-15	187253.08 (0.0987)	-13.94	169940.67	210320.31	120220.01 (0.0439)	33.19	90340.2	124094.41
6	2015-16	159613.68 (0.0930)	-14.76	175709.19	216088.83	121605.41 (0.0488)	1.15	95162.77	128916.04
7	2016-17	157252.78 (0.09561)	-1.47	181477.71	221857.35	100202.26 (0.0437)	17.60	99984.26	133738.47



From table 3, when considering the export performance of Fiberfill, it is understood that 2010-11, 2011-12 and 2013-14 has increased in growth percentage with 20.04%, 46.81% and 44.56% respectively.

It is understood that there was decline in export in the year 2012-13, 2014-15, 2015-16 and 2016-17. This implies that the export performance of fiberfill India had fluctuations from the year 2010-2017. When considering the import of fiberfill, it is understood that there was fluctuations from the year 2010-17.

While calculating the trend values, it is found that there is gradual increase in export performance of Fiberfill. This implies that the quantities of exports in terms of Indian rupees have been augmenting evenly every year.

The trend projection for export of Fiberfill is calculated for the year 2017-18 to 2023-24. The projection also shows a continuous increase in the values of Fiberfill export from 2017-18 to 2023-24 and it is shown in the above table.

The trend projection for import of Fiberfill is also calculated for the year 2017-18 to 2023-24. The projection shows a continuous increase in the values of Fiberfill import from 2017-18 to 2023-24 and it is shown in the above table.

The projections reveal that export trade of Fiberfill will continue to grow and cross Rs. 221857.35 lakhs. On the other hand it was also found that import will grow up by Rs.133738.47 lakhs.

**Table : 4 Consolidated Table for Mosquito net, Stuffed toys and Fiberfill Export and Import performance**

Year	Mosquito net				Stuffed toys				Fiber fill			
	Export	Rate of Growth	Import	Rate of growth	Export	Rate of growth	Import	Rate of growth	Export	Rate of Growth	Import	Rate of Growth
2017-18	1481648.76		102792.59		51141.68		227078.1		187246.23		104806.29	
2018-19	1639785.59	10.67	115479.52	12.34	58024.45	13.45	248617.4	9.48	193014.75	3.08	109628.32	4.60
2019-20	1797922.42	9.64	128166.45	10.98	64907.22	11.86	270156.7	8.66	198783.27	3.78	114450.35	4.39
2020-21	1956059.25	8.79	140853.38	9.89	71789.99	10.60	291696	7.97	204551.79	3.64	119272.38	4.21
2021-22	2114196.08	8.08	153540.31	9.00	78672.76	9.58	313235.3	7.38	210320.31	3.51	124094.41	4.04
2022-23	2272332.91	7.47	166227.24	8.26	85555.53	8.74	334774.6	6.87	216088.83	3.39	128916.04	3.88
2023-24	2430469.74	6.95	178914.17	7.63	92438.3	8.04	356313.9	6.45	221857.35	3.28	133738.47	3.74
	13692415	51.6	985973.66	58.1	502529.93	62.27	2041872	46.79	1431862.5	20.68	834906.26	24.86

**FINDINGS**

After the above calculations, the computed trend values show a regular increasing trend of India's home tech export and import. The researcher found that the projected export and import value of Indian home tech are increasing rapidly.

- The mosquito net export is expected to increase from around Rs.1481648.76 lakhs in 2017-18 to around Rs.2430469.74 lakhs by 2023-24. The mosquito net import is expected increase from around Rs.102792.59 lakhs in 2017-18 to around Rs.178914.17 lakhs by 2023-24.
- The stuffed toys export is expected to increase from around Rs.51141.68 lakhs in 2017-18 to around Rs.92438.3 lakhs by 2023-24. The stuffed toys import is expected to increase from around Rs.227078.1 lakhs in 2017-18 to around Rs.356313.9 lakhs by 2023-24.
- The fiberfill export is expected to increase from around Rs.187246.23 lakhs in 2017-18 to around Rs.221857.35 lakhs by 2023-24. The fiberfill import is expected increase from around Rs.187246.23 lakhs in 2017-18 to around Rs.221857.35 lakhs by 2023-24.

It is found that both export and import on India's home tech products are rising year by year and the growth rates of imports do not have steady growth when compared to export performance. i.e export will grow at the rate of 51.6%, 62.27% and 20.68% while import will grow at the rate of 58.1%, 46.79% and 24.86%. The demand for Indian home tech product is closely associated to the overall level of economic activity of the Indian economy. Hence, as evident in the trend findings in the study it is relatively a low growth industry and there is a need to encourage domestic industry to explore the area of home tech products. It is required to increase awareness about applications of home tech products amongst consumers and users.

**CONCLUSION**

India has progressed a lot in home tech trade over the last year and it is also expected to increase in future. In this paper, it can be observed that projected export and import are increasing. Though the projected total trade consists of larger exports than import but the growth rates of do not have steady in their performance. To hold the significant position of home tech products in India, the government should be focused on implementing policies for promoting the growth in trade, production and consumption of home tech products in the country.

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