



LOCK AND LOAD: THE BUSINESS OF LUSCIOUS LOCKS

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ABSTRACT

In today's business world profit making is the main motive which can convert anything in to utilizable product through effective techniques. Any and every thing is converted into usable product from waste iron scrap to human hair. One might wonder how human hair can be used, but it is interesting to note that human hair can be used in many effective ways. Temples of India are one of the hubs for exporting of human hair. Hair can be used not only to make wigs and hair extensions but also used to extract oil from the oil spills in the water bodies, agriculture industry and fashion industry. India is of the biggest source for the Human Hair importing countries. Human Hair trade has become a large market which is entirely export oriented. The demand of human hair is still increasing day by day. The main objective behind writing this research paper is to determine the present trade practices of Exporter in India and witness the demand for Indian hair in the world market. Also analyze the existing positive and untapped uses of Human Hair which could be implemented in India and create innovative business and entrepreneurship opportunities which can be globally competitive and strikingly successful. This analyzed report is an aid to identify the opportunity to enter in to the hair business.

KEYWORDS: Ethnic Hair Groups, Human Hair, L-cysteine, Ottimats, Remy Hair.

INTRODUCTION

India is a country dominated with a huge religious population of Hindus. Hinduism is an amazing religion consisting of various myths and beliefs in the name of faith. One such belief in Hinduism is sacrificing ones hair in the name of god. Hair, for most people, is what defines their physical appearance and brings them upto latest fashion. In India, sacrificing your hair, an ancient practise, in Hinduism is considered as letting go of your ego in front of God. Nested in the Hills of Seshachalam lies the most famous south Indian god , Lord Venkateshwara, in the temple of Tirumala which is open to the utmost devotion of the pilgrims who offer their hair as a sacrifice. According to ancient lore, Lord Vishnu once took out a loan in order to pay for his wedding celebration. Now Vishnu requires assistance in paying off his debt. The devout poor are happy to help, trekking hundreds of miles in order to offer up perhaps the only gift that they can: their hair. Everyday thousands of Hindus including men, women, and children gather in religious places like temples to pray to God and sacrifice their hair. Piling into the temple, devotees sit cross-legged, heads bent forward. Scissors and razors flash as 600 barbers deftly shave over 20,000 heads a day, making this 'the world's largest barbershop'. In a rapidly commercializing India, a new industry has grown out of these rising piles of hair. Collecting over 500 tons of human hair each year, this¹. Amongst the Asians, Indian hair is the most sought after due to its natural lustre and chemical free hair making it the most lucrative hair for wigs, extension and even hair transplant and weaving. The types of hair found in India are: Remy Hair is the highest grade of real, human hair that is a preferred choice for hair extensions, hairpieces and wigs because it achieves the most natural look. Remy Hair is considered to be the finest quality of human hair because the cuticles are kept intact and not stripped². The next is Non- Remy Hair which is perhaps the most popular

industry has now found a way to cash in on India's luscious locks. The roots expand to every corner of India building a large resource for this noiselessly uprising industry. It's a multicore business unaware to most of the people.

TYPES OF HAIR

There are basically three types of Ethnic hair group. Caucasian, Asian and Black-Afro/Caribbean. Hair types vary from completely straight to tight wiry curls, and from fine and flyaway to coarse and frizzy, giving widely differing behaviour patterns. Each has its own look, texture, feel and application and contribution to this industry.

Caucasian hair varies hugely from straight to wavy – curly. It is also the only ethnic group with large variations in colour, from white blond to browns, reds and black. Generally blonds, which fall under this category, have the finest hair texture. Black-Afro/Caribbean hair are the dense curly frills and its due to this curliness, the hairs wrap around each other, making black hair much more vulnerable, and difficult to groom and style and hence less demanded in this industry. Asian hair is round in cross section, and therefore is usually straight or slightly wavy. It is black or dark brown, and has the greatest strength of the ethnic groups. Asian hair also has the capacity to grow to a greater length than other hair types and commonly available form of hair. It is also known as fallen hair. It is the most inexpensive type of hair and hence the best seller. Third is the Virgin Hair which chemically untreated hair. It is hair that hasn't been coloured or processed in any way. It is for this factor that there is a huge demand for Indian Hair in the global market.³

Sources of the hair harvested in India

There are limited in number, yet abundant in quantity and quality, of sources in India. Temples are the most

abundant source of good quality export material hair. Millions of devotees travel miles to offer their hair to their god as thanksgiving- making this custom a very lucrative business by selling off or auctioning huge bundles of hair and earning multicore revenue. Second being the village barber shops provide the lowest quality shredded hair. Also the village hair includes hair from women's combs and other fallen hair which are exchanged for commodities and other incentives in kind, as dictated by the prevailing forces of the society⁴. Third being Metro cities which includes all types of tiny, small barber shops and big salon chains providing a wide variety in quality as well as length of the hair. The small and tiny establishments provide with the virgin non-remy hair as mostly men of working class crowd such places. The big salon chains, however provide with long strands of remy hair from women of all age and class.

REVIEW OF LITERATURE

Indian human hair trade has ballooned into a multimillion dollar industry according to Zreportage, encompassing 'temple hair' prized by wig makers. "Entrepreneurs and small business have a bigger opportunity and it is easier for them to go global than large corporation", explains Robert D. Hisrich, Director of *The Thunderbird school's center for Global Entrepreneurship in Arizona*. The observer uncovered the dark side of the "temple hair" trade in villages around the county (mainly the Southern India). The above article clearly says that there is good opportunity to marketing of the temple hair to various countries. Also according to Robert D. Hisrich this is very good opportunity for the entrepreneurs and small scale business peoples. It is easy way of enter into export business comparing to the competition with big business peoples⁵.

Indian Hair is considered to be fine, lustrous naturally, making it suitable for manufacturing wigs hence India is one of the largest exporter of hair. India has thousands of exporters. But the sources are very limited. The hair is once collected from temples, barber shops even from homes in villages. In villages women are asked to save and collect every strand of hair which is exchanged for a small amount of price. Wholesaler sort hair into five categories. The kind that is *black and longer than 16 inches* is the most sought after, sells for as much as *\$160 per kilogram*. The second category of black hair between *8 and 16 inches* long, sells for around *\$44 a kilogram*. The third category of *black hair, shorter than 8 inches*, sells for *under a dollar a kilogram*. The fourth and fifth categories are *gray hair shorter than 8 inches*, which sell for about *10 cents a kilogram*.⁶ The hair exported from India is either raw or processed/ polished. The profit margin around 15% to 50% respectively. Not a bad deal considering there is a huge demand for Indian hair in *France, UK, US, Canada and a few other European countries*.⁷

The market for human hair, used for wigs and extension, has been booming, wearing hair extensions, has become fashionable for celebrities and the like. Of course the extensions must be top quality – raising the demand for Indian human hair. According to this article, Indian hair fetches a high price because it is malleable enough to look European. Hair usage extends to , surprisingly, to Food Industry as well. In addition to this, Human hair has a

quality of *adsorbing*, rather than *absorbing* oil. That is, oil does not bond with the hair; instead it accumulates in layers on the hair's surface. Hair has the ability to adsorb almost 98% of the oil. A step further from oil spills, SmartGrow manufactures mats that are effective in keeping out weeds and have other horticultural benefits⁸. Across India amateur 'hair-pickers' whose sources are anything from pavement barbers and domestic dustbins to slum children who readily swap their hair for small toys and sweets, operate in their thousands. Such is the scale of the trade in the Indian capital New Delhi that officials in the Jwalapuri area recently closed down a number of hair processing factories, collection centres for amateur pickers, after evidence was found linking the burning of the toxins from waste hair to increased incidences of serious skin allergies and asthmatic disorders among local school children⁹.

RESEARCH METHODOLOGY

While analyzing various journals, articles, news and literature available in the study pertaining to the usages of human hair, India is one of the largest countries for exporting of human hair and its products to various countries. It came to know understand that there is a lot of opportunity for marketing of human hair. Indian Human Hair is demand by the various countries for various purposes.

Objective of the Research

1. To know the present trade practices of Exporter.
2. To analyze the export trend of Human Hair.
3. To find out the opportunities to improving the hair business.
4. To assess the challenges faced.

Data Collection

The Research method includes collection and analysis of Primary and Secondary Data.

Primary Data - Interview method was adopted. Oral questions (which has been penned down as a questionnaire affixed at the end of this research paper) were asked to 15 barbers (eight of them being Lakme, VLCC, Hair express, Tequila etc. and seven other local small scale barbers in the Pune city) which contained questions pertaining to their awareness about the hair export industry and its related aspects¹⁰.

Secondary data

The research met the entire hair exporters who are located in the country, based on the information provided by the Department of Commerce, India¹¹, the list of hair exporters are collected and identified for the study. Here the research is proposed to use descriptive study based on market performance research, distribution research (in respect of availability of exporters to small barbers though out the country), pricing research and competition research (amongst various leading exporters and also amongst various importing companies). Various journals, reports, and articles were used.

FINDINGS AND DISCUSSIONS

In this section we have thoroughly analysed the data collected from both the sources. A detailed discussion succeeds the analysis.

Analysis of Primary Data

A research was conducted in fifteen (15) hair salons, 7 being Lakme, VLCC, Hair express, Tequila, B-Blunt,

Enrich, Lemon and H2O and 7 other being local small scale barbers. Following is the table depicting the area

and sources from which the primary data was collected:

City Surveyed	<i>Pune</i>	
Areas covered	1.	<i>Model Colony,</i>
	2.	<i>Bhandarkar Road,</i>
	3.	<i>Kamla Nehru Park,</i>
	4.	<i>Pune University Road,</i>
	5.	<i>Kothrud,</i>
	6.	<i>Karve Nagar,</i>
	7.	<i>Koregaon Park,</i>
	8.	<i>Ghokle Nagar.</i>
Salons Interviewed	1.	<i>Lakme,</i>
	2.	<i>VLCC,</i>
	3.	<i>Lemon,</i>
	4.	<i>Enrich,</i>
	5.	<i>Hair Express,</i>
	6.	<i>Tequila,</i>
	7.	<i>B-Blunt,</i>
	8.	<i>H2O and</i>
	9.	<i>7 local small barber shops.</i>

Table 1- Area and Sources for collection of Primary Data.

A series of questions were asked which have been penned down in the appendix, at the end of the research paper. The results of the research are discussed and analysed below :

AWARENESS ABOUT HAIR EXPORT INDUSTRY

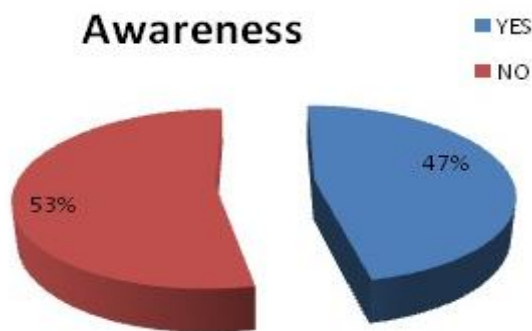


Fig.1 Awareness of Hair Export in Saloons

From the data we can conclude that there is a great need to spread awareness about the existence of the hair trade industry as majority saloons were ignorant to the fact that such a market even exists in India (despite the fact that India is one of the leading exporters of hair). One more fact that should be noted is that the popular saloon giants are targeted by this industry as there is a wide spread demand for remy hair that can only be collected from saloons where women get their hair cut. The Local barbers are never approached as only men visit such shops. This leads to one more conclusion that is – this industry is not well read about the scope of non-remy hair (as discussed later).

DISPOSAL METHOD EXECUTED BY THE SALOONS

The above diagram shows that more than 50% of the total scrap hair is wasted which could be sold and an alternative income could be generated. However some kind of

awareness does exist. Again, this awareness lies only within the saloon giants and not the local shops. The local shops are losing out on lucrative source of income. Non-remy hair is abundantly available at such shops but its not being utilized at all.

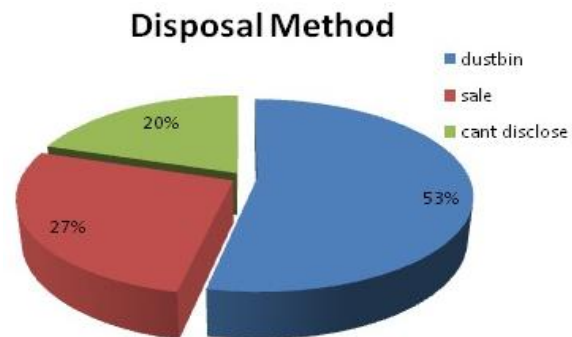


Fig. 2- Disposal methods of Saloons

SALES OFFER RECEIVED FOR WASTE HAIR



Fig 3 Sale offers received by the saloons.

Based on the above chart we may conclude that certain saloons do sell hair. If we compare the results of question 2 and 3 we may conclude that the saloons got to know about the hair export industry only when some agent approached them.

SHARE RECIVED ON SALE OF HAIR

A share/ commission is received by the saloon for the sale of hair, however due to the human- barriers and confidentiality clauses the amount of cut received was not disclosed.



Fig.4 Share earned by sale of scrap hair

USES OF WASTE HAIR

From the above data is clear that majority of the people think hair can be used only to manufacture wigs and hair extensions. However, the vast multitude of usage of air is completely unaware to them.

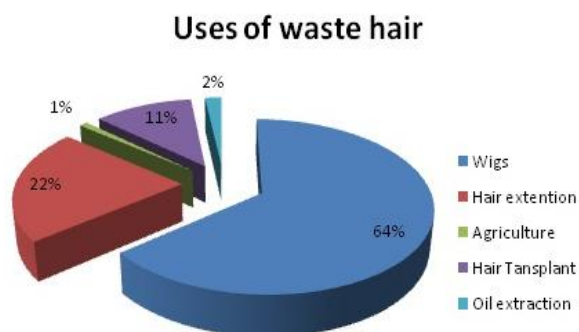


Fig 5- Uses of hair

It is crystal clear from the above collected data and statistical observation that Pune city has huge untapped potential for the hair export industry which is being ventured upon slowly and steadily. The scope in this city and the neighbouring areas such as Pimpri, Malavi etc. is immense which needs to be attended to in order to reach international excellence.

ANALYSIS OF SECONDARY DATA

The Lord Venkateshwara temple in Tirumala, Andhra Pradesh - the richest Indian temple in terms of the revenue generated - earns as much as one-tenth of its annual revenue from the sale of hair offered by devotees.

Every year, thousands of people who visit the temple get tonsured to offer their hair to Lord Venkateshwara, in keeping with a centuries-old tradition which ultimately spawned a multi-crore business. The collected hair is then auctioned. Only affluent people take part in the auction of the hair from the temples as the hair has to be bought in bulk and can literally cost millions of dollars. A chain of buying continues from the main buyer to various middle men and wholesale distributors, to the factories of the suppliers which is then washed using industrial shampoo

and dried under the sun outdoors. After drying, it is drawn and tied into bundles. The hair is now ready for export¹². In 2011-12, the Tirumala temple earned nearly Rs200 crore out of its total revenue of Rs1,949 crore, from auctioning human hair. In 2011, the temple authorities took to e-auctioning, courtesy of a spike in demand from traders across the world. The auction was held in two phases - first in September 2011 and then in March 2012. While 466 tonnes of hair was auctioned in Phase I, another 95 tonnes of hair was sold in the second phase. On an average a woman's hair weighs almost 283 gms which if sold would earn almost Rs. 17,900. There are 45,000 to 60,000 devotees who offer their hair. The number speaks for itself.¹³

Major Hair Exporters of India

Few of the major hair exporters and manufacturing industries are enlisted below¹⁴:

- SDTC Exporters Pvt. Ltd
- Epitome exports
- Universal Imports and Exports
- Garima Hair Exports
- Remy Hair Exports and Manufacturers
- R.K Hair Industry

Major Hair Importing Countries/ destinations from India

There are more than seventy countries are importing human hair from India however only the top five countries/ destinations are identified which import of human hair from India. These destinations have been selected as per the export values . It is so supportive for the business idea people for easy identification of target market and improve the hair business through effective marketing strategies.

Table – 2 Top five Countries importing Human Hair from India (as per 2005-2011 press release)¹⁵

Sl. No.	Countries/ Destinations	Export Values(Rs)	Volume (kg)
1	USA	553741034	23456
2	China	9194559644	3178956
3	Brazil	1498090604	113445
4	Italy	1309648235	109931
5	Hong Kong	1266819202	105041

Source: Government of India , Ministry of Commerce and Industry

The above table depicts clearly China is the number one country for importing Human hair from India comparing with other nations. Since China having more number of human hair processing industries. China also having good market for human hair, but in China the availability of natural human hair is less comparing with India. But in international market the demand for synthetic is less, so China is importing long and natural hair human from India. Indian remy hair has a big market in Europe and the US, where it is woven into wigs. The non-remy hair has a huge demand in China, which in turn makes wigs and sells it in the American or African market, especially Nigeria. There is a massive co-existence bond between the Indian exporters and the foreign importers. One such relationship is of SDTC exporters Pvt. Ltd. and Great Lengths

International Ltd. SDTC Exports is India's largest exporter of human hair in India, selling all of its top quality hair to Great Lengths International, the world's "premier" real hair extension corporation, based out of Italy. As global demand for Indian Temple Hair has increased, prices across the supply chain have increased as well, generating \$800 per kilo.¹⁶ Also, There's a new trade business between Africa and India of virgin Indian Remy Hair. This straight, soft and silky hair is considered to be every woman's dream come true. And more women are using their spending power to get that straighter look, thus making Africa one of the top ten importing countries of human hair from India.¹⁷

SCOPE OF THE HAIR EXPORTING INDUSTRY

Human hair is now big business in the UK and US and other parts of the world. It's also extremely lucrative for some. American comedian Chris Rock explores the international trade in his new documentary film Good Hair. As per the documentary, last year alone nearly £15m worth of treated human hair was imported into the UK from mainly India out of which almost £10m worth of wigs, false beards, eyebrows and eyelashes are made from the stuff were also imported. The scope and application of this industry is vast. The above statistical data dictates that that the Hair Industry in Pune (also other parts of India) has immense untapped potential which needs to be harvested accurately. The scope and un-ventured paths for this industry is enumerated below:

Ventured Areas

Hair extensions have seen a boom over the recent years due to the endorsements of popular celebrities starting from Madonna Aishwarya Rai, the list is never-ending. Hair wigs have seen a rather larger dip in its demand due to the advancing techniques of hair extension proving a longer lasting and natural looking solution. Most human hair is exported from India and China, but Indian hair is preferred because it is finer and less coarse. A good quality hair wig and extension, made by an experienced stylist, will be roughly between \$ 200- 2500. There is definitely money to be made and more and more people are cashing in. This area has been well tapped in idea by our major exporters. However, internationally, the foreign giants still take control over the market. Our industry needs to diversify from 'simply exporting' to 'exporting and manufacturing' also.

Hair weaving/ transplant is the next best scope after, wigs and extensions, which our industry has already stepped into. Weaving and transplant additional human or synthetic pieces can enhance appearance. This idea has been widely followed by USA and UK countries, now taking a toll over the Indian market as well. These days' people are more focused over hair transplant from the back of their own scalp.

Latest trend in fashion industry is to use hair, especially virgin remy hair imported from India as it is stronger and can be manipulated.¹⁸ From accessories to hats to long furry coats, all can be made out of hair. With India stepping into the international level of fashion designing, this can be a very lucrative and profitable option. People have to change their level of thinking and adopt to the most easily available and the best natural substitute for clothes – thinking a bit more ecologically.

Un-ventured Areas

One of the biggest scopes this industry can ever step into is oil extraction. The idea of using human hair to mop up oil spills was the brain child of US hair stylist Phil McCorry. Watching the Exxon Valdez disaster unfold on TV in 1989, he noticed how hard it was for volunteers to clean oil from otters because it was trapped in their fur. He tested to see if it was the same with human hair and it was. Each hair follicle has enormous adsorbing capacity which helps in easy recovery and reuse of the oil by simply squeezing it from the collected bundles. Moreover, oil-saturated bundles of hair can be burned as fuel. This idea has been fostered by SmartGrow Co. by making oil extracting hair mats out of recycled shredded hair, called Ottimats. Ninety-eight percent of the oil extracted by the Ottimats can be recovered and thus can be used for large scale petroleum recovery¹⁹. So, the point is, why can't a similar model be applied in India. Why can't we have our own oil capturing mats? Considering that two major oil choke points of the world, the Strait of Hormuz and the Strait of Malacca, are on the west and east coasts of India. With the routes being accident-prone, a product that adsorbs oil does have a market. Moreover, the risk of a major oil spill occurring along the west coast of India is considerably higher now, as there has been a significant increase in all types of maritime trade. A major oil spill could cause widespread ecological damage, and cripple or destroy marine commercial operations. Therefore, continued discharge of oil into the sea can pose a potential risk of severe pollution to the sensitive coastal ecosystem. A step further from oil spills, SmartGrow manufactures mats that are effective in keeping out weeds and have other horticultural and agricultural benefits. According to scientists, hair used in manure also helps in greater yields of tomatoes. SmartGrow imports hair from India and China on a regular basis. The hair is loaded into a needle-punch machine. Then, a hopper blows air through the hair to loose it, and the hair strands are then knit into a loose mat. These are then pressed into mats and lastly shipped to farmers and nursery growers.²⁰ Now considering India, where the share of agriculture in GDP is around 21 percent, it does make a lot of sense to manufacture a product like SmartGrow. Moreover, with a number of corporate players entering into agreements with farmers for major investment plans in agriculture, we have all the reasons to feel positive about a product like this.

Challenges faced

The above section reveals the possible future scope of this upcoming industry, especially for a city like Pune and its neighbouring target sources, but in reality there are a lot of hurdles in this long run race. Some of them are enumerated below:

- **Competition-** One of the biggest challenges faced by the Indian hair industry are the massive international competitors, who still have the global market in their fist with their class apart hair extensions and wigs – ironically, made from Indian hair only. Overcoming this challenge ought to be the utmost priority for this industry.
- **Illegal Market-** An illicit hair trade has developed alongside the legal hair export business. "rag pickers" — impoverished individuals trying to scrounge a bit of money to survive — go weekly to villages to

collect hair and sell them. What started as an individual effort has multiplied into illegal groups, putting up a small yet a silent threat to the legal hair export industry²¹.

- **Hostile Environment-** Sometimes the needy take to the darker measures. Husbands desperate for money have been known to force their wives and children to shave their heads.²² To meet the ever-increasing demand for hair the international and national giants, following their 'hook or by crook' policy, using illegal means, have lead to such hostility.
- **Lack of awareness-** People of India are unaware, ignorant, added to their orthodox mentality, have created an apprehension amongst them to even give this industry a chance. This market hasn't even reached the major cities yet, despite the demand for Indian hair and lucrative opportunity to earn large revenue.
- **Lack of Capital, efficiency and more of corruption-** Even if the oil moping framework was applied in India, as discussed above, implementation of the same is a far off dream. Firstly, the corrupt officials would never sanction such a project unless they gain personal benefits from this. Secondly, even if the sanction was granted there is no capital to finance the execution. Even if such a project is designed and somehow implemented the efficiency level in India is 56% which is very low and hence adds to another hurdle in the functioning of such a project.

CONCLUSION

India is of the biggest source for the Human Hair importing countries. Human Hair trade has become a large market entirely export oriented. The demand of human hair is still increasing day by day. The Human hair business trends and its availability to enter in to the business and make it a big deal. Here more opportunities were found to create business and entrepreneurship opportunities. And also possibilities to create, India is one of the biggest source of hair market through regularize the regulation and procedures to enhance the potential of hair market. Changes in cultural and booming of fashion industry there is more demand for human hair. More number of countries are engaged to importing of human hair and converting into hair wigs, hair extension and other hair and hair products. Human Hair trade has become a large market entirely export oriented. The Indian human hair is always in great demand not only in India but also throughout the world. The demand of human hair is still increasing day by day and Pune is yet to become one of the largest processing and manufacturing hub for human hair and hair products. Further these hairs are processed and exported throughout the world. Indian human hair and its products are very much demanded in all over world because of its quality and its length. It increases our economic value in the export market and also creates lot of employment opportunities both directly and indirectly. This research paper was aimed to analyze all the aspects of this growing industry thus providing supportive for the business idea people for easy identification of target market and improve the hair business through effective marketing strategies.

RECOMMENDATIONS

After going through the entire research process we may conclude that there are certain drawbacks in the Indian Hair Trade Industry. However, measures can be taken in order to overcome such drawbacks such as:

- **Creating Awareness:** There is a need to create awareness. Many people are coerced to shave off their head in the name of spiritual sacrifice, ignoring the fact that their hair will be used to earn money which adds up to the temple funds. If awareness is created people will know the real motive of the various black market hair dealers. At village level awareness will help the poor to gain fair prices for the hair sold, hence provide a kind of surplus income.
- **Project for oil mopping:** India being surrounded by the sea has a vast scope of starting up a project for oil moping on the west coast. The Indian West Coast has two major oil choke points of the world, the Strait of Hormuz and the Strait of Malacca, being accident-prone, establishing a oil moping project will be highly beneficial. This might be an effective key in reducing and controlling oil price inflation and thus brining stability to our economy.
- **Agriculture:** In India the share of agriculture in GDP is around 21 percent, a product like SmartGrow mats will help boost the economy of the country. Moreover, with a number of corporate players entering into agreements with farmers for major investment plans in agriculture, we have all the reasons to feel positive about a product like this.
- **Regulations:** Recognizing the Hair Export market and making rules and regulations will help curb the illegal market. Legal provisions and setting standard costs for hair will encourage a healthy market. As no import-export duties are not levied in India it's an open market for the smart business minds of the country.

Limitations and Future Scope of Research

Human Barriers: While conducting the survey the major problem was that the salons that we approached were not co-operative. They were a little reluctant to disclose the details. Major saloons were not sure if they could disclose such information to students like us hence they willingly dint disclose the details very easily.

Time constrains: Since our college timings are from 11:00am to 3:30pm and major saloons open only by 11:30 am it was difficult to conduct an interview in the morning. After 4:00pm all saloons are flooded with customers as a result there was reluctance to disclose facts or any scope of interaction diminished. The ideal time to conduct the research would have been in the afternoon as the saloons are less crowded and hence the employees can talk peacefully.

Financial Constraints: Due to lack of funds the research could be conducted only in a limited area. Only 15 saloons could be interviewed as a result only a limited study could be done.

With more funds and flexible timings we would like to do an in-depth study of the hair export market and the advantages that it could have on the Indian economy.

Appendix-1

The following questionnaire was asked to the hair salons and barber shops:

Name: Shop Name: Position at the Shop: Area: Q.1 Are you aware of any hair export market? <input type="checkbox"/> Yes <input type="checkbox"/> No Q.2 How do you dispose off the left over hair? <input type="checkbox"/> Throw it in the dustbin <input type="checkbox"/> Sale <input type="checkbox"/> Can't disclose Q3. Has anyone ever approached you with an offer to buy the waste hair? <input type="checkbox"/> Yes <input type="checkbox"/> No. Q4. Do you receive any share/ commission from the money earned by the sale of such hair? <input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> CAN'T DISCLOSE Q5 How do you dispose the waste hair? <input type="checkbox"/> Wigs <input type="checkbox"/> Hair Extension <input type="checkbox"/> Agriculture <input type="checkbox"/> Hair Transplant <input type="checkbox"/> Oil Extension

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¹⁹ Denise Winterman, "How can human hair mop up oil spill?" BBC World News. Retrieved on 5/01/2013.

²⁰ Ibid 9; pg3.

²¹ The Yale Globalist Journal, *Cashing in on India's Luscious Locks*, Erin Beil, retrieved on 30/12/12.

²² Dan McDougall, "Abuse on Children due to hair trade", *The Observer, The Guardian*. Retrieved 29/12/2013.