

**EXPORT ORIENTATION IN INDIAN TEXTILE SECTOR**

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**ABSTRACT**

The Indian textiles industry has an overwhelming presence in the economic life of the country. It is the world's second largest producer of textiles and garments making it one of the major components of booming Indian exports. Therefore, the paper aims to investigate the macro environment of Indian textile sector, study its export contribution to the total Indian export and the role of government in export promotion. The detailed investigation of textile sector covers the investment and export performance of the textile sector in India and initiatives taken by the Central Government to promote the exports of textiles in India.

Keywords: *textile industry, investment, export performance, government initiatives, Indian economy, macro environment*