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COTTON TEXTILE INDUSTRY DEVELOPMENT CENTRE, KARACHI

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PAKISTAN.

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United Nations Development Programme

COTTON TEXTILE INDUSTRY DEVELOPMENT CENTRE,

KARACHI

DP/PAK/71/562

PAKISTAN

Technical report: Marketing problems of the small-scale power loom industry

Prepared for the Government of Pakistan
by the United Nations Industrial Development Organisation,
executing agency for the United Nations Development Programme

Based on the work of Kalervo V. Vaahtoimari, marketing expert

United Nations Industrial Development Organisation
Vienna, 1976

Explanatory notes

References to dollars ($) are to United States dollars, unless otherwise stated.

The monetary unit in Pakistan is the Pakistan rupee (PRs). During the period covered by the report, the value of the PRs in relation to the United States dollar was $US 1 = PRs 9.90.

A slash between dates (e.g. 1973/74) indicates a crop year or financial year.

Use of a hyphen between dates (e.g. 1972-1974) indicates the full period involved, including the beginning and end years.

References are made to the following measurements:

The yarn count is the English cotton count Ne.

A dash (-) used in tables indicates that the amount is nil or negligible.

CONTENTS

SUMMARY

The expert's mission was part of the larger project "Cotton Textile Industry Development Centre, Karachi" (DP/PAK/71/562). The request for assistance was made by the Government of Pakistan on 2 April 1970, and approved by the United Nations Development Programme (UNDP), the United Nations Industrial Development Organization (UNIDO) is the executing agency. The project commenced on 1 January 1973 and is scheduled to last for three years and seven months. The expert arrived in Karachi on 23 December 1973 and stayed until 15 March 1976. The UNDP contribution was $ 710,300 and the Government of Pakistan contributed PRs 3,943,402.

Earnings from the export of cotton goods have played an important role in the general development of Pakistan's economy and the Government is anxious to expand the cotton textile industry and to increase its productivity and efficiency.

The long-range objectives, as set out in the project document, were to assist in the reorganization of the textile industry, to improve its productivity and labour efficiency and to advise on quality and cost control, modern marketing methods, product development and export promotion.

The immediate objectives included development of specialist expertise in marketing and promotion of cotton textiles for export. The expert's mission was primarily consultancy and secondarily training and research oriented. The consultancy and training objectives were amply met as the expert visited sixty customers and arranged or attended twelve seminars and export marketing courses in six different cities in the country. He also, on request from the Export Promotion Bureau, wrote a memorandum on yarn exports and discussed the subject with the chairman of that governmental organization. Some research was undertaken.

Recommendations were made on how to improve marketing efficiency of the small-scale power loom industry in Pakistan.

INTRODUCTION

This report on the marketing problems of the small-scale power loom industry in Pakistan is part of the larger project "Cotton Textile Industry Development Centre, Karachi" (DP/PAK/71/562) of the United Nations Development Programme (UNDP). The executing agency of the project is the United Nations Industrial Development Organization (UNIDO). The project started on 1 January 1973 and is scheduled to last for approximately four years. The UNDP contribution was $ 710,300 and the Government of Pakistan contributed PRs 3,943,402.

Production of cotton yarn and cloth is the most important industry in Pakistan. There are about 30,000 looms in the organized sector of the cotton textile industry and about 70,000 looms in the unorganized sector, the so-called small-scale power loom industry containing mostly units of four looms or less. The total output of the small units is at least 700 million yd/yr of cloth. Lyallpur is the biggest centre of the power loom industry in Pakistan with 32,000 looms.

The bulk of the output is sold in local markets. About 75% of cotton cloth consumed in the country, originates from the power loom industry. By far the biggest wholesale market dealing in power loom products is in Lyallpur. The power loom industry sells its output in grey. Further finishing is done by specialized bleaching, dyeing, and printing units situated mainly in Lyallpur, or by the mills in the organized sector with facilities available for that purpose. In the finished form, too, the power loom fabrics are sold mainly in the Lyallpur wholesale market.

About one-tenth of production is exported under normal market conditions. The power loom owners seldom take care of the export business by themselves as most of their units are too small for that. There is an enormous lack of knowledge in the export business, therefore, the owners need the help of commercial exporters and other professional export traders to bring their products to foreign markets.

In order to improve the marketing efficiency of the small-scale power loom industry in Pakistan, it is recommended that a central organization be established to help solve such problems as financing, bulk buying of yarn etc. and to advise on export potential, market trends, advertising, planned growth and the introduction of minimum standards. Information on these and all other aspects of the industry should be published for the benefit of present and future owners and buyers.

I. FINDINGS

Production of cotton yarn and oloth is the most important industry in Pakistan. It employs, directly and indirectly, about half a million people. Part of its production meets the local demand for cotton yarn and cloth and the rest is exported in so large a quantity that Pakistan has become the biggest exporter of cotton yarn in the world. In the record year 1972/73, about 350 million lb of cotton yarn and 640 million yd of cotton cloth were exported. For the same period, export earnings from textile yarn and thread totalled $ 172.9 million and from woven cotton fabrics $ 104.7 million, altogether 35.2% of total export earnings.

The same year, 1972/73, production of cotton yarn in Pakistan totalled 843 million lb; the composite mills consumed 24.1% for their 30,000 looms, 41.4% was exported, the rest (34.5%) was consumed locally, mainly by the small-scale power loom industry with its estimated 70,000 looms. At present in Pakistan, more cotton yarn is consumed by these 70,000 looms than by the so-called organized sector of the local cotton textile mills i.e. members of the All Pakistan Textile Mills Association.

In 1972/73, the production of cotton cloth by the mill sector totalled 707 million yd. No reliable figures are available on the production of the power loom industry. However, it can safely be estimated that at least the same yardage, or another 707 million yd, was produced by the power looms. From the economic point of view, even a 50% share is high enough to emphasize the importance of the small-scale power loom industry as a notable part of the cotton textile industry in Pakistan.

No official figures are available for exports of cotton cloth produced by the power loom industry. It is, however, clear that the bulk of the production goes to the local market and hardly more than 10% is contributed to the export markets. As most of the power loom units are small, consisting of four looms or less, they can seldom take care of their export business by themselves but need the help and knowledge of commercial exporters or other professional export traders. At present, no more than 1% of the total export trade in cotton cloth in Pakistan seems to be in the hands of the power loom owners.

In this report, present marketing practices of the power loom industry will be studied with special emphasis on export marketing. In this context, the main difficulties faced by the exporters will be described and suggestions made for overcoming them. Lastly, some guidelines will be drawn and recommendations made for future development of the power loom industry and especially on how to export its products.

A. Power loom industry in Pakistan

The following statistics, based on different surveys, give a rough picture of the development of the power loom industry in Pakistan:

Year	Number of looms
1959	500
1964	5,800
1969	22,500
1974	70,000

Clearly, the largest growth has taken place in the 1970s.

The following estimates can be given of the area (tehsil) distribution of power looms:

70% Punjab
25% Sind
5% North West Frontier Province and Baluchistan

In other words, there were about 50,000 power looms in the Punjab, nearly 20,000 in the Sind, and about 3,000 in the North West Frontier Province and Baluchistan. Lyallpur is by far the largest centre of the power loom industry in Pakistan with 32,000 looms (46% of the total). Multan is the second largest with 4,500 looms.

A comprehensive survey on the power loom industry in the province of Punjab was conducted in May 1975. This survey is the latest one available and as it resulted in a detailed picture of the district and area distribution of power looms, a summary of its results is given in annex I. Distribution of the looms, according to width, is given in annex II. Unfortunately, as far as the other provinces are concerned, no similar information has been made available.

The widths of the power looms are as follows: 50% measure 52 in., 30% measure 56 in., 5% measure 44 in., 5% measure 64 in., 3% measure 54 in. and about 5% is divided between various widths ranging from 30 to 120 in., with 46, 48, 60 and 72 in. accounting for about 1% each.

About 90% of the power looms are estimated to be in units of one to four looms. Of these more than half are four-loom units, and the next most common unit consists of two looms. All units of four looms or less are exempted from excise duty.

Bigger units also exist of 20, 50, 100, and even 200 power looms. Altogether, they amount to only 10% of the total.

It is usual for units of four looms to stand side by side with separating walls in the same building. Some of these buildings accommodate 100 looms or more.

As the power loom units have no finishing facilities of their own, all production is sold in grey. The varieties produced tend to be those most in demand in the home market. About 60% of the output consists of coarse varieties (yarn count 20s being dominant), 20% of medium (30s), and 20% of fine (40s). Adaptation to the requirements of foreign markets is virtually non-existent unless initiated by the exporter.

A list of the most common varieties in production is presented in annex III.

About two-thirds of production is sold on an order basis. The cloth is manufactured according to specifications, usually given by a buyer operating in the Lyallpur wholesale market. All expenses connected with manufacturing are borne by the weaver. To lessen the burden of financing he sometimes receives an advance from the buyer.

A conversion charge basis is quite common. The weaver is paid for his looms, electricity, and labour cost. The cost of yarn and charges for warping and sizing are borne by the buyer who also pays a fixed amount per yard as a conversion charge.

The remaining production is at a loom-owner's risk. After studying market trends, he buys the yarn and converts it to a certain type of cloth. When it is sold through an agent, on a commission basis of 1-2%, payment is made after the agent has sold the cloth. When the weaver sells it to a shop-owner dealing in the wholesale market, cash payment is customary.

As the financial situation of the power loom owner is usually weak, possibilities for production at his own risk are limited.

On the whole, the Lyallpur Wholesale Market plays an important role in supplying yarn and certain loom accessories to the power loom industry. It also offers an excellent outlet for selling cloth. Without this effective wholesale market, the growth of the power loom industry in general, and in Lyallpur in particular, would hardly have been possible.

On the technical side, the existence of specialized warping and sizing units at the service of the power loom industry has been another pre-requisite for growth. In the finishing of grey cloth - the product of the power looms- independent bleaching, dyeing and printing units render useful service, and so do the mills that have spare capacity in their finishing departments.

The finished cloth is usually sold to traders dealing in the home market. As previously noted, only 10% of the cloth produced by the power looms is exported. Besides specialized export traders, some finishing units and cotton textile mills have been active in exporting power loom products. They also sell finished products, originating from the power loom industry, under their branch names in the local market.

B. Marketing problems and handicaps

During the fiscal year 1973/74, the impact of the world-wide recession was shown in the export of cotton fabrics from Pakistan. The yardage was 27% less than a year before. The downward trend continued the following year and resulted in a similar drop (in percentage). As export sales slowed down, the organized sector of the Pakistan cotton textile industry started to pay more attention to the home market. Its share of the local market increased and that of the power loom industry decreased. In the end, many power loom units were forced to close or work a shorter week. At present, the power loom industry clearly is in a state of crisis. The demand for cloth is much lower than the supply and, accordingly, few power loom units are running at full capacity.

It would be an over-simplification to state that all the present difficulties of the power loom industry are caused by the international recession but during the recession its weaknesses have been revealed. Here are some of them:

(a) A fast growth, without due attention to future marketing possibilites and market requirements;

(b) A poor financial position that makes the industry vulnerable to market disruptions;

(c) Little knowledge of market requirements, especially export markets, and therefore, limited capacity of dealing with them alone;

(d) Limited technical knowledge that often results in products of a quality that is not saleable in markets with high standards;

(e) Difficulties in maintaining same quality as of the sales sample accepted by the customer which are most likely to arise when an order received by the exporter cannot be produced by one weaving unit only - a condition that applies to most export orders;

(f) Lack of a central trade organization that could act as a spokesman for the power loom industry and assist in implementing government policies and other decisions affecting the future and welfare of the power loom owners.

Each of these points will be considered more fully in the following chapters.

The growth of the power loom industry in the six-year period 1969-1974 is impressive; nearly 50,000 looms were installed and the power loom industry became the main supplier of cotton cloth to the home market with a market share of about 75%. This growth was indirectly a significant factor in the increase of exports as it made it possible for the organized sector to reserve more of its production capacity for foreign markets. Had there not been 70,000 power looms to satisfy local demand, the mills would have been forced to sell more of their production to the local market. The end result would have been a corresponding decrease in the export earnings of Pakistan.

On the other hand, growth may have been too fast and was unplanned and uncontrolled. Little attention was paid to the security and profitability of a huge investment. The investors believed that good times would last forever and based their calculations of future profits on this premise. When the recession came, unexpected by all investors, the small units were not prepared for the inevitable results. They were badly hit, and had no reserves to cushion the effects of a heavy downward trend in the market.

During the last few years, the power loom industry helped the economy, and now it is left on its own when hit by the recession. Admittedly, there are several reasons for this. Firstly its vast size makes large-scale, efficient relief measures difficult to undertake. Secondly, because of the lack of a recognized body representing the whole power loom industry in Pakistan, its voice has not been very strong. Thirdly, when the different trade organizations have issued statements of the difficulties of the power loom industry, their arguments and statistics have not agreed. In these circumstances, decision-making by the Federal Government or the Provincial Governments becomes extremely difficult. And with whom should they negotiate?

More than 90% of the power looms in Pakistan are owned by people who cannot be called industrialists. Very often these owners are uneducated, technically or commercially anyway, and have meagre financial resources. Usually, when a length of cloth has been produced it is sold immediately as the money is needed for purchase of yarn and wages to the weavers. The owner cannot finance further production without liquidating his stock. No wonder that during the recession many units have been forced to close down. This small-scale ownership is a built-in weakness and little can be done about it during large-scale market disruptions. When demand goes down drastically, the only cure is to curtail the supply accordingly.

A stronger financial position would make the power loom owners less sensitive to short-term, local fluctuations of demand and would also make it easier to get a better price in the market. At present, and without a recognized trade organization, the power loom industry in Pakistan is ill-equipped to solve problems of financing. With a powerful trade organization to plan and co-ordinate them, these problems could be tackled in a more organized way and, hopefully, with concrete results in the near future.

Until now, the engagement of the power loom industry in the export business has been negligible. The local market has been by far the most important one and the production has been concentrated on a few standard items for which there is a brisk demand in the home market. It is therefore natural that knowledge of the export business in general, and requirements of foreign buyers in particular, has remained at a low level. The power loom industry has not been export-oriented at all. Neither has it been marketing-oriented. Its main emphasis has been on production and problems connected with it.

In these circumstances, the bulk of the power loom products must be exported by outsiders who include commercial exporters, finishing units serving the power loom industry, cotton textile mills belonging to the organized sector of the industry, and commission agents working for them all.

A decentralized marketing system is well suited to a similar system in production. Products that are not mass-produced cannot be sold as such. On the other hand, a power loom unit can be more flexible in production than a big mill, and this flexibility can be an advantage in marketing. The power loom industry can easily offer its customer a wide range of products and with less requirements on the size of an order, even when specially made for a certain customer. It has a great capacity for individualized service.

A few commercial exporters have already seized this opportunity and developed a collection of fabrics with special appeal to foreign buyers. In creating their collections, they have closely studied the requirements of foreign markets and worked in close co-operation with the power loom units that they have carefully chosen as suppliers. The result of this co-operation have been encouraging but, admittedly, the total yardage sold is still modest. The development is in its initial stage.

No doubt there is much scope for improvement in technical knowledge. In general, however, a well-supervised power loom unit is able to produce cloth at an acceptable quality, especially when a unit is concentrating on the production of one variety only as its weavers then learn by experience how to avoid defects with a positive effect on the quality.

However, power loom products are still often sold as B quality. One reason for this might be that they do not have the image of A quality, therefore the buyers do not appreciate them enough. Another explanation lies in the difficulties of a buyer in getting bulk orders delivered of equal quality. As the output of one small unit is naturally low, a large order must be produced by many units. In this case, differences in quality are more marked than when produced by only one unit. Hence the image of lower quality even though the medium quality may still be quite acceptable according to specifications. As measures of quality control which are built-in to the process are not feasible for small units, quality inspection becomes most important. The first check, of course, is at the units. Second, the middle-men try to sort out those pieces that do not conform to the standard set by the buyer. Than, before any finishing is done on the pieces of grey cloth that have been passed by the units and the middle-men, the final checking is done. If the supplier and the middle-men have done their inspection job properly, the buyer should have little reason for complaint. If not, he is dissatisfied and will easily categorize power loom products as B quality. From this point of view, pre-shipment control is most important in the marketing of power loom products.

There are a few organizations in Pakistan working for the interests of the power loom industry. Pakistan Small Units Power Loom Association and All Pakistan Powerloom Owners Association are based in Lyallpur. There is a Powerloom Association in Kasur. The Chamber of Commerce and Industry in Lahore and in Lyallpur have a Standing Committee to deal with the problems of the power loom industry. There is some co-operation between these local bodies but not much which may be due to the fact that a recognized body representing the whole power loom industry of Pakistan is still lacking.

It is unfortunate that the power loom owners have not yet been able to establish a central trade organization of their own. Discussions have been held on the subject, even lately, but there have been no practical results. Hopefully, the final agreement will be reached in 1976.

As to the marketing problems of the power loom industry, the new trade organization will eventually be engaged in:

(a) Finding out the main marketing problems, reasons for them, and possible solutions;

(b) Assessing present resources and the ability of the power loom industry to take a more vigorous marketing approach, especially in exports;

(c) Establishing a service unit to supply information to members on market trends and requirements;

(d) Investigating possibilities for co-operative action in marketing;

(e) Negotiating with suppliers of yarn the terms of sale to the power loom industry in the frame of a mutually agreed market mechanism;

(f) Promoting a better understanding and co-operation between the power loom industry and the business community, especially with the middle-men and buyers that are selling, marketing, and using power loom products;

(g) Supplying the Federal Government and Provincial Governments with information on marketing difficulties of the small-scale power loom industry, and negotiating with them possible solutions and relief measures;

(h) Building up an effective, reliable, two-way information channel for contacts from the association to members, and vice versa.

II. CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Recommendations to solve export marketing problems of the power loom industry are made on the premises that:

(a) There is enough capacity within the industry to export more of its production;

(b) There are enough resources (finance, man-power, knowledge) to increase the capacity and/or export sales;

(c) There is enough sales potential for Pakistani power loom products in the world markets to justify further investments in this sector;

(d) The sales potential in the home market is too low and/or export sales are more profitable and secure in the long run.

It is difficult to estimate whether all these premises are oorrect, as the economic situation is not stagnant but fluctuating, but it is important to ensure their existence before any far-reaching decisions are made.

Recommendations

In order to improve the marketing efficiency of the small-soale power loom industry in Pakistan, the following recommendations are made:

1. A central trade organization should be established to act as spokesman for the power loom industry and take care of its interests in Pakistan.

2. A booklet on how to run a power loom unit should be prepared and distributed to present and future owners. The booklet should contain basic information on finance, technology, procurement of machinery and yarns, marketing, profit potential etc. This publioation is directed mainly towards those persons who are planning to enter the power loom business or to enlarge their present unit.

3. A strategy of growth should be planned for this industry in close oo-operation with, and reoeiving aid in planning from, government officials.

4. Negotiations should be undertaken to obtain further financial support for power loom owners in order to purohase yarn and maohinery. Spinners, suppliers of maohinery, banks and government offices should be oontaoted. A oo-operative bank serving only the power loom owners might be one of the solutions. The aim of these negotiations would be to supply the power loom industry with more working oapital or with more oredit.

5. An investigation should be made into the possibilities of buying yarns in bulk on behalf of the power loom owners. In this way, the total buying power of the small units could be used as an argument in negotiations on prices, terms of sale and delivery etc. It is pointed out that for successful implementation additional financial resources are needed in accordance with the quantity of yarn required.

6. An in-depth study should be made on the export potential of the power loom industry with due attention being paid to its resources. For this purpose, missions should be sent abroad to make on-the-spot investigations. Representatives of the power loom industry should also be included in official trade delegations from Pakistan whenever feasible.

7. Minimum standards for export qualities should be introduced. Export goods could be furnished with a special mark if an official pre-shipment control is implemented. The introduction of the export mark is not recommended if the reliability of the pre-shipment control cannot be guaranteed.

8. Information on market trends and requirements should be supplied to the power loom owners from a professional unit established for that purpose at the trade organization. This information should be available to traders, too, against a fee. It is of utmost importance that the information given is up to date and that it is supplied regularly and continuously.

9. A permanent showroom of power loom products should be established in connexion with the information unit discussed above, or as a separate unit. It would be of tremendous advantage to foreign buyers if this showroom could be placed in Karachi. It should be run by people well suited for this kind of sales promotion.

10. A booklet should be prepared on the power loom industry in Pakikistan as a potential supplier to foreign markets. It should contain information on total production capacity, main varieties produced at present, and future potential, standard and range of looms and their impact on quality, how to do business in power loom products in Pakistan etc. Due attention should be paid to the distribution of the booklet to ensure that foreign buyers obtain it.

11. Concentration should be focused on objectives and measures that look feasible and can be carried out mainly by joint efforts of the power loom owners and their trade organizations, and in co-operation with the suppliers and buyers of the small-scale power loom industry.

Annex I

CAPACITY OF COTTON POWER LOOMS IN THE SMALL-SCALE INDUSTRY IN PUNJAB BY DISTRICT AND TEHSIL (AREA)
(May 1975)

District	Tehsil (area)	Units	Power looms installed
Lahore			
	Lahore	388	1,596
	Kasur	1,243	3,205
	Chunian	-	-
		1,631	4,801
Sheikhupura			
	Sheikhupura	117	265
	Ferozwala	7	13
	Nankana Sahib	-	-
		124	278
Gujranwala			
	Gujranwala	1,011	2,447
	Hafizabad	381	1,147
	Wazirabad	-	-
		1,392	3,594
Sialkot			
	Sialkot	24	78
	Daska	1	4
	Pasrur	1	2
	Narowal	16	40
	Shakargarh	4	12
		46	136
Total Lahore Division		3,193	8,809
Sargodha			
	Sargodha	3	8
	Shahpur	2	4
	Bhalwal	13	20
		18	32

District	Tehsil (area)	Units	Power looms installed
Lyallpur			
	Lyallpur	11,368	32,333
	Toba Tek Singh	729	1,675
	Samundri	166	440
	Jaranwala	39	120
		12,302	34,568
Jhang			
	Jhang	761	1,680
	Chiniot	145	555
		908	2,235
Total Sargodha Division		13,226	36,835
Rawalpindi			
	Rawalpindi	-	-
		-	-
Gujrat			
	Gujrat (including 2094 looms installed in Jalalpur Jattan)	974	2,222
	Kharian	15	32
		989	2,254
Total Rawalpindi Division		989	2,254
Multan			
	Multan	2,089	4,602
	Khanewal	3	5
	Shujabad	8	18
		2,100	4,625
Sahiwal			
	Sahiwal	32	270
	Okara	62	291
	Pakpattan	1	4
		95	565
Muzaffargarh			
	Kot Adu	2	4
		2	4

District	Tehsil (area)	Units	Power looms installed
Dera Ghazi Khan			
	Dera Ghazi Khan	3	36
		3	36
Total Multan Division		2,200	5,230
Bahawalpur			
	Bahawalpur	7	77
		7	77
Rahim Yar Khan			
	Rahim Yar Khan	2	3
		2	3
Total Bahawalpur Division		9	60
TOTAL PUNJAB		19,617	53,208

Annex II

POWER LOOMS IN THE SMALL-SCALE INDUSTRY IN PUNJAB BY DIVISION

(May 1975)

Loom width (in)	Lahore Division	Sargodha Division	Rawalpindi Division	Multan Division	Bahawalpur Division	Total
30	-	-	-	1	-	1
32	-	6	-	-	-	6
34	-	8	-	-	-	8
36	-	12	-	34	-	46
38	4	16	-	7	-	27
40	50	27	-	31	-	108
42	2	14	-	8	-	24
44	963	1,665	9	301	10	2,948
45	8	-	-	4	-	12
46	2	537	-	7	-	546
48	35	264	-	43	1	343
50	5	2	-	12	-	19
52	1,653	25,521	55	898	-	28,127
54	53	1,610	-	47	1	1,711
55	2	-	-	-	-	2
56	4,446	6,052	2,178	2,548	-	15,224
57	10	-	-	5	-	15
58	-	6	-	9	-	15
60	110	72	-	571	-	753
62	7	26	-	-	-	33
64	905	861	4	481	-	2,251
66	8	8	-	-	-	16
67	-	-	-	12	-	12
68	60	3	-	20	-	83
70	8	-	-	13	-	21
72	312	89	8	93	68	570
74	7	-	-	-	-	7
75	-	-	-	18	-	18
76	38	11	-	4	-	53
78	-	-	-	4	-	4
80	-	19	-	26	-	45
82	10	-	-	-	-	10
84	32	-	-	2	-	34
86	37	2	-	-	-	39
90	2	-	-	22	-	24
95	-	-	-	1	-	1
96	26	-	-	-	-	26
100	12	-	-	14	-	16
102	2	-	-	-	-	2
104	-	4	-	-	-	4
120	-	-	-	4	-	4
Total	8,809	36,835	2,254	5,230	80	53,208

Annex III

COMMON VARIETIES OF CLOTH MANUFACTURED BY SMALL-SCALE POWER LOOM INDUSTRY IN PUNJAB

(May 1975)

Variety	Construction	Width (in)
Grey cloth (latha)	$\frac{48 \times 48}{20s \times 20s}$	36
	$\frac{56 \times 60}{20s \times 20s}$	38
	$\frac{42 \times 44}{20s \times 20s}$	36
	$\frac{44 \times 44}{20s \times 20s}$	36
	$\frac{36 \times 60}{20s \times 20s}$	36
Poplin	$\frac{56 \times 60}{30s \times 30s}$	38
	$\frac{68 \times 72}{30s \times 30s}$	38
	$\frac{62 \times 62}{30s \times 30s}$	38
	$\frac{60 \times 60}{30s \times 30s}$	38
	$\frac{68 \times 84}{30s \times 30s}$	38
	$\frac{60 \times 62}{30s \times 30s}$	38
	$\frac{60 \times 68}{30s \times 30s}$	38
Awami cloth	$\frac{52 \times 52}{20s \times 20s}$	38
Mulls	$\frac{48 \times 48}{40s \times 40s}$	48
	$\frac{52 \times 52}{40s \times 40s}$	48

Variety	Construction	Width (in)
	$\frac{56 \times 60}{40s \times 40s}$	48
	$\frac{56 \times 60}{40s \times 40s}$	48
	$\frac{52 \times 56}{60s \times 60s}$	48
Lawn	$\frac{52 \times 56}{40s \times 60s}$	48
	$\frac{60 \times 60}{60s \times 60s}$	48
	$\frac{60 \times 60}{40s \times 60s}$	48
	$\frac{52 \times 52}{40s \times 60s}$	48
Twill	$\frac{44 \times 44}{16s \times 20s}$	44
	$\frac{40 \times 44}{16s \times 20s}$	44
	$\frac{48 \times 28}{16s \times 20s}$	44
Drill	$\frac{40 \times 42}{16s \times 16s}$	44
	$\frac{44 \times 44}{16s \times 20s}$	40
	$\frac{48 \times 48}{16s \times 16s}$	48
Curtain cloth	$\frac{48 \times 48}{20s \times 20s}$	42
	$\frac{40 \times 44}{20s \times 20s}$	50
	$\frac{35 \times 40}{20s \times 20s}$	48
	$\frac{40 \times 40}{16s \times 16s}$	48

Variety	Construction	Width (in)
Mazri cloth	$\frac{44 \times 44}{16s \times 16s}$	36
	$\frac{42 \times 44}{10s \times 16s}$	38
	$\frac{44 \times 44}{16s \times 14s}$	36
	$\frac{40 \times 40}{14s \times 14s}$	36

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