

A HOLISTIC APPROACH TOWARDS TEXTILE INDUSTRY IN POST-PANDEMIC ERA

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ABSTRACT

The apparel industry has been revolutionizing and evolving for decades, with new trends, changing tastes and preferences and various ups and downs in manufacturing, textiles, supply chain. However, when the pandemic arrived globally it impacted this industry and its stakeholders negatively. The textile and garment sector plays an extremely significant role in India in terms of its share in value added, foreign exchange earnings, and employment. With the dismantling of quotas in January 2005 under the Agreement on Textile and Clothing of the WTO, the focus has clearly shifted toward increasing the Indian textile and clothing exports in the world market by paying attention towards competitiveness. This industry saw a huge transition from a luxury item to a necessity like masks, gloves. There are various strategies being adopted at industrial and the government level to mitigate the effect of such a crisis. This research attempts to study the transformation in the apparel industry post-COVID 19. This research paper aims to study the factors using PESTLE analysis affecting the apparel industry. For this purpose, a descriptive research design is adopted and data collection has been done via primary and secondary sources like interviews, journals, blogs and internet articles. Findings of the research paper provide that, how the initiatives taken at industry and government level will help in reviving the industry from the current situation. This is a sincere effort of authors to identify and assume impact of COVID 19 in Apparel Industry and influencing factors affecting this industry to continue the future research in the industry.

Keywords-*Apparel Industry, COVID 19, government initiatives, growth factors, industrial practices.*

1. INTRODUCTION

The textile and apparel (fashion) industry has social, cultural, and economic significance in many societies. Nevertheless, the word fashion has different meanings ranging from the way of doing things to textiles and apparel. Among others, Hansen's [17] study found that fashion implies

discourses representing the developments in arts, social structure, and culture. In Western society, it is highly associated with “style”, “dress”, or “clothes” [2,3]. As these features make fashion a meaningful phenomenon, in this study, the fashion industry corresponds to fashion-driven textiles and apparel as well as other fashion-related products. It includes a wide range of business networks ranging from raw materials production, design, manufacturing, and retail [4,5]. These advancements improve fashion, and apparel accelerates this development.

Every industrial sector, including producers, purchasers, and merchants, has been substantially altered by COVID 19. The global economy has also deteriorated, and individuals must adjust to the new normal to survive the catastrophe. Even before the crisis, garment markets around the world were already suffering from significant discounting, dwindling customer confidence, and a rush of cheaper products. The pandemic's emergence has pushed the sector even further to the brink, with production halts, significant supply chain disruptions, and market closures in both small and large economies. Meanwhile, the garment industry has begun producing personal protective equipment (PPE) and masks, which are deemed critical in saving people's lives. This is practically only possible for large scale manufacturers to go with this transition because of adequate infrastructure. In the coming financial year, the garment industries can ought to adopt a brand new normal so as to mitigate the high risk factors by means of new methods and behaviors to include into the production process, inventories, retailing, brands, offer chain, and client behavior [2].

1.1 Global Stats:

McKinsey and Company conducted a survey of 290 fashion professionals to judge the health of the style business in 2020, per The Business Study Company' analysis study on the attire market [12]

57-58% of fashion executives assumed that the luxury fashion segment, mid-market segment, and value segment will see no growth in 2020 when compared to 2019 and this assumption was proven true to an extent.

Around 36% of fashion executives assumed that the premium segment, mid-value segment, and value segment will see growth in 2020 when compared to 2019 and this assumption was also proven true to an extent.

1.2 Indian Stats:

Economic Times report stated, the second wave of coronavirus infections that has spread across various metropolitan cities like Delhi, Mumbai has come as a "strong headwind" in the fashion industry and the retailers are expected to delay the recovery back to pre-COVID-19 levels till financial year 2023, given in a report by domestic rating agency ICRA. The industry is set to show a revenue growth of 23-25 percent on a low base in 2021-22, but that will not be sufficient to get the business performance back to the pre-COVID. Pandemics struck Mumbai, India's fashion hub, causing all fashion shows, including the FDCI, to be cancelled.

COVID-19 has created a world delay in economic activity, leading to a decline in garment market demand. The garment producing business is facing budget cuts and low consumer confidence thanks to issues concerning the unfold of the coronavirus. [15] Because of the low shopper demand, investors are avoiding new investments within the sector. In line with the International financial Fund, COVID-19 has caused a 3% decrease in the value of GDP. Several business house owners cut their stock purchases thanks to low demand and surplus inventory. As per the report of International Textile makers Federation' (ITMF) second survey report made between 28th Mar and Apr 6, global textile orders are expected to shrink by 31% in 2020. Fashion sales in Asian country have reduced by nearly 70% as a result of the lockdown and worry of coronavirus transmission that has piled up wearinventory.

This paper focuses our attention on the growth factors affecting the apparel industry pre-covid and examines the impact of COVID 19 on various stakeholders of this industry. We undertake this analysis to find out the shift in the pattern of the apparel industry that occurred due to the initiatives taken by industry and government to mitigate the effect of such a crisis.

LITERATURE REVIEW

The following problems are coated during this literature review: 1) summary of the Asian Country Textile and garment industry; 2) world Impact of COVID nineteen on the attire trade; 3) Impact of COVID 19 on the attire Industry in India 3) PESTLE analysis model

TEXTILE AND APPAREL INDUSTRY IN INDIA: AN OVERVIEW

Because of its low labour costs, the Indian rag trade includes an important go up manufacturing trendy things for all shoppers at affordable prices. Makers are able to generate high-quality and well-designed vesture victimization new technologies and complicated machines (Patil, N.S. 2017). India, because the world' second most thickly settled country, has attracted international firms with low rating and a various product portfolio. India' autochthone craftsmanship, affluent artisanship, robust work ethics, customer-friendly attitudes, and exquisite materials and prints, that are seldom accessible anyplace else within the world, are favored by several business specialists and industrialists from alternative countries. With its excellent design, material availability, inexpensive labour, and English language, U.S. customers have found out that Asian nation is probably going to stay a significant provider (Haber, 2004). Wal-Mart, Tesco, M&S, Raymond', Loyal Group, Alok Industries, Mandhana Industries, SEL Gr, Arvind Mills, KPR Mills, Nahar Gr, city fabric Fashion, Sutlej Textiles, Siyaram, et al. [13.] have established their business homes in India, either directly or through joint ventures, because of the low value of production.

According to an IBEF survey in 2018, India' prime garment manufacturers achieved success in necessary classes of manufacturing, exports, sales, and employment. The textile trade in India generated 5% of the country' GDP. India is presently the world' second largest garment mercantilism country, accounting for 10% of the country' manufacturing output. India' readymade

garment business is probably going to grow even more and exports have crossed \$17 billion in product annually. According to [16] knowledge compiled by Indian Mirror, the Indian garment sector utilized quite twelve million individuals in 2016, creating it the country's second largest employer. As a result of continuing growth and client demand for off-the-shelf clothing, India's garment manufacturers are calculable to use 12.9 million staff this year.

Impact of COVID 19 on Apparel Industry globally

When a virus or pandemic strikes Mother Earth, it'll be not like any other, creating it harder to forecast the magnitude of the effects. Some details from earlier pandemic eventualities may be withdrawn for study within the provide chain industry. The pandemic situation has touched each kind of supply chain, as well as medication and food supply chains, per Paul, S.; Venkateswaran, J. (2020). Fan, Jamison, and Summers talked regarding the threat of a pandemic and calculated the potential annual financial losses. By employing a typical political economy model, Barua conferred the potential effects of the COVID-19 pandemic. The Global supply chain will be disrupted in coming times as well, because of COVID 19. COVID-19 also caused confusion in the manufacturing sector of the Indian textile industry. The textile industry does not belong to the concept of "essential" goods and services, so the government has imposed severe penalties on the whole world. Throughout the COVID-19 pandemic, Hobbs additionally did Associate in Nursing early assessment of the impact on food provide chain resistance and probable food SC disruption.

Among India, Bangladesh, China and Vietnam, the industry faces significant supply chain disruption and disruption of production activities as a result of contract cancellations and difficulties in obtaining raw materials from China, a major supplier. (Javorcik 2020; Bown 2020). One of the major problem for the domestic textile sector is the fall in the value of trade (import and export) transactions with other parts of the world. An increase in inventories and a decline in volume and value of trade is seen due to declining global demand in most of the textile and apparel companies. In the medium term, it is expected that the level of China's inputs may improve gradually, but the major exporters of India such as the United States and the European Union have also been caught in crisis. This, in particular, had a negative impact on textile and garment demand from large globalexporters such as India (ILO, 2020).

Pestle Model

PEST is a macro-environmental analysis method called STEP (Clulow 2005), SEPT (Narayanan and Fahey, 1994:199-202) or STEEP (Voros 2001). [17] PEST contains aspects of the macro environment, and its application is based on the idea that the success of an organization or management solution cannot be understood without understanding the specific business environment (Buchanan and Gibb, 1998). The important physical and social aspects outside the organization that are taken into account in the decision-making process are referred to as the "business environment" (Duncan, 1972). According to Ward and Rivani, PEST analysis predicts that an organization's ability to deliver value will be influenced by the unique external and indirect

variables that characterize the business environment (2005). PEST analysis provides a 'satellite view' of the external environment as a result (Ward and Rivani, 2005). This is especially relevant if you are trying to condense a very large corporate setting into examining an organization's information systems.

Political Grants Funding Taxation Policy Corruption Political Stability Foreign Trade Policy	Economic Labour Cost Economic Growth Rate of Interest Inflation Disposable income	Social Growth of population Age Distribution Cultural barriers Workforce
Technological New Technologies Copyright and Patents Research and Investment	Legal Anti-trust Laws Regulation Employment Laws Consumer ProtectionLaws	Environmental CSR Climate Environmental Policies

Fig. 1: PESTLE Framework Model

OBJECTIVES

- The following objectives of this investigation are according to the current literature:
- To understand the influencing factors affecting the garment sector in India before the joint.
- To investigate the impact of novel coronavirus infection on stakeholders in the Indian apparel industry.
- To provide an overview of government actions and industry practices in India's apparel business after the novel coronavirus infection (COVID-19).

RESEARCH DESIGN AND METHODOLOGY

Undergoing the key aspects of the pandemic that is changing the scenario of Apparel Industry, the purpose of the paper is to explore the impact of government initiatives and industrial practices on the Apparel Industry post pandemic. To conduct this study the authors collected government agency data from secondary sources like IBEF, website of ministry of textiles. Experts opinion, pilot studies, phone interviews of shopkeepers were done at the local level and secondary data was used at Global level. FACE VALIDITY indicates that these factors are real descriptive and valid (Social, Technological, Environmental, and Pandemic are Independent variables; Political, Economy, Technological, Legal factors are dependent variables; Apparel Industry is the dependent variable).

DATA ANALYSIS AND INTERPRETATION

Objective 1- INFLUENCING (GROWTH) FACTORS AFFECTING APPAREL INDUSTRY [11] In recent years, India has grown to a great level in global trade due to massive HR talent, big-scale infrastructure, and inexpensive cost of manufacturing. India has also made

significant progress in the face of global uncertainties and weak demand, though China has always been the global leader.

Political Factors

-Foreign Direct Investment (FDI)- In textile and apparel sector, 100% FDI by automatic method is the most open investment rule in India. Over the next few years, it is predicted that automatic method will attract \$140 billion in international investment.

-Foreign institutional investors (FII) - India has always been a Top Choice for FII. FII has brought benefits to many companies including Birla Group, Bombay Dyeing, Alok Industries, Arvind, S Kumar's and many more. Both domestic and overseas markets are expected to develop, increasing sales volume to increase profitability as said by a website report i.e. fibre2fashion.

Economic Factor

-According to the Wazir report, India will have a compound annual growth rate of 12% till 2025 and. we are experiencing the fastest growth rates in all major textile and garment consumption regions (in terms of the size and value of the global apparel market), including the United States, the European Union and Japan.

-In addition to that, India is expected to increase its market share due to slowing growth in China. India makes up 17% of the population of the world. Increasing urbanization, youth population and per capita income will help the market grow further.

-According to Wazir Advisors, India's huge domestic market has emerged as China's next workarround due to its high compliance and political stability. India Favorable Trade Rules and Good Quality Also helps to promote textile and garment exports. The cost of production is extremely low in India accompanied with skilled labour making it a strong factor.

-As per the reports of National Investment Promotion & facilitation Agency in terms of raw materials, India is rich in cotton, wool, silk, and jute. India is in a better position than its neighbors due to its abundant raw materials, especially relatively cheap cotton, well-integrated infrastructure and a skilled workforce. All of this is likely to help the country grow its textile and garment market share. Global consumption patterns show, India will need to diversify its fiber base, which is now dominated by cotton. This will allow it to increase its market share in the apparel trade and global textile while also defending its market share from other rising countries like Vietnam and Bangladesh.

Cost Comparison

Cost Element	Unit	India	China	Bangladesh	Vietnam	Cambodia
Labour Cost*	USD/month	160-180	550-600	100-110	170-190	180-190
Power Cost	USD/kwh	0.10-0.12	0.15-0.16	0.09-0.12	0.08-0.10	0.20-0.25
Lending Rate	%	11-12%	5-6%	12-14%	6-7%	14-16%
Water Cost**	US Cents/m3	16-20	55-60	20-22	50-80	70-90

*Cost for semi-skilled labour; includes all benefits ***Water cost is based on the average tariff of the water supply companies of specific countries

Source: Wazir Analysis

Fig.2 Cost Comparison Chart of different countries

Social and Technological factors

-India's position is also being strengthened by change of consumer tastes, increasing share of designer clothing and increasing retail penetration by better reach both offline and via the Internet.
 -E-Commerce Platforms - When physical stores become inaccessible due to a growing workforce, customer behavior has changed dramatically and the transition to e-commerce has accelerated. Virtual stores and platforms are being used by more people than ever to buy fashion. The revenues made by those individuals enable the expansion of businesses, and are now critical for making it a success. As per the statistics, fashion business is incomplete with e-commerce.

Legal Factors

The Indian government has passed legislation to aid the textile and apparel sectors in their growth. The government spent a lot of money on the Scheme for Integrated Textile Parks (SITP) and the Technology Upgradation Fund Scheme to encourage greater private investment and train workers (TUFS). By 2024-25, the NTE or new textile policy aims to increase textile and apparel exports by \$300 billion while also creating 35 million jobs. Because consumer demand drives the textile and apparel industry, India's developing economy and GDP has a direct impact on the sector's development. The sector's growth is likely to be boosted in the medium term by healthy domestic consumption and export demand.

Environmental Factors

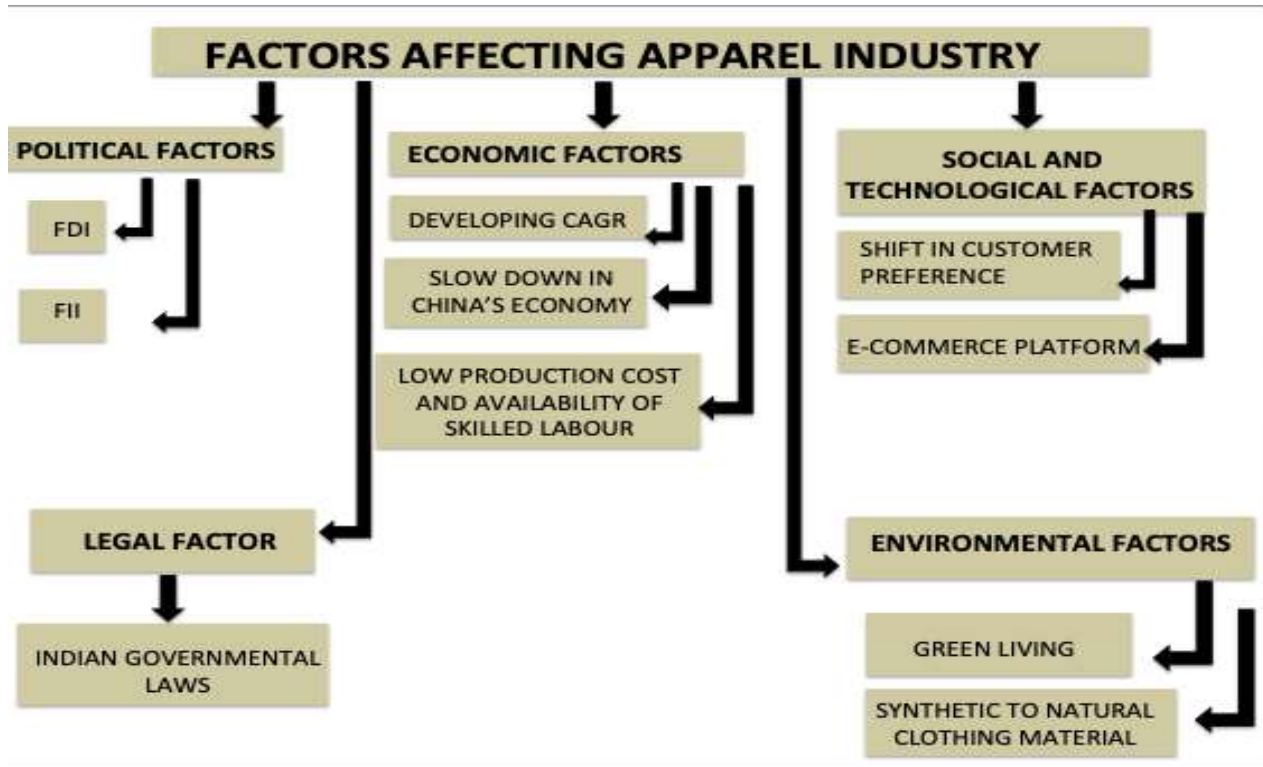


Fig.3 Factors Affecting Apparel Industry (Implementation of PESTLE framework)

Green living is becoming increasingly popular as more people see the negative consequences of human actions on the environment. As a result of global warming, many locations' climates are deteriorating, resulting in a shift in fashion trends. Clothing materials have shifted dramatically from synthetic to natural. Artificial fibers that aren't biodegradable have been banned by environmental groups and fashion influencers.

Objective 2- NOVEL CORONAVIRUS INFECTION ON STAKEHOLDERS IN THE INDIAN APPAREL INDUSTRY

Textile Manufacturers-Because the Indian textile industry relies mostly on cotton, technical textiles have the potential to replace imported raw materials such as PSF, PTA, PFY, acrylic fibers, and other synthetic raw materials. COVID-19 affects the textile industry in many ways, but it also gives opportunities for stakeholders to invest and create a new market for technical textiles.

Apparel Brands-The garment share fell by 50-60% in the first quarter of Financial Year 2021 due to the effects of COVID-19 in India. This is due to inventory buildup due to store closures and the growth of the Spring-Summer collection over a longer period of time, with the Autumn-Winter merchandise not yet in production. In response to all these factors, many brands are striving to streamline their strategies like Raymond is working on cost rationalization, omnichannel distribution strategy is adopted by Lifestyle, and Nike is working on a powerful digital marketing

campaign [14]. Started to follow the strategy. Re-negotiating leases, keeping stores, and reusing unsold inventory is one of the steps many fashion companies offset losses. Brands sell their products on digital platforms, but face many obstacles related to offline sales floor management because customer safety is a top priority. The important thing after the pandemic is using the trail room.

Retailers-Retailers are the key sectors within the attire producing business that offer the ultimate product to the buyer. The merchandise offer stays unsold as a result of the COVID-19 epidemic, inflicting a delay in the creation of fashion merchandise for next season. To deal with these difficulties, retailers are shifting selling merchandise online in integrated surroundings wherever they are, permitting clients to see the goods, utilize easy payment methods, come back with things quickly if they're defective, and have high privacy and security measures for fraud exposures. The Retail Association of India (RAI) has issued preventative recommendations for customer journeys at apparel retail stores, outlining however they ought to act at every purpose from the shop entrance, path room, baggage counter, client sales desk, asking & payment, and departure method.

Supply Chain companies-Several apparel brands and retailers have canceled or postponed production orders as a result of the lockout, which has had a significant impact on many manufacturing sectors, resulting in increased unemployment and pay cuts for workers. COVID 19 leads to a major decline in orders and cash flow across businesses which makes the supply chain a high-risk component. This has produced a deep hit across businesses. To limit the negative factors caused by the pandemic, it is recommended that global sourcing should be balanced by local sourcing. With the use of increased assistance and proper utilization of information, the supply chain industry can help with multiple sourcing through real-time technology that can direct, monitor, track, and respond to orders.

Apparel manufacturing Workers-The factory owners failed to pay the workers' wages. They said they hadn't received payment from the buyers or retailers. As a result, the workers began to spend their days uniquely. Workers began to protest for their daily salary on the road or began walking down to their villages on foot. They initially have little personal protection other than a face mask and a few people. Second, they maintain no social distance, which has resulted in the spread of coronavirus in communities as well. Furthermore, layoffs and job suspensions are a possibility, contributing to the country's primary problem: unemployment.

Consumers-People have less interest or need to purchase or wear much beyond casual attire as a result of global lockdowns and travel restrictions. The market has seen a progressive increase in demand for work-from-home apparel as many organizations introduced the remote working option to their employees due to physical distancing limits. Fashion merchants have switched their sales channels to online platforms, focusing on new consumer trends.

Objective 3- GOVERNMENT INITIATIVES AND INDUSTRIAL PRACTICES ADOPTED IN APPAREL SECTOR POST COVID IN INDIA

Vocal for Local and Indianize:

There are two examples of such campaigns. The government has asked that things not only be made in India, but also that local brands, manufacturing, and supply chains be pushed in order to establish a self-sufficient India, or 'aatmanirbhar.' "When the Indian Prime Minister said that we should become 'vocal for local,' he meant that our products should be competitive with those of multinational corporations [4]. The Prime Minister's slogan "voice for local" and "local for global" has also emphasized the necessity of our local brands having a global presence. With its unmatched touch, feel, and charm, each artisan-made fabric or item speaks for itself.

For the textile industry:

According to the report of textile value chain [8] technology Upgradation Fund scheme (TUFS) is an initiative of the Ministry of Textiles which is growing at a fast pace due to huge investment by the government. In the Union Budget 2020-21, the government includes a plan (A-TUFS) and Rs. 80 crore (US\$ 11.45 million) for the Integrated Textile Parks initiative. [10] In January 2021, the Indo-Tibetan Border Police (ITBP) and the cloth and Village Industries Commission (KVIC) reached an agreement to supply the Central Armed Police Forces with 1.72 million cotton khadi durries every year (CAPF). The state-owned Odisha Industrial Infrastructure Development Corporation (IDCO) and Indian Oil Corporation Limited have signed a MOU in March 2021 for setting up of a plastic park in Paradip.

Recent Packages:

As per the reports of National Investment Promotion & facilitation Agency for the growth of the scheme of Knitting and knitwear Sector underneath Power Tex Asian nation in clusters at Ludhiana, Kolkata, and Tirupur.

-For the handloom industry: National loom Development Programme (NHDS), Comprehensive loom Cluster Development theme (CHCDS), loom Weaver Comprehensive Welfare theme (HWCWS), and Yarn provide Schemes (YSS) area unit being enforced for the growth and development of handlooms and welfare of the business weavers.

-For Handicrafts: National Handicrafts Development Programme (NHDP) and Comprehensive Handicraft Cluster Development Schemes (CHCDS) area unit timely updated to offer utmost blessings for the cluster of artisans.

-A growth theme for the event of silk textile i.e. Silk Sangram. the main target of the theme is to enhance the standard and productivity of domestic silk so the country needn't be passionate about foreign silk.

National Textile Policy 2020:

According to the report of textile value chain [8] the government has developed a New Textile

Policy 2020 the sector's overall development. Under broad topics such as silk, cotton, jute, man-made fiber, handloom, wool, handicrafts, technical textiles, power loom, technology & machinery up-gradation, human resource development, and infrastructure, inputs from all state governments, individuals using the e-portal, and different associations have been solicited (spinning, weaving & processing) [3].

INDUSTRIAL PRACTICES

Not only the Government's efforts, but also corporations and industries, strive to survive the crisis as well as COVID 19, in several fields.

Sustainability

Trends in sustainable mode: In 2020, McKinsey highlighted sustainability as one of the main fashion industry goals. The environmental footprint of fashion can be reduced by many measures such as improvement of the sources of raw materials that are better recycled, reduced water consumption and a substitute alternative to dangerous chemicals and to allow industry to survive in a new business scenario. As per the business report published by Apparel resources the aftermath of the pandemic was a kind of a transition from artificial to natural or a green wake-up call. Everything we have experienced makes everyone realize that everything is interrelated in this nature or in this earth and we should remember this always [9].

Circular Economy: recycling and recovery of textile waste produced during production is best done locally. International rag trading is also a convenient solution, but only when the country doesn't have an efficient recycling value chain at local level. According to UNIDO report textile recycling exports are unsustainable practices because of the high costs associated in transit and the possibility of emissions of CO₂. The country also misses the chance to grow its domestic economy and close its materials loop in countries that produce textiles. This is especially apparent in nations with inefficient recycling of the value chain

Supply Chain strategies

- Price flexibility through delivering a discount, price decrease
- Diversification of supply sources and creation of backup providers: the division of supply activities between several suppliers protects a company from the effects on the supply chain.
- Supply chain transparency based on AI and Big Data – integrate information from every supply chain to prevent disruptions
- Use of net demand analytics – using advanced analysis and experience to determine how changes in the supply chain and production effect inventory and operational capital
- Keeping stock buffer - lower the effect of factory buffer shutdown

2. Advanced Technology

CAD technology has made it simpler for all merchants to see their goods in 3D format with lockdowns enforced throughout India. It provides customers with an ease of purchasing at home.

-Social media and e-commerce platforms – those platforms were previously used, but after the epidemic, their use skyrocketed. Many companies started to use Instagram, YouTube and Zoom to reach their customers.

-**Social Commerce** – The social trade in India will reach 70 billion dollars by 2030, according to the recent Bain & Company analysis. Generation of millennials or elders, tech-savvy or tech-phobic users or metro or town users - everyone with WhatsApp is most convenient. WhatsApp has recently established itself as a socialbusiness platform on the market with e-commerce and in-app shopping UPI payments, starting with the JioMart E-commerce brand taking orders from WhatsApp.

-**Conversational Commerce**— the prediction of commonplace people to speak with brands or companies via channels to their friends, family and coworkers has previously been created with hashtags in 2015. Today trends such as chatbots and "not answering" emails decline, and companies develop genuine and relevant two-way connection with clients. The quality and cost-effectiveness of machine learning, the progress in voice computing.

Marketing Strategies

-Payment options have become flexible, because 78% of consumers have shifted to online shopping post pandemic, with 90 percent of brands claiming that they earn more by offering flexible payment alternatives that accelerate decision-making.

-Smooth purchasing experience: Even across devices, these experiences should be seamless. 67% of shoppers dropped their carts because the online check-out was too difficult, according to an article published in the research study. Seamless cross-device shopping is combined with the greatest convenience of shoppers with guest checkout choices and 56 percent of shoppers expect a seamless cross-device buying experience.

-BOPIS: Other contactless/contactless payment methods increase after the pandemic, if purchased online and received in-store. According to a KPMG report, 74% of the epidemic will continue to employ Generation X and 64.6% of the generation X.

CONCLUSIONS

None of the industries are left that have not been impacted by this pandemic and are trying for a comeback from the setback. Although there were many influencing factors affecting the growth of Apparel industry in pre covid times but after COVID 19, some extra efforts were done by the government sector like Vocal for Local campaign, National Textile Policy 2020 and industries like Social commerce, Conversational commerce, sustainable fashion. Sustainable fashion or Eco fashion has truly become the need of the hour and will drive the economy towards social and ecological integrity. Technological initiatives like CAD and E-commerce has brought more of innovativeness in the Apparel industry and will led to the growth of Online trade. Also, many factors that were influencing the growth of Apparels pre covid will still continue to exist, just few advancements would be made in them. This study provides an insight that such strategies will definitely give a big push to the industry. This study also contributes to ascertain the level of impact

of COVID 19 on various stakeholders of the industry. This pandemic will stay with us for many years to come. It's just that all businesses must learn to stay and survive with it. The Indian textile industry requires support from both the Central and State governments to become competitive in the Global market. The Skill India and Make-in India programs of Central government may help the industry in getting required skilled manpower and good market for textile products. It is high time for the textile industry to upgrade their technology and implement ERP to streamline supply chain and enhance customer relations management activities. It is a challenge, a skill, and a virtue to achieve efficient business operations with quality products under conditions of high competition and the global economic crisis. Therefore, it is necessary to know and plan the strategy of garment production, to analyze and adapt to market and business changes. The very existence and success of production–business system depends on the environment, abilities and constant innovations. Whether domestic or global, the nature of the value chain matters. In the global value chain, the export destination determines the governance structure within the chain. Export promotion strategies of the government tend to overlook this aspect, and a more nuanced approach to global value chain activity may help the industry more. Internal factors are responsible for the stagnation of India's textile exports. Atmanirbharta (self-dependent) will not be complete if already self-reliant sectors are not supported to dominate the global markets.

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