



Anaura Set To Make A Mark In The Recycled Textiles Market

“This is not a textile or a fabric that we are making, we have created ‘An Aura’, an aura that the consumer would like to feel, own and wear, an aura of guilt-free consumption, an aura of a healthy planet that we are nurturing with our efforts.”

Akhil Malhotra, Director, Rudra Ecovation explains why Anaura, the company’s latest launch of the fabric brand is not just about giving the market and consumer another PET recycled fabric. “We have been able to achieve a very high level of quality, functionality, aesthetics with Anaura. For us, the objective is to create something exclusive with PET recycling that the consumer is happy to wear. A consumer will not be able to tell the difference between conventional, virgin material and Anaura.”

And the returns on investing in sustainability are quite good, claims Mr Malhotra. “Our raw material costs are certainly lower than conventional material manufacturers, we are saving resources too. But even as I ventured into PET recycled textiles, the economics of it was not the only or the main driving force. We can see environmental degradation everywhere around us. Being among the largest PET recyclers, we are doing our bit to save the planet and the limited resources. We have invested in the best technologies to ensure a high-quality product which is better than conventional, virgin materials.”

And Rudra Ecovation does not plan to stop at just manufacturing textiles from PET bottles. “True circularity will happen when we are able to recycle post-consumer textiles again and again. And Anaura plans to set up a system soon to collect post-consumer Anaura textiles and apparel.”

It will indeed be interesting to see how Anaura makes its mark in the market.



Akhil Malhotra, MD, Rudra Ecovation Ltd.



Akhil Malhotra, MD, Rudra Ecovation Ltd. meets customers in their stall at Bharat Tex 2024 exhibition and explains the benefits of recently launched sustainable fashion brand Anaura

Environmental Impact: Rudra Ecovation Ltd.

- Recycling 8.8 million PET Bottles every day
- Saving 1,40,000 MT of CO2 Emissions yearly
- Resource Conservation through waste recycling
- Promotion of Energy Saving and Waste Reduction
- Lowering Greenhouse Gas Emissions in Recycling Process
- Water Conservation in PET Bottle to Fiber Transformation
- Contributing to Climate Change Mitigation
- Promotion of Circular Economy in Manufacturing

Rudra Ecovation and Shiva Textfab Lead the Charge for Eco-Friendly Fashion at Bharat Tex 2024

International brands and retailers have committed to shifting to recycled, circular, sustainable materials by 2030, even as consumers are demanding greener options. Realising the urgent need to spruce up production of such fibres and textiles, Rudra Ecovation Limited and Shiva Textfab Limited are strengthening their efforts to offer high-quality recycled fabrics that meet the highest standards of sustainability, traceability, circularity.

The company’s state-of-the-art manufacturing plant produces 320,000 meters per day of recycled textiles made from PET bottles. The plant recycles as much as 8.8 million PET bottles per day, making it among the world’s largest recycling facilities.

From this partnership between Rudra and Shiva for rPET textiles has emerged Anaura, a groundbreaking wearable material, which meets some of the highest standards of sustainability, traceability, circularity.

To further improve the environmental footprint of Anaura fabric, the company has opted for dope-dyeing and pre-coloured fibre, which eliminates conventional wet dyeing processes. This not only enhances the efficiency of the production process but also leads to substantial savings in water, chemicals, and energy.

Says Akhil Malhotra, Director, Rudra Ecovation, “In a world where fast fashion and environmental concerns loom large, Anaura emerges as a champion of eco-friendly innovation, offering a superior alternative to fabrics derived from unsustainable practices.”

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Anaura Set To Make A Mark In The Recycled Textiles...

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The company is GRS and ISO certified.

Anaura - Fashion with Purpose!

What sets Anaura apart is its unwavering commitment to transforming post-consumer PET bottles into more than just wearable items; it's about fashion with a purpose. With an impressive daily production of 320,000 meters, Anaura products epitomise sustainability and elegance. Imagine skin-friendly, flexible, and durable materials that not only ensure comfort and longevity but also make a bold statement against environmental degradation.

At Bharat Tex 2024, the company's booth was busy catering to customers, showcasing its wide range of Anaura fabrics with various functional properties, apt for formal wear, sportswear, casualwear.

Rudra Ecovation - Pioneering Sustainable Innovation

Talking proudly about the company and its achievements, Malhotra stated, "Established in 1997 in Ludhiana, Rudra Ecovation Limited (formerly known as Himachal Fibers Limited) stands as Asia's largest integrated plastic recycling facility, leading the charge in sustainable innovations. Rudra Ecovation's business model enables sustainability and supports the circu-

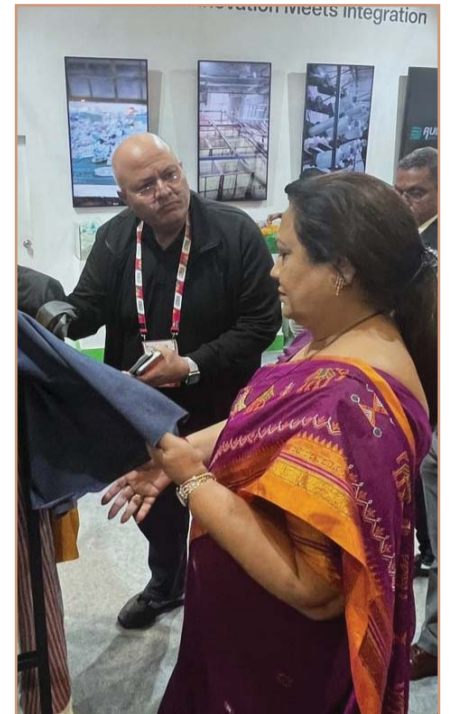


Team Rudra Ecovation



lar economy by manufacturing innovative sustainable products like Anaura, ranging from intricate carpets to technical textiles, filament yarn, spun yarn, fibre, and acoustic panels.

"Operating at the intersection of technology and environmental consciousness, our facility employs precise material science applications to process an impressive 350 metric tons of PET waste daily. The backbone of our operations lies in the precision and sophistication of our machinery, sourced from renowned manufacturers in Switzerland (Rieter), Italy (Savio), and Germany (Schaeffler). Our initiatives consistently adhere to



Darshana Jardosh, Minister of State for Textiles, Government of India, with Akhil Malhotra, MD, Rudra Ecovation, at the Rudra booth in Bharat Tex 2024.

the gold standard of ESG principles."

In its technical textiles division, Rudra Ecovation prioritises nonwovens, manufacturing 50,000 sqmts of carpets and 20 tons of fabrics for leather backing and shoe lining on a daily basis. Furthermore, the company recycles bottle caps into granules for the production of plastic further and vegetable crates, with a daily capacity of 20 tons.

With its USP of sustainable textiles with a purpose, Rudra Ecovation and Shiva Textfab Ltd. boast an expansive clientele spanning international markets, a testament to their global footprint. ■

Renewcell Files For Bankruptcy In Stockholm District Court

Renewcell, a textile-to-textile recycling company based in Sweden, announced that the company is filing for bankruptcy because it was not able to secure sufficient financing to complete the strategic review, announced on November 20, 2023, with satisfactory results.

As part of the strategic review, Renewcell held negotiations with its two largest shareholders, H&M and Girindus, its existing lenders BNP Paribas, European Investment Bank, Finnvera (as partial guarantor), Nordea, AB Svensk Exportkredit and potential new investors as well as other stakeholders regarding long-term financing

“This is a sad day for the environment, our employees, our shareholders, and our other stakeholders, and it is a testament to the lack of leadership and necessary pace of change in the fashion industry.”

- Michael Berg, Chairman of Renewcell's board of directors.



solutions. According to the company, these discussions did not result in a solution that would provide Renewcell with the necessary liquidity and capital to ensure its operations going forward.

"I regret to inform that we have been forced to take this decision to file for bankruptcy. As we have a strong belief in the company's long-term potential, we have together with our advisors spent very substantial time and efforts into trying to secure the necessary liquidity, capital and ownership structure for the company to secure its future. As part of the negotiations, we have had intense dialogues with both current

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Renewcell Files For Bankruptcy In Stockholm District Court

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main owners, new investors and our banks, as well as other stakeholders. However, these discussions have not been successful. This is a sad day for the environment, our employees, our shareholders, and our other stakeholders, and it is a testament to the lack of leadership and necessary pace of change in the fashion industry” says Michael Berg, chairman of the company’s board of directors.

Renewcell was founded in 2012. Based in Sweden, the company developed a patented process that enabled the recycling of cellulosic textile waste, such as worn-out cotton clothes and production scraps, transforming it into a new material called CIRCULOSE®. Fast Company named Renewcell one of the World’s Most Innovative Companies in 2021, as well as World Changing Idea in 2023. CIRCULOSE was also included on TIME Magazine’s list of the 100 Best Inventions in 2020.

Why did Renewcell go bankrupt?

In the case of Renewcell, the science (and resulting technology) is solid; the route to profitability less so. And it’s the latter that really matters.

Renewcell’s advanced chemical recycling process — like all others of its kind — requires a highly specific waste input, a need best met by post-industrial (off-cut waste) on factory floors in manufacturing countries, not discarded clothes from consumers.

According to analysts, this is a major challenge for similar recycling technologies in Europe and the US – they are not integrated into the supply chains of Asia, where most of the textile waste is generated.

Renewcell’s business model relied on brands’ ESG commitments. It placed the onus on brands to order its recycled ‘Circulose’ dissolving pulp, which is much like pieces of cardboard that are shipped to textile spinners in Asia, rehydrated to release the fibre and then mixed with other

fibres like cotton. The combined fibres are then spun into yarns, before being sent to textile mills to be made into fabrics.

So the business model relied on brands playing an important role in raw material sourcing. Given that brands have based their sourcing decisions almost entirely on pricing, this makes it difficult not just for companies like Renewcell and others in the west, but also for recycling technologies in Asia to attain success.

The mistake here is to assume that if the science

and tech stacks up, and the output is of high quality and low impact, it will succeed off the back of brands’ commitment and storytelling to consumers.

Fortunately, in India, the textile recycling industry is clear that they will need to offer recycled products at prices that are similar to or close to the virgin materials, as brands will not look at anything that isn’t ‘competitively’ priced. And many companies have been successful in this. India is the most promising hope for textile circularity. ■

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MoT Puts Its Weight Behind Textile Recycling

Textile recycling is gaining ground in India, with many leading textile conglomerates already offering high quality recycled textiles. And almost every polyester manufacturer today is looking at entering into this segment.

Textile recycling is set to get a major fillip as the Textile Commissioner's Office is signing MoUs with major textile conglomerates to further the recycled textiles ecosystem.

Says Ajay Sardana, President & Head – Strategy & Business Development – Polyester, Reliance Industries Ltd., “At Reliance, we have one of the largest PET recycling facilities for making recycled polyester yarns. We are recycling around 2.5 billion PET bottles annually, with the figure expected to go up to 4.5 billion soon. Besides, we have a lot of initiatives to promote the use and innovation of recycled textiles, such as the Sustainability Development Challenge. We welcome the government's support in pushing for textile sustainability and circularity”

Said Manmohan Singh, CMO, Pulp & Fibre Division, Grasim Industries, “We are signing an MoU with the Textile Commissioner's Office, for developing textile recycling capabilities. The TxC Office is putting up a pilot ecosystem in Navi Mumbai where textile waste will be collected, deposited at this plant



Ajay Sardana, President & Head – Strategy & Business Development – Polyester, Reliance Industries Ltd.



Manmohan Singh, CMO, Pulp & Fibre Division, Grasim Industries

where it will get recycled and ready to use as recycled fibre.”

According to him, a similar initiative

was taken up by UNDP in Pune in Maharashtra some years ago. “Such examples exist in pockets across the

country. With the Ministry of Textiles backing sustainability, recycling will get a bigger push.” ■

‘Demand For Sustainable Fibres Is Sure To Grow’

Reliance Industries today is not just among the largest polyester producers in the world, but is also among the largest cotton textile producers in the country. With its two acquisitions – Alok Industries and Sintex Yarns, the company boasts of more than 11 lakh spindles.

What's even more interesting is that Sintex Yarns is also focussing on non-conventional, sustainable fibres such as bamboo, banana, linen, etc.

Says Rajeev Gupta, Chief Operating Officer, Sintex Industries Ltd. (Member, Reliance Group), “At Reliance, sustainability is extremely important in every aspect of the business. So we have a well established range of recycled cotton and recycled polyester. We have Relan which is an eco-friendly fibre, that has been very well accepted by the market. And then there are agrowaste based fibres such as banana fibre, bamboo fibre, etc which we are also into. Of course, in the agro-based fibres such as hemp, bamboo, banana etc, the supply chain isn't well established so we have to import some quantities. We realise as a country we need to work on this aspect of sustainable fibres.”

In cotton, Sintex is currently in the process of debottlenecking, using all assets, to ensure sustainable growth. “And in sustainable textiles, we are confident of market growth. The growth may be slower than in recycled cotton and polyester which are fairly mainstream today. Mainstreaming other sustainable fibres will need a demand pull from buyers. I am confident this will happen,” said Gupta. ■



Rajeev Gupta, Chief Operating Officer, Sintex Industries Ltd.

Country's 60% Carpet Exports From Uttar Pradesh: Yogi



Uttar Pradesh CM Yogi Adityanath at Bharat Tex 2024

Uttar Pradesh Chief Minister Yogi Adityanath said that 60% of India's carpet exports originated from Bhadohi, Mirzapur and Varanasi in Uttar Pradesh. The country's total carpet exports are worth Rs 17,000 crore.

Yogi, who visited Bharat Tex 2024, at Pragati Maidan, New Delhi, interacted with media persons there and said the global market awaited India's skills, innovation and technology in the textile sector.

He said the textile industry stands as the second largest employment provider after agriculture, offering boundless opportunities for technological advancements.

The CM extended a warm welcome to all buyers and visitors at the Bharat Tex 2024 Uttar Pradesh Pavilion and expressed gratitude to Prime Minister Narendra Modi for giving the opportunity to participate as a partner state in the

textile event. The CM said at Bharat Tex 2024, Uttar Pradesh has demonstrated its expertise in the textile sector, with 20 exhibitors in Yashbhoomi and 46 exhibitors in Bharat Mandapam.

He stated that efforts have been made in the past seven years to promote Lucknow's chikankari, Sitapur's durrie, Bareilly's zari zardozi and Bhadohi's carpets. He said all these crafts serve as crucial means for creating employment opportunities.

"Uttar Pradesh holds limitless opportunities in the textile sector. Under PM Modi's PM Mitra Park Scheme, a mega textile park is set to be established in an area of 1000 acres between Lucknow and Hardoi as part of the plan implemented at seven locations across the country," Yogi added. He also visited the stalls from different parts of the country at the exhibition, evincing interest in their products. ■



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‘BharatTex 2024 Is A Very Impressive Show’

Mr M. Sankar, President, Lakshmi Machine Works and Chairman – Textile Machinery Manufacturers Association – is impressed by the performance of BharatTex 2024. “This is a very impressive show in terms of exhibitor and visitor turnout. It is comparable to international shows such as Heimtextil Germany. It’s a great initiative, and will certainly help the industry as an annual show. Yes, machinery manufacturers this time are few because we need long term planning to participate in a show. Otherwise, its an absolutely fine show, with

very satisfied exhibitors. This is a positive sign for our customers, and the industry as a whole.”

The government certainly has the development of the Indian textile machinery sector on its radar. “The PM spoke about developing the ecosystem for machinery building within the country. We are strong in spinning technology, and this needs to be replicated in weaving, processing, knitting, garmenting,” he said.

According to Mr Sankar, the industry is seeing positive signs of market revival. ■



M. Sankar, Director - Operations, LMW Textile Machinery Division

‘Wow – Our Reaction As We Stepped Into BharatTex’

For S Rajendran, Sr. Vice President, A.T.E Enterprises, BharatTex has been a great experience and a great show. “When the exhibition was announced and we had internal discussions, I was personally convinced that this was a good initiative from the government, and it would be a good event. This conviction was further reinforced during Heimtextil in Frankfurt where I met a lot of Indian textile producers. Majority of them said to me - wait and watch, this exhibition is going to be one of the best expos for the Indian textile industry. So the expectations were really high. And when we came here we felt - Wow, this is really something great.”

Said Horst Ros, Managing Director Zimmer Austria, “I have not seen this kind of expo in recent years. The size of the show is comparable with Hiemtextil 25 years ago. The exhibitor and visitor turnout is excellent. What is really impressive is the turnout of the company owners. We would have had to spend tremendous amount of time and money to see all these people, who we now met in one place within three days.”

The textile machinery sector had a negligible presence at the show this time, with many debating whether this is even the right space for machinery players to exhibit. Said Rajendran, “We decided to participate to show our presence. And it has been a great exposure for us, as we got to see the latest in textiles, home textiles, knit fabrics, apparel, technical textiles. We had thought initial-



S. Rajendran, Sr. Vice President, A.T.E Enterprises, with Horst ROS, Managing Director, Zimmer Austria

ly that with just an information booth probably the textile producer may not come to us, we may have to go and meet them at their booth. But no, lot of customers not only visited our booth, we had serious discussions too. I am confident that the textile machinery space will be much larger in the next show. Moreover, the textiles ministry too has indicated that they will be focussing on the growth and development of textile engineering industry in the coming years.”

BharatTex has also dispelled the

gloom over the textile industry. Witnessing the surge of visitors at the show on all the days, it would be right to say that the industry has begun to recover. “In home textiles, Indian manufacturers are happy, they have good orders. Many are planning expansions too. In India, at least 2-3 greenfield projects in home textiles are expected to take shape this year. In knits, there is a lot of activity in synthetic knitting as the sector sees potential in active wear,” said Rajendran.

Sustainability was resounding across the show. “We are now seeing serious

activity towards sustainability, green manufacturing, with investments in renewable energy projects. There is also a growing demand for salt-free continuous dyeing. We have various solutions in these areas. For instance, Fong’s Dyecowin for active wear has many installations in India. Another remarkable trend is bio-polishing. The knit industry today, instead of chemical treatments, using singeing technology to remove hairiness from the textile. Here too we have supplied many machines,” said Rajendran. ■

'The Ambition, Passion, Purpose To Drive Textile Industry Growth Is Amazing'

“We have been contemplating about when markets will recover, or how deep will the depression be this time. Coming to BharatTex I get a somewhat different information – yarn prices, yarn demand is improving. Similarly in China, projects we were discussing have opened up. So markets are recovering,” believes Sivakumar Narayanan, Executive Vice President – Marketing and Business Development, Uster Technologies Ltd.

And he believes it's time to be more invested in the Indian market. “I'm impressed with the drive, passion, purpose I see here at BharatTex to push growth. This for me is surprising. I have a different image of the government, but in the last two days, I'm positively impressed by the purpose and ambition that comes through in all the conversations. I had meetings with some textile ministry secretaries and they are pushing the case.

And normally they come from a position where they don't have to do stuff. But the level of drive and ambition I see across the board is pretty amazing. And many things are aligning to make it happen. And therefore India as a market will have quite some energy behind it, besides the geopolitical alignments that are happening. So for Uster and anybody else who looked at India like another important market, but was not so much invested into it, I think this is the time to take a relook.

“What is also surprising is that the industry people that I met, the millowners, etc, they are all committed to this path, and want to do that little bit extra for supporting whatever is being discussed. That is also interesting, and not usual to see this kind of support across sectors.

“I do hope that this momentum continues even after the elections.”

This is the sentiment the resonates



Sivakumar Narayanan, Executive Vice President – Marketing and Business Development, Uster Technologies Ltd.

across BharatTex, probably achieving the objective of portraying Indian textile industry's true strengths, capabilities, vibrancy. ■

Bharat Tex 2024 Celebrates Textiles, Culture, And Business



Karun Tyagi

Bharat Tex 2024 emerged as a vibrant convergence of tradition and innovation in India's textile industry. With a theme centered around the seamless fusion of culture and business, the event served as a testament to the nation's rich textile heritage and its forward-looking approach towards sustainability and technological advancements.

Stepping into the halls of Bharat Tex was like entering a world brimming with the rich diversity of Indian textiles. From

the delicate artistry of handloom creations from various regions like Kanchipuram and Banaras to the bold innovation of cutting-edge fabric technology, the event offered a comprehensive view of the industry's vast potential. Visitors witnessed the entire textile value chain in action, from the cultivation of raw materials like cotton and silk to the final transformation into garments and home textiles.

Combining the best of both worlds

At the heart of Bharat Tex 2024 was the celebration of India's diverse textile traditions alongside groundbreaking advancements in fabric technology. The event witnessed the participation of over 3500 exhibitors, offering a kaleidoscope of handloom creations and cutting-edge innovations. Visitors, numbering over 40,000, were treated to a sensory journey through the intricate tapestry of India's textile landscape.

Sustainable solutions take center stage

In line with global trends, sustainability emerged as a central theme at Bharat Tex 2024. Dedicated pavilions showcased eco-friendly practices and circularity ini-

tiatives, reflecting India's commitment to responsible textile production. Highlights included a focus on sustainable fibres, resource efficiency, and blockchain traceability. Sustainable supply chains, innovation in manmade fibres, and product durability were also key topics. Stakeholders stressed the importance of green technology, holistic sustainability, and social sustainability, with a call for equal focus on women empowerment. Government initiatives aimed at promoting efficiency, empowering women in farming, and harmonising standards were also discussed, reflecting a collective push towards a greener, more equitable textile industry. This emphasis not only resonates with conscious consumers but also underscores India's leadership in driving sustainable practices within the industry.

Knowledge sharing and networking opportunities

Beyond the vibrant exhibits, Bharat Tex served as a hub for knowledge exchange and networking. Over 65 insightful discussions, featuring more than 100 industry experts, delved into key trends and challenges facing the textile sector. The event

facilitated interactions among over 3000 international buyers, laying the groundwork for potential collaborations and partnerships.

A global platform for Indian textiles

With its monumental scale and diverse offerings, Bharat Tex 2024 catapulted India onto the global stage as a formidable player in the textile industry. The event garnered significant attention, with expectations of over 50 announcements and MoUs signed, signalling a promising trajectory for future collaborations and trade expansion.

The resounding success of Bharat Tex 2024 serves as a testament to the dynamism and potential of the Indian textile industry. As the sector continues to embrace technological advancements, prioritise sustainability, and celebrate its rich heritage, we can expect to see even more impressive innovations and contributions to the global textile landscape in the years to come. ■

(Karun Tyagi is COO - Textile Chemical Business, Intexso Biochem Pvt. Ltd.)

Siddhivinayak Cotspin Has Extensive Forward Integration Plans

Three Siddhivinayak Cotspin Pvt. Ltd., a Mehta Group company, is a well-known premium quality spun yarn manufacturer. Since its manufacturing foray in 1991, the company has made significant strides, transitioning from contract manufacturer to establishing its own spinning unit in 2007, with a modest 12,000 spindles in Ichalkaranji. Today, SSCPL is an integrated cotton yarn manufacturer, with over 50,000 ring spindles within its fold.

In 2022, the group company acquired Maruti Cotex which added another 100,000 spindles. Further, acquisition of Yogiraj Spinning Mill added another 18,000 spindles to its basket. Today, the group operates around 500,000 ring spindles combining own and contract manufacturing facilities. Furthermore, company is working on another spinning project that envisage setting up a 36,000 spindle mill in Amravati, Maharashtra.

Speaking to Textile Excellence at their stall in Bharat Tex 2024, Pradeep J Mehta, Director of Mehta Group, shared the company's vision. "Our aim," he emphasized, "is to be a world-class spinning mill that produces high-quality yarn for the global



Pradeep J Mehta
Director, Mehta Group

textile market, leveraging available resources and seamless integration of operations." SSCPL has meticulously crafted a brand image that resonates both in domestic and export markets. Their offerings span the entire spectrum, from cotton harvesting to ginning, culminating in the production of premium cotton yarn

ranging from 10s to 80s count.

But SSCPL's ambitions have extended beyond spinning. With an eye on the future, the company has charted an extensive forward integration plans which include venturing into knitting, weaving, and garmenting sectors. Shri Mehta, with three decades of experience in operating

spinning mills and successfully reviving ailing units, exudes confidence on Indian textile business. He firmly believes that timely taken decisions are the cornerstone of business success. As the industry evolves, SSCPL continues to weave its legacy, thread by thread, into the fabric of progress. ■

Jay Instruments Showcases A Delightful World Of Digital Printing At BharatTex

Jay Instruments And Systems Pvt. Ltd. (JISL) has an exciting array of digital printing innovations at BharatTex. The company is promoting zero water discharge solutions. "Today, pre-coating is not necessary with our solutions, which we are showcasing here. Another important development from JISL is camouflage IRR digital printing on any kind of fabric, which we have introduced in the market for the first time. Even globally, there are very few companies who are doing camouflage IRR digital printing," explained Puneet Srivastava, Vice President – Marketing, JISL.

Commerce Minister Piyush Goyal visited JISL booth during the show and was impressed with this technology. "We discussed IRR printing for camouflage uniforms for defence personnel, and he was happy to know how we have been able to develop the capability to offer a perfect uniform for our



Puneet Srivastava, Vice President – Marketing, Jaysynth Dyestuff (India) Ltd.

soldiers in a way that looks quite simple. You only have to take a high reso-

lution image of the camouflage area you need, and this can get printed

onto the fabric with IRR," explains Puneet.

JISL is solving another important problem with polyester sublimation printing. "Sublimation printing on outdoor fabric is not possible as the colour fades very easily. So we have replaced this with pigment printing, the same as used on billboards. This offers a very high light fastness of upto 7-8," he said.

JISL expects the market for direct polyester printing to pick up especially in Surat, India's MMF hub. "Surat will have to accept this technology. In sublimation, you don't get pigment penetration on the other side of the fabric. But with direct printing, pigment penetration is as high as 80%. Moreover, sublimation paper cost is very high accounting for almost Rs 10-15 per meter of fabric. Some mills in Surat have already opted for our technology, others will follow soon." ■

Consumer Will Drive Critical Mass For Sustainable Textiles: Anurag Gupta

For Anurag Gupta, Managing Director, Usha Yarns Ltd., “Sustainability is not as difficult a job as it has been made out to be. We’ve done it. And once we made a commitment, things fell in place very easily. It’s just more of a mental block. I agree there are challenges, but these are not insurmountable. It’s important to find the right customers, understand their needs.”

Usha Yarns had started by offering goods to the bottom of the pyramid within India, and then moved up to the brands. Today, the company has branded its recycled yarn – Pune. “We offer some unique qualities in terms of consistency, product quality. We are one of the most compliant companies, we have done our social audits, environmental audits, LCAs. Usha Yarns is one of the few textile companies in India to have done Scope 3 Carbon Emissions. And we felt branding was a good way to take these achievements to the market.”

Innovations, out-of-the-box strategies have helped Usha Yarns become one of the important players in recycled yarns in India. Says Anurag, “We have been trying to work in an exclusive space, setting the benchmark on quality, innovating. It’s been smooth sailing for us because we started small. It’s been a happy journey.”

However, he warns of the many challenges that recyclers like him face in the market. Pricing is of course an obstacle. “But circularity per se is still a new concept and the world is still learning a lot. There is a huge disconnect between buyer who wants to buy circular or recycled but does not know what to ask for; or thinks he can get what he asks for but in reality it still needs to be achieved technically. Then there are different issues of circularity – designing for circularity, the value chain needs to be aligned, educating customer on recycled materials, government regulations. And these are true for India and the world. Beyond that if you go to the textile department of an IIT, you will only find



Anurag Gupta
Managing Director,
Usha Yarns Limited

a rare book on recycling. So the knowledge bank also needs to be created. I would say we are at the beginning of the whole idea of circularity, we are still discovering.”

These are the challenges because of which we hear news that a good concept like Renewcell had to file for bankruptcy. Or a recent report which revealed that recycled content in textile industry has actually gone down in 2023 compared to last year.

“We are all still trying to figure out what stands for recycling - whether its PET bottles, textile to textile recycling, and then what the recycler can offer. Whether the product will be benchmarked against virgin. And then again what are brands and retailers doing to enable recycling of what they are procuring and selling. And then the price bands. These are challenges. Some recyclers are still struggling with technology to some extent but not very much. But beyond that a stumbling block has been pricing, the yarn is expensive compared to conventional, and the recycler worked on the

premise that they can get a premium. But the market does not want to pay premium.”

In a retail scenario of cut-throat competition, and sluggish demand, a retailer is reluctant to increase the price of a product. Anurag Gupta is trying to advocate a more reasonable approach to the retailers. “I tell the retailer that instead of increasing price of all your products by including recycled content and challenging quality of all your products, why don’t you give us a 5% space in your stores, maybe these products are more expensive, but let the consumer decide. Eventually the customer is the one that will drive this market.”

So will the consumer or the manufacturer drive this growth. “The critical mass will be driven by the consumer and the government. I, as a manufacturer, would like to make recycled yarns and textiles mainstream. But it’s about how soon you achieve critical mass. And regulations and policies will have to come in place at some point in time.” ■

‘Bluesign Partners With You To Make Your Sustainability Journey Easy, Successful’

Bluesign Technologies ag CEO Daniel Rufenacht aptly described BharatTex: “It’s like a candy shop. We work with manufacturers, brands, chemical suppliers, all the decision makers are here. It’s exciting, it’s a great initiative.”

However, he finds something missing, and that’s the sustainability factor, it’s still driven by the buyers and the brands. “I’ve been into sustainability for the last 30 years, and there is always the situation – if the brand demands it I will do it. In my personal view, if the CEO is into sustainability, the whole company will follow sustainability norms. We need CEOs who say - ‘It’s important for me, I’m going to do it, I’m going to stick to it, its my factory, it’s my country, it’s my pollution, it’s my responsi-



Daniel Rufenacht, CEO, with Katharina Verena Mayer, Director, Customer Relations, Sanoj Alinkil, Head – Sales, India, and Prashant Pote, Customer Relations Manager, India, bluesign technologies ag

bility, I’m going to do it. Honestly this part is missing.”

He further states: “It’s frustrating for me to say this but we have these 2030 and 2050 goals, and we are going to miss them all. This is our last chance. Stricter legisla-

tions will kick in. But it’s too late, unless one morning India embraces it, and China embraces it and US embraces it.”

Bluesign has prepared training modules for the C-suite members of the Apparel Made-ups Home Furnishing Sector Skill

Council (AMHSSC), who will be offered training to understand how we can reduce the impact by using bluesign tools. “For me this is a huge success that AMHSSC has agreed to get our training. We have bluesign Academy where we offer knowledge for chemical management, production, resource management, impact reduction, etc. It’s all about guidance that starts with measuring the impact as the first step. Sustainability is a journey, with bluesign as a reliable partner. We have milestones, assessments, solutions. Chemical change management is not easy. We have the necessary services and tools to make this journey easier, successful. And a company can move at its own pace, well within its means.” ■

RSWM Showcases Its Innovation, Excellence, Sustainability At Bharat Tex 2024

Rajasthan Spinning & Weaving Mills (RSWM) unveiled its latest textile collection - Stones & Sutras, Spring Summer Collection 2025, at Bharat Tex in Bharat Mandapam, New Delhi, India.

Amidst the bustling energy of Bharatex 2024, RSWM Limited, an LNJ Bhilwara Group company stood tall as a synonym of versatility, value addition innovation, excel-

lence and sustainability, showcasing the very best of India's textile prowess.

"Our participation in this event, under the dynamic leadership of Shri Brij Sharma, marked yet another promising moment in our journey towards a sustainable and globally competitive future," said Balkrishan Sharma, Business Head & Chief Executive – Yarn, RSWM.

"As visitors from far and wide explored our array of cutting-edge products and sustainable solutions, they were captivated by our unwavering commitment to quality and purpose. The enthusiasm and accolades received reaffirmed our belief that RSWM is not just a participant but a leader in shaping the future of the textile industry," he states. ■



RSWM was among the busiest booths at Bharat Tex 2024

SVG Fashions At Bharat Tex 2024

The SVG Fashions booth at Bharat Tex 2024 was buzzing with customers from across the globe, who had come to the event to see the best of Indian textiles and apparel.

According to SVG Fashions, "Bharat Tex truly was a classic example of the saying - Coming together is the beginning, keeping

together is progress and working together is success. Led by the Government of India, all the textile associations came together to make this event a grand success."

Recently, SVG Fashions Managing Director Rajkumar Agarwal was conferred the Industrial Excellence Award from the Textile Association of India, Mumbai Unit on

the occasion of the conference on sustainability and circularity in Mumbai.

Fuelled by a passion for sportswear and a relentless pursuit to bring global brands to source from India, Mr Agarwal has led path-breaking innovations to develop fabrics that were never thought of locally. ■



Rajkumar Agarwal, Managing Director, SVG Fashions with his team and happy customers at Bharat Tex 2024

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Ken Enterprises At Bharat Tex 2024



Ken Enterprises Managing Director Nikunj Bagdia interacted with Virendra Singh, Secretary of Maharashtra's Textile Department and Davinder Sandhu, Co-Founder & Chair, Primus Partners India during Bharat Tex 2024, in New Delhi.

Ken Enterprises' was a bustling booth at the show. On the sidelines, Nikunj and a group of young entrepreneurs, brought together by Mr Sharad Tandon, the industry's much sought after technocrat and mentor, got together to share ideas and thoughts about the

vibrant textile industry. "It's time to work on our SME textile family businesses with a lot more conviction and commitment. The sector is only poised to grow and we will see major transformation taking place right in front of our eyes," said Nikunj Bagdia. ■

GIZ, Enviu And Partners Give A Push To Textile And Apparel Circularity



As sustainability takes centre stage globally, the textile industry in India is stepping up to the challenge with a profound commitment to circularity.

GIZ India and Concordia Textiles, together with Purfi and Enviu have joined forces to demonstrate and replicate an inclusive and circular textile waste value chain in India, funded through the develoPPP.de programme implemented by GIZ on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ). PwC

India and Saahas Zero Waste have been engaged as knowledge partner for their expertise in promoting circularity within the textile industry.

"At Bharat Tex we are delighted to make a meaningful contribution to India's largest textile exhibition by emphasizing sustainability and circular practices," said Enviu.

The project successfully launched two informative booklets aimed at supporting the Indian textile and apparel industry in becoming more circular and increasing the

re-use and recycling of textile waste.

The first booklet, called the 'Reuse Guide,' is a handy resource filled with different strategies, practices, and ideas for reusing textile waste. The second one, 'Textile Waste Management Methodology,' documents key insights into sorting post-

production and post-consumer textile waste.

Both booklets represent a significant step forward in spreading valuable knowledge within the sector and fostering collaboration towards a more circular textile industry in India. ■

Auro Textiles Installs 28 Ultimax Rapier Weaving Machines From Picanol

Auro Textiles, which is part of Vardhman Textiles – India's largest vertically integrated textile producer – has recently installed 28 Ultimax rapier weaving machines from Picanol. These weaving machines formed part of the very first serial batch of Ultimax weaving machines that were manufactured following its launch at the ITMA 2023 fair. A celebration ceremony was held this week at Auro Textiles in Baddi (India) to mark this special milestone.

"The installation of the Ultimax rapier machines is a testament to our strong partnership for already 27 years, as well as our mutual commitment to innovation, quality, and sustainability in the textile industry. We are very proud to support Auro Textiles in its growth and development. We thank them for their trust and loyalty, and we are looking forward to continuing our fruitful collaboration in the future," emphasised Kasiviswanathan Palanisamy, Director of Picanol India. ■



Bharat Tex: Over 1 Lakh Visitors Attended The Textile Expo; 63 MoUs Announced

Over 10,000 artisans, weavers, design and fashion students, factory workers, NGOs and producer companies visited and participated in the Bharat Tex 2024 as special invitees.

Over one lakh trade visitors attended the four-day mega textile expo 'Bharat Tex', where 63 MoUs were announced in various fields, including entrepreneurship, skilling and sustainability, the government said on Friday.

India's largest global textile event 'Bharat Tex 2024', organised at two venues -- Bharat Mandapam and Yashobhoomi, concluded on February 29.

"The four-day event, which was inaugurated on 26 February 2024 by Prime Minister Narendra Modi at Bharat Mandapam witnessed an overwhelming response not just from Indian, but also global players, including top brands and retailers," an official statement said.

Over 10,000 artisans, weavers, design and fashion students, factory workers, NGOs and producer companies visited and participated in the Bharat Tex 2024 as special invitees.

Built on the twin pillars of trade and investment and a focus on sustainability, the event attracted, besides policy-makers and global CEOs, 3,500 exhibitors, 3,000 buyers from 111 countries and over one lakh trade visitors, the statement said.

"Bharat Tex also emerged as a launch pad for various initiatives and projects such as IndiaTEX, the launch of Textile Grand Innovation Challenge, the announcement of 63 MoUs, including with interna-



tional institutions focusing on collaboration in research, innovation, entrepreneurship, new product development, skilling and sustainability," it added. ■

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Recycled Fibres: The Machinery And Services

Swiss manufacturers offer perfect matches for circularity

Many end-users now expect recycled materials to be in textile products they purchase – and this is definitely driving innovation throughout the industry. However, there are still many technical and economic issues facing yarn and fabric producers using recycled resources. Members of the Swiss Textile Machinery Association offer some effective solutions to these challenges.

Synthetic recycled materials such as PET can usually be treated similarly to new yarn, but there are additional complexities where natural fibres like wool and cotton are involved. Today, there's a trend towards mechanically recycled wool and cotton fibres. Thanks to companies like Rieter, Autefa, Steiger and Uster Technologies, such materials can now be processed. Machinery and services from these firms support further processing of recycled fibres to meet required quality standards. Swiss Textile Machinery member Stäubli also demonstrates what it means to fully embrace circularity concepts.

Spinning recycled cotton

The use of mechanically recycled fibres in spinning brings specific quality considerations: they have higher levels of short fibres and neps – and may often be colored, particularly if post-consumer material is used. It's also true that recycled yarns have limitations in terms of fineness. The Uster Statistics 2023 edition features an extended range of fibre data, supporting sustainability goals, including benchmarks for blends of virgin and recycled cotton.

In general, short fibres such as those in recycled material can easily be handled by rotor spinning machines. For ring spinning, the shorter the fibres, the more difficult it is to guide them through the drafting zone to integrate them into the yarn body. Still, for wider yarn counts and higher yarn quality, the focus is now shifting to ring spinning. The presence of short fibres is a challenge, but Rieter offers solutions to address this issue.

Knitting recycled wool

For recycling, wool fibres undergo



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The Uster Statistics 2023 edition features an extended range of fibre data, supporting sustainability goals, including benchmarks for blends of virgin and recycled cotton.

mechanical procedures such as shredding, cutting, and re-spinning, influencing the quality and characteristics of the resulting yarn. These operations remove the natural scales and variations in fibre length of the wool, causing a decrease in the overall strength and durability of the recycled yarn. This makes the yarn more prone to breakage, especially under the tension exerted during knitting.

Adapting to process recycled materials often requires adjustments to existing machinery. Knitting machines must be equipped with pos-

itive yarn suppliers to control fibre tension. Steiger engages in continuous testing of new yarns on the market, to check their suitability for processing on knitting machines. For satisfactory quality, the challenges intensify, with natural yarns requiring careful consideration and adaptation in the knitting processes.

From fibres to nonwovens

Nonwovens technology was born partly from the idea of recycling to reduce manufacturing costs and to process textile waste and previously

unusable materials into fabric structures. Nonwovens production lines, where fibre webs are bonded mechanically, thermally or chemically, can easily process almost all mechanically and chemically recycled fibres.

Autefa Solutions offers nonwovens lines from a single source, enabling products such as liners, wipes, wadding and insulation to be produced in a true closed loop. Fibres are often used up to four times for one product.

Recycling: total strategy

Great services, technology and machines from members of Swiss Textile Machinery support the efforts of the circular economy to process recycled fibres. The machines incorporate the know-how of several decades, with the innovative power and quality standards in production and materials.

Stäubli's global ESG (environmental, social & governance) strategy defines KPIs in the context of energy consumption, machine longevity and the recycling capacity in production units worldwide, as well in terms of machinery recyclability. The machine recyclability of automatic drawing in machines, weaving systems and jacquard machines ranges from 96 to 99%. ■

Birla Viscose Intellicolor: Eco-Friendly Solution To Revolutionise Textile Dyeing

Birla Cellulose has taken a big leap towards sustainable manufacturing by launching Birla Viscose Intellicolor at Bharat Tex. This innovative dyeing process reduces environmental impact, lowers chemical usage, and achieves an unprecedented dye exhaustion rate of over 95% as claimed. Intellicolor represents a paradigm shift in dyeing technology for cellulosic fibres which surpasses traditional practices by employing cationic or basic dyes. The traditional methods predominantly utilise reactive dyes which require substantial amounts of salt for dye fixation.

Intellicolor's introduction marks a significant contribution to the textile industry's journey towards sustainability. The process would require fewer post-dye washes and eliminating fixing steps, con-



serving water and reduce energy consumption. Intellicolor is expected to

change the game in dyeing technology, achieving brighter shades, reducing envi-

ronmental impact and setting new standards in the industry. ■

Pleva Makes Complex Processes Transparent And Efficient

Advanced technology for energy-efficiency and sophisticated processes at Techtextil 2024

Making processes more cost-effective, sustainable, transparent, and above all more efficient, is exactly the aim of using sensors and controls in textile processes. By this, textile producers are enabled to save large amounts of energy, improve product quality and make even complex processes more traceable and reproducible. The right place to discuss those important aspects is the Techtextil 2024 in Frankfurt. At the upcoming exhibition which takes place from 23-26 April 2024, international exhibitors will present trends and new textile technologies.

Pleva is promoting PLEVATEX pro which allows an integration of a huge variety of process critical data with all information at one glance and optimal controls.

Hereby, tolerances can be set as well as parameters saved and loaded within the integrated recipe management system. The customisable system provides solutions to a huge range of processes, e.g. a production line with foulard, vacuum, predryer, coating and stenter frame.

An integration of the following PLEVA devices is possible:

- Exhaust humidity FSX for great energy savings
- Fabric/air temperature TDS for transparent drying/heat-treatment processes
- Residual moisture RR, RF/AF for improved fabric quality and efficiency
- Application moisture/coating AF for savings of valuable chemicals
- Pick/course density CAM for high quality fabric

The all seeing eye – CAM series 400

For the assessment of quality parameters but also weft-straightening, precise detection and advanced image processing is the most important aspect. The brand new CAM offers cutting-edge technology with many novelties for best results: Completely new lighting with increased brightness and special lighting possibilities allow a detection of all kinds of fabric - independent from density or color. On top, it is also designed as a retrofit for existing PLEVA systems with easy connectors and is fitted for even the harshest

conditions thanks to an improved housing design.

Besides those new developments, PLEVA also offers special versions of sensors for special demands such as the TDS sensor for fabric and air temperature fitted for EX-zones, state of the art interfaces like Profinet and the PLEVA Remote Service for even faster support of your production. Whether for standard applications or demanding processes, PLEVA is your partner for the sustainable and efficient production of tomorrow. ■

“

“Processes become more complex, customer requirements higher and well-trained staff scarce. Technologies as sensors and controls gain importance for efficient operation. Our new process control system PLEVATEX pro is designed to meet exactly those needs. It enhances operation even at complex production lines with different modules, enabling our customers traceability and easy operation to save energy and improve the product quality.”

- Dr. Ralf Pleva, Managing Director, Pleva GmbH



”

ICIL Wins 2 CITI Sustainability Awards

Indo Count Industries Ltd has emerged winner for 'Best Practices Adopted by Textile Mills' as well as 'Innovative Material Management in Textile Mills' categories at the CITI Sustainability Awards 2024, at Bharat Tex 2024.

"We are thrilled to have won two awards for our sustainability efforts. Indo Count has been very conscious about sustainability and environmental footprint, following best practices, ensuring optimum use of resources, cutting down wastages with the aim of bringing down waste and environmental footprint to zero," said Mohit Jain, Managing Director, Indo Count Industries Ltd.

Talking about Bharat Tex, he stated, "The concept of Bharat Tex is appropriate, the timing is great, and it has brought the entire vendor community – the supplier, the retailer, brands, customers, fashion houses to interact on a single platform. We wholeheartedly support this event. You will see here that we have built a stand that is similar to or even better than what we do in other international fairs. There has been no



(L) Mohit Jain, Managing Director, with Anil Kumar Jain, Executive Chairman, Indo Count Industries Ltd.

compromise on that front. We believe in the potential and seriousness of this platform."

ICIL posted encouraging third quarter results. "Yes, the textile market is always competitive. The retail landscape is shrinking so there are fewer people to do business with. So we have to be on our toes, agile, be able to service market demand. We are well positioned, we have a great team in place that is passionate about what we do."

Indo Count and GIZ sign MOU for strengthening organic cotton project – AVANI in Maharashtra

Indo Count started the Project AVANI (sustainable initiative of organic cotton) in 2020-21 with the aim to promote organic cotton in the Indian state of Maharashtra. The project has four ICS groups (Internal Control Systems for Group Organic Certification) in Ghatanji tehsil of the Yavatmal district

to follow sustainable practices for socio-economic benefits. Indo Count has a team of agricultural specialists and other field staff, who are based at farm locations to cater to educational and training needs of farmers.

To revolutionise the cotton supply chain by encouraging the adoption of organic farming practices among cotton growers, ICIL has joined hands with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on February 9, 2024 to introduce a transformative initiative strengthening sustainable organic cotton production under the AVANI project.

The project has been commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and is implemented by GIZ and Indo Count India as an Integrated Development Partnership (IDPP).

This collaboration underscores a shared commitment to fostering environmental sustainability, improving livelihoods, and promoting ethical practices within the textile industry. ■

'Apparel Market Is Showing Signs Of Improvement'

Sanjay Jain, Group CEO, PDS Limited says that the apparel market is showing signs of improvement after three dull quarters. Huge intake of inventories in 2022, coupled with dampened consumer sentiments, high inflation rates, geopolitical situation led to the decline in sales in the first three quarters of 2023-24. "We see the fourth quarter showing signs of slow recovery. But one needs to be cautious. There is no let-up in the wars, Inflation rates have peaked out but have not witnessed a decline yet, which we hope to see in the first two quarters of 2024-25."

Sanjay believes that despite the challenges, India is better positioned than its peers to become a favoured supplier. "Price stability, political stability, ease of doing business, legal systems – India seems to be better positioned in these important deciding aspects that its competitors," says Sanjay.

"The focus on textile parks, PLI scheme, FTA are all positive signals.



Sanjay Jain, Group CEO, PDS Limited

These will take a while to put into practice and to show results, but will eventually help the industry. So all these factors will draw retailers to Indian suppliers."

PDS as a service provider

PDS is doing its bit to make it easier for buyers to source from this part of the region. "We establish market linkages for the supplier, while making it easier for the buyer to do business, by focussing on the front end of the business. "We take care of the backend business of the buyer – managing their offices in India, Bangladesh etc; offering a number of services such as design, compliance, etc."

"And Bharatex is a wonderful concept to showcase the entire value chain. This has been brilliantly executed, given the scale. It's been busy days at the show. This is the government's serious attempt to showcase India's capabilities and I must say it has been a success." ■

We Are Well Aligned With PM Modi's 5F Vision : Hemant Sharma

Prime Minister Narendra Modi has urged the industry to work on the model of 5F – farm to fibre, fibre to factory, factory to fashion and fashion to foreign. According to Hemant Sharma, Sector Head – Polyester, Reliance Industries Ltd., “We are perfectly aligned with the PM’s 5F vision. We are working on offering a variety of products to consumers and designers, products that are high value, sustainable, innovative. And we are continuously striving to expand our product offerings with the aim of helping designers and brands to innovate, and offer new products to the consumers.”

PM Modi urged the industry to work cooperatively to help overall textile industry growth. “We have been working alongside our supply chain partners. We have over 55 hub excellence partners, from various domestic segments such as knitting, processing, garmenting. So any ideas and orders we have, can be taken up and developed with our supply chain partners. This has really driven innovation in this segment,” says Sharma.

Mr Sharma is particularly proud of



Hemant Sharma, Sector Head – Polyester, Reliance Industries Ltd.

RElan which was launched in 2018. “We are very happy with the way the market has accepted this product. We worked with designers, brands and explored the

possibility of selling garments with RElan hangtags. “We have been able to place RElan hangtags on 100 million garments. These are very descriptive in nature, giv-

ing all the relevant information about RElan to the consumer, so the consumer becomes aware of the benefits of RElan,” he said.

His division is further working with Reliance Retail. “Today it’s not just about selling a product. Working closely with Reliance Retail, we have access to their extensive knowledge of the downstream market – we are able to understand better the precise requirements of the consumer. Thus you can see, that we operate as a team across the value chain.”

Recycled textiles

Reliance Industries was among the first companies in the country to start making recycled polyester some 20 years ago. “Today, we have over 100 vendors in the country who help us to collect the PET bottles. And we have significant plans for more sustainable products of other types going forward.

The company is also exploring textile to textile circularity. “We are in the initial stages of this, and I believe our retail presence through Reliance Retail will immensely help in taking this forward.” ■

GeM and Textiles Committee Sign MoU



Government e Marketplace (GeM) and Textiles Committee, Ministry of Textiles, have inked an MoU with the Standing Conference of Public Enterprises (SCOPE) at Bharat Mandapam, New Delhi. As per the terms of this MoU, GeM will work with stakeholders in the upcycling ecosystem, especially under-served seller groups, to provide them direct market linkages in public procurement, with-

out any intermediaries, through Vocalforlocal GeM Outlet Stores.

On behalf of the partnering organisations, the MoU was signed by Ajit B. Chavan, Addl. CEO, GeM, S.P. Verma, Secretary, Textiles Committee and Shubh Ratna, General Manager (Tech & HR), SCOPE, in the presence of Chief Guest Hon'ble Minister of State for Railways and Textiles, Darshana Jardosh and Guest of Honour P.K. Singh, CEO, GeM. ■

Govt. To Develop Genetic Markers For Cotton Testing

A Tripartite Memorandum of Agreement was signed among National Botanical Research Institute (NBRI), Ministry of Textiles and Textiles Committee for the development of Genetic Markers for Cotton Testing at Bharat Mandapam yesterday on the side lines of Bharat Tex 2024 exhibition.

Pradeep Kumar, Controller of the Administration, Council of Scientific and Industrial Research (CSIR) - National Botanical Research Institute (NBRI), Prajakta Verma, Jt. Secretary, Ministry of Textiles and S.P. Verma, Secretary, Textiles Committee signed the MoA in presence of Darshana Jardosh, Minister of State for Textiles and Railways.

Through the agreement, Textiles Committee and CSIR-National Botanical Research Institute will work towards establishing a protocol for extraction of DNA from cotton fibre, yarn, gray, bleached, printed and finished dyed fabric and to develop genetic markers for precise discrimination of both inter and intra-species cotton varieties.

The primary objective of the MoA is to standardise genomic DNA extraction protocol

from mature cotton fibre and cotton textile samples at different stages of cotton textile production chain (i.e. short and long staple fibre, yarn, fabric - unbleached, bleached, printed and finished dyed fabric) for differentiating the branded varieties of cotton fibres like Pima, Giza, etc., and sequence software for analysis of purity and adulteration in textile samples. The high polymorphic markers identified will be scientifically validated for successful discrimination of inter and intra-species of cotton followed by development of software for quick analysis of next generation sequencing (NGS) data for purity and adulteration in textile samples.

Through this, it would be easier to have a value chain approach to identify the hotspots and prioritise the actions needed to advance sustainability and traceability in cotton textile manufacturing chain. The development of Genetic Markers for Cotton testing will enhance utilisation and viability of cotton DNA testing by conducting research, engage stakeholders and assist in adopting a holistic approach taking into account of the social, economic, and environmental dimensions. ■