

“Invest in

**BEST** TECHNOLOGY  
MANPOWER

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*Sharad Jaipuria is currently the President of Denim Manufacturers Association. He is a veteran industry leader who has headed PHD Chamber of Commerce and NITMA in the past.*



**Mr. Sharad Jaipuria**

*Being a driving force in quality denim and woven fabrics production and reputed educationists would you like to share with us your journey so far in the industry?*

My journey in textile has been very satisfying and rewarding. The family has traditionally been in Textiles for last 3 generations and moved from being wholesale fabric dealers to manufacturer of Textiles. Today the group is in entire value chain from Spinning to Garmenting. The group setup the first Export Oriented Spinning Unit in Year 1991 with State of Art Rieter Machinery and had made a huge success. It also achieved over 90% exports in very first year of operation. Our philosophy has been to invest in best technology and best manpower. Our experience in Education, particularly in Management Education has taught us to hire the best talent and have a Human Resource policy which will encourage talent to stay within the organization.

*Your relentless effort and enthusiasm has made you leader in textile production. How your strategy, and efforts have shaped up your vision of textile industry?*

Our family has always been very passionate about the Textile Industry. Our strategy has been to stay focused on the work. Our strength has been in operational excellence, customer satisfaction and quality leadership.

To achieve all this I have believed in creating a truly robust Management team which is fully empowered and stays sincere and dedicated.

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*What is the current scenario in denim's production and trade especially with reference to China?*

Indian Denim production is growing at a CAGR of over 15% and India today has a capacity of 1.2 billion meters of Fabric per year . Although Chinese capacity is approx. 2.83 billion meters / year but it has peaked and no additional capacity is coming up. It is expected that Indian production will continue to grow at a fast pace as there is a shift in lifestyle in smaller cities and villages in favour of Denim Fabric.

*Quality and innovation are the major driving force for the denim products. What kind of plan and initiative the Indian denim industry to innovate?*

It is absolutely right that quality and innovation are a major driving force to any product and the same applies to Denim also. The consumer of today is very aspirational and it is necessary to keep satisfying their requirements. It can only be done by continuously investment in new designs, fabrics, finishes which will give better comfort to the consumer . Today denim has moved from just a workware to fashion ware which is a 360 Degree change and is cherished by all age groups.

*India's denim industry is facing stiff competition with China. What is your opinion on this?*

Yes it is true for last many years India has been facing competition from China and it will continue to face competition as share of China in International market is very high. Similarly other countries like, Bangladesh, Pakistan, Vietnam, Cambodia are also very cost effective and India will continue to face competition. However, the most disturbing thing is that in India we have not been successful in scaling production of organized garmenting where there is maximum value



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addition. This needs to be corrected on war level . We need to set up garmenting plants with huge capacities with faster deliveries. Today the developed world is interested in buying textile ready to wear. Unless India scales up in garment industry we will continue to face competition with neighbouring countries. I am sure the Prime Minister vision of SKILLING INDIA will help.

*India's domestic textile production and exports are not able to give optimal performance. What are the major causes for low capacity utilisation by textiles in recent past?*

It is true India can do much better on export front. Export have great potential. The reason I can see for slow growth is overdependence on cotton textile alone. Today Indian share in Cotton Textile is 65% while the same is only 35% in world market. Also India has done poorly in value addition whether it is fabric production processing or garmenting. It is important the companies are fully integrated from yarn to garment. Then alone we can be competitive in world market and enhance our exports.

*How you promote philanthropic, social and environment friendly business activities in your organisations?*

Our family has been in philanthropy from many generations. We have invested in education-Primary, Secondary and Management education. We have also encouraged underprivileged children to join our school and come to mainstream. We have also built Guest Houses in various religious places for Pilgrimage and opened hospitals in Rajasthan. Also our company GINNI is doing various social projects under CSR activity like building toilets and supporting the needy.

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