



# Sourcing ethically from India: An Introductory Guide for micro-enterprises and start ups in the fashion industry

*By Pamela Ravasio*

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## **Sourcing ethically from India: An Introductory Guide for micro-enterprises and start ups in the fashion industry** By Pamela Ravasio

This extensively researched introductory guide to ethically sourcing of fabrics, apparel and accessories from India, published under a Creative Commons License, aims at supporting small(er) designers when setting up their production in India during the first stage of their efforts. It is the result of many a discussion circling around the rather unexpected difficulties encountered when building working relationships with Indian producers. It is intended, if you like, as a first step so as not having to 're-invent the wheel' from scratch.

The guide offers a well researched introduction to the Indian textile industry from a global perspective, and includes some of the most important 'Dos and Don'ts', and a highly detailed, hands-on chapter on how to tackle frequent common challenges. The advice is complemented by practical references to external resources, including small and medium sized organisations suitable as potential suppliers.

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## **Sourcing ethically from India: An Introductory Guide for micro-enterprises and start ups in the fashion industry** By Pamela Ravasio Bibliography

- Rank: #1628585 in eBooks
- Published on: 2011-02-15
- Released on: 2011-02-15
- Format: Kindle eBook

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