

'Indigenous industry needed to boost technical textile market'

9 May 2010, 1709 hrs IST, PTI

COIMBATORE: India needed to give a push to indigenous [industry](#) in technical textile market for boosting the domestic consumption of the products, a US-based expert in the sector has said.

For boosting the domestic consumption of technical textile products, India needed indigenous industry, which can manufacture products such as diaper, feminine hygiene products, Dr Ramkumar Seshadri, Professor at Texas Tech University, USA, said in an article.

These products were still dominated by major international brands such as Pampers, Huggies and [SCA](#)-Godrej, he said adding their cost was unaffordable for common man in India.

The cost of branded diapers was around Rs.nine and this should be brought down to Rs.five for the industry to boom in India, he said.

For this to happen, India urgently needed converting sector which would take fabrics and make useful end-use products such as filters and diapers. Moreover, due to the growing domestic consumption and increase in wages, the need for consumer products at affordable rates will rise, he said.

International non-woven technical textile industry machinery makers and trade bodies should look for win-win opportunities in the creation of converting clusters, he said.

Though India has adequate good [manufacturers](#) although not of high quality, the industry at present was reluctant to invest in high-end machinery. Marketing know-how and coordinated approach towards marketing was another major factor, to boost the sector, he said.