



# Anaura: Revolutionizing Fashion With Sustainable Innovation And Style!

Rudra Ecovation Limited and Shiva Textfab Limited proudly present Anaura, a revolutionary versatile wearable material that transcends the boundaries of sustainability and style. In a world saturated with fast fashion and environmental concerns, Anaura emerges as the knight in eco-friendly armor, offering a flawless alternative to fabrics born from unsustainable practices, crafted from recycled plastic with a touch of innovation and a dash of panache.

## Anaura - Future-Proof Fashion!

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

## Rudra Ecovation's Non-Woven Division

In Rudra Ecovation's Technical Textile division, they also specialize in non-wovens, producing an impressive 50,000 square meters of carpets and 20 tons of fabrics daily. These materials are meticulously designed to meet the



demanding requirements of leather backing and shoe lining applications, ensuring both quality and functionality.

However, the company's dedication to sustainability goes beyond textile production. They also repurpose bottle caps, converting them into granules utilized in manufacturing plastic furniture and vegetable crates. With a daily capacity of 20 tons, this initiative exemplifies their commitment to reducing waste and promoting eco-friendly practices throughout our operations.



## Rudra Ecovation - Sustainably Innovative

Rudra Ecovation Limited, formerly known as Himachal Fibers Limited, established in 1997, is today India's largest integrated plastic recycling facility and has been at the forefront of sustainable innovations. Rudra Ecovation's business model enables sustainability as well as supports circular economy by manufacturing high-quality mass usage innovative sustainable products like Anaura, intricate carpets, technical textiles, filament yarn, spun yarn, fiber, as well as acoustic panels and beyond. 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 align with the gold standard of ESG (Environment, Social, & Governance) Principles.

## Environmental Impact:

- Recycling 8.8 million PET Bottles every day
- Saving 1,40,000 MT of CO2 Emission yearly
- Promoting Energy Saving and Waste Reduction
- Promoting Circular Economy in Manufacturing.

To witness the innovation visit Rudra Ecovation at Hall No: 5FF/Stall No-F003. □



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 February 26<sup>th</sup> - 29<sup>th</sup>, 2024

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# Liva Set To Showcase Sustainable Fashion At Bharat Tex 2024

Liva, India's leading fabric brand, has announced its participation in Bharat Tex 2024. The event is set to celebrate the seamless fusion of culture and business and honouring the intricate legacy that defines India. The global textile mega event organised by a consortium of 11 Textile Export Promotion Councils and supported by the Ministry of Textiles is scheduled from February 26-29 in New Delhi. Liva's presence at the event showcases the brand's unwavering commitment to innovation, collaboration and sustainable practices within the textile industry, solidifying its position as a frontrunner in sustainable fashion.

Bharat Tex 2024 promises to be a tapestry of tradition and technology attracting the best and the brightest from the textile world. This unique platform is poised to showcase India's entire textile value chain and also highlight strengths in fashion, traditional crafts and sustainability initiatives. It will feature exhibitions, knowledge sessions, thematic discussions, Government-to-Government (G2G) meetings, Business-to-Business (B2B) networks, the signing of Memorandums of Understanding (MoUs), product launches, thematic and interactive pavilions and various other activities. The event will be attended by the Prime Minister and multiple stakeholders including top policymakers, global CEOs, international exhibitors and global buyers.

With a booth presenting its wide-ranging product portfolio and applications, Liva eagerly looks forward to engaging with industry leaders and showcasing its sustainable attributes. Liva is a high-quality sustainable fabric ideal for clothes, renowned for its fluidity, breathability, moisture-wicking properties and resistance to wrinkles. This makes it the preferred choice for people because they demand both style and functionality. Liva has sold over 8 crores of Liva-tagged garments annually, a testament to its growing influence and adoption by consumers worldwide. Collaborations with esteemed brands such as Biba, Rangriti and Juniper further highlight Liva's prominence in the fashion industry.

Liva embodies eco-consciousness throughout its production process, ensuring sustainability and responsible use of resources. Delivered through an accredited value chain, Liva fabrics stand as a beacon of environment-friendly fashion. In addition to this, Livaeco by Birla Cellulose has found acceptance all around the globe owing to its sustainable credentials. The fabric contains a unique molecular tracer which helps in



ManMohan Singh,  
CMO, Birla Cellulose

source verification across the value chain. A complete information on the journey of fibre from forest to fashion is available through a unique QR Code which can be made available to the consumer conveniently.

ManMohan Singh, CMO, Birla Cellulose, said, "Liva's participation in Bharat Tex 2024 underscores its unwavering commitment to sustainable fashion and its pivotal role in driving positive change within the textile industry. We are excited and proud to showcase our products at such a prestigious event. We look forward to engaging with industry leaders, exchanging ideas and forging partnerships that will shape the future of textiles."

Liva, a flagship brand of the Aditya Birla Group, is a nature-based fabric crafted using nature-based fibres derived from wood pulp. Liva offers natural fluidity, allowing the fabric to flow and gracefully move along the body. □

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# Textile Industry Expects Rs 95,000 Crore Investment: Union Textiles Secretary

“India’s textile industry is anticipated to attract Rs 95,000 crore investment in the following four to six years, and generate over 2.25 million additional jobs,” Union Textiles Secretary Rachna Shah said. “This will primarily be due to the production-linked incentive (PLI) scheme and the proposed seven PM Mega Integrated Textile Regions and Apparel (PM MITRA) parks,” she added. The seven PM-MITRA parks are expected to attract investment of Rs 70,000 crore and will provide direct and indirect employment to 20 lakh people.

“While, the PLI Scheme will ensure investments totaling to Rs 25,000 crore and create 2.5 lakh additional jobs,” Shah



Rachna Shah,  
Secretary, Ministry of Textiles

stated. Rachna Shah further said that government was implementing policy measures to promote the textile and apparel sector to take it from the current \$154 billion to \$350 billion by 2030.

According to the Textiles Secretary, 64 PLI proposals had already been approved and 12 more applications are under evaluation.

“Bharat Tex is one such effort which will help boost the textile and clothing sector to reach the targeted figure of \$350 billion,” she informed. Bharat Tex is set to be the largest global textile event which begins from February 26 and is expected to display the strengths of the industry beginning from fibres to fashion, matched only by China

The event will see participation from over 3,000 exhibitors and buyer delegations are expected to visit from several overseas countries. □

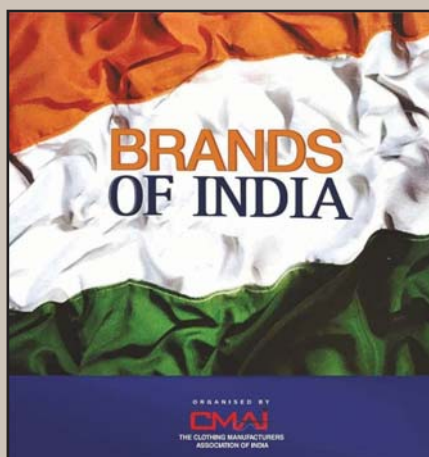
## CMAI To Showcase 100 Indian Brands At Bharat Tex 2024

Following the success of ‘Brands of India’ event held in Dubai, CMAI will organise a similar event at the upcoming Bharat Tex 2024 in hall 12A, Bharat Mandapam, in which 100 brands are expected participate.

CMAI held the first ever ‘Brands of India’ event in Dubai to promote Indian apparel brands in overseas markets.

Exhibiting brands include Arvind, Zodiac, Raymond, Killer, Fab India, Biba, Ancestry, Color Plus, Manyavar, Kora, Dollar, Macho, Lux, Monte Carlo, Pepe Jeans London and Octave Mettle.

Other brands include Mexico Jeans, Sin, Rupa, Siyaram’s, Oxemberg, J. Hampstead, Spykar, Westside, US Polo, CK, Tommy, Celio, Buffalo, Lee Cooper, Integriti, Lawman Pg3, Monte Bianco and



many others.

“The Brands of India initiative is aimed at supporting objective of Bharat Tex by showcasing diversity of Indian clothing brands in the overseas market,” Rajesh Masand, President, CMAI said. “With this initiative CMAI is setting a new bench-

mark for promoting Indian apparel brands globally, and we are excited about the promising future it holds for our dynamic industry,” Masand added.

“Aligned with ‘Make in India’ and ‘Atmanirbhar Bharat’, ‘Brands of India’ is advancement in establishing a platform for Indian apparel brands to penetrate global markets,” CMAI Chief Mentor Rahul Mehta said. “Despite Indian apparel brands reaching competitive pricing with adherence to global standards of quality, a significant portion of exports continue to be marketed under labels of buyers,” Mehta added.

“This accentuates the pressing need for a specialised platform to enhance the global visibility of Indian apparel brands,” concluded Mehta. □

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Wastewater



Clean water



Conventional control



New age automation



Manual monitoring



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High energy consumption



Low energy consumption

### Applications

- Apparel
- Home textiles
- Technical textiles
- Terry
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- Process house and fabric storage
- Processing and synthetic

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# Bharat Tex 2024 To See Confluence Of Handlooms & Handicrafts

**B**harat Tex 2024, India's premier global textile event, is set to witness a grand confluence of iconic handloom and handicraft traditions from Gujarat, Maharashtra, Telangana, Uttar Pradesh, and Madhya Pradesh. These five Indian states are set to captivate the spotlight as they present a shared narrative of artistic excellence, featuring handloom craftsmanship, and unveiling distinctive textile innovations.

Uttar Pradesh and Maharashtra have joined Bharat Tex 2024 as 'Partner State', while Gujarat, Telangana and Madhya Pradesh have joined as 'Supporting Partner States'. Andhra Pradesh, Tamil Nadu, Karnataka and Assam will be setting up state pavilions at the premier global textile event.

Visitors will be able to see Madhya Pradesh's iconic Batik printing, hand-block printing, Chanderi and Maheshwari silk and Gujarat's Bandhani, Patola silk and hand-painting. Also on display is Uttar Pradesh's Chikankari and Zari-Zardozi, Maharashtra's Paithani saree, Warli Art, Mashru & Himroo and Andhra Pradesh's hand-drawn Kalamkari, Dharmavaram sarees and Mangalagiri cotton weaves.

"Maharashtra has been a significant part of the growth story of the textile and apparel sector in India like the rich cultural tradition of the Paithani saree," Maharashtra CM Eknath Shinde said. "Maharashtra will ensure that every thread spun, adds to the rich tapestry of our nation's progress, towards a Viksit Bharat in 2047," Shinde added.



"For Gujarat, textile is not just an industry, but also a tradition and a legacy which we present to the world through the magic of our handicrafts and machines," Gujarat CM Bhupendra Patel said. "Gujarat is the highest contributing state in woven fibre production across India, reflecting our ambition to become a leader in 'Make in India' and 'Make for the World,'" Patel too added.

"Telangana has a vibrant, diverse and rich heritage of handlooms, including Gadwal, Narayanpet, Pochampalli ikkat varieties of fabrics and handicrafts like Banjara art," CM Anumula Revanth Reddy stated. "Telangana is also a leading manufacturing hub for textiles, with a strong presence in all 5F sectors. With Bharat Tex 2024, we are looking forward to show the Telangana textile story to the entire world," Reddy noted.

The Ministry of Textiles is also hosting the Bharat Tex Memento De-

sign Contest on the official MyGov website, centred on the theme – 'Threads of Tradition and Innovation' at Bharat Tex. The first runner up will receive a cash prize of Rs 10,000 followed by Rs 3,000 and Rs 2,000 for the second and third winners, respectively.

The winning design will be presented to esteemed dignitaries during Bharat Tex 2024. The Confederation of Indian Textile Industry (CITI) will also present the 'Textile Sustainability Awards 2024' at the exhibition.

Participation from leading international textile companies, including Fortum, Lenzing, H&M, Busana Group, and Hyosung Corp, which highlights India's expanding influence in the global textile sector. Ministerial and business delegations are also expected from key textiles hubs, including Australia, Italy, Turkey, South Korea, Bangladesh, Russia, Peru, Egypt, and Thailand to attend. □



# Revolutionising Global Textile Partnerships: India's Sustainable Pathway To ESG Excellence

The Indian textile industry has undergone a significant transformation, responding to the global focus on environmental, social, and governance (ESG) practices. Starting in the early 2000s, the industry experienced a surge in momentum in the last decade due to increased awareness of climate change and social issues worldwide. India's textile sector, deeply rooted in tradition and innovation, has embraced sustainability, making it a key hub for international buyers committed to ESG goals.

The industry has implemented various measures to promote sustainability, including sustainable farming, reduced chemical use, and investment in renewable energy. Eco-friendly practices, such as using green chemistry and recycled fabrics, have gained prominence, contributing to a reduced ecological footprint. Social responsibility efforts have improved labor conditions, emphasizing fair wages and



skill development.

Transparency and governance have been enhanced through traceability tools, certifications like GOTS, and adherence to international standards. The Indian government has introduced initiatives like SAC, TUFS, and NCEF to promote ESG within the textile industry. Consumer trends toward eco-friendly products are driving the industry to adopt responsible practices.

Despite commendable progress,

challenges remain, such as the need for continual investment in sustainable technologies and addressing water scarcity. However, these challenges present opportunities for innovation and investment in the Indian textile sector. The ongoing collaboration between international buyers and India's textile sector exemplifies the potential for industries to thrive while being environmentally conscious and socially responsible. □



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By

