

Dear Industry Partner,

As business is beginning to resume in many areas, although at a much-compressed scale, it is time to think about how we will all be reshaping our relationships – with our suppliers, our customers, as well as our partners – the Distributors, Agents, etc.

Team CMAI had written to you in the month of April, and the time to implement some of the suggestions made in the letter is now upon us.

Without repeating the contents of the earlier letter, I would only like to stress on its spirit – that is, the spirit of partnership, of fairness, and equity. None can deny that no segment of our industry is free from the crisis. All of us, without exception, are fighting a tough battle, perhaps some more than others.

The need of the hour is for standing together, and for sharing the pain.

And this request is addressed to all segments – Manufacturers, Retailers, and Agents/Distributors.

To the Manufacturers:

1. Do not return any fabrics which you have already received to your suppliers.
2. Try to clear the overdue payments to the extent possible. Where not possible, talk to them to work out a mutually viable solution.
3. Remember your retailers have had their shops shut for 2 to 3 months. And their sales are likely to be hugely hit in the coming few months. Many will be able to and will pay in spite of this, but some may need to adjust their schedule. Arrive at a win-win resolution with these partners.
4. Do not leave out your Agents and Distributors from your future scheme of things. Remember, many of them have helped you to launch your Brand in their territories. Often, they have helped you resolve differences with your retailers.
5. Take particular care of your workers, more so at the lowest levels. Most of us will still come out of this crisis – battered and bruised, but not destroyed. Many of them may not be able to. It will be our duty to do the most we can.

To the Retailers:

1. Do not return goods already dispatched to you before the lockdown.
2. Do not cancel orders placed, where goods are ready for dispatch or are in process. Rework the delivery schedule, so that the manufacturer is assured that his goods will be taken by you within a determined timeline.
3. The liquidity crisis will hit everyone, and immediate payments may be difficult. But not for all. If you have the capacity, please do not delay your payments merely because many others are not paying. If you can pay your dues, please do. Support your suppliers today, and you will be respected and supported for a lifetime. No one will forget your support at this time.

...2

THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

901, Naman Midtown, 'A' Wing, Behind Kamgar Kala Kendra, Senapati Bapat Marg, Prabhadevi (West),
Mumbai 400 013. • Tel : +22-2439 0909 • Email : info@cmai.in • Website : www.cmai.in

Bengaluru • New Delhi • Pune

Follow us :     

: 2:

4. If you cannot pay immediately, sit with your manufacturers and work out a viable schedule. He will share your pain, but do not kill him in the process.
5. If not today, you will need your suppliers tomorrow. Make sure their factories are running – even at a reduced capacity.
6. The world is going through a crisis. But the world is not coming to an end. You will need goods for the festive season, for winter, for the next summer. Be conservative in your inventory planning, but remember, having no stock is as bad as having excessive stock.

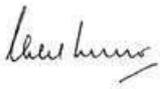
To Agents and Distributors:

1. Keep in mind that Manufacturers and Retailers are like Air and Water – you cannot do without either.
2. Keep a balance. Be a genuine link between the two, without taking sides. Do the right thing.
3. Differences and disputes are part and parcel of business. But there will be many more in the coming months. Try to resolve these in the fairest possible manner. An impartial third-party intervention often resolves the most complex of disputes. Now is the time to play that role.

So once again I would appeal to all of you – be reasonable in your decisions; be ethical in your actions. Remember the times when your Industry partners have stood by you. Remember the profits you have earned from them over the years. Remember their role in your success.

Together let us show the world that the Domestic Garment Industry is based on principles and ethics. Let us demonstrate that our industry does not work on what is *my* right – but on what *is* right.

I hope to get your wholehearted support, so that all of us come out of this strengthened to face the coming period with confidence and assurance,



Rahul Mehta
Chief Mentor

THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

901, Naman Midtown, 'A' Wing, Behind Kamgar Kala Kendra, Senapati Bapat Marg, Prabhadevi (West),
Mumbai 400 013. • Tel : +22-2439 0909 • Email : info@cmai.in • Website : www.cmai.in

Bengaluru • New Delhi • Pune

Follow us :     