

SUSTAINABLE DEVELOPMENT OF TEXTILE INDUSTRY THROUGH INNOVATIVE TECHNOLOGY AND OPERATIONAL MANAGEMENT SKILLS: INDIAN SCENARIO

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ABSTRACT

Fashion has dovetailed the diverse upcoming technologies overtime augmenting the growth of textile industry in combination with efficient management proficiency. E-commerce acts as a sturdy catalyst for economic development making possible maximum inculcation of creativity. Customer, today's pivot of the ship has given open challenge to many through its customized demand. The integration of information and communications technology (ICT) in business has heavily improved inter and intra organizational relationships. Specifically, the participation of customers for enabling mass customization as well as cost effectiveness through the above techniques aids in improving productivity. Internal management processes of recruitment, training, internal information-sharing, video-conferencing and employee services are enhanced through electronic application of ICT conjugating apposite flow of data sharing between production and sales force. Still, there are lots of promises in store yet to be catered in this growing and opportune industry in a culturally diverse country like India. Risk of channel conflict between existing and new profile customers, computer illiteracy in rural areas, capital budgeting decisions for redesign, restructuring involving commitment of huge funds with scarce resources are few limitations to count for. However, the thought process of "Think globally and act locally" shall counter the above.

Keywords: E-commerce, Fashion, ICT, Internal Management processes.