

Geopolitical Shifts & Sustainable Surges: Decoding India's Evolving Fashion Industry

Indian Fashion Economy · Answer Key · 15 Questions

1. What major global event has significantly impacted the cost of polyester production in India due to its reliance on petrochemical inputs?

- A) A trade war between India and China
- B) Escalating geopolitical tensions in the Middle East**
- C) A global pandemic's supply chain disruptions
- D) Increased international regulations on synthetic fibers

2. Which key shipping corridors in the Middle East are critical for India's textile and apparel exports, and are vulnerable to geopolitical instability?

- A) The Strait of Malacca and the South China Sea
- B) The Panama Canal and the Caribbean Sea
- C) The Suez Canal and the Strait of Hormuz**
- D) The Bering Strait and the Arctic Ocean

3. What is a primary sustainable production practice gaining traction in the Indian apparel market, focusing on reduced environmental impact?

- A) Increased use of synthetic, performance-based fabrics
- B) Greater reliance on imported fast-fashion brands
- C) Increased use of organic and recycled materials**
- D) A shift towards heavily embellished, single-use garments

4. Which government scheme in India aims to establish integrated textile manufacturing hubs with world-class infrastructure to boost the sector?

- A) Make in India Initiative
- B) Production Linked Incentive (PLI) Scheme
- C) Pradhan Mantri Mudra Yojana (PMMY)
- D) Prime Minister Mega Integrated Textile Region and Apparel (PM MITRA) Parks Scheme**

5. What trend is driving the revival and integration of traditional Indian textiles into contemporary fashion, appealing to a global audience?

- A) A focus on mass-produced, identical designs
- B) The increasing demand for fast fashion with rapid trend cycles
- C) A growing appreciation for craftsmanship, sustainability, and cultural heritage**
- D) The adoption of solely Western-inspired silhouettes

6. What is a significant impact of geopolitical tensions in West Asia on India's textile and apparel industry?

- A) Reduced logistics costs and improved shipping times
- B) Increased demand from traditional export markets
- C) Cost inflation, supply chain instability, and weakening demand**
- D) A decrease in the price of raw materials like cotton

7. How is technology influencing sustainability in India's fashion ecosystem?

- A) By increasing the use of non-biodegradable materials
- B) Through blockchain for supply chain transparency and AI for design**
- C) By promoting single-use fashion items
- D) By exclusively focusing on traditional manufacturing methods

8. What is a key driver for the growth of India's fashion retail market, as noted by increasing disposable income and urbanization?

- A) A decrease in consumer spending on apparel
- B) Reduced availability of branded apparel
- C) Increased demand for mass-produced fashion brands and Western styles**
- D) Limited access to online shopping platforms

9. What major event has led to increased adoption of online shopping channels for fashion in India, especially in Tier-II and III cities?

- A) The introduction of strict import quotas
- B) A prolonged period of economic recession
- C) The COVID-19 pandemic**
- D) Government restrictions on physical retail stores

10. Which factor is increasingly influencing consumer choices in India's apparel market, leading to a preference for more responsible and ethical options?

- A) Exclusively following fleeting global trends
- B) Prioritizing the lowest possible price regardless of origin
- C) Growing environmental consciousness and demand for ethical production**
- D) Focusing solely on synthetic and resource-intensive materials

11. What is a significant challenge faced by Indian textile exporters due to US tariffs, affecting their competitiveness in the global market?

- A) Reduced shipping times to the US
- B) Indian goods becoming 30-35% more expensive than competitors**
- C) Increased demand for Indian cotton-based products
- D) Lower freight costs for exports to the US

12. The revival of Indian handloom is being driven by a blend of tradition and what other two key aspects, making it relevant for modern fashion?

- A) Mass production and low-cost labor
- B) Technological obsolescence and lack of innovation
- C) Innovation, sustainability, and craftsmanship**
- D) Dependence on imported synthetic materials

13. What is a notable trend in India's fashion retail landscape, with online channels and organized retail projected to account for a significant portion of purchases by 2030?

- A) A complete decline in online shopping
- B) A return to solely traditional village markets
- C) Increasing dominance of e-commerce and organized retail outlets**
- D) A significant reduction in the availability of branded apparel

14. How are homegrown sustainable fashion brands in India differentiating themselves in the market?

- A) By exclusively using imported fast-fashion techniques
- B) By emphasizing sustainability, ethical sourcing, and transparent production**
- C) By focusing solely on low-quality, mass-produced garments
- D) By avoiding traditional Indian crafts and textiles

15. What is a key challenge for Indian apparel exporters when shipping to Europe and the USA, particularly due to disruptions in the Middle East?

- A) Shorter shipping times and reduced freight costs
- B) Avoiding the Suez Canal and Strait of Hormuz
- C) Increased transit times and higher freight costs**
- D) Greater demand from these markets due to the disruptions