

YK GIST

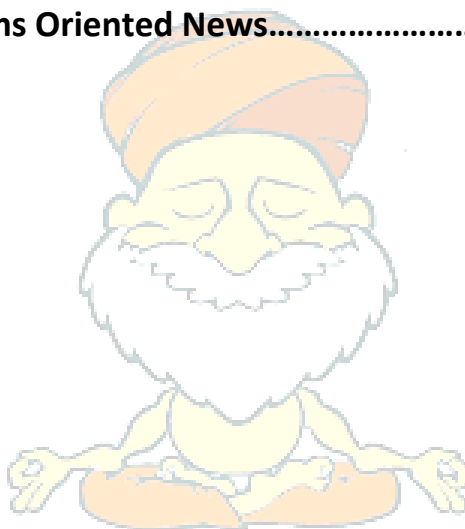
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KANISHAK KATARIA -
AIR 1 (UPSC 2018)

Preface

This is our 49th edition of Yojana Gist and 40th edition of Kurukshetra Gist, released for the month of April 2019. It is increasingly finding a place in the questions of both UPSC Prelims and Mains and therefore, we've come up with this initiative to equip you with knowledge that'll help you in your preparation for the CSE.

Every issue deals with a single topic comprehensively sharing views from a wide spectrum ranging from academicians to policy makers to scholars. The magazine is essential to build an in-depth understanding of various socio-economic issues.

From the exam point of view, however, not all articles are important. Some go into scholarly depths and others discuss agendas that are not relevant for your preparation. Added to this is the difficulty of going through a large volume of information, facts and analysis to finally extract their essence that may be useful for the exam.

We are not discouraging from reading the magazine itself. So, do not take this as a document which you take read, remember and reproduce in the examination. Its only purpose is to equip you with the right understanding. But, if you do not have enough time to go through the magazines, you can rely on the content provided here for it sums up the most essential points from all the articles.

You need not put hours and hours in reading and making its notes in pages. We believe, a smart study, rather than hard study, can improve your preparation levels.

Think, learn, practice and keep improving! You know that's your success mantra 😊

INDIAN TEXTILE AND HANDLOOM INDUSTRY

The story of the Indian textiles industry is one where a whole generation's well-being was compromised through misguided policy. In the misplaced bid to retain the small-scale character of traditional handlooms, Indian policymakers ruled out fast domestic industrial expansion—all garments, they mandated, must remain within the so-called small-scale sector.

So as the world, and especially India's competitors such as China, Vietnam, and later on Bangladesh, built up massive capacities to meet global demand, India was stuck with debilitating rules and regulations. By 2005, when trade quotas were relaxed, India was in no shape to take advantage of freer trading norms. It is no surprise then that as against India's share of 3.1 per cent in the global garment industry, China's is around 35 per cent and even Bangladesh has 60 per cent more share than India.

Components of our Textile Industry: The textile industry in India comprises three sectors —

- Powerlooms contribute 61.32 per cent
- Mills contribute 3.34 per cent
- Handlooms contribute 11.28 per cent

Exports: India's overall textile exports during FY 2017-18 stood at US\$ 39.2 billion in FY18 and is expected to increase to US\$ 82.00 billion by 2021 from US\$ 31.65 billion in FY19*.

Market Size: Currently estimated at around US\$ 150 billion, is expected to reach US\$ 250 billion by 2019. The sector contributed

- 7% of the industry output (in value terms) of India in 2017-18
- 2% to the GDP of India and employed more than 45 million people in 2017-18
- 15% to the export earnings of India in 2017-18

The production of raw cotton in India is estimated to have reached 36.1 million bales in FY19^.

Investment: The textiles sector has witnessed a spurt in investment during the last five years. The industry (including dyed and printed) attracted Foreign Direct Investment (FDI) worth US\$ 3.09 billion during April 2000 to December 2018.

Some of the major investments in the Indian textiles industry are as follows:

- In May 2018, textiles sector recorded investments worth Rs 27,000 crore (US\$ 4.19 billion) since June 2017.
- The Government of India announced a Special Package to **boost exports** by US\$ 31 billion, **create one crore job opportunities** and **attract investments** worth Rs 800.00 billion (US\$ 11.93 billion) during 2018-2020. As of August 2018, it generated additional investments worth Rs 253.45 billion (US\$ 3.78 billion) and exports worth Rs 57.28 billion (US\$ 854.42 million).

To Clothe a Billion People

The Indian textiles industry is extremely varied, with the hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital-intensive sophisticated mills sector at the other end of the spectrum. The **decentralised power looms/ hosiery and knitting** sector form the largest component of the textiles sector.

The close linkage of the textile industry to **agriculture** (for raw materials such as cotton) and the **ancient culture and traditions** of the country in terms of textiles make the Indian textiles sector unique in comparison to the industries of other countries.



Note: SITP - Scheme for Integrated Textile Park, ASEAN - Association of Southeast Asian Nations

An excellent vehicle for an employment creation strategy; or NOT!

India needs to generate jobs that are formal and productive, provide bang-for-buck in terms of jobs created relative to investment, have the potential for broader social transformation, and can generate exports and growth. The apparel (or garment) sector meets all these criteria, making it an excellent vehicle for an employment creation strategy.

From a social transformation perspective, apparel generate large number of jobs for women, substantially more than in any other sector. In Bangladesh, female education, total fertility rates, and women's labour force participation moved positively due to the expansion of the apparel sector. India's low and declining female labour force participation could be similarly boosted by this initiative.

But why is India losing out? Several factors play a role.

- India's competitors enjoy better market access by way of zero or lower tariffs to the two major importing markets, namely the US and Europe.
- On logistics, India is handicapped relative to competitors in a number of ways.
 - The costs and time involved in getting goods from factory to destination are greater than those for other countries.

- Further, few large containers come to Indian ports to take cargo. So all exports have to be trans-shipped through Colombo, which adds to travel costs and hence reduces the flexibility for manufacturers.
- Labour costs, which is perhaps one of India's only source of comparative advantage in this sector, also seems not to work in India's favour. The problems are well-known:
 - Regulations on minimum overtime pay
 - Onerous contributions that become de facto taxes for low paid workers
 - Lack of flexibility in part-time work
 - High minimum wages in some cases
- The world demand is increasingly shifting toward clothing based on man-made fibres while Indian domestic tax policy favours cotton-based production and the tariff policy shields an inefficient man-made fibre sector. These factors undermine the clothing industry's competitiveness.
- The government is taking very seriously the impact of Indian exporters being disadvantaged in foreign markets. India will still need to carefully weigh the benefits and costs of negotiating new free trade agreements. But in this calculus, the impact on export- and job-creating sectors such as apparel, compared to other sectors that do not share these characteristics (luxury cars, for example), will receive high priority.

Way Forward: All industrial policy aimed at promoting particular sectors are not without risks. But the externality-generating attributes — employment, exports, social transformation — of the apparel sector, India's potential comparative advantage in it, and the narrow window of opportunity, make the risk worth taking.

Government Initiatives & Schemes

The Indian government has come up with a number of export promotion policies for the textiles sector. It has also allowed **100 per cent FDI** in the Indian textiles sector under the automatic route.

Initiatives taken by Government of India are:

- The Directorate General of Foreign Trade (DGFT) has revised rates for incentives under the Merchandise Exports from India Scheme (MEIS) for two subsectors of Textiles Industry - Readymade garments and Made ups - from 2 per cent to 4 per cent.
- As of August 2018, the Government of India has increased the basic custom duty to 20 per cent from 10 per cent on 501 textile products, to boost Make in India and indigenous production.
- The Government of India announced a Special Package to boost exports by US\$ 31 billion, create one crore job opportunity and attract investments worth Rs 80,000 crore (US\$ 11.93 billion) during 2018-2020. As of August 2018 it generated additional investments worth Rs 25,345 crore (US\$ 3.78 billion) and exports worth Rs 57.28 billion (US\$ 854.42 million).
- The Government of India has taken several measures including Amended Technology Up-gradation Fund Scheme (**A-TUFS**) scheme which is estimated to create employment for 35 lakh people and enable investments worth Rs 95,000 crore (US\$ 14.17 billion) by 2022.
- Integrated Wool Development Programme (IWDP) approved by Government of India to provide support to the wool sector starting from wool rearer to end consumer which aims to enhance the quality and increase the production during 2017-18 and 2019-20.

Various Schemes introduced

Scheme for Capacity Building in Textile Sector (SCBTS) with an outlay of Rs 1,300 crore (US\$ 202.9 million) from 2017-18 to 2019-20

PowerTex India Scheme

PowerTex India

Pradhan Mantri Credit Scheme for Powerloom Weavers

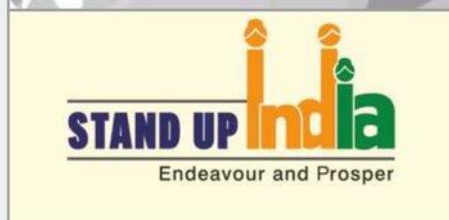
- Provides financial assistance to decentralized powerloom units/weavers **under Pradhan Mantri Mudra Yojana (PMMY)**
- Includes assistance for SC, ST & Women Entrepreneur of the decentralized powerloom units/weavers **under Stand-up India.**

Pradhan Mantri Mudra Yojana (PMMY)

- Margin Money Subsidy at 20% of project cost with a ceiling of Rs. 1 lakh
- Interest subvention at 6% per year on working capital and term loan upto Rs. 10 lakh for maximum period of 5 years

Stand-up India

- 25% Margin Money Subsidy up to a project cost of Rs. 1 crore with a ceiling of Rs. 25 lakh



PowerTex India

Solar Energy Scheme

- Provides financial assistance/capital subsidy to small powerloom units for installation of On-Grid as well as Off-Grid Solar Photo Voltaic Plant
- A step towards attaining sustainable development goal of Government and to give thrust to renewable energy

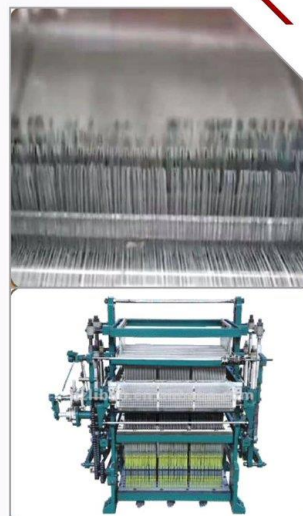


Powerloom units up to 8 looms will get 50-90% subsidy for On-Grid/Off-Grid Power Plant

PowerTex India

In-situ Upgradation Scheme for Plain Powerlooms

- Provides financial assistance to economically weaker powerloom unit owners for upgradation of plain looms
- Enables upgradation to semi-automatic or shuttleless looms by changing certain parts/attachments of the loom
- Provides 50-90% subsidy for upgrading plain loom to semi-automatic shuttle loom or shuttleless rapier loom
- Provides 50-90% subsidy for upgrading semi-automatic shuttle loom to shuttleless rapier loom



In-situ Upgradation Scheme for Plain Powerloom will improve quality & productivity of the fabrics
Enhanced quality will enable Powerloom fabrics to compete in domestic and international markets

PowerTex India

Grand-in-Aid and Modernisation & Upgradation of Powerloom Service Centres (PSC)

- Provides financial assistance for upgrading PSC with facilities available in the cluster
- Upgradation would include improving testing facilities, installation of modern looms to create awareness

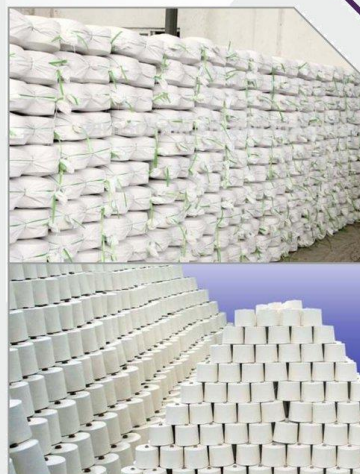


15 Powerloom Service Centres, 26 Textile Research Associations (TRAs) & 6 State Governments

PowerTex India

Yarn Bank Scheme

- Provides interest free corpus fund to Special Purpose Vehicle or Consortium to purchase yarn at wholesale price
- **One of the biggest benefits of Yarn Bank Scheme** - will eliminate middle man/ local supplier's brokerage charge on sales of yarn and benefit weavers



Government will provide interest free corpus fund of Rs. 2 crore per yarn bank to SPV/Consortium

Scheme for Integrated Textile Parks: Launched in 2005 (approved in the 10th Five Year Plan) to encourage private investments and employment generation in textile sector by facilitating world class infrastructure for common facilities, such as roads, water supply treatment and distribution network, power generation and distribution network, effluent collection treatment and disposal system, design centre, warehouse, first aid centre, etc.

SAMARTH- scheme for capacity building in Textile Sector: The objectives of the scheme are to provide demand driven, placement oriented skilling programme to incentivize the efforts of the industry in creating jobs in the organized textile and related sectors; to promote skilling and skill up-gradation in the traditional sectors through respective Sectoral Divisions/organizations of Ministry of Textiles; and to provide livelihood to all sections of the society across the country.

Silk Samagra- integrated silk development scheme: The Scheme has four components –

- Research & Development (R&D), Training, Transfer of Technology and IT Initiatives
- Seed Organizations and farmers extension centres
- Coordination and Market Development for seed, yarn and silk products and
- Quality Certification System (QCS) by creating amongst others a chain of Silk Testing facilities, Farm based & post-cocoon Technology Up-gradation, and Export Brand Promotion.

North Eastern Region Textile Promotion Scheme (NERTPS): To develop handloom sector in NER by providing the required government support to achieve increase in employment and value of handloom products by means of improvement in design capability, diversification of product lines and value addition, cluster development and improvement in labour productivity through various interventions such as baseline survey, diagnostic study, formation of self-help groups (SHGs)/joint liability groups (JLGs), formation of consortium, awareness programmes, engagement of designer, computer aided textile design (CATD) etc.

National Handicraft Development Programme (NHDP): The NHDP has following components –

- Base Line Survey & Mobilization of Artisans under Ambedkar Hastshilp Vikas Yojana
- Design & Technology Upgradation
- Human Resource Development
- Direct Benefit to Artisans
- Infrastructure and Technology Support
- Research and Development
- Marketing Support & Services

Comprehensive Handicrafts Cluster Development Scheme (CHCDS): The CHCDS has following components –

- Mega Cluster
- Special projects under Integrated Development and Promotion of Handicraft
-

Scheme for promoting usage of geotechnical textiles in North East Region (NER): The scheme has the following basic objectives:

- To demonstrate use of geotechnical textiles as a modern cost-effective technology in the development of infrastructure in fragile geological conditions of NER;
- To improve the durability, function and life of infrastructure in NER, while bringing down the life cycle cost of the projects;

- To promote the use of geotechnical textile materials and create a market for these products in NER by inducing demand in infrastructure development;
- To stimulate investment and development of technical textile industry in NER and rest of the country
- In addition, the scheme intends to also develop a set of standards and specifications for the products as well as projects using these materials. The scheme will also develop literature/manuals for inspection and testing and other aspects of construction using these materials.
- The ultimate objective is to introduce modern cost-effective technology pertaining to the application and usage of geotechnical textiles in the development of infrastructure of NE Region, which is likely to boost the region's economy.

Achievements

Following are the achievements in the past four years:

- I-ATUFS, a web-based claims monitoring and tracking mechanism was launched
- 381 new block level clusters were sanctioned.
- 20 new textile parks were sanctioned
- Employment increased to 8.62 million in FY18 from 8.03 in FY15.

Growth Drivers

- **Rising per capita income:** Higher disposable incomes & preferences for brands
- **Organized retail landscape & e-Commerce:** India is the 5th largest global destination in the world for retail
- **Favourable demographic trends:** Contribute to the growth potential of textiles sector in India
- **Changing lifestyles:** Increasing demand for quality is set to fuel the need for apparel



Market Intelligence in Textiles

A comprehensive database on different segments of the textile industry will be carried out to provide handholding support to the exporting fraternity of the country as well as the policy makers. This Database will provide macro level information on all sectors of the T&C on Production, Domestic Demand, Export & Import, Price & its Mechanism, Competitiveness & Competitors, Cost benchmarking, Government Policy Mechanism, Tax Structure, RTAs/PTAs, Infrastructure and Other related issues to the industry stakeholders and policy makers.

- Provide Real-time Database for the Policy, Industry and Trade (Country level, product level).
- Suggest remedial measures/ information on change in business environment in domestic segment.
- Augmenting Market Information for export competitiveness and policy.

10 %	2 %	15 %	45 mn
Expected sector CAGR (2016-2021)	Share in India's GDP	Textile exports share in overall exports	Employment generated

Khadi and Handloom

India's famed handloom tradition has always been an essential motif in our civilisational tapestry. However, despite the rich and intimate association of handloom-weaving with Indian culture, the lived reality of handloom weavers is a sad story. With poverty and deprivation as constant companions, the weavers are locked in a losing battle with societal indifference and governmental neglect as the handloom sector continues to be abandoned by economic policies and relegated to the agrarian sidelines.

In 2015, Prime Minister Narendra Modi recognised August 7 as National Handloom Day to celebrate the place of handloom weaving in Indian culture and economy. A statement issued by the Ministry of Textiles claimed that "the observance of National Handloom Day will not only provide an impetus to the handloom industry of India but would also serve to promote handloom as a genuine international product of good quality."

The growth in power looms, now supplying more than 70% of Indian textiles, according to textile ministry statistics, came on the heels of a systematic destruction of the handloom industry. This included power loom users claiming the subsidies earmarked for handlooms in the early decades after independence, as years of field work has shown. Then there was the illegal encroachment of handloom markets through perfect imitations of handloom products. Subsequent to liberalisation, there was no need for any subterfuge as the removal of import restrictions and deregulation of industries gave a big boost to the power loom and mill sectors.

In discussions on growth in the textile sector, handloom rarely finds a place. But this did not stop successive policy makers and statesmen from using handloom when they need to talk about cultural heritage and invoking khadi in the name of the freedom struggle.

Handloom cloth is the cloth woven by hand, or cloth woven on manually operated looms (as distinct from electricity operated looms or power-looms). Khadi is a type of cloth which is on the one hand, hand-woven (handloom) and in addition, the yarn for weaving this cloth is also obtained by hand-spinning (for example on charkha or manually operated spinning wheel).

Thus khadi is hand-woven plus hand-spun cloth. Khadi has a very special significance in India, as it was during the freedom movement that Mahatma Gandhi gave great importance to Khadi as a symbol of India's liberation. The handloom industry had suffered a blow and the weavers had been ruined by the unjust promotion of British mill-made cloth by colonial rulers.

An expert on handlooms L. C. Jain estimated (in 1983) that during the previous decade 5.5 million handloom workers were rendered unemployed or their employment had been reduced due to the displacement of 1386 thousand handlooms (each handloom providing part or full employment to 4 person) by 231 thousand power-looms (each power-loom displaced six handlooms).

India has close to 2.3 million handlooms with major centres in Andhra Pradesh, West Bengal and Madhya Pradesh. What is positive about this sector is its global business potential, social and climatic impact, quality and uniqueness.

The six biggest benefits of handlooms are:

Large premium design choices: Handloom enables more varieties of design to be spun out. This enables a consumer to literally own apparel that is unique in the world and made only for him or her.

High ROI: The return on investment (ROI) on handloom is handsome. The cost of material is usually 10-15 per cent; this gives a handsome ROI in only about two to three months. Very few asset investments give that kind of ROI.

Employment generator: In a country like India where young people are looking for employment with high income, the handloom sector provides a golden opportunity to earn handsomely. It can enable reverse migration possibilities, from urban to rural, and reduce stress on urban infrastructure. It employs 10 million artisans already and can employ more.

GreenTech: Handloom is well suited to rural India where there are power problems as it does not depend on electricity.

Ripe for tech disruption: There are multiple tech disruption possibilities here. Remember, we are looking at disaggregated supply (2.3 million handlooms scattered across India) and disaggregated demand (rural, urban and international) here. Handloom has the opportunity to create a cab aggregator type of business model which enables matching of this disaggregated demand and supply.

Women's empowerment: This is an industry which employs 83 per cent women. There are not many industry or corporate or government institutions that have such an inclination towards employing women.

There are several complex threads which together contribute to the contemporary story of the Indian handloom sector. Some of the problems that plague the sector include

- Exploitation of workers at the hands of master weavers
- Unrelenting competition from synthetic fabrics such as polyester
- Lack of access to reasonably priced inputs such as yarn as well as markets

- Inadequate government investment – evident lack of political will on the part of the government and a growing indifference to the objective of protecting rural livelihoods. The other is the growing belief that the market is the space where competencies will be tested and the best will eventually win.
- Lack of proper documentation and awareness
- The product identity linked to a particular place is no longer sacrosanct (there are Benaras sarees being made in Chirala; Orissa lookalike saris in some parts of Andhra Pradesh and so on), and copies on power looms are made everywhere. In this situation, without a proper evaluation of the old legislation and its efficacy, new protections in the form of the Geographic Indication Act (GI) and handloom mark are mooted by the state.

The story today

In addition to the Handloom Reservation Act, the government brought in handloom marks in 2000, the Geographical Indicator Act in 2003 and most recently in 2015 the All India Handloom Brand in an effort to promote handlooms. The objective of growth is sought to be achieved by providing a unique identification for handloom products, thus protecting it from mechanical imitations. The various markers seek to provide a collective identity for handloom and promote its distinctive character thus improve its marketability.

Lakhs of artisans are still engaged in the production of handloom cloth, living out their lives to the beat of the loom. They live in precarious financial circumstances, caught in the daily grind but unable to make ends meet.

Road Ahead: Time to weave out the knots

The future for the Indian textile industry looks promising, buoyed by both strong domestic consumption as well as export demand. With consumerism and disposable income on the rise, the retail sector has experienced a rapid growth in the past decade with the entry of several international players like Marks & Spencer, Guess and Next into the Indian market.

There is a need to work on challenges in the form of outdated technology, inflexible labour laws and infrastructure bottlenecks. The government also needs to re-look at fibre neutrality and evaluate various trade agreement opportunities.

- The government needs to move away from export-specific subsidy, which violates WTO norms, to focus on regional and cluster subsidies, technology upgradation and skill development subsidies, which benefit all the producers.
- Need to align our production with the global consumption patterns.
- While India has abundant supply of labour, flexibility in labour laws and adequate skilling will give a big boost to the textiles industry. For instance, women should be allowed to work in all three shifts, after taking into account adequate safeguard measures. This will enable the industry to employ more female workforce.
- Technology upgradation schemes will help Indian players to increase both their productivity and competitiveness, as SMEs, which makes up around 80% of the industry find it difficult to manage the latest technology.

- Indian textiles industry needs to move up the value chain. India has a high share in global export market in upstream products, such as fibre and yarn (14% each). However, India has a low share in value-added downstream segments.
- Handloom and even more so khadi generates the most employment per meter of cloth can also be used to promote this cloth. The consciousness for energy-conservation as well as reducing greenhouse gas emissions are increasing. From this point of view hand-woven cloth has an obvious edge, particularly when it is also hand-spun.
- Massive amounts of money are spent on imparting vocational education, including industrial skills in an institutional set-up. But in the informal set-up of handlooms and several related crafts and artisan skills, an informal structure exists for imparting invaluable and intricate skills to the next generation without the government spending any money.
- Mobilization and organization of weavers and related artisans can play a big role in creating conducive conditions for better implementation of protective laws and promotional schemes.
- Focus on building research, design, development and marketing capabilities
- International Quality Standards need to be maintained across all levels of production;
- Improving productivity of sector through training, skill building and managerial capabilities and through retention of work force.

The textiles industry is important not just for labour absorption and as a source of foreign exchange, but also as a symbol of India's rich heritage. We have the required ingredients in the form of raw material availability and abundant labour to make the industry a success story. There is a need to work on correcting the challenges in the form of outdated technology, inflexible labour laws and infrastructure bottlenecks. The government also needs to re-look at fibre neutrality and evaluate various trade agreement opportunities, while domestically focusing more on technology upgradation and skill development.

Textiles & Handloom: Prelims Oriented News

A. Project ReWeave

Launch of a new e-commerce platform for handloom weavers by Microsoft, as part of its philanthropic initiative.

- Will connect artisans to the buyers directly enabling them to expand to newer customers and markets
- Support weavers in increasing their income and earning a sustainable livelihood while also reviving traditional forgotten Indian art
- Microsoft, in association with the National Institute of Fashion Technology (NIFT), has also curated a special curriculum in 'CAD and Colour for Handloom Weaving' to provide digital training in handloom design.

B. Technical Textiles

A high technology sunrise sector, steadily gaining ground in India, is a textile product manufactured for non-aesthetic purposes, where function is the primary criterion.

- Technical textiles include textiles for automotive applications, medical textiles (e.g., implants), geotextiles (reinforcement of embankments), agrotextiles (textiles for crop protection), and protective clothing (e.g., heat and radiation protection for fire fighter clothing, molten metal protection for welders, stab protection and bulletproof vests, and spacesuits).
- They are functional fabrics that have applications across various industries including automobiles, civil engineering and construction, agriculture, healthcare, industrial safety, personal protection etc.

C. Cotton

- **Kharif Crop**
- **Nature:** Lightweight + non-perishable + Low weightloss + Long duration crop (should avoid growing it during droughts)
- **Earlier cotton textiles were set up in coastal areas:** Humidity helps in the threads to stay intact (dry climate leads to breakage of threads)
- **Was cotton used for manufacturing textiles in India during Indus Valley Civilization:** Yes

D. Jute

- The second most important natural fibre produced in India after cotton.
- A natural biodegradable fibre which can substitute pollution causing plastics in several applications
- Requires large quantity of water for washing, bleaching, retting
- Highly labour intensive
- On the agriculture side, it provides supplementary income to farmers cultivating low lying land in relatively high rainfall areas, where it is difficult to grow other cash crops. The processing of the fibre and production of jute goods employs another 3.5 lakh workforce.
- Used in the manufacture of packing materials and ropes.
- The challenge for promotion of jute lies in processing the jute fibre with value addition for high end products. This would, on the one hand, call for improving quality of fibre produced and on the other, improving the processing line for production of better quality of yarn and consequently better quality of fabric for production of items which can command a premium in the market. This shift in the jute economics will allow the jute farmers a better price for their fibre and the artisans and workmen a better profit/wage from the value added premium products.

E. Unique and treasured fabrics of India that have been accorded the GI status

The GI protects the traditional knowledge of the communities of weavers and artisans and affords legal protection against unauthorized usage; it assigns a collective monopoly to the artisans thereby protecting the unique cultural heritage of our traditional arts and crafts.

- Pochampali ikat

- Kanjeevaram silk
- Srikalahasthi Kalamkari
- Maheshwar
- The Kantha (an indigenous household craft of the women of West Bengal)
- The Jamdani, a vividly patterned sheer cotton fabric,
- The Baluchari
- Orissa Ikat
- *Kota Doria*, the name given to sarees woven at Kaithoon and in many villages located in the Baran district of Rajasthan mainly made of cotton and silk yarns in different combinations in warp as well as weft.
- Chanderi from the heartland of India, a woven fabric that traces its origin to around 1305 AD.

F. The first cotton mill established in the year 1861 was at Ahmedabad, which later emerged as a rival centre to Mumbai's textile mill.

G. After independence, the Khadi and Village Industries Commission (KVIC) was established as a statutory body by the Government of India under the KVIC Act 1956. This was a tribute to the power of self-sufficiency that built a nation. One of the main missions of KVIC is to generate employment in the rural areas. Bringing insurance to weavers, including them in a reliable network of health services, enhancing their educational capacity and bringing recognition for them and their efforts in the global mainstream of life are the most coveted objectives being pursued by KVIC.

H. Indian indigo-dyed cotton ikat was found in a Pharaoh's tomb, the rose madder cloth was unearthed at a Mohenjo-daro site along with spindles, Greek and Roman traders' accounts describe the fine fabrics from the Indian sub-continent. Ajanta and Ellora paintings depict the various designs and styles in the textile materials.

I. Silk: Queen of Textiles

- Emerged as a much sought after textile fibre all over the globe, due to its lustre, softness, light weight, isothermal properties, and outstanding affinity for dyes, durability and aesthetic values. It has also borne the onslaught of synthetic and non-synthetic fibers to hold its own unique position.
- There are five commercially traded varieties of natural silks viz.,
 - a) Mulberry
 - b) Tropical Tasar
 - c) Oak Tasar
 - d) Eri
 - e) Muga
- Of these, mulberry silk is produced by the insect *Bombyx mori*, which is domesticated and the food plant is **mulberry**. Silk, produced by other insects other than mulberry have now been given a new identity and are collectively known as '**Vanya silks**'.
- Sericulture refers to the mass-scale rearing of sericigenous insects in order to obtain silk. It requires cheap female labour.

Table-1: Mulberry Cultivation : China vs India

Particulars	China	India
Climatic conditions	Temperate	Tropical/Sub-tropical/ Temperate
Production system	Organised large pre-cocoon and post- cocoon sectors	Unorganised small scale
Economy	Government controlled	Market driven
Mulberry area (ha)	8.22 lakh	2.10
Races reared	All bivoltines	78% Cross breed 22% Bivoltines
Bivoltine silk grade	Up to 6A	Up to 3A
Consumption pattern	80% export	85% domestic, 15% export and 11% imports
Export earnings (Million US\$) 2015-16	3068.95	389.53

J. Textile Clusters in India



Location	State	Key Characteristics
Surat	Gujarat	Synthetic fibre based Weaving & Processing
Ichalkaranji	Maharashtra	Cotton fibre based Weaving
Tirupur	Tamil Nadu	Cotton Knitting, Weaving, Processing Dominates in cotton knitwear exports
Bhiwandi	Maharashtra	Cotton Weaving
Ludhiana	Punjab	Synthetic & Cotton Specializes in synthetic knitwear and woollens
Pali/Balotra	Rajasthan	Synthetic Processing
Kolkata	Bengal	Cotton/Synthetic Specializes in kids' wear
Bangalore	Karnataka	Cotton/Synthetic Garments
Ahmedabad	Gujarat	Cotton Weaving, Processing, Garments Denim
Solapur	Maharashtra	Cotton Bedsheets/ terry towels
Karur	Tamil Nadu	Cotton Home Textiles

Connecting the Dots:

1. Examine the factors that have led to the changing pattern of distribution of textile sector?
2. The handloom industry deserves credit for its resilience, adaptability and diversity which enable it to survive even in the face of severe odds. Comment.

Rural Tourism in India

India with all its geographical and cultural diversity has always been an attraction for tourists. The mighty Himalayas, vast deserts, lush green forests and beautiful beaches intertwined with ancient temples and the majestic forts of Rajasthan make India truly an 'Incredible' destination.

However, India has much more to offer than just being the 'land of tigers and temples'. Spread across its lakhs of villages lie untold venues in all their myriad colours and hues. If explored and developed as rural tourism sites, these venues could be instrumental in bringing out the much needed turnaround of rural communities and at the same time providing a visitor wholesome tourism experience.

Rural tourism holds immense promise for India. When developed to its fullest potential, it could provide jobs to many young men and women in villages who otherwise are increasingly migrating to cities. Rural tourism can revive many of the arts and crafts traditionally being practiced in the rural communities but dying a slow death. Socially, it can open rural mindset to new thoughts and ideas from the outside world. On the other hand, for the urban citizen, a few days spent amidst traditional rural lifestyle may prove to be a great stress reliever.

Rural tourism is, "experience oriented, the locations are sparsely populated, it is experience oriented, the locations are sparsely populated, it is pre-dominantly in natural environment, it meshes with and local events and is based on preservation of culture, heritage and tradition."

Major types of Rural Tourism in India

- a) Agricultural Tourism
- b) Cultural Tourism
- c) Nature Tourism
- d) Adventure Tourism
- e) **Food Routes** - This tourism is all about food and knowing more about different staples of different places.
- f) **Community Eco-tourism** – A responsible travel to natural areas that conserves the environment and improves the well-being of local people.
- g) **Ethno-Tourism** - Expands the horizons to view different cultures - various ethnic and cultural lifestyles and beliefs.

Different Schemes of the Government of India

Swadesh Darshan – Scheme Guidelines for Integrated Development of the Theme Based Circuits

Ministry of Tourism (MoT) launched the Swadesh Darshan Scheme (Central Sector Scheme) for integrated development of theme based tourist circuits in the country in 2014-15. It is envisioned to

synergise with other Government of India schemes like Swachh Bharat Abhiyan, Skill India, Make in India etc. with the idea of positioning the tourism sector as a major engine for job creation, driving force for economic growth, building synergy with various sectors to enable tourism to realise its potential.

Objectives

- To position tourism as a major engine of economic growth and job creation;
- Develop circuits having tourist potential in a planned and prioritized manner;
- Promote cultural and heritage value of the country to generate livelihoods in the identified regions;
- Enhancing the tourist attractiveness in a sustainable manner by developing world class infrastructure in the circuit /destinations;
- Follow community based development and pro-poor tourism approach;
- Creating awareness among the local communities about the importance of tourism for them in terms of increased sources of income, improved living standards and overall development of the area:
- To create employment through active involvement of local communities;
- Harness tourism potential for its effects in employment generation and economic development.
- To make full use of the potential and advantages in terms of available infrastructure, national culture and characteristic strong points of each and every region throughout the country by development of theme based circuits.
- Development of tourist facilitation services to enhance visitor experience/satisfaction.

PRASAD - Pilgrimage Rejuvenation for Spiritual Augmentation Drive - Pilgrimage tourism is a form of tourism motivated partly or wholly by religious sentiments. Religion and spirituality are common motivations for travel, with major tourist destinations having developed largely as a result of their connections to sacred places, persons and events.

Special Tourism Zones: The Union Budget of 2017-2018 has announced that Five Special Tourism Zones, anchored on SPVs, will be set up in Partnership with the states.

e-Tourist Visa Facility : Facilitate arrival of international tourists, Ministry of Tourism has been working very closely with Ministry of Home Affairs and Ministry of External Affairs for easing of the Visa Regime in the country over a period of time. In order to make rural tourism attractive, Ministry of Tourism is promoting Farm Tourism as niche products. Ministry is also encouraging Home Stay Facilities in rural area.

Mahatma Gandhi had once said that “India lives in its villages”.

The village life in India is where you meet the ‘Real India’. The villages are also repositories of the country’s culture and tradition.

Impact of Rural Tourism

Positives

The impact on economy: One can directly buy the finished products by local tradesmen. Various companies under their CSR commitments could join hands with academia and local institutions to create awareness and market rural tourism in an effective manner. Most Indian villages have one or more traditional entities/crafts that make them unique. This can be leveraged effectively to attract the tourists. Further, rural artisans and their crafts need to be promoted through other innovative methods such as – Dilli Haat.

Influence mindset and change perspectives: Exchanging of ideas take place which has the potential to change their outlook towards education, preventive health care, modern gadgets, etc.

Better connectivity via railways and roads

Educate the urban travellers with the age-old traditions ways of preserving nature and peaceful existence of man and animal.

Negative Impacts

Unplanned and urgent development may lead to concretisation of rural area and may distort the natural beauty.

Shift in occupation: It may have an adverse effect on the traditional livelihood of people. The village people may shift from agriculture and other traditional livelihoods to lucrative livelihoods related to tourism.

Ecosystem for Rural Tourism

Efforts are being made for capacity building at village level and skilling the rural youth for tourism activities. Traditionally Indian society is known for its hospitality; however some basic training on soft skills to engage the tourists will certainly be helpful. Also, the education and awareness at community level will be very crucial for developing sustainable tourism practices in villages. Panchayats, NGOs and community organisations have an important role to play here by way of engaging both communities and tourists to promote responsible tourism. Therefore, the 4 A's and the 7 S's –

4 A's

- a) Accessibility
- b) Accommodation
- c) Attractions
- d) Amenities

7 S's

- (1) Swagat (Welcome)
- (2) Swachhta (Cleanliness)
- (3) Soochana (Information)

- (4) Suvidha (Comfort)
- (5) Surksha (Security)
- (6) Sahyog (Cooperation)
- (7) Samrachana (Infrastructure)

Promote Rural Tourism

Resources mapping brings to the fore what rural India has to offer to tourists. Some villages are known for their rich folklore, some are known for better farm practices, some are known for scenic beauty, some are known for traditional martial arts while some for floriculture and the other for fish ponds and prawn culture. Rural India thus offers mind blowing diversity. What is required is effective product design and communication. In the absence of systematic resource mapping, any attempt to promote rural tourism is akin to a blind man throwing the stone.

Awareness Creation: Many of the practices, rituals and the elements of nature may be the integral part of villagers' day to day life. They may appear to be so routine. They may not be aware of the value of all these resources, leave alone exploiting them for economic good. Therefore, developmental agencies need to educate the rural folks about the value and strength of what they possess.

Skilling the Unskilled: In spite of the developments in technology, telecommunication and transport facilities, still a substantial portion of rural India retain the rural ambience, exuberance and pride. By and large, they are far from hypocrisy and down to earth in their disposition. Most of them are good at traditional trades or occupations. A little effort in terms of imparting nuances of social etiquette, courtesy, interpersonal relationships, techniques of engaging tourists, will undoubtedly equip the villagers with the nitty-gritty of handling tourists.

Rural Tourism: Prelims Oriented News

A. First Tribal Circuit Project under Swadesh Darshan Scheme:

Jashpur- Kunkuri- Mainpat- Kamleshpur- Maheshpur- Kurdar-Sarodadadar- Gangrel- Kondagaon- Nathiya Nawagaon- Jagdalpur- Chitrakoot- Tirthgarh

B. The Endogenous Tourism Project

It was launched with the help of the United Nations Development Programme with a pilot project of 31 villages spread across the country way back in 2003-2004. The locations were selected on the basis of their proximity to well established tourist circuits and presence of unique art/craft or culture that could be marketed as a USP. Even after UNDP withdrew from the project, the Ministry of Tourism has continued to fund such projects through various schemes including the earlier scheme for Product Infrastructure Development and now through the Swadesh Darshan scheme.

C. Buddhist Circuit-

- Ministry of Tourism, Government of India, undertakes several promotional activities in the domestic and international markets for promotion of the varied tourism products and destinations of the country including Buddhist Heritage, Sites and Circuits.
- Ministry of Tourism organizes International Buddhist Conclave every alternate year since 2010
- Publicity material and collaterals in English and foreign languages are produced for domestic and international market
- Media campaigns in the print and electronic media are undertaken in the domestic and international markets
- Familiarisation tours for trade, media and opinion makers are undertaken from overseas to Buddhist Sites and Circuits in the country under the Hospitality Scheme of the Ministry.
- Funds are sanctioned to State Governments/Union Territory Administrations for various tourism projects in consultation with them subject to availability of funds, liquidation of pending utilization certificates, submission of suitable Detailed Project Report and adherence to the scheme guidelines.

Under Buddhist Circuit theme, Ministry has sanctioned the project “Construction of Cultural Centre at Bodhgaya, Bihar.”

D. EcoTourism

- Improve capacity of protected areas management to conserve biodiversity and increase collaboration of local participation
- Reduce negative impact of local people on biodiversity
- Develop more extensive support for eco development
- Ensure effective management of project
- Prepare future biodiversity projects

Thenmala Ecotourism: India's first planned ecotourism destination which is 72 kms away from Trivandrum

E. First mention of sustainable tourism: Sargent Committee report of 1946 which said that Indian culture promotes sustainable way of living.

F. Jammu & Kashmir has highest number of rural tourist sites (26).

G. Majuli in Assam: The largest river island on the Brahmaputra River in Assam

H. Lachen, Sikkim: It is located at 8500 feet against the backdrop of snow-capped peaks, glaciers and rock cliffs, amidst mixed conifer and Rhododendron forests.

I. Sunderbans Village Life: The UNESCO World Heritage Site with the largest mangrove vegetation in the world

J. Pochampally, Telengana: UNESCO tentative list of World Heritage Sites as part of “Iconic saree weaving clusters of India”.

K. Banavasi in Karnataka: Where wood carving, artifacts, musical instruments and stone cuttings are famous.

L. Raghurajpur in Odisha: Known for Pattachitra painters and Gotipua dance troupes; precursor to Indian classical dance form of Odissi.

M. Govardhan Eco-Village in Maharashtra won UNWTO Ulysses Award for Innovation

N. Acculturation is a process of adaptation & adjustment (Ebin et al., 2001).

Essay Topic: *“India perishes if her villages perish”*

All the best 😊

