



# Bharat Tex 2024 Is An Excellent Platform To Showcase India's Exceptional Capabilities In Textile Industry: PM Narendra Modi

Prime Minister Narendra Modi inaugurated Bharat Tex 2024, one of the largest-ever global textile events to be organized in the country at Bharat Mandapam on February 26, 2024 in New Delhi. The Prime Minister also took a walkthrough of the exhibition showcased on the occasion.

Addressing the gathering, the Prime Minister said that the occasion is special because the event is taking place in two of the largest exhibition centres in India, namely, Bharat Mandapam and Yasho Bhoomi. He acknowledged the association of more than 3,000 exhibitors and traders from about 100 countries, and around 40,000 visitors as he underlined that Bharat Tex provides a platform to all of them.

The Prime Minister said that event encompasses many dimensions as 'the thread of Bharat Tex connects the glorious history of Indian tradition with today's talent; technology with traditions and is a thread to bring together style/sustainability/scale/skill. He also saw the event as a great example of Ek Bharat, Shreshtha Bharat, encompassing myriad textile traditions from all over India. He also praised the exhibition at the venue for displaying the depth, longevity and capability of India's textile tradition.



PM Narendra Modi addressing the gathering at Bharat Tex 2024 Inauguration.

The Prime Minister emphasized the resolve of Vikasit Bharat and its four main pillars and highlighted that India's textile sector is connected to each one namely the poor, youth, farmers and women. Therefore, the Prime Minister said, the significance of an event like Bharat Tex 2024 only grows.

PM Modi stated that the government is supporting cotton farmers and is buying cotton from them. He said Kasturi cotton launched by the government will be a big step in creating India's

brand value globally. The Prime Minister threw light on the government's expansive plans to create seven PM MITRA Parks in various states and underlined the emphasis on the creation of opportunities for the entire textile sector. "Government strives to establish the entire value chain ecosystem in a single place where modern infrastructure with plug and play facilities are made available," the Prime Minister remarked. He said that it will not only improve scale and

**Continued on Page 2**

# Bharat Tex 2024 Is An Excellent Platform...

## Continued from Page 1

operation but also bring down logistics costs.

Speaking on the diversity of textile products on display at the expo, the Prime Minister said, "This place has also become a place of diversity of thoughts and cultural unity that binds India. Kani shawls of Kashmir, Chikankari, Zardozi, Banarasi silk of Uttar Pradesh, Patola and embroidery of Kutch of Gujarat, Kanjeevaram of Tamil Nadu, Sambalpuri of Odisha, and Paithani of Maharashtra, many such traditions are very unique in themselves." Referring to the employment potential and participation of the rural population and women in textiles sectors, the Prime Minister said that 7 out of 10 apparel makers are women and in handloom, the number is even higher.

In his welcome address, Union Minister of Textiles, Consumer Affairs, Food and Public Distribution, and Commerce & Industry, Piyush Goyal said that the global textile expo is the largest integrated textile event organised for the first time ever in the country that embodies Prime Minister Narendra Modi's vision of 5Fs - farm to fibre, fibre to factory, factory to fashion and fashion to foreign markets, covering the entire textile value chain. He added that local supply chains need to be strengthened and greater emphasis is required for 3S - skill, speed and scale, to fulfil the vision of a 'Vikasit Bharat'.

Goyal said that the expo has been able to put together and showcase the entire value chain of the textile industry on a global platform and that this will reaffirm India's position as a global textile powerhouse. The event establishes India as an attractive investment and sourcing destination, he added. The minister said that the government through its various initiatives - PM MITRA, Production-Linked Incentive



PM inaugurates Bharat Tex 2024 at Bharat Mandapam, in New Delhi on February 26, 2024 along with Piyush Goyal, Union Minister of Textiles, Consumer Affairs, Food and Public Distribution, and Commerce & Industry and Darshana Jardosh, Minister of State for Textiles.



Gathering at the inauguration of Bharat Tex 2024 at Bharat Mandapam, in New Delhi

(PLI) scheme, Samarth (Scheme for Capacity Building in Textiles Sector) and National Technical Textiles Mission has provided a huge fillip to the textile industry.

Goyal noted that millions of Indians have escaped multi-dimensional poverty and consumption in both rural and urban areas is on the rise. The minister said today the textile industry can gain from the

changing consumption patterns of the aspirational young India that have shown preference for spending on other products due to the government's continuous efforts to keep food inflation in check.

Union Minister of State for Textiles, Darshana Jardosh and Textile Secretary, Rachna Shah were also present on the occasion. □

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Akhil Malhotra, CMD of Rudra Ecovation

# The Global Trend Towards Sustainability Has Been A Significant Driver Of Our Business Decisions: Akhil Malhotra

In an exclusive interview with **Textile Insights**, **Akhil Malhotra, CMD of Rudra Ecovation**, shares Rudra's journey from recycling PET bottles to producing sustainable textiles, influenced by global sustainability trends. Malhotra outlines Rudra's strategies to overcome textile industry challenges while prioritizing sustainability.

***Can you share the journey of how you started your recycling business and shifted the focus towards sustainability?***

Our journey began around 2009-2010 with a vision to create a value-added chain within our business, where we could efficiently utilize resources and minimize logistic costs. The idea was simple: to take PET bottles as raw material and transform them into end products like fabric, carpet or technical textiles. Over the years, we gradually implemented this concept, and

today, after about a decade of dedicated efforts, we have successfully established a vertically and horizontally integrated operation. Our raw material remains PET bottles, while our end products include fabric, carpets and technical textile fabrics. Initially, our approach was to produce items of comparable quality to virgin products but made from recycled materials. However, in recent years, there has been a global shift towards sustainability, with people becoming more conscious of their environmental impact. This shift has

prompted us to openly promote our products as sustainable rather than trying to quietly match the quality of virgin products.

***How has the global trend towards sustainability influenced your business decisions, particularly regarding product development and marketing?***

The global trend towards sustainability has been a significant driver of our business decisions. We've observed a growing

***Continued on Page 5***

**Continued from Page 4**

demand for sustainable products, driven by increasing awareness and a sense of responsibility among consumers worldwide. Major brands like IKEA, H&M, Zara and Reebok are committing to sustainability goals, with some aiming to become 100% sustainable within the next few years. This shift in consumer preferences has encouraged us to launch new products like "Anaura," which we proudly promote as 100% sustainable and circular. We aim to capitalize on this growing demand for sustainable products by offering consumers the opportunity to wear and enjoy fashion while feeling proud of their eco-friendly choices.

**The awareness of sustainability is high in regions like the USA and Europe. How do you see the Indian market evolving in terms of sustainability and its impact on the textile industry?**

The awareness of sustainability in In-

dia is also growing. There has been significant progress in recent years. Under the visionary leadership of Prime Minister Narendra Modi and initiatives from the Indian government, awareness campaigns and platforms like Bharat Tex for the textile industry, Indian consumers are becoming increasingly aware of the importance of sustainability. With India being one of the fastest-growing economies globally, there is immense potential for the textile industry to embrace sustainability fully. As our economy grows and per capita income increases, the affordability of sustainable garments becomes less of a concern. I see a bright future for the Indian textile market, with sustainability playing a central role in its growth and development.

**What challenges do you anticipate for the textile industry in the near future, particularly concerning sustainability,**

**and how do you plan to address them?**

One of the significant challenges facing the textile industry, particularly in the context of sustainability, is competition from imports, especially those from countries like China. Undervalued imports and incorrect categorization of products pose a threat to domestic manufacturers. However, we have brought this issue to the attention of the government and concerned authorities to address these issues and ensure a level playing field for all. Additionally, technological advancements and innovations will continue to drive the industry forward, allowing us to further improve the sustainability of our processes and products. By staying proactive, adapting to market trends, and prioritizing sustainability, we aim to overcome these challenges and contribute to a more environmentally conscious and responsible textile industry. □





**Pankaj Mudgal, Chief Marketing Officer of Poddar Pigments**

# Sustainability Is Ingrained In Our Products And Processes: Pankaj Mudgal

In an exclusive interview with **Textile Insights**, **Pankaj Mudgal, Chief Marketing Officer of Poddar Pigments**, shares company's pioneering efforts in revolutionizing the textile industry through sustainable dyeing solutions. With a focus on eco-friendly practices and innovative technologies, Poddar Pigments is at the forefront of driving positive change in the sector.

**Could you tell us about the sustainability initiatives or products that Poddar Pigments is showcasing at the exhibition?**

At Poddar Pigments, we manufacture masterbatches, which play a crucial role in the dyeing process. Traditional dyeing methods consume excessive water and involve the use of harmful chemicals, posing significant environmental risks. However, we offer an innovative solution called "dope dyeing," which eliminates the need for commercial dyeing alto-

gether. Our masterbatches are added during the yarn manufacturing process, resulting in pre-dyed yarn that doesn't require additional dyeing. This process not only conserves water but also reduces chemical usage, making it an eco-friendly and sustainable alternative. We supply these masterbatches to major polyester yarn producers in India and abroad, catering to various industries including apparel, upholstery and carpets.

**How do you promote sustainability through your products at the exhibition?**

Sustainability is ingrained in our products and processes. By offering dope dyeing solutions through our masterbatches, we actively promote sustainable practices in the textile industry. Traditional polyester dyeing methods are notorious for their environmental impact, but our dope dyeing process eliminates water consumption and reduces chemical

*Continued on Page 7*

# Sulochana Cotton Mills Wins Top Sustainability Awards

**S**ulochana Cotton Spinning Mills was honoured with two prestigious awards at the CITI Textile Sustainability Awards ceremony held yesterday at Bharat Tex 2024 in Bharat Mandapam, New Delhi. The company was awarded the 1st place for Best Alternative Material Use and secured the 1st runner-up position for Best Recyclers. The trophies were presented by the Textile Minister Piyush Goyal.

These accolades highlight the company's unwavering commitment to waste management and sustainability initiatives. Sulochana Cotton Spinning Mills continues to demonstrate dedication to driving positive environmental impact



through innovative practices and responsible operations.

Sulochana Cotton Spinning Mills has

achieved a remarkable 94% reduction in emissions, positioning the company to achieve net-zero emissions by 2027. □

## Sustainability Is Ingrained In Our...

### **Continued from Page 6**

usage, thereby minimizing pollution. Our products showcase the potential for sustainable innovation in the textile sector and serve as a testament to our commitment to environmental responsibility.

### **What is the current market situation in the textile industry, according to your perspective?**

The textile industry is experiencing significant shifts, particularly concerning sustainability. Polyester, being one of the most widely used fibres globally, presents both challenges and opportunities. Currently, around 10% of the world's polyester yarn and fibre production comes from India. However, with increasing awareness and demand for sustainable practices, we see a growing interest in alternatives

like dope dyeing. While conventional dyeing methods still dominate the market, we anticipate a gradual increase in the adoption of sustainable practices like dope dyeing, potentially doubling its market share in the next few years.

### **Do you expect any policies from the government or other regulatory bodies to be implemented for the industry?**

Government policies play a crucial role in shaping the textile industry landscape. One of the significant challenges we face is the influx of cheap imports, particularly from countries like China, which negatively impacts domestic manufacturers. However, recent measures such as quality control systems and import regulations for yarn have helped mitigate some of

these challenges. We hope to see further initiatives from the government to address issues like fabric imports and provide support for sustainable practices within the industry.

### **What are your expectations from Bharat Tex 2024?**

We have high expectations from Bharat Tex as it provides an excellent platform for us to showcase our sustainable solutions to a wider audience. We aim to engage with industry professionals, potential customers and other stakeholders to highlight the environmental benefits of our products. Through networking, knowledge exchange and collaboration opportunities at the exhibition, we hope to further our commitment to sustainability and drive positive change in the textile industry. □





