

In this chapter, the information related to the Textile industry in Maharashtra will be studied. The Textile Boards and manufacturing locations and markets in Maharashtra will also be studied. As discussed in the second chapter every cloth manufacturer looks for middlemen for promoting his products. A cloth wholesaler is a business middleman who helps the cloth manufacturer to sell his products in the market. Apart from the above information this chapter will also throw light on the overall structure of cloth business in Maharashtra. The working of wholesale cloth associations of the six cities chosen for the research study and also the experiences of the researcher during the study will be covered here.

4.1. Textile Industry in Maharashtra

4.1.1. Introduction:

Maharashtra is one of the most industrialized states of India, it occupies the western and central parts of the country and extends over the Sahyadri mountains; a vast stretch of 720 kilometers of the Arabian sea coast providing it a beautiful backdrop. The present state of Maharashtra was formed on May 1, 1960 on uni-lingual principle.

Maharashtra state is made up of 35 districts, which are grouped into six divisions namely:

- ◆ **Amravati Division:** Akola, Amravati, Buldhana, Washim and Yavatmal
- ◆ **Aurangabad Division (Marathwada):** Aurangabad, Beed, Hingoli, Jalna, Latur, Nanded, Osmanabad and Parbhani,
- ◆ **Konkan Division:** Mumbai City, Mumbai Suburban, Raigad, Ratnagiri, Sindhudurg and Thane
- ◆ **Nashik Division:** Ahmednagar, Dhule, Jalgaon, Nandurbar and Nashik
- ◆ **Nagpur Division:** Bhandara, Chandrapur, Gadchiroli, Gondiya, Nagpur and Wardha,
- ◆ **Pune Division:** Kolhapur, Pune, Sangli, Satara and Solapur

The languages spoken in the state of Maharashtra are Marathi, Hindi and English. Geographically there are three major regions in the state of Maharashtra. First is the Sahyadri range, a series of crowning plateau. The second major region, Konkan, a narrow coastal low land lying between the Arabian Sea and sahyadri range. The third major region is the Satpura hills along the northern border.

4.1.2. History of Textile in Maharashtra:

Maharashtra, the industrial powerhouse of India occupies a prominent place in the country's economy. Mumbai is the Commercial and financial capital of India. It has the presence of all leading industrial and corporate houses of the country. The Maharashtra state is the major

producer of Cotton, Sugarcane, Ground nut, Sunflower, Soya bean and Vegetables.

Maharashtra is a state, which is known for its higher educational institutions. The state is equally good for the fields like engineering, medical, management and other professional courses. There are large numbers of institutes for the above fields.

Mumbai was the centre of textile trade post independence. Many textile industries or mills cropped up and trade was prospering. Buyers from all over India and neighboring countries traded in Mumbai. All types of cloth are manufactured and traded in Mumbai, since it is the apex market of India.

Pune has close proximity to Mumbai. The main centers of production of cloth in Pune are junnar, baramati, saswad and manchar. Pune is famous for cotton saris and khans (blouse pieces). It is a place of paithanis and pitambaras.

Solapur can be called as the city of power looms and handlooms. The co-operative sector is very much in existence in this city. Solapur is famous for the manufacture of bed linen, towels, etc. The manufacturing companies are more in and around Solapur. Ichalkaranji can be called as the manufacturing hub of dhotis and cotton saris. Like solapur there

are many power looms situated in Ichalkaranji. Yarn manufacturing companies are more in Ichalkaranji. There are a lot of handlooms as well.

Yeola is famous for manufacturing of Silk dhoties and uparnee used while performing pujas. In every household there is a handloom placed. Nagpur is considered as a generator of handlooms. Amongst the large scale industrial establishments in Nagpur, textile mills come first. Weaving industries in Nagpur are one of the important industries in Nagpur.

Varied customs and traditions co-exist peacefully in Maharashtra. In addition, two major influences operate simultaneously in Maharashtra to mould their thinking and therefore customs. Pune has been and still is, to a certain extent, the center of Sanskrit learning. Maharashtrian society has contributed a lot in the field of music.

Besides all main festivals of India, Maharashtra celebrates Ganesh Chaturthi and Gudi Padva. Ganesh Chaturthi is a ten-day event and is celebrated with as much zeal. Gudi Padva is significant as it marks the beginning of the Maharashtrian New Year.

The women of Maharashtra wear a nine-yard saree called Navarre, which is quite different from the saree worn in north India. The saree is accompanied with jewelry like earrings, heavy necklaces, and a lot of

bangles. For a distinctive Maharashtrian look, a nose-ring made of pearls and rubies are perfect. Small girls wear parker-polka. A parker is skirt-like long garment and a polka is a typical blouse made of traditional Maharashtrian fabric, which is mostly bottle green, red or blue in colour.

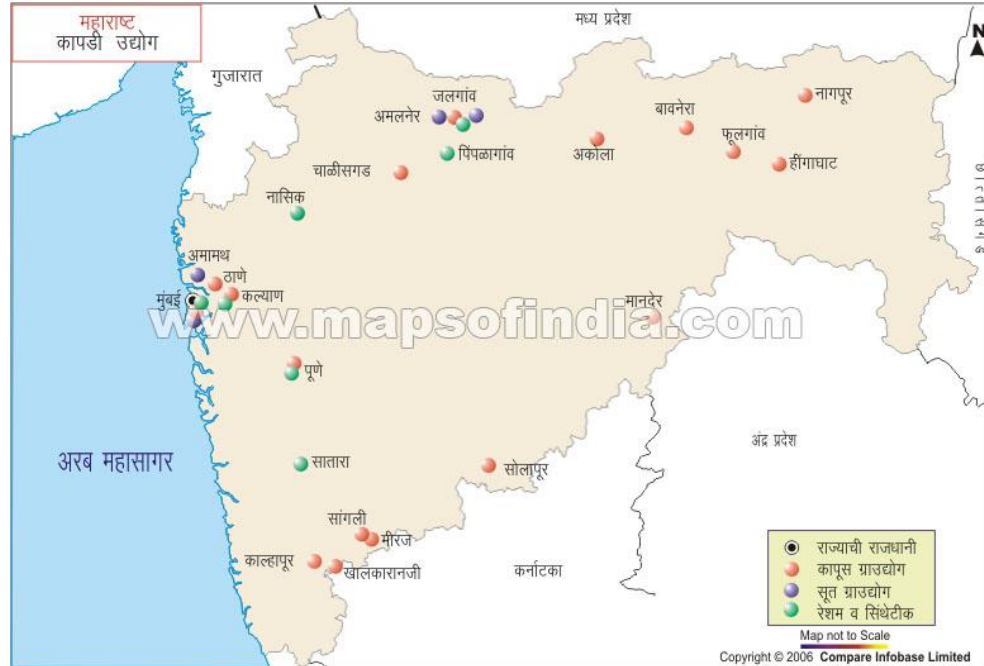
Dhoti with Kurta is the most common men's wear. Until recently, men wore a traditional shirt called samara. They also wear a cloth turban on their heads. Pugdy is a turban worn on special occasions while for everyday wear a mundasa is used. The maharashtrian topi also known as Gandhi topi is a cap used by the common man and politicians alike.

However, most men in the urban areas have adopted modern garments like pants and shirts. Women in the urban areas use Punjabi salwar kameez and kurtas. The following map shows the prominent areas where cloth manufacturing industries are located in Maharashtra.

The following picture no.4.1 shows the textile locations in Maharashtra.

Picture No.4.1

Textile map of Maharashtra



(Source taken from www.mapsofindia.com)

From the above map we can say that in Maharashtra the cotton manufacturing industries are located in Kolhapur, Sangli, Miraj, Ichalkaranji, Solapur, Pune, Kalyan, Mumbai, Thane, Chalisgaon, Jalgaon, Akola, Badnera, Phulgaon, Hinganghat and Nagpur. The yarn manufacturing industries are situated in Mumbai, Ambarnath, Amalner and Jalgaon. Silk manufacturing industries are positioned in Satara, Pune, Mumbai, Kalyan, Nashik and Pimpalgaon.

4.1.3. Textile Boards in Maharashtra

The textile mills which were not under the management of NTC fell sick. These burdens of these sick mills were to be borne by their respective states. Thus State Textile Corporation was established on 06.09.1966 to administer and rehabilitate sick Textile Mills in Maharashtra and to start new Textile Mills in the Industrially Backward areas of Maharashtra.

26 Mills were taken over and later on out of these mills, 19 mills were handed over to National Textile Corporation. 2 new Mills were started by Maharashtra State Textile Corporation (MSTC).

Because of the continuous losses incurred by mills, in 2001, Government took decision to close down all mills and all the workers of the Mills were paid Voluntary Retirement Scheme (VRS) as per Gujarat Pattern.

Since then the assets of the closed Mills are being sold. As on today there is no working mill with MSTC Ltd. During the year 2000 – 2008 many mills were closed.

The details regarding these closed mills can be found in table no.4.1

Table no.4.1**Table regarding details of closure of mills in Maharashtra**

Name of the Mill	Year of Establishment	Year of transfer to MSTC	Closure Date
Empress Mills, Nagpur	1894	1986	15/10/2002
Narsinggirji Mills, Solapur	1898	1976	01/07/2002
Shree Shahu Chhatrapati Mills, Kolhapur (SSCM)	1906	1976	31/08/2003
Vijay Mills, Badnera	1882	1974	12/08/2001
Western India Mills, Mumbai	1881	1977	01/06/2002
Devagiri Textile Mills, Aurangabad (DTM)	1980	1980	01/06/2002
Kalameshwar Textile Mills (KTC)	1984	1984	31/03/2003
Pratap Mills, Amalner	1906	1972	30/09/2001
Pulgaon Cotton Mills (PCM)	1889	1976	31/08/2003

(Source taken from Maharashtra state textile corporation website)

Except Devagiri Textile Mills (DTM) & Kalameshwar Textile Mills (KTM), other mills referred above were in liquidation and were handed over to MSTC Ltd. DTM & KTM were started as "New Mills" in the backward area of Marathwada & Vidharbha to provide employment in the rural areas.

Out of the above mills, DTM, KTM & PCM have been sold on 100% Equity Shares basis. PCM at Pulgaon has been sold with the condition that the purchaser has to restart the new mill. Accordingly, the purchaser has restarted the new mill.

Other than the Maharashtra State Textile Corporation there are some other bodies functioning towards the development of textile sector in Maharashtra, under the Textile Ministry of India. They are:

1. Textile committee – Mumbai
2. Office of the textile commissioner – Mumbai
3. The Indian Silk export promotion council – Mumbai
4. Power loom development and export promotion council – Mumbai
5. The cotton textile export promotion council – Mumbai
6. Apparel export promotion council – Mumbai
7. Bombay textile research association
8. Wool research association – Mumbai
9. SASMIRA – Mumbai
10. Cotton Corporation of India Ltd. - Mumbai

4.1.4. Cloth Manufacturing locations and Cloth Markets in Maharashtra

The cloth manufacturing industries are located at such places where manufacturing of yarn, cotton and silk is more since they become the raw materials for cloth manufacturing and are easily available at the point of manufacture. As already mentioned in this chapter the major manufacturing locations of cloth in Maharashtra are Mumbai, Pune, Yeola, Ichalkaranji, Solapur and Nagpur.

The markets situated in the six cities where the trading activity of buying and selling of cloth takes place in Maharashtra are mentioned below:

Mumbai:

Mulji Jetha Market (M. J. Market), Mangaldas Market, Swadeshi Market, Laxmidas Khimaji Market, Pankaj Market, Sindh Cloth Market.

Pune:

Laxmi Road, Ravivar Peth - Kapad Ganj, Agrasen Bhavan, Budhwar Peth - Super Market (vasant talkies), Sindh Market , Camp area, Cholkhan Ali - Mahavir Market, Bohari ali - Kapad Bazaar (areas).

Solapur:

Siddheshwar Kapad Market, Baswanti Market, Chatti Galli, Phlatan Galli, Mahavir Market, Paschim Mangalwar Market, Navi Peth, Ghongade Vasti, Sakhar Peth, Kamtam Nagar.

Nagpur:

Gandhi Baug, Itwari, Sitabardi, Jhunjhunwala Market, Sarvoday Cloth Market, Handloom Market, Suth Market, Maulana Abdul Kalam Azad Market, Popular Cloth Market, Itwari Bazaar, Jain Bhavan, Mahesh Bhavan, Patni Bhavan, Panjawani Market, Maudekar Bhavan, Mandhana Bhavan, Ganesh Bhavan, Razai Bhavan, Dhaware Bhavan, Jagannath

Road, Mendhekar Bhavan, Sarda Bhavan, Ananda Bhavan, Thakkar Bhavan, Shankar Bhavan, Vinkar Bhavan, Sudhama Bhavan, Laxmi Bhavan.

Ichalkaranji:

Kagwade Mala, Ayodhya Nagar, B. J. P. Market, Satpute Galli, Textile Market, Date Mala, Tambe Mal, Mangalwar Peth, Vetar Peth, Bohra Market.

Yeola:

Kapad Bazaar, Balaji Galli, Tilak Maidan, Jain Mandir Area, Mahanubhav Math area.

4.2. Wholesale Cloth Business in Maharashtra

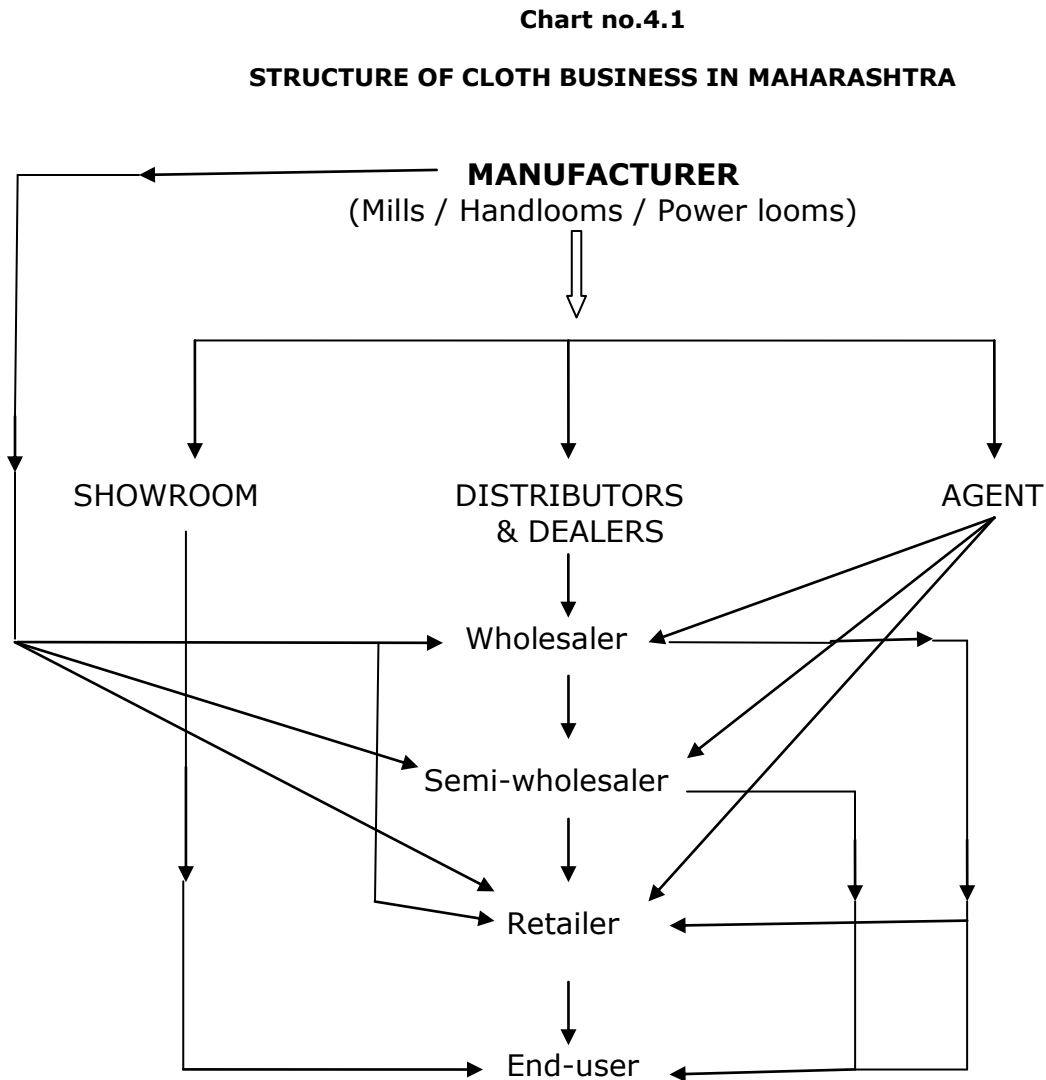
Under this heading we will study the distribution process of cloth in Maharashtra with reference to the six cities where wholesale markets are more. We will also look at the concept of cloth wholesaler as a business middleman in detail.

4.2.1. Overall Structure of cloth business in Maharashtra

Cloth is produced in considerable quantities in certain places, but is almost useless so long as they remain there. As production of cloth is concentrated in certain areas it should ultimately reach the end user or customer. It requires a distribution process to make the manufactured

cloth reach the ultimate consumer from its place of production or origin.

The chart no. 4.1 shows the Structure of Cloth Business in Maharashtra.



4.2.1.1. Distribution chain of cloth business

With increasing competition in market selection of distribution channels for cloth has become highly specific and selective. A thorough understanding of cloth markets, customers' requirements and their

behaviour, helps every cloth manufacturer to identify the right technique for distribution of cloth.

The exchange of cloth became more complex and was started through the agents of the employers who were known as factors. All this was known as organized system of cloth industry. In this distribution process of cloth many intermediaries are involved like agents, distributor, showroom, dealer, wholesaler and retailer. Let us look at these intermediaries in brief.

Agent may refer to one who acts for, or in the place of, another, by authority from him; one entrusted with the business of another. In this study agents are the marketing persons of the mills who have knowledge about the market or the customer. They have a personal relationship with the wholesaler or semi wholesaler or retailer. They have all information regarding market and customer record.

Cloth distributors are the persons who take distributorship of cloth to distribute the cloth in a particular city or area. Distributor is the person who has the legal rights of the company to sell their products. There is agreement between the distributor and the company and the terms and conditions of trading are agreed upon.

A showroom is a large space used to display cloth for sale. A room where merchandise is exposed for sale or where samples are displayed is called as a showroom. Showroom is a authorized selling unit of a company. It may be run by the company itself or by another person. In company's own showrooms other company's products are not allowed to be displayed or sold.

A dealer is a person appointed by the cloth manufacturer to sell the company's cloth. There are several restrictions and conditions to procure dealership from any manufacturer. The dealer has to sell on the catalogue price specified by the cloth manufacturer. He has to achieve specific targets as set by the manufacturer. He must deposit some security with the cloth manufacturer in order to obtain dealership. He is paid commission on the goods sold. He cannot sell any other cloth of any other company.

The person who purchases in bulk and sells it in smaller quantities to retailers or readymade manufacturers or end users is called as Wholesaler. He can sell goods at his free will and at any price. Wholesalers are generally divided into three types:

- 1) **Manufacturer wholesaler:** Those wholesalers who carry out both activities i.e. manufacturing and whole selling.
- 2) **Traditional wholesaler:** This wholesaler is called as dealer who operates solely as wholesaler. It is subdivided into general wholesaler

and specialist wholesaler. General wholesaler is a typical wholesaler who has a lot of stock and wide variety of cloth. Specialist wholesaler on other hand limits his activity to particular type of cloth.

3) **Semi wholesaler:** This wholesaler is acting as a wholesaler in some type of cloth and retailer in another type of cloth.

A retailer is a person who purchases either from the manufacturer or from agent or from wholesaler. He sells to end users in small quantities. He sells different varieties of cloth as compared to the cloth wholesaler.

4.2.1.2. Distribution process and business practices of cloth wholesalers

Cloth manufacturers prefer a technique for distribution of cloth. He may sell to cloth wholesaler or cloth retailer or cloth semi-wholesaler or end user as he may decide. In our research study the wholesale cloth business in Maharashtra, one of the many intermediaries in the distribution of cloth, is studied.

There are two styles of distribution of cloth namely two tier and three tier system. In Two tier system the cloth manufacturer sells directly to the wholesaler without any intermediary and in three tier system cloth manufacturer sells cloth through an agent to cloth wholesaler.

The business practices involved in wholesale cloth business is given below:

1. The cloth wholesaler primarily takes an appointment with the regular cloth retailer or cloth semi wholesaler and then shows the cloth samples to them regarding sales.
2. Sometimes the cloth wholesaler gets orders for cloth on the basis of samples shown but many times he is asked to send a bundle of the cloth i.e. thaga, for further approval.
3. In order to sell the cloth, the cloth wholesaler sometimes sends cloth on approval directly to the cloth retailer, once it is approved by the cloth retailer; it is returned to cloth wholesaler.
4. The cloth wholesaler makes cold calls, sometimes, in order to tap new customers for his products.
5. While making sale to new customers a thorough study of his background is done before concluding the sale.
6. Normally new customers are sold cloth only on cash till the goodwill is created.
7. If goods are to be sold on credit then proper care is taken as regards payment in the form of PDC's, promissory notes, bill of exchange, bank guarantees etc.
8. If there is any damage found in the cloth supplied by the cloth wholesaler, such cloth is replaced by the cloth wholesaler.
9. Generally the cloth is packed in gaths, i.e. bundles containing of 200 to 300 meters of cloth. These gaths are delivered through different

- transport companies. In case of customers from the local market then the cloth is delivered by hand.
10. Normally octroi and other government charges are borne by the cloth wholesaler when he buys cloth and while selling of cloth the same are borne by the buyer.
 11. The cloth wholesaler allows some days to his regular customers to make the payment called as credit period.
 12. In case of cash purchases the cloth wholesalers give certain percentage of discount on the sale invoice to the purchaser.
 13. There are several financial institutions and banks that provide financial support in the form of cash credit, overdrafts, bill discounting and loan facilities etc.
 14. In cloth business diwali season, dusshera and gudi padva are the sacred days that are considered as “**muhurtha**”. Here the aim is to sell more in the name of muhurtha, on these auspicious days. This is the traditional approach, still followed by the cloth wholesalers.

4.2.2. Cloth trading in six cities of Maharashtra

Since the study is concentrated on the state of Maharashtra and more particularly on the six cities where the cloth market is situated in Maharashtra, we will take a look at the history of the six cities along with information regarding the cloth industry. We will begin with the Mumbai city, being the financial capital of India.

4.2.2.1. Mumbai

The foundation of the Indian cotton mill industry was however well and truly laid in Bombay. The island had all the essential assets and attributes favorable not only to its growth as a great textile centre but also to its eventual development into India's premier commercial and industrial city.

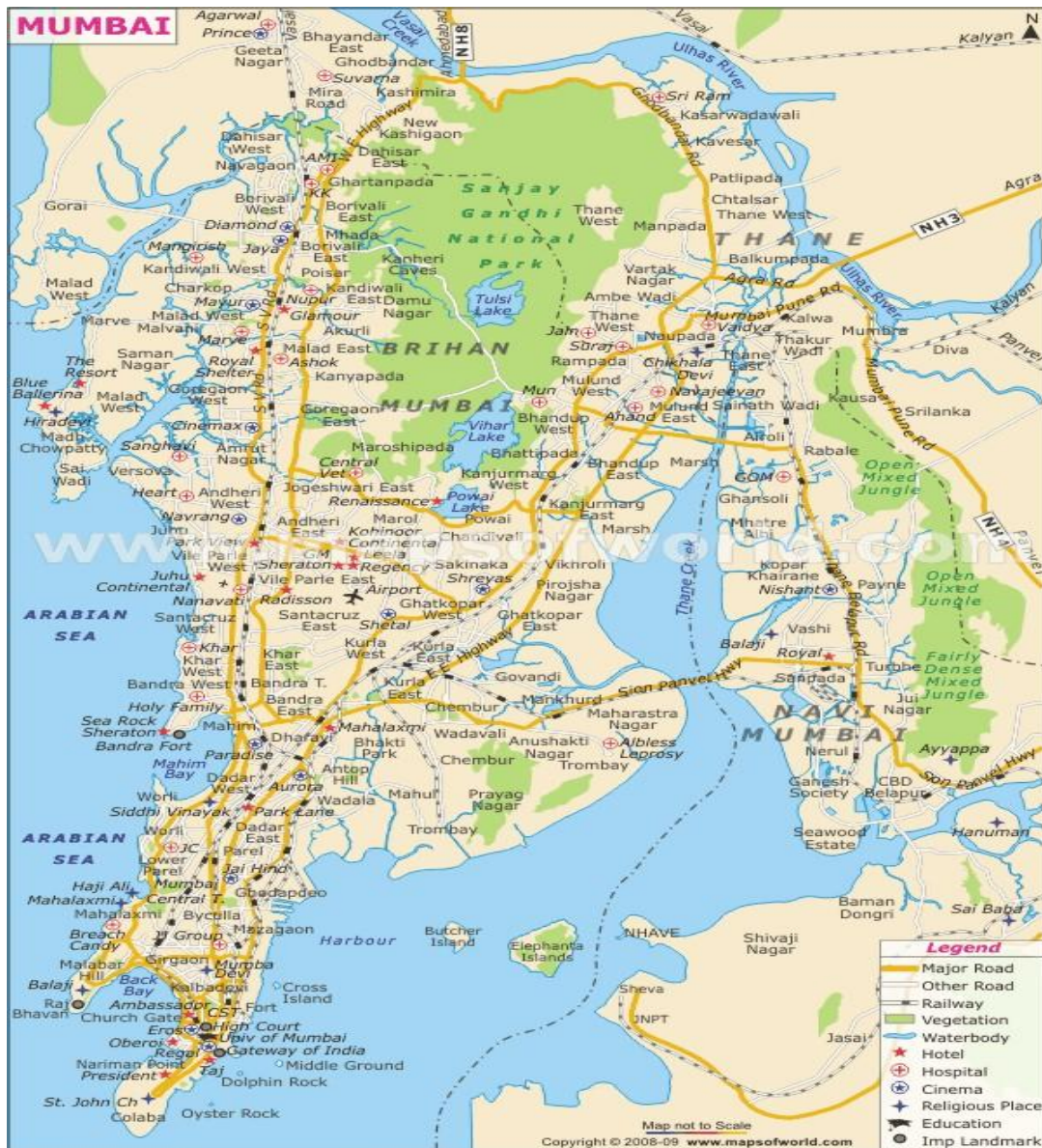
Mumbai named after 'Mumbadevi' a deity of the local Kolis, was transformed to Bombay by the British. The city changed its name in 1995 to Mumbai, after Mumbadevi, the goddess of the deep-sea fishermen who originally lived on the islands. Mumbai is the financial capital city of India - right from the period of east India Company.

Mumbai witnessed far flung developments during the 20th century. Bombay, now known as Mumbai, is a thriving cosmopolitan, multi-cultural city, and is the centre of India's entertainment industry. Mumbai has been growing for five hundred years. Because Bombay was a secure place offering a range of employment opportunities, people with all sorts of skills moved there to start a new life. There were goldsmiths to make fabulous jewelery, weavers to create extraordinary textiles, merchants to trade the goods, and money-lenders in case the merchants or anybody else needed cash, as well as ironsmiths, planters, and servants. Bombay did not only trade in local products; many other

goods were brought from all over India and beyond. The picture no.4.2 is the geographical map of Mumbai.

Picture no. 4.2

Map of Mumbai



(Source taken from www.mapsofworld.com)

Power looms are located in and around Mumbai at Ulhasnagar, Bhiwandi, Dombivali, Thane, Kalyan etc. The chief and the oldest cloth wholesale market in Mumbai is M.J. Market situated on Kalbadevi road shown in picture no.4.3.

Picture no. 4.3

Picture of kalbadevi road – Mulji jetha market (wholesale cloth market)



M.J. Market consists of very small cloth shops where cloth is traded on the basis of samples displayed. These cloth wholesalers store their purchases at go-downs situated outside the M.J. Market. The market consists of many galleys.

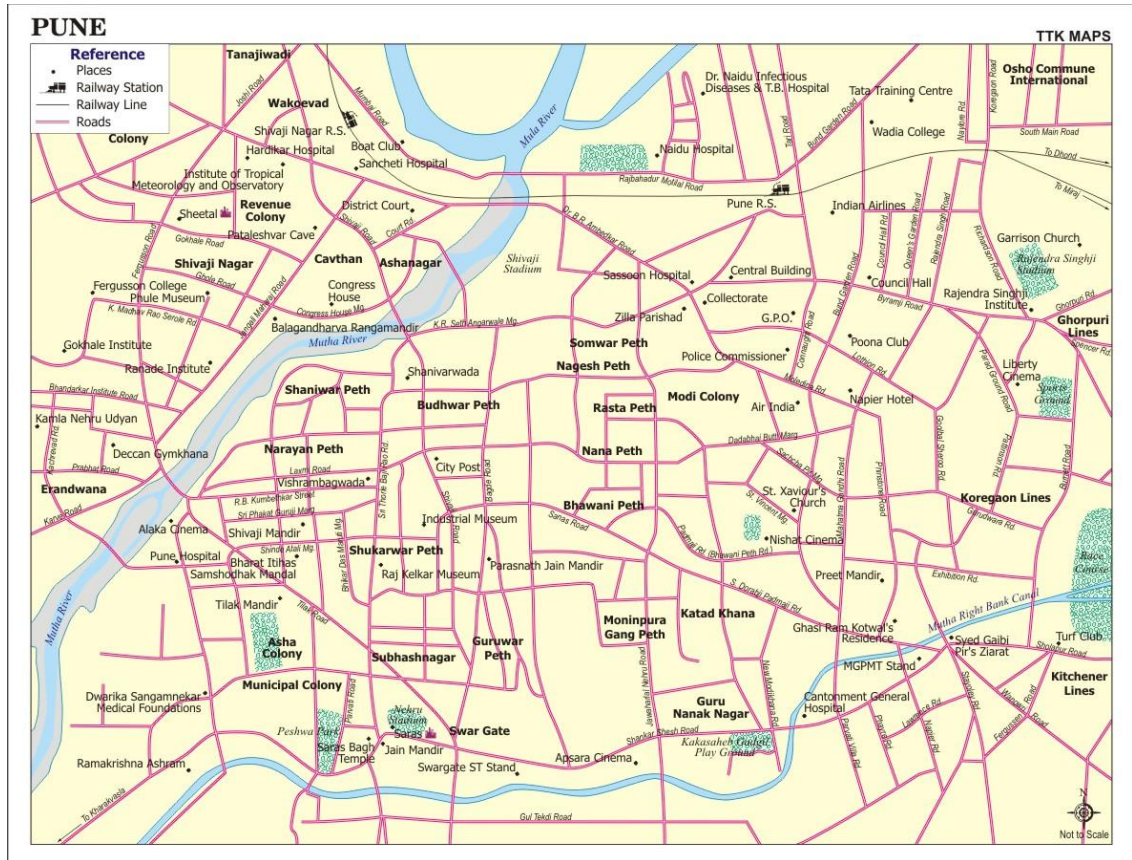
4.2.2.2. Pune

The history of Pune is quite significant to the overall history of the Deccan region. Around 8th century AD, present day Pune used to be an

agricultural settlement known as Punnaka. The picture no.4.4 exhibits the map of Pune.

Picture no.4.4

Map of Pune



(Source taken from ttk maps)

Pune was a major center of social and religious reform movements that ignited the passion in the youth of India for the freedom struggle.

Pune is located in the state of Maharashtra and is a charming town known for its rich history and cultural heritage. Pune also holds a lot of

historical importance and tourist attractions and the same time, it is a cosmopolitan town.

A prosperous handloom industry was present in Pune. Soon, however, it seems to have fallen on evil days. Competition from cheap mill-made goods was very strong. The result was a decline in the number of looms and of persons following the occupation as well as deterioration in the quality of the fabric produced.

In Pune city and Baramati, mostly *sadis of* mercerised cotton yarn are produced. In Poona bodice pieces or *khans* are also manufactured. Shalus, paithanis and pitambars, which used to be produced in large quantities in the city formerly, are now produced only to a very small extent as they have gone out of fashion. Recently, weavers in Poona have taken to the production of ordinary piece goods in small quantities. In the rural areas coarse *sadis* are produced.

In Pune there are many wholesale cloth markets situated in Raviwar peth, Budhwar peth and on Laxmi road. These are oldest markets in Pune.

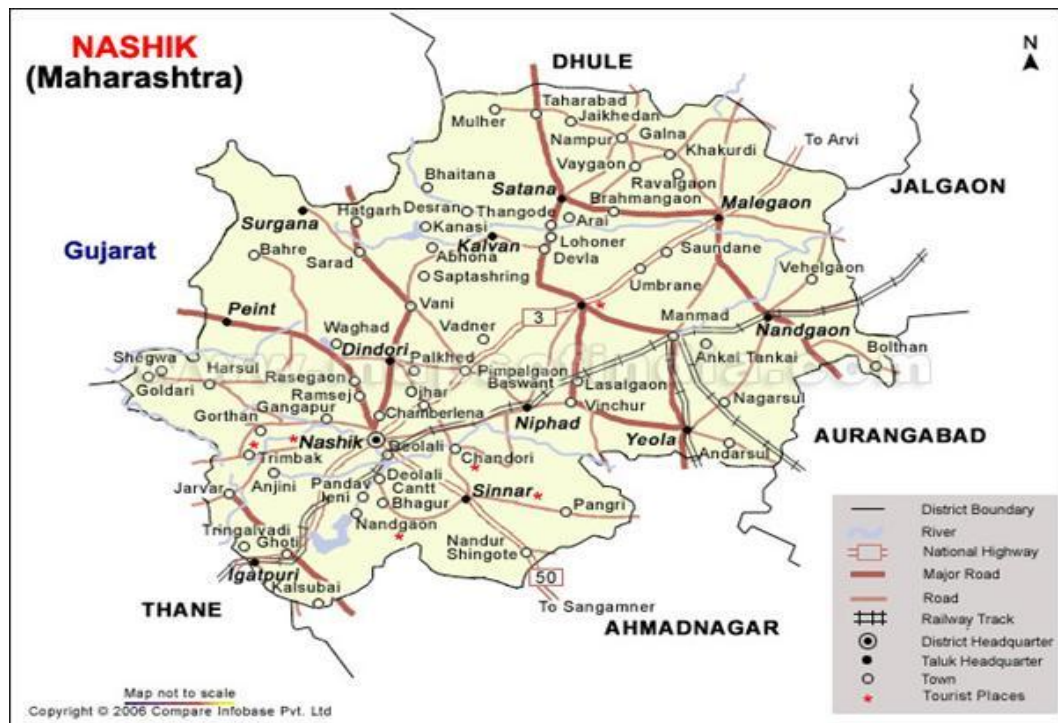
4.2.2.3. Yeola

Famous for its paithanis, Yeola is a city of handlooms, situated in the Nashik district. Each household is involved in manufacturing cloth in

Yeola. Other than silk paithanis, people in Yeola also make silk dhotis and uparnaes required for performing puja. In Yeola, mostly the cloth manufacturers act as cloth wholesalers also. In Malegaon, near Yeola manufacturing of cloth is undertaken. Yeola is semi urban city. Yeola can be found in the picture no.4.5 which shows the geographical map of Nashik.

Picture no. 4.5

Map of Nashik (Yeola)



(Source taken from compare info base limited)

The main market in Yeola is situated at kapad bazaar, tilak maidan and mahanubhav math area.

4.2.2.4. Solapur

Solapur is situated at in the border of Maharashtra, Karnataka and Andhra Pradesh. It is a textile center from the beginning. The famous religious places like Pandharpur and Akkalkot are located near Solapur. Solapur has its own history. Once it was known as Textile Capital. It was also known as the Labour city in olden days. Solapur is transport hub connecting Maharashtra, Karnataka and Andhra Pradesh.

The existence of a number of mills led to the development of Solapur into a very big yarn market. The market gets its supplies from two sources. Of these, the most important source constitutes the local spinning and weaving mills.

Solapur is famous as a textile town, especially owing to its talented weavers' community. Solapur began to grow steadily in importance as a trade centre. The improvement and extension of roads and the increasing availability of better and cheaper means of communications also helped the handloom weaving industry in the district to thrive. There were numerous small independent artisan weavers in the industry.

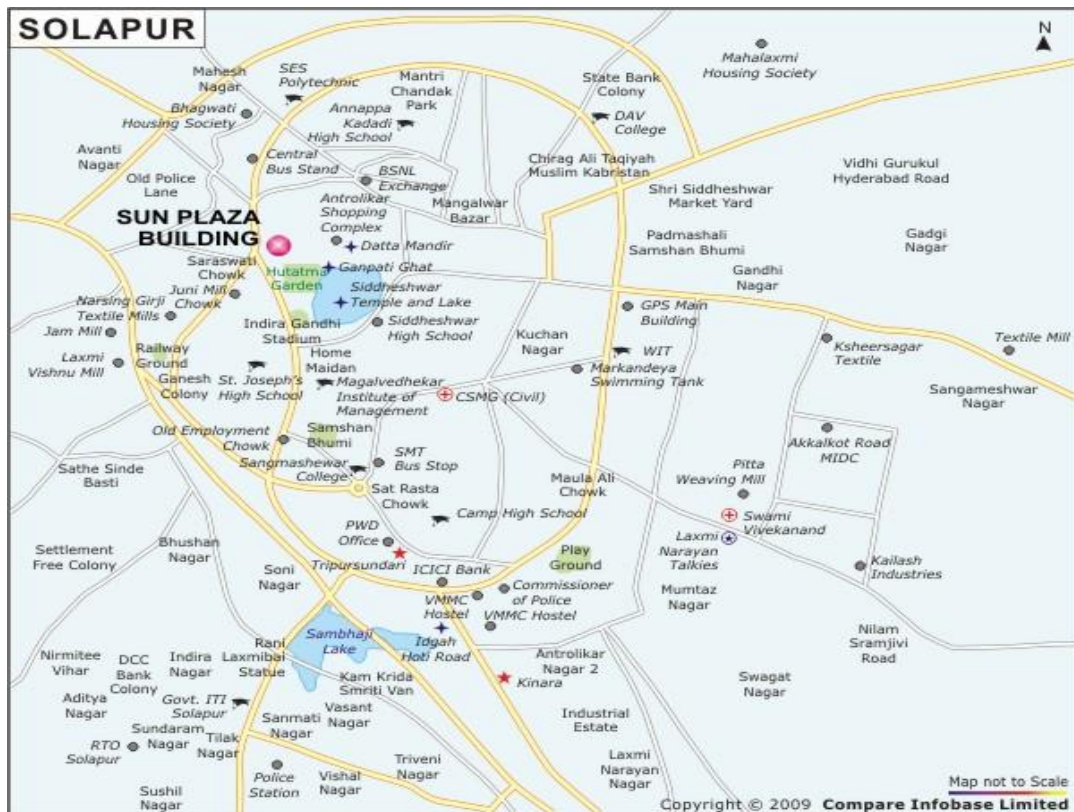
Each artisan-house had one or two looms which were generally handled by the head of the family. The family was the unit of work and the women and the children helped the weaver in preparatory processes and

in some cases in dyeing also. In brisk seasons, these families also employed outside labour.

The following picture no. 4.6 shows the map of Solapur.

Picture no.4.6

Map of Solapur



(Source taken from compare info base limited)

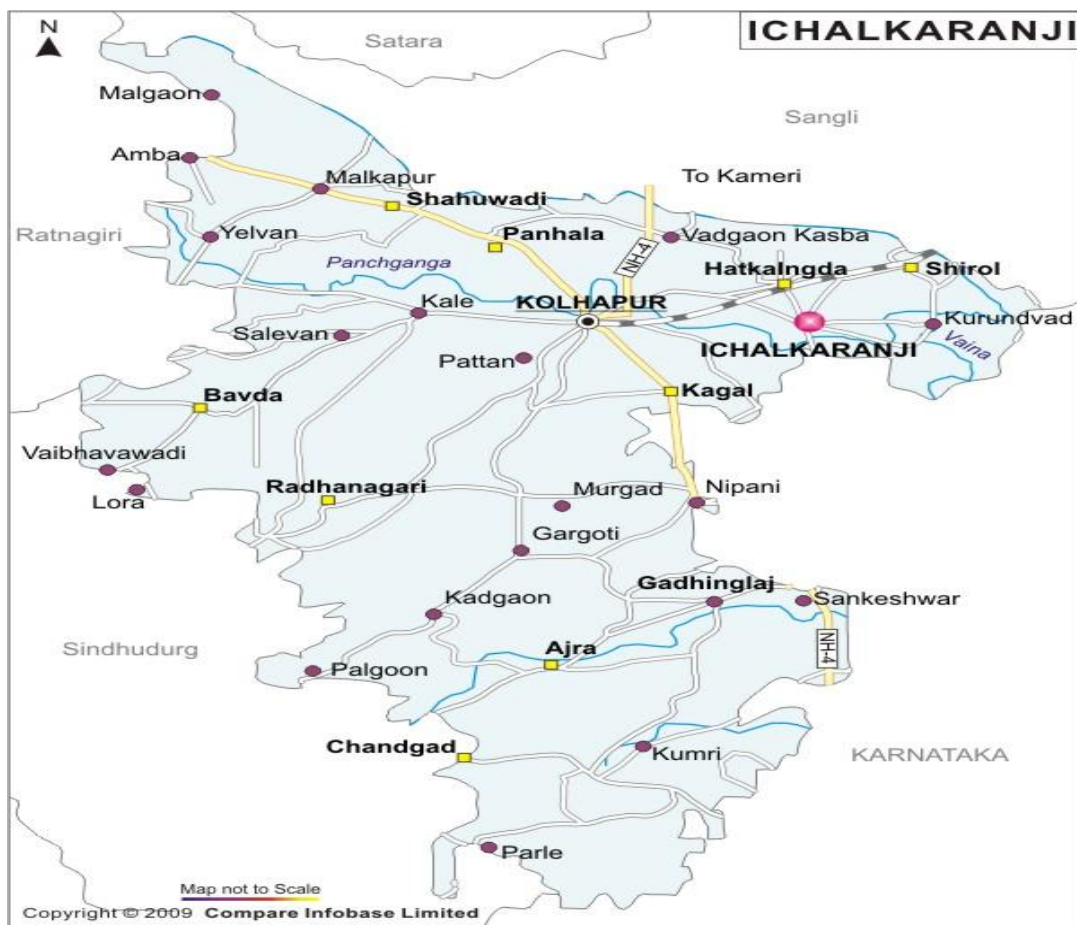
Solapur was a depot for coarse cotton cloth, *saris*, etc., from the surrounding districts. The Siddheshwar Kapad market is the biggest and the oldest market in Solapur. The other cloth markets have been specified in the 4.1.4. earlier.

4.2.2.5. Ichalkaranji

In Ichalkaranji handlooms and power looms are more in numbers. Yarn manufacturing industries are also located more in numbers in Ichalkaranji. The co-operative sector is more active in Ichalkarnji. Dhoties, cotton and spun are the specialties of Ichalkaranji. The cloth markets in Ichalkarnji are mostly situated at kagwade mala, satpute galli, ayodhya nagar and date mala.

Picture no.4.7

Map of Ichalkaranji



(Source taken from compare info base limited)

Picture no. 4.7 shows Ichalkaranji, which is situated in Kolhapur district.

4.2.2.6. Nagpur

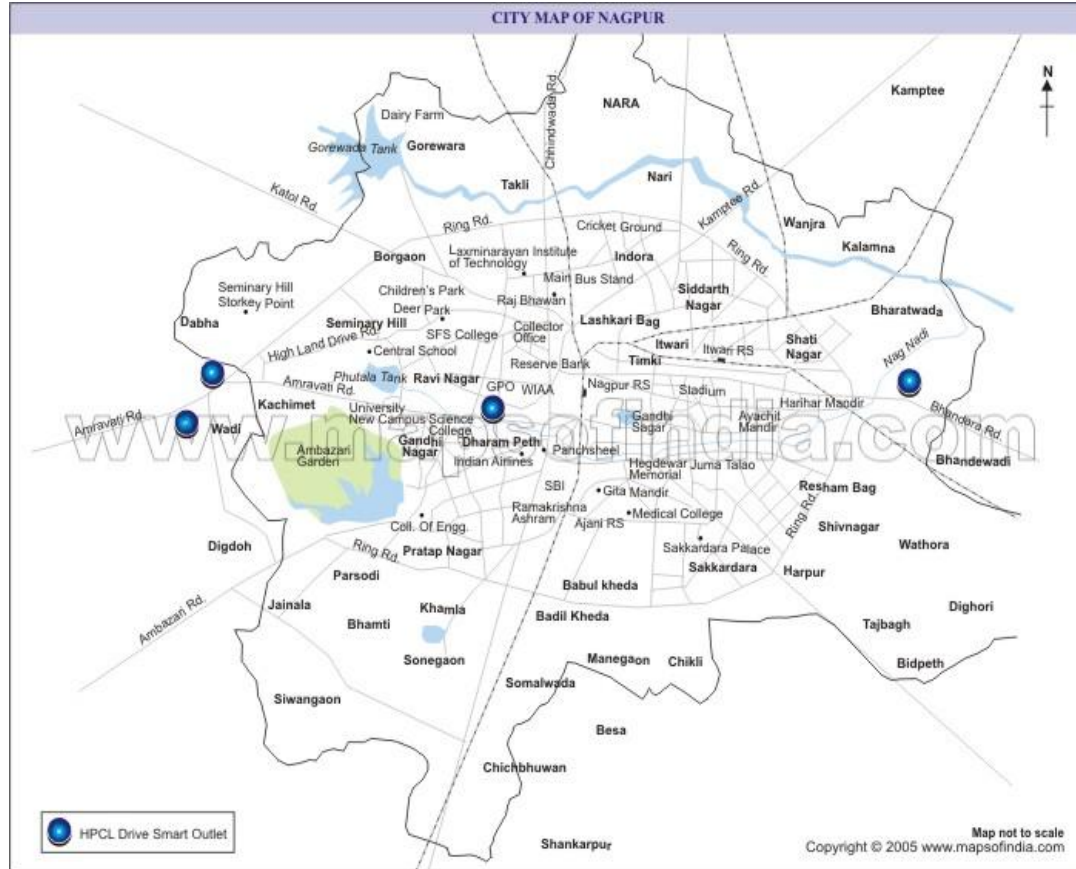
Amongst the large-scale industrial establishments in Nagpur, textile mills come first. Cotton available in abundance in Nagpur and neighboring districts of Vidarbha, provides the chief raw material. Weaving was a traditional occupation of the local population for a long time and with the advent of machinery, these artisans were absorbed in the mills as labourers. The picture no.4.8 shows the geographical map of Nagpur.

Weaving was one of the most important cottage industries of Nagpur. Weaving of silk-bordered cloth had a long and remarkable past. The industry suffered a period of depression due to competition of machine-made goods but it recovered. Machine-spun yarn was used for weaving cloth with silk border.

The consumers of hand-woven fabrics were taking more and more to mill-made fabrics. The weavers found it difficult to produce latest varieties and patterns so as to keep pace with fashions. Only those weavers who turned out finer and more artistic fibers could hold their own name in the industry. The biggest market in Nagpur is situated in Gandhi baug area.

Picture no.4.8

Map of Nagpur



(Source taken from www.mapsofindia.com)

4.3. Wholesale Cloth Associations and Experiences of the Researcher

The information of wholesale cloth associations working in the six cities are explained in detail in this heading.

4.3.1. Mumbai Textiles Merchant Mahajan:

The wholesale cloth association of Mumbai was established in 1881. This is one of the important cloth associations in India having a history of 128 years. The name of the association is MUMBAI TEXTILES MERCHANT MAHAJAN, Mulji Jetha Market, Mumbai.

Initially the Mahajan association was under the control and pressure of East India Company. After independence the association is working independently and is the leading association in existence, in India. There are eight hundred and twenty six members registered with the Mumbai textile merchant Mahajan.

There are thirteen committees set up for the smooth working of the association namely, Raja Board, Dispute solving committee, Emergency committee, Arbitration board, etc. Out of the 826 members 6 members are acting on various posts and 35 members are in the working committee. The committee changes after every 3 years.

The objectives of the association are to develop the strength of unity in wholesale cloth business, to support its employees, to solve the problems faced by the members and their employees, to provide financial aid to members and their employees for education, marriage

and medical expenditure, to present their case to government in case of problems, etc,.

4.3.2. Pune Thoak Kapad Vyapari Sangh

The wholesale cloth association of Pune City was established in 1967. The name of the association is PUNE THOAK KAPAD VYAPARI SANGH, Budhwar Peth, Pune. At that time approximately twenty to twenty two cloth wholesalers were in the market. They all were the member of association. In 1988, the members of the association were eighty-seven. Today the number of members has increased and there are one hundred and twenty one wholesale cloth shops in Pune City.

The association has appointed eighteen members for working, termed as committee. Out of the eighteen members four members are acting on various posts and another fourteen members are the members of working committee. The motto of the association is 'Vina Sahakar Nahi Uddhar'.

The objectives of the association are to develop the strength of unity in cloth business, to help the Chamber of Commerce and Industry to present their case to government in case any problem, to reveal the lines of individual products which have been marketed on an unprofitable basis.

4.3.3. The Wholesale Cloth and Yarn Merchants Association, Nagpur:

The wholesale cloth association of Nagpur City was established in 1952. The name of the association is THE WHOLESALE CLOTH AND YARN MERCHANTS ASSOCIATION, Gandhi Baug, Nagpur. There are 370 registered members.

The association has appointed twenty one members for working, termed as body. Out of the twenty one members six members are acting on various posts and another fifteen are the members of working body. There are three committees formed to help the working body namely board of members committee, legal advisory committee and transport committee. The objective of the association is to solve the problems faced by the members and to develop unity and strengthen the association.

4.3.4. Solapur Kapad Vyapari Sangh:

The wholesale cloth association of Solapur City was established in 1933. The name of the association is SOLAPUR KAPAD VYAPARI SANGH, Siddheshwar kapad market, Solapur. The motto of the association is 'Ekta hich shakti' (unity is power). There are 222 registered members.

There are 19 members in the working committee out of which six are working on various posts. There is one committee called as lavad committee (legal committee) which has 10 members in it. The objectives of the association are to negotiate with the government regarding levying of heavy taxes, to promote business of its members and to solve the problems faced by its members.

4.3.5. Power loom Cloth and Yarn Merchants Association, Ichalkaranji:

The wholesale cloth association Ichalkaranji was established in 1972. The name of the association is POWER LOOM CLOTH AND YARN MERCHANTS ASSOCIATION, Kagwade Mala, Ichalkaranji. There are 366 registered members. The objectives of the association are to increase unity among its members in order to help each other overcoming the obstacles in their path, to settle disputes between its members and the government, if any, to provide assistance to its members to increase their business.

4.3.6. Wholesale Cloth Market, Yeola

In Yeola there is no registered wholesale cloth traders association in working as such. But there is a manufacturers association in working in Malegaon, near Yeola, as manufacturing is undertaken more here and the manufacturers in Yeola are members of this association. These

manufacturers act as wholesalers for their own products manufactured. As regards the information and list of Wholesale Cloth Traders in Yeola, it was obtained from a supplier of Kad (Puja Dhoti), uparnee from Yeola.

4.3.7. Experiences of researcher during data collection

The family business of the researcher is wholesale cloth trading, in Pune, which helped him in obtaining information and list from the wholesale association in Pune. Existence of the wholesale association was hence known to the researcher. Some names of wholesale traders who helped in this study for the collection of list, data and information are Mr. G. B. Bhave (Father of the researcher), Mr. Zalam Bhai, Mr. Bamb Abhay, Mr. Milind Shah and Mr. Sarada. The Pune Thok Kapad Vyapari Sangh, the wholesale cloth association, working in Pune was then contacted and list of wholesale cloth traders was obtained.

Since the list of wholesale cloth traders in Pune was available to the researcher, the work of searching for the list of wholesale cloth traders in the other five cities namely, Mumbai, Yeola, Solapur, Nagpur and Ichalkaranji began. As per guidance from Mr. G. B. Bhave (Father of the researcher), and the research guide Dr. M.M. Tapkir, the researcher went to Mahratta Chamber of Commerce Industries and Agriculture situated at Senapati Bapat Road, Pune to collect information about the wholesale cloth traders in the remaining five cities.

In Mahratta chamber of commerce industries and agriculture the researcher contacted Mrs. Ujwala Khaire, and with her help the researcher came to know that the list of manufacturers of cloth and yarn and the list of cloth retailers was available but no customized list of wholesale traders was available. The list of cloth retailers and cloth manufacturers available with the Mahratta Chamber of Commerce was duly obtained.

As mentioned earlier, wholesale cloth trading being the family business of the researcher, some of the wholesaler cloth traders from M. J. Market, which is the biggest market in India, was already known to the researcher. One of the Wholesale cloth traders of M. J. Market, Mr. Nattubhai Zaveri, and his son, guided and helped the researcher to obtain information and list from the Mumbai Mahajan association. The researcher then contacted the Mumbai Mahajan Association and duly collected the information and list of wholesale traders working in Mumbai.

While obtaining information and list of wholesale cloth traders from Solapur city one of the agents, Mr. Totad gave all the necessary information about the wholesale trade in solapur, and he also gave the list of cloth manufacturers. The contact of Mr. Khandelwal, from Solapur Kapad Vyapari Sangh, the wholesale cloth association working in solapur, was obtained with the help of M/s. Tapdiya Brothers from pune,

who is a native of solapur and the list of wholesale cloth traders of solapur was duly obtained. The list of cloth retailers in solapur city was obtained with help from Mr. Shyam Agashe, a relative of the researcher.

The researcher faced lot of difficulties in obtaining the list of wholesale traders in Nagpur since there were no contacts in cloth business in Nagpur. It took eight months to get the information and list of wholesale cloth traders in Nagpur city. The information and list of wholesale cloth traders was obtained from The Wholesale cloth and Yarn Merchants Association, Nagpur. This was made possible with the help of Mr. Vikas Patil, student of the researcher who is a native of Nagpur currently studying in Pune.

The information and list of Wholesale Cloth Traders in Ichalkarnaji was easily obtained from Power loom Cloth and Yarn Merchant Association, Ichalkaranji, with the help of a supplier of dhotis from Ichalkaranji.

From the above, it can be understood that obtaining the list of wholesale cloth traders from the six cities was a tough job and was time consuming and the researcher faced some difficulties in collection of information in spite of having a background, experience and contacts in wholesale cloth trading.

4.4. Conclusion

Maharashtra is one of the leading producers of cotton in India. Other types of cloth like silk, polyester, spun and Terecot are also manufactured in Maharashtra. The manufacturing of cotton is concentrated in specific locations in Maharashtra and hence the cloth manufacturing industries are also located in these specific areas more since availability of raw material becomes easier.

To ensure smooth running of the textile industry in Maharashtra, the state textile corporation under the Maharashtra state government and various textile boards and councils under the governance of the textile ministry of India are in working. It has been observed that many textile mills are closed between 2000 - 2008, resulting in promotion of power loom sector.

In order to provide employment opportunities the state Government has started a textile mill in the rural area of Aurangabad. The overall structure of cloth business in Maharashtra and information regarding the wholesale cloth associations and the business practices of the wholesale cloth traders are also observed in this chapter.
