



TEX STRIDES

Stride Towards Excellence

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TESTING TIMES



SEWING IT TOGETHER



WHIZ KIDS



MEASURING UP



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WORDS FROM THE CAPTAIN OF THE SHIP



Dear Reader,

Hope the New Year has been good for you so far and I hope you are ensuring that the rest of the year will be even better.

Yes, it is only you, who can determine the course ahead with your focus, determination and efforts.

We are out of the hard times of the pandemic and most of us have survived unscathed. But all of us have learnt valuable lessons. The most valuable lesson the pandemic taught us is that none of us can determine how much time we have left. So let us make the most of today. Let our expectations be transformed to aspirations. Let us each be better than what we were yesterday in whatever we think, whatever we say and whatever we do.

Let not life pass you by leaving nothing but regrets. Procrastination makes easy things hard and hard things harder. Don't forget that the expert was once a beginner. The way to begin is to quit thinking and begin doing.

Having spent some time with you in your class, in my attempt to know you all better, I know for sure that you are students who wish to learn new things and explore fresh grounds. Opportunities are several but you have to equip yourself to make the right choice at all times.

For this, as your teacher my foremost advice to you will be as follows:

"Learn from the experiences of others recorded in billions of books over the ages. Reading will help you garner experiences that you may never have in your life". As Mark twain said "The man who does not read has no advantages over the one who cannot read"

A literate man is also called a man of 'letters'. So don't choose to be illiterate.

So my dear students you don't have to be great to start, but you have to start to be great.

Wishing each one of you all the best.

Dr. P. Alli Rani

Director

Modern Tech for Greener Future

-P. Hari Haran, MBA, 1st year

Modern technology has played a significant role in the development of sustainable textiles. Some examples of technology used in sustainable textile production include:

Recycling technology

This includes mechanical and chemical processes for breaking down and repurposing textile waste into new fibers.

Natural dye technology

This involves using natural materials, such as plants and minerals, to dye textiles instead of synthetic chemicals.

Water saving technology

This includes methods for reducing water usage in textile production, such as closed-loop systems that recycle water.

Digital printing technology

This enables the use of low-impact dyes and reduces the waste of water, energy, and other materials.

Biotechnology

This includes using microorganisms to produce sustainable fibers such as microbial cellulose and biodegradable polymers. The use of technology in sustainable textile production aims to reduce the environmental impact of textile production while also improving efficiency and quality.



NATURAL DYEING AND SUSTAINABLE TEXTILES

Natural dyeing is a sustainable method of coloring textiles that involves using materials such as plants, minerals, and insects to dye fabrics instead of synthetic chemicals. Natural dyes are non-toxic, biodegradable, and often have a lower environmental impact than synthetic dyes. They can be used to dye a wide range of natural fibers, including cotton, wool, silk, and linen.



New natural dyeing technology has been developed to improve the dyeing process and make it more efficient, such as the use of digital pigment printing, UV light-induced dyeing, and microwave-assisted dyeing. Also, traditional techniques and knowledge have been combined with modern technology to create more sustainable and eco-friendly textile production. Some benefits of natural dyeing for sustainable textiles include:

Reduced water pollution: synthetic dyes often require large amounts of water and chemicals to produce, which can lead to water pollution. Natural dyes, on the other hand, can be produced with minimal water and chemical usage

Reduced energy consumption: The production of synthetic dyes requires a lot of energy, while natural dyes can be produced with minimal energy consumption.

Increased biodiversity: Natural dyes are often derived from plants and insects, which can help to support biodiversity and preserve traditional dyeing practices.

Increased durability: Natural dyes often provide better colorfastness and durability than synthetic dyes, which means the textiles will last longer.

Overall, natural dyeing is an important aspect of sustainable textile production, as it reduces the environmental impact of textile production and improves the quality of the textiles.



COMPLICATIONS IN NATURAL DYEING

Even though natural dyes have so many advantages, they also have some disadvantages. These include:

- **Limited color range:** The color range of natural dyes is generally greater than that of synthetic dyes, which can make it difficult to achieve certain shades or hues.
- **Variability:** Natural dyes can be affected by factors such as weather, soil conditions, and the age of the plant material, which can lead to variations in color between batches.
- **Longer dyeing process:** Natural dyes often require a longer dyeing process than synthetic dyes, which can be time-consuming and labor-intensive.

- **Cost:** Natural dyes can be more expensive than synthetic dyes due to the higher cost of sourcing the raw materials and the longer dyeing process.
- **Lack of standardization:** The natural dyeing process is not as standardized as synthetic dyeing, which can make it difficult to replicate colors and achieve consistent results.
- **Need for skilled labor:** The natural dyeing process needs skilled labor to achieve consistent results

In spite of these challenges, natural dyes are becoming more widely used in the textile industry as consumers become more conscious of the environmental impact of textile production. With the growing demand for sustainable textiles, research and development are ongoing to find ways to overcome these difficulties and make natural dyes more efficient and cost-effective.

SPRAY IT LIKE IT'S HOT!

- D.Sakthiswari, MBA 1st year

There were several eye-catching events at Spring Summer 2023 fashion week, but the Coperni Spray-on dress was what people beyond the fashion niche were talking about. In collaboration with Manel Torres, CEO of Fabrican Ltd., the French label designers have begun a future merger of science and fashion to produce a one-of-a-kind live dress. To create a non-woven fabric layer, Torres created and perfected the Spray-on fabric, a patented technique that dries instantly upon impact with any surface, even liquids. This innovative fabric has demonstrated once more how the world is always changing and how it is going to be determined as the most avant-garde and revolutionary system of the 20th century. The environmental and socioeconomic issues facing the fashion industry are also becoming more prominent. To produce goods that meet changing lifestyles and consumer demands, fashion designers require new materials and fabrics. Science has never given design studios and customers as many options to choose from, although the desire for fashionable apparel is as old as recorded history. Technology has always been able to satisfy our demand for visual pleasure.



In an official release, Coperni stated that "spray-on fabric" might be used to create cutting-edge clothing that could be cleaned, reused, and even integrated with diagnostic gadgets that could track the wearer's health. The fabric is delivered in liquid form using greener solvents and short fibers bonded together with biopolymers and polymers. The approach uses biopolymers and polymers to bind together short fibers, and greener solvents to distribute the fabric in liquid form and evaporate it when it reaches a surface. The fibers (natural and synthetic, including cotton, linen, polyester, and nylon, as well as recycled fibers), binder, and application method employed can further alter the texture of the fabric.

It is for this reason that Fabrican can appear from a spray can and rapidly produce items like Bella's Coperni dress. Additionally, it can be used to make covers to protect the interiors of cars or furniture. Torres established his company in 2003 and has been looking into the idea of making clothing, chairs, and medical patches with just one spray for more than 20 years.

This show has unavoidably drawn comparisons to the climax of Alexander McQueen's Spring 1999 presentation, in which the model Shalom Harlow contorted her body while being spray-painted by two robotic arms that were initially designed to paint vehicles. The sole distinction is that those arms are now human after 24 years, and the "paint" applied has a useful purpose.

The major fashion houses and businesses throughout the sector are testing various technologies or have plans to do so in the following years. Biotechnologies, molecular recycling, 3D printing, artificial intelligence and machine learning for process optimization, augmented reality and virtual reality, automated optical inspection, scanning, 3D imaging, and holography are a few of these. Fabrican can also be used in place of leather because it is made of natural fibers and is sourced from plants rather than animals. To extend the life of the garment, the cloth can also be washed, dried, and sprayed on once more. Torres plans to use a robotic arm spray system to assist Fabrican in reaching an industrial size.

Torres promises that the fabric's durability will be "quite similar to the clothes we use daily, but needs to be improved." He reveals that he is currently collaborating with the German government to develop uniforms using Fabrican technology.

In conclusion, one of the main goals should be sustainability as well as originality. Because businesses are also concentrating on other action levers, new technologies are not yet completely viewed as catalysts for decreasing corporations' carbon footprints. However, there are increasingly more experiments being conducted at different points throughout the value chain, such as using biotechnologies to develop new eco-friendly materials or manufacturing techniques to replace products made from animals.



DIGITAL UBIQUITY: A GAME CHANGER FOR FASHION

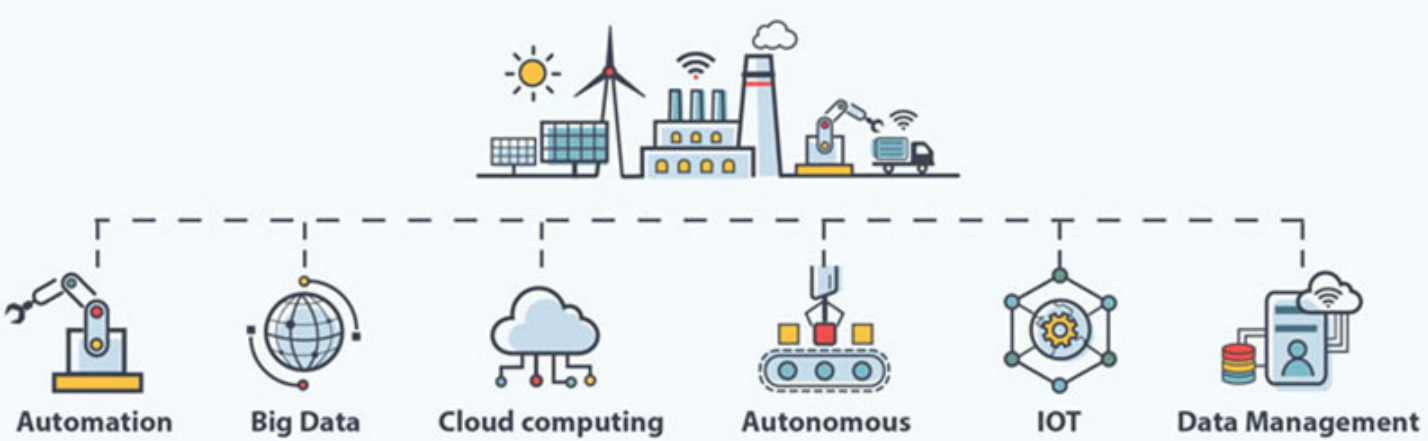
-Pon. Sneha B.Sc., 1st year

Each era in the fashion industry has brought with it something new. The 1960s introduced geometric patterns. The next decade was about earth tones, greys, whites, and blacks. MTV influenced 1980s fashion as young viewers tuned in to the channel, and fashion spread from there. The 1990s marked the beginning of fabric treats for consumers. As each era ended, it left something valuable for designers and fashion brands.

Fashion has evolved over time as a result of the digital age and easy access to mobile phones, social media, and the Internet. Online apparel sales are as crucial as store sales. The digital world has an artistic, cultural, and commercial impact on the fashion industry. Fashion is not only changing faster, but it is also reaching people in every part of the world at a great pace because of the digital world.

The fashion industry is still undergoing a transformation, and both high-end and local brands have adjusted well to digital innovations. As digital channels expand, they have lowered the entry barriers for the fashion industry, making it a truly global industry. There are certain intimidating factors, like rising competition, plagiarism, and the increased need to connect not only with customers but also with suppliers, manufacturers, and employees.





DIGITAL TRANSFORMATION IN FASHION: FAD OR FUTURE?

-K.G. Shivanee, MBA, 1st year

Fashion represents people's lifestyles. It is a form of communication in which people with similar tastes, trends, and traditions form and represent the taste and lifestyle of a society. Such fashionability, including tastes, preferences, and lifestyles, is converted into art and fashion concepts and then translated into fashion products. The one that evolves as an emerging and fast-growing industry is the fashion-textile industry. We can't resist the desire to buy clothes and always find reasons to buy them. The outbreak of the pandemic has changed the way people make purchases, and there has been a good reason to be more digitalized. In the coming years, the clothing industry will undergo significant transformations.

The most difficult aspect of the fashion industry is the rapid shift in consumer demand. They have begun to increase their speed and implement sustainability and digitalization in their businesses in order to keep up with current trends.

Digital transformation is having a vast influence on the clothing industry. This transformation helps in effective data management, business management, cost reduction, and increased efficiency. After analyzing the potential of digital technologies, companies have begun implementing technology in everything right from manufacturing to post-production. With the use of technology, it is made possible that anything can be bought anywhere in this world.



The future of smart clothing is more than just combining fashion and technological capabilities, such as measuring biometrics and behaviour or displaying a product's environmental impact. Rather, it is a matter of combining respective capabilities in a meaningful way in order to create something valuable for the customer in a holistic manner. The products that manage to generate value through technical and digital characteristics will be the true winners in the smart clothing market. Items, on the other hand, must be designed in a way that is both visually appealing and easy to use, with the goal of developing long-term relationships with customers.

As the transformations emerge, techniques like artificial intelligence, synthetic media, virtual influencers, live streaming, virtual fashion, 3D printing, augmented reality, blockchain, the Internet of Things, and innovative eco materials have been reeling around in every sphere of the Fashion World. These innovations are paramount to commercial value and longevity. Digitalization in fashion has gone beyond the expected and helps to replace wasteful materials with various alternatives like sustainability with less labor power.

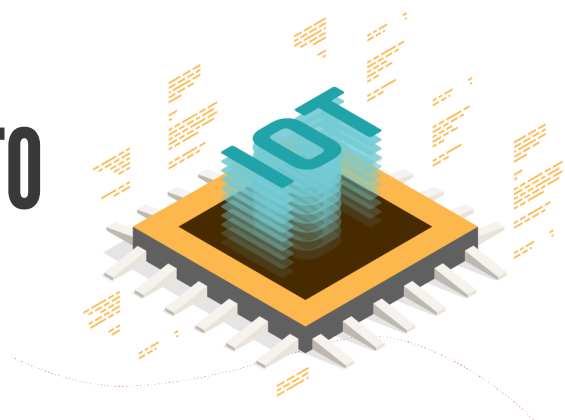
The traditional fashion business is at the epicenter of the dynamic worldwide transition to the digital economy. One of the world leaders in new technological developments in the fashion business is the United States. For instance, Amazon is a pioneer in the supply of digital services. Due to its significant R&D expenditures, Amazon has been able to create a novel R&D-based disruptive business model that transforms its investments and R&D activities into a new concept of R&D that acts as a catalyst for innovations across the board in Amazon's businesses, from brick and mortar stores to e-commerce ventures.



The fashion industry's adoption of the digital environment is referred to as its digital transformation. While the fashion industry has been experiencing digital transformation for several years, significant disruption has occurred recently, fueling innovative solutions to long-standing challenges and opening up new opportunities.

IOT: INTEGRATING DESIGN TO CONSUMER EXPERIENCE

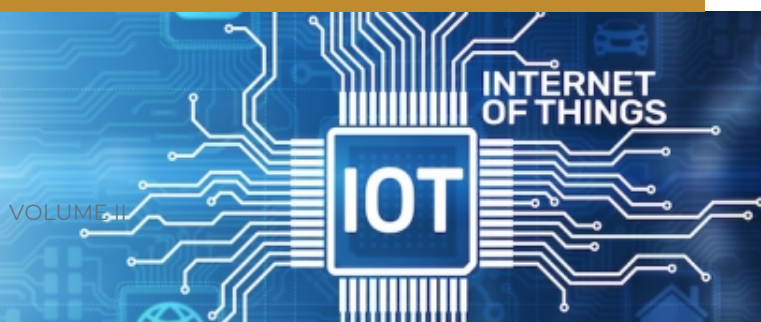
-J.M Sricharan, B.Sc., 3rd year



SPIN WITH IOT

Spinning starts with blowing and ends with winding. Across all these processes, collecting the data in real-time is an important one, as is monitoring the production and quality, ensuring appropriate scheduling, and having an interface with the ERP (Enterprise Resource Planning) system. Drones are used to ensure that these units are automated to ensure real-time visibility of the manufacturing process. The IoT integration with spinning is helping the units highlight the weak points in the production process and thereby reduce problems and maintain machine stop time and downtime. IoT reduces the paperwork and automates data collection, and decision support is optimal and optimizes scheduling and logistics. The IoT drones specifically cover the following areas: overall automation within the spinning unit; sliver breaks and mending time analysis; specific energy analysis; the linking of actual energy utilization with production; doff analysis; breakdown analysis; OEE (overall equipment effectiveness); as well as workforce productivity and efficiency.

The Internet of Things (IoT) is the concept of having a network of physical objects. "Things" refers to objects; in that sense, the "internet of things" can be said to be an interaction or transaction of data that even controls, to a certain extent, the physical objects with the help of sensors, software, and technologies. It can immensely reduce human effort, minimize errors, and reduce variations. So, these technologies are being adopted by the textile industries gradually.





IOT IN WEAVING

Weaving starts with yarn purchases and inventory management and ends with the shipment of the finished fabric. Sectional warping, sizing, weaver's beam stock, variety looms of different makes, configurations, versions, customizations, and cloth beam stock are among the processes available. The drone will notice the IoT-enabled automation and be able to gather real-time data, undertake production monitoring and analytics, benchmarking, scheduling, and yarn inventory management. By means of an optimized production schedule, real-time visibility of the manufacturing process, and automatic data collection, the unit will be able to increase its efficiency by as much as 10% as compared to manual processes. The drone will improve overall efficiency as a result of the unique features in the IoT solution, such as weft and warp break analysis, OEE, water, air, electricity, and energy consumption analysis, loom and style analytics, and breakdown analysis.

IOT IN CHEMICAL PROCESSING

The next unit is the processing area, where processes such as batching, desizing, dyeing, sanforization, singeing, staining, and mercerization are done. However, the automated system here is doing an excellent job of automatic monitoring (and analytics on top of that) of the number of beams produced, recipe management, individual production vs. target, machine monitoring, and pages, as well as overseeing the overall health of the plant via plant-level daily MIS (Management Information System) reports that include production efficiency, actual production, conversion, invisible loss, and specific energy consumption per kg of yarn (or fabric).



IOT ENABLED MANUFACTURING

Through IoT-enabled manufacturing, the system can perform real-time production, quality monitoring, production management, and production scheduling on all machines. Rather than performing time-consuming and inaccurate laboratory tests, the yarn monitoring sensors ensure 100% quality assurance. Superior yarn quality is ensured without the need for any quality sampling. In addition, the unit's energy management will also be maintained. For further analysis and optimization, the IoT solution maps various energy consumption levels (such as electricity, gas, compressed air, water, steam, and so on).



SMART INDUSTRY



Smart Manufacturing (with a digital factory, asset management, and integrated plant management), Connected Products (with IoT as a service, self-healing products, and product as a service), and Connected Supply Chains (with fleet management, connected transportation, and track & trace) are the various cases of IoT in textile manufacturing. These systems are set to help the textile mills respond to changing customer demands with more accuracy and thereby boost customer relationships and brand loyalty.

USER INTERFACE



FLEXIBILITY



BIG DATA





Medical textiles are an important and growing sector in the textile industry focused on maintaining healthcare and hygiene.

RESOLVE FOR SUSTAINABLE NAPKINS

-J.M. Sricharan, B.Sc., 3rd year

Medical textiles are an important and growing sector in the textile industry focused on maintaining healthcare and hygiene. To achieve personal hygiene, sanitary napkins play a vital role in women's lives. Sanitary napkins are menstrual hygiene products mainly used for absorption and comfort. The fibers like cotton, viscose, rayon, etc., have properties of absorption, comfort, anti-microbial, etc. Nowadays, some fibers are used to make innovative napkins from bamboo, banana, corn husk, kenaf, and jute to promote sustainability. The pads have four layers to absorb and lock in the fluid. Different options and comfort factors led to the development of new varieties that are reusable, organic, herbal, and made of different fibers and finishes. In addition to that, new advancements called tampons and menstrual cups are used. Our government has implemented programs to provide low-cost sanitary napkins. The market growth of sanitary napkins as well as medical textiles is profound, as reported by the International Market Analysis Research and Consulting Group.

CHARACTERISTICS OF A SANITARY PAD

Several tests are carried out to assess the quality and properties of napkins. Despite the fact that we have many products, people criticize them for their hygiene, sustainability, and disposability as major polluters of the environment. The solution to this disposability issue is a natural sanitary napkin that can be made using the plant's natural properties and is affordable, sustainable, eco-friendly, etc. Common Characteristics of a sanitary pad are

- Leak proof for hours
- No aesthetic appearance
- Extra absorbency ensuring a happy mood
- Seamless and light
- Easy to wear
- Maintains a high level of hygiene
- Cost effective

REUSEABLE PADS

Reusable menstrual pads are cloth pads that can be used several times. They absorb the menstrual blood, and the pad should stay for about 4-5 hours, depending on your menstrual flow. After use, you need to wash the cloth really well and remove every stain of blood, and then you can reuse the same pad. Some commonly used fabrics include terry cloth, cotton, silk, hemp, and gore-tex. Specialty fabrics such as hemp, wool interlock, and polyurethane laminate may be used. The pulp is available from online nappy and diaper supply stores. Blood or liquid is absorbed through that soft top layer into the core of the pad, where it'll stay until it's washed. The pH is about 6–8.5. The core of the pads can absorb much more than a normal disposable pad. As a result, the pads can be produced as thin as any disposable ones while making them much more absorbent.

Make this a user-friendly product by including:

- antibacterial finish with the help of natural plants.
- By using natural materials, even the extra heat emitted by the body can be absorbed by suitable techniques.
- The use of plastics and hard materials as a base for fluid acquisition will lead to irritation, allergies, rashes, etc. Hence, natural fibers with a non-woven technique will be a good solution and avoid skin problems.
- Super absorbent polymers can be changed to new natural alternatives, like the stem of the Gongura plant (an edible plant), which absorbs more fluid.
- Natural fragrances can be used to avoid odour, which is a serious issue in a hygiene product, making it a user-friendly product.

The disposal of sanitary napkins is a major issue that pollutes the environment. Disposability is the main factor behind people's move to innovative and new varieties of napkins and the introduction of tampons and menstrual cups. In order to rectify the disposability issue, the idea of using organic materials in sanitary napkins should be incorporated. This paves the way for a sustainable solution. The sanitary napkins are made with cotton or any other natural fibers with the help of non-woven textiles. The aim is to change the properties of commercial or harmful sanitary napkins and to make an eco-friendly and sustainable hygiene product.



The market will be flooded with a plethora of hygiene products of various varieties and properties. Women play an important role in the development of sanitary napkins with other alternatives. They may evaluate the product based on a variety of criteria, but when it comes to disposability and suitability, natural sanitary napkins will be the best option for hygiene maintenance, cost-effectiveness, disposability, and sustainability.

SUSTAINABILITY: PRIORITIZING THE CORE FOR BETTER FUTURE

-V. Chandrika, BBA, 1st year

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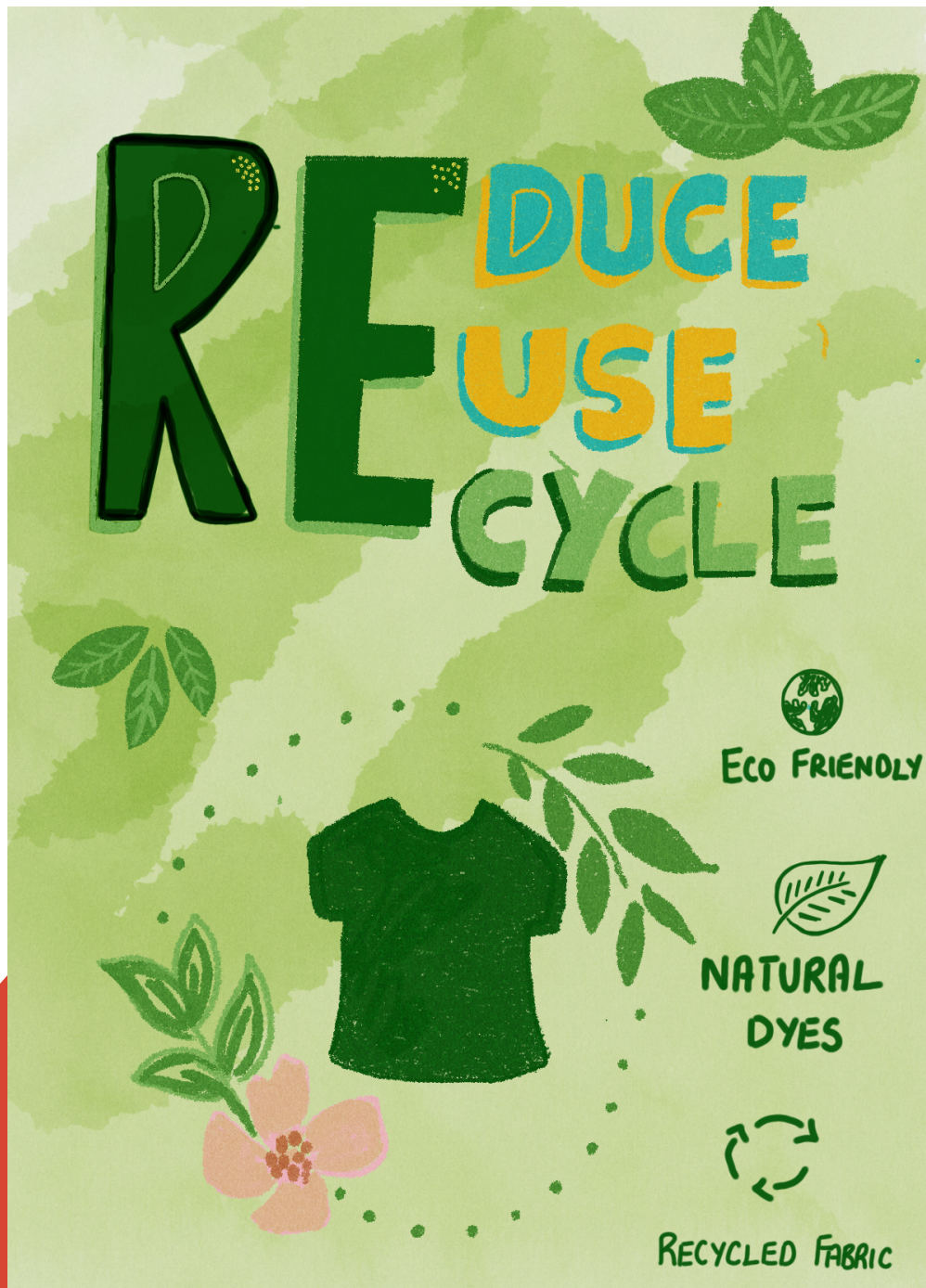
any processes used in textile manufacturing have a negative impact on the environment. Fashion garment manufacturing has been identified as one of the most environmentally damaging processes. Environmental issues associated with fashion and textile production include water and air pollution, the generation of large amounts of waste, the use of a large number of toxic chemicals, and the generation of large amounts of wastewater. Because of the increased global awareness of the importance of environmental preservation, many leading fashion brands have focused on reducing pollution caused by the production of fashion and textiles.

Adopting sustainable practices has been a key focus of the apparel industry's resource- and labor-intensive approach to achieving sustainable development goals. Accordingly, apparel firms have innovated and implemented various sustainable practices. Several recent studies have looked into the viability of sustainable practices and their precursors. To further motivate and guide apparel firms in implementing sustainable practices, comprehensive documentation of such practices and their antecedents is required. Sustainability has three pillars: the environmental pillar, the social pillar, and the economic pillar.

Sustainable textiles imply an environmentally friendly manufacturing process in which all materials, processes, inputs, and outputs are healthy and safe for people and the environment at all stages of the life cycle. The production of sustainable textiles made from renewable or recycled materials not only helps to reduce the negative impact on the environment, but it also helps millions of workers earn a fair wage and work in safe conditions. Sustainability in the textile industry can be achieved through material selection, eco-design, eco-friendly alternatives to traditional manufacturing, packaging, the supply chain, and transportation.



In the fashion industry, sustainability means promoting the well-being of people, communities, and the environment. The fashion industry, like agriculture and fuel, is in desperate need of a thoughtful redesign that involves reusing, deconstructing, and recycling second-hand materials, such as offcuts and remnants from other fashion houses or firms. Repurposing old archived material and focusing on experimentation with unconventional materials will result in something new and better. Sustainable fashion, also known as eco-fashion, refers to products, processes, activities, and actors that strive for a carbon-neutral fashion industry, social justice, animal welfare, and environmental integrity. People are gradually becoming aware of this. However, the fashion industry's cultural influence partially offsets this.



ILLUSTRATION

A. Ashwathi, MBA

UNCOVERING THE TIMELESS ART OF AJRAK

-S. Gosaripalli Salma, B.Sc., 3rd year



DYES

Natural dyes are used to create Ajrak. Vegetable and mineral dyes are used in the entire creation of things. Indigo is a crucial part of Ajrak dyeing. Dots between two lines are the most frequently seen pattern in AJRAK blocks. The architectural components that make up the Muslim "Mizan," or balance and order, served as inspiration for the design of the Ajrak blocks.

Ajrak is a representation of Sindhi tradition and culture. The Persian words ajar or ajor, which implies brick, and -ak, which means tiny, are the origin of the Sindhi word ajrak. Ajrak, or Ajrakh, is a distinctive textile with block printing. It exhibits distinctive conventional patterns and designs. Ajrak uses a particular block printing method to embellish textiles. Ajrak is often printed using the resist printing technique on both sides. Hand-carved wooden blocks are used in the manual printing process. A grid is used for ajrak printing.



BUILDING THE BLOCKS

Experts in the field very carefully carve the printing blocks. The design is ultimately produced by the dovetailing effect produced by a group of three blocks. They are made of Acacia Arabica plants, native to the Sindh region. A grid system is followed which determines the repeat pattern and gives the design its personality. The block-maker initially transfers the pattern to the block before using very basic tools to chisel it out with extreme precision. The blocks are carved in pairs so that the other side may precisely register the opposite image. Currently present is the last surviving member of a family of block-makers whose ancestors are skilled in this trade.

The background of the entire image is a traditional Ajrak textile pattern. It features a repeating sequence of stylized, interlocking geometric shapes in red and white on a deep blue background. These shapes include circles, stars, and floral motifs, creating a complex and visually rich texture. The pattern is symmetrical and covers the entire frame, with a central white rectangular area containing text.

The fabric also features border patterns in addition to the web. It takes a long time and requires printing the fabric in several phases and repeatedly washing it with natural dyes and modifiers. The fabric with an ajrak print is simple to maintain and can be hand-washed in cold water. Ajrak designs are exquisite representations of ancient heritage and culture that draw inspiration from Mughal culture. Because of the color scheme used, it is considered to represent the universe. The majority of the patterns used by the Muslims were created by the interaction of two or more circles, and they have a strong understanding of geometry in their design.

TIMELESS

PRAGMATIC APPROACH TO REVIVE TEXTILE INDUSTRY

-Sreya S Krishna, B.Sc. 3rd year



Indian textile manufacturers are seeing early signs of slowing demand as high food and energy prices have undermined demand for products such as curtains and bed sheets in emerging markets, and orders from major markets in the USA and Europe have plunged down significantly.

In India, the manufacturing sector, which contributes 16% of GDP, has been hit by rising commodity costs and weak demand, despite strong growth elsewhere. Exports, which account for about 22% of the industry, fell for the fifth consecutive month, down more than 15% year-on-year to \$3.1 billion in November 2022. Cotton prices spiked incessantly in the international and domestic markets in the past few months, which has pushed the textile industry of India into the doldrums. COVID-19 is posing the greatest challenge to the global textile and apparel trade. In India, the sector is experiencing an unprecedented crisis and loss because of order cancellations, rising inventory costs, and payment defaults and delays. As it is a labor-intensive industry, it demands government aid to overcome these obstacles. At the same time, India has a real opportunity in the world's supply chain due to changing global dynamics, and all advanced economies would like to realign their supply chains across sectors in order to rebalance their sourcing base away from China. In this context, the government can devise plans to provide more liquidity and export incentive schemes to manufacturing firms in order to revitalize the textile industry. Diversification into untapped markets can be accomplished through the development of specific plans. In addition to reviving cotton productivity, the government should reconsider its GMO policy. Unless native cotton yields are increased, the availability of this highly sought-after natural fiber will remain limited, posing a threat to the labor-intensive textile industry.



GREENWASHING: UNCOVERING THE TRUTH

-S. Sriraksha, MBA, 1st year



The world is becoming more conscious of sustainable practices, and not just in the fashion industry. Terms like green, eco-friendly, and renewable are found in practically every company's mission statement now, with businesses investing heavily in sustainability.

One of the reasons for such a concessionary approach to the matter is that the fashion industry is a \$2.4 trillion-dollar industry that employs 300 million people worldwide. On the other side, it is responsible for 2–8% of the world's greenhouse gas emissions, 20% of the world's wastewater, 100 billion dollars lost due to underutilization and a lack of recycling, and 9% of annual microplastic losses to the ocean. By contributing to a change in mentalities and culture in both companies and consumers, this industry sector can enhance the acceptance and desirability of products and services issued from a circular economy where resources are used in a more sustainable way.

The fashion industry has started adopting the same patterns to address the challenges very recently, especially in the environmental context. The reason for such a late reaction is that in the global market, the fashion industry was facing different problems, like human rights violations, including the payment of hunger wages and extremely poor working conditions. Although, to some extent, most of these problems persist, the fashion industry started the transition from a linear economy to a more circular approach. To better understand the size of the problem with “fast fashion,” it is important to realize that in North America, e.g., up to 37 kg of textiles per person are used annually. The second largest textile industry consumer is Australia, with 27 kg per person per year, followed by Western Europe with 22 kg per person per year.

WHY DO BRANDS GREENWASH?

Sustainability is big business, with more and more consumers becoming aware of it, and many companies have made eco-friendly labeling a priority. A greener future is inevitable, but it takes time and money to achieve. Policies and practices need to change throughout the supply chain; otherwise, profit will fall and the cost of manufacturing will rise. Meanwhile, brands want to send the message out that they're already doing their bit to stop climate change, and so they spend millions on campaigns and marketing strategies to convince the world they're eco-friendly.

NAVIGATING THE VOGUE OF CIRCULARITY



-S. Subiksha, MBA, 1st year

The garment sector will change as a result of the circular economy. Products are made and sold in the circular economy with the intention that they would last longer and retain their worth. Here are some of the changes you might anticipate and their effects.

PEOPLE WILL RENT THEIR UPCOMING OUTFITS

In 2021, almost \$36 billion was spent on used clothing, above the \$30 billion spent on fast fashion. The difference is expected to expand as more people utilize sales, renting, and trade platforms and become consumers. The need for "virgin" clothing decreases as second-hand sales rise, and it also provides traditional fast fashion businesses (as well as merchants and customers) with a different revenue stream. Another significant change will result from the ease of resale: consumers will start to view their clothing as a form of investment. Some smart young buyers are already thinking about the possibility of renting or reselling an item as a method to save money on an expensive designer dress or purse, as the Economist recently observed. According to the Economist, some people currently make hundreds of dollars a month just from renting garments.

OVERSUPPLY WILL BE LESS COMMON

Up to 40% of fabrics never reach final consumers, therefore improving demand forecasting is essential to lowering this number. Using cloud-based supply chain management software, several fast fashion retailers currently do this to maintain low inventory levels and automatically replenish items that are in high demand. Companies can potentially make money by reducing unsold inventory, with environmental considerations acting as a driver for cost reductions. Shein, a quick fashion startup, is currently ahead of their more established competitors in this area, but we can anticipate that everyone will catch up shortly.





WE WILL FIX THINGS WHEN HEMS FALL OFF AND ZIPPER MALFUNCTION

In recent years, finding a tailor has become more difficult, and repairing clothes has frequently been more expensive than buying new. We'll buy fewer things as the market changes since the (currently) hidden costs of those items will be included in the price we pay at the register. A recent study found that to account for the social and environmental costs related to production, a pair of jeans would need to cost €30 more. This rising demand for clothes repair will have an impact on consumers and small companies. Tailors should start to appear nearby. Moreover, major market participants are beginning to provide repair services, modifying current models for a sustainable future. Retailers who embrace repair will develop new revenue sources to make up for money lost from fewer repeat purchases, and this service can become a brand differentiator (for now, at least).

RECYCLED CLOTHES WOULD BECOME THE TREND

Less than 1% of discarded clothing is currently recycled into new apparel, hence using virgin materials (such as cotton) is virtually always preferred to recycling. According to Davidson Leite of Resortecs, a startup that specializes in garment disassembly technology, this is partly because of how clothing is made and the difficulty of disassembling clothing: "separating fabrics from buttons, labels, and zippers is time-consuming and difficult and leads to a waste of over half of the material from the garment before it can enter a recycling process." According to their recent study, switching the thread used to sew clothing together could raise garment recycling to 90% and reduce carbon footprint by 50%. Even tights' nylon can be chemically regenerated and transformed into new types of undergarments.

Growing and producing clothing requires a lot of energy. Recycled fibers have fewer negative effects than virgin fibers, which increases the value of clothing at the end of its useful life and decreases the likelihood that it will wind up in a landfill. Although H&M's goal of using 30% recycled materials in its goods by 2025 shows that this is technically feasible, there are currently no cotton recycling techniques available at the scale needed to bring about industry-wide change.



FASHION IN THE DIGITAL ERA

-S. Rohini Amaithiya, B.Sc., 3rd year

Technology has been evolving at an unprecedented rate, infiltrating every aspect of our lives and shifting the very manner in which modern society operates.

Industries have been working tirelessly to adapt to the breakneck speed at which technology is reshaping business models, consumer behavior, and culture.

Fashion is, first and foremost, a reflection of the times we live in, a visual representation of emerging themes and moods that are reverberating through society and as a result, the challenges and triumphs of the digital age are very much aligned with those of the fashion industry.

Traditional fashion business models have been disrupted to introduce new frameworks which cater to the consumer's ever-evolving needs. The digital age has imposed a sense of urgency brought about by the instantaneous nature of technology. The two most notable technological developments that have impacted the fashion industry are social media and e-commerce, and the impact of both has changed the very face of fashion.

Social media brought with it a game-changing new player, the influencer. The regular everyday girl became the ultimate celebrity, with the power to influence millions across the globe. The elite world of fashion was opened up to the public, with fashion week shows being streamed directly on social platforms.



There has been a palpable shift in power, with the consumer dictating the dialogue and this is why, more than ever before, consumer data has become the golden currency. Fashion has become an inclusive democracy. It is this very focus on the ever-evolving consumer that forms the foundation of fashion's future. The industry has done a remarkable job of shedding old habits and embracing a digitally-focused mindset. The shift has been turbulent, filled with trial and error but it seems we are now entering a new technologically-fronted realm of fashion. E-commerce is expanding exponentially, and brick-and-mortar is becoming increasingly experiential. Fashion brands are fully immersed in online conversations and are now responding to their customer's needs in real-time. Thanks to technology, fashion is able to become even more attuned to societal shifts and sentiment. Despite its challenges, the fashion industry's trajectory remains strong. Fashion will always remain an indispensable part of our culture and its outlook remains positive. Fashion in the digital age is poised to take on a more socially-responsible, ethical, engaging, experiential, diverse, and inclusive stance.

FROM WASTE TO WEAR: REVOLUTIONIZING RECYCLED FASHION

-V.B Nandakumar, MBA, 1st year

The circular economy aims to increase the productivity of resources by widening the useful lives of infrastructure, machinery, and other items. Textile and fashion companies may very well incorporate the concept of circular economy into their operations.

By linking the production and disposal ends of the value chain, the expansion of textile production associated with reverse logistics capabilities may increase the robustness of supply chains. Through reuse, reduce, or recycle, the expansion of circularity could cut 33% of the carbon dioxide emissions contained in textile products. The fact that commerce in second-hand clothing hinders the development of domestic textile businesses is a major concern for many developing nations. Many East African nations have condemned this trade as damaging to their efforts at national development. Petrochemical and agricultural products are the main sources used to make textiles. Jobs in the upstream are impacted more than jobs in the downstream because reintroducing end-of-life garments into the economy requires more work in a circular model.

Given that the primary materials in textiles and apparel, cotton and polyester, are generally derived from agricultural and petrochemical sources, some industries may see considerable employment losses. These are likely to see long-term job losses as agriculture becomes more automated and petrochemical investment is curtailed by climate change.



A sustainability transition, according to the ILO, will have a positive overall impact, creating 18 million more jobs by 2030. According to a certified market research and consulting firm, global textile sales will exceed US\$ 1,440 billion by 2022-2032, growing at a CAGR of 3.77%. An important part of the growing demand for textiles is being played by e-commerce companies. This generates enough material scale to warrant industry and regulatory attention, but it also introduces complications due to the various jurisdictions and national rules involved.

The cost of reworking fabrics abroad can be high. In 2018, the average import duty for old clothing was 19.2%, making it costly for businesses to fix clothing in overseas factories. Used textiles had higher import rates than comparable secondary products like scrap plastics, which on average had entrance tariffs of 6%.

Domestically, many countries have negligible or nonexistent disposal fees and little cooperation among those involved in the materials value chain, making it appealing to simply discard unused deadstock or used clothing. Many companies today claim to be concerned with sustainability. At the same time, the majority of textile and apparel sourcing, retailing, and disposal remain linear. According to UNCTAD research, changing that pattern is difficult due to the logistical challenges COVID-19 has placed on the textile value chains.



Technology, business models, and consumer buy-in are the three components that firms must consider in order to make textiles circular. The technology, unsurprisingly, is already available. We've known for a long time how to repair clothing and extend its life. Many different natural and synthetic textile materials, including cotton, rayon, wool, polyester, and even leather, can be recovered and upcycled using mature technologies.

State-of-the-art recycling efforts have been supported by major textile and garment corporations as a component of their corporate goals. Generally speaking, these can be separated into "conventional" and "innovation" solutions. With special reference to the mechanical and thermal recycling of textile products, traditional initiatives carried out within the context of the circular economy and green economy are related to processes.

Mechanical recycling of discarded textiles has several input and output stages. The first step is to mechanically shear the fabric to extract small pieces of textile fibre from the shredded fabric. The resulting bits are carded before being processed in one of two ways: weaving shredded pieces or spinning fibrous materials. In the first scenario, it is possible to weave textile fragments together without producing yarns, resulting in "non-woven fabrics" that lack a definite structure and are bonded using specific procedures such as mechanical pressure or heated plastic filaments. As a result, the goods are composite materials that manufacturers can use to make thermal or acoustic insulation panels for upholstery, roofing felts, furniture padding, or automotive insulation.

The issue of unequal economies of scale still exists since linear production occurs at extremely high sizes and achieves economies that are difficult for smaller-scale circular operations to match. It is also critical to understand the demand side. Knowing what customers want and providing a good, profitable circular response is the key to a sustainable future. Customers must come to believe that ethically produced textiles are worthwhile investments. In the meantime, we must take independent action. A circular strategy will greatly benefit the environment and the market while reducing industry's impact on natural resources.



THE RISE OF DIGITAL FASHION

-J.S. Srihari, MBA, 1st year

Digital fashion" refers to a range of different products and garments available in virtual form. Skins or costumes available in games are a form of digital fashion. Many brands, like Balenciaga and Adidas, have launched their virtual garments in games like Fortnite. Like any normal garment, people can own a virtual garment with the help of an NFT. An NFT (non-fungible token) that gives ownership of a digital product is registered through a unit of data on the blockchain. Because you are the owner, you can sell it just like you could sell a designer handbag or piece of physical artwork. Like the items, the value of NFT can rise and fall depending on what the market decides is valuable. Lots of brands have now given NFT a try.

Digital fashion also includes digital twins, augmented reality clothes, digital shoes, etc. A "digital twin" simply means a digital copy of the real dress one owns in a digital environment. Augmented reality clothes are clothes that one can try on without actually purchasing the dress. Augmented reality is more like Snapchat filters when your body moves and the item reacts in sync. Increasingly, brands combine AR with NFT technology, creating garments that customers can collect, wear, and trade.

Brands also enable customers to wear their goods through the metaverse in growing blockchain-backed worlds such as Decentraland. The NFT fashion show saw over 70 brands, including Tommy Hilfiger, Dolce & Gabbana, and Karl Lagerfeld, participate in branded catwalks showcasing collaborations with famous digital designers. Several other brands also took the opportunity to sell NFT wearables for customers to dress their avatars in.



SUPPLY CHAIN : FIBER TO FASHION

-Tharani M, MBA, 1st year

A supply chain is typically a network of facilities that purchases raw materials, transforms them into intermediate goods and finished products, and then distributes the products to clients.

Supply chain management is now a crucial component of the textile and garment industries' success. To establish and sustain a successful supply chain management system, top management has given this their uninterrupted focus. Supply chain management is the process of managing resources, including the reallocation of wealth from one party to another, one location to another, one department to another, and one area to another. In this case, resource management should be done in a way that ensures the availability of the proper resources in the right locations, at the right times, in sufficient quantities, and where the process costs are the lowest.

Here is a quick rundown of the textile industry's supply chain. Beginning with the manufacture of fiber and the diversity of fibers based on the raw material, then moving on to textile processing and technologies for producing yarn and garments, further finishing, processing, and technology, manufacturing and commercialization, and lastly consumption, use, and disposal.

CHALLENGES IN SUPPLY CHAIN:

- Rising costs
- Monitoring Complex Supply Chains
- Sourcing of raw materials or parts
- Inconsistency in the Framework towards Responsibility and Sustainability across Supply Chains
- Transportation

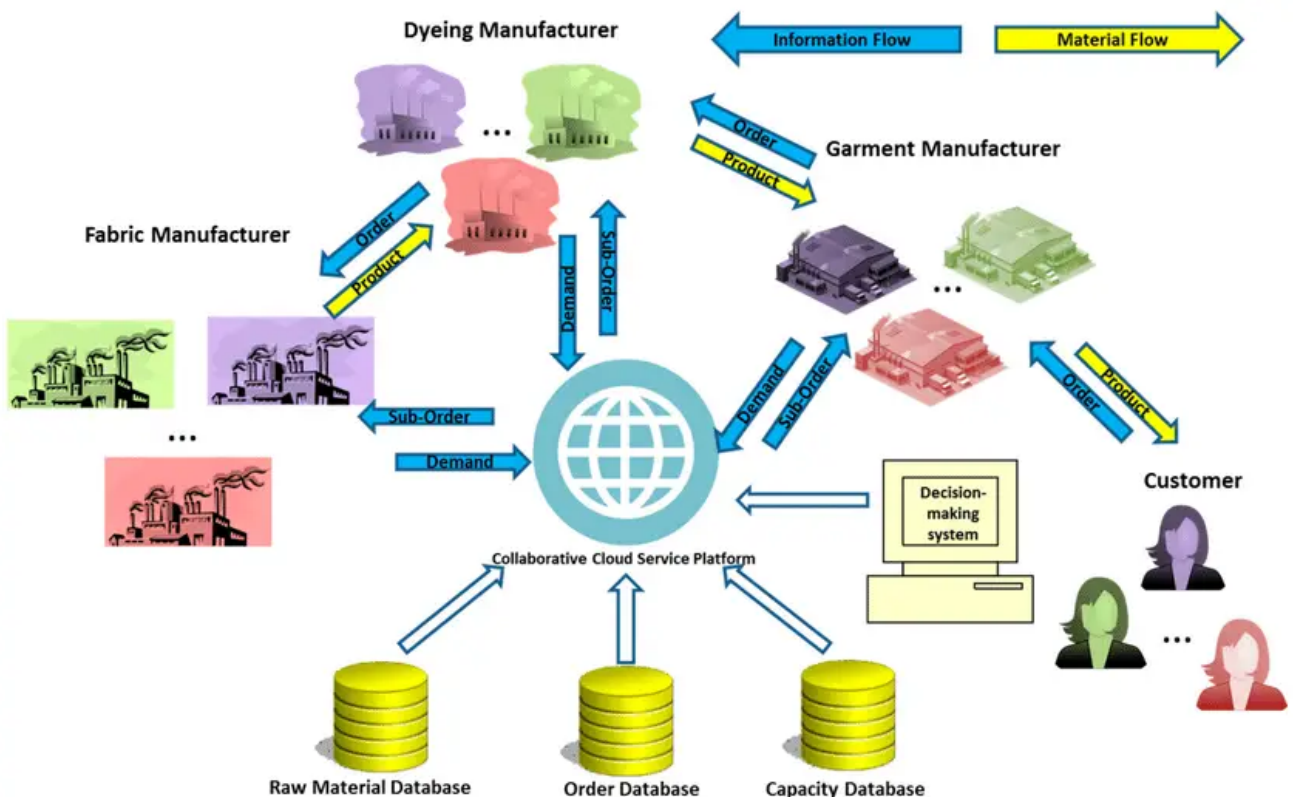


KEY INNOVATIONS IN THE SUPPLY CHAIN MANAGEMENT:

Information technology has played an important role in enhancing the capabilities of e-commerce operations, which includes the supply chain. It enables businesses to easily overcome delays and restocking issues by utilizing supply chain management innovations and ensuring that their supply chains are robust. Here is a list of key innovations in supply chain management that could be leveraged by textile businesses.

- Omnichannel supply chain management
- Cloud supply chain solutions
- The Internet of Things (IoT)
- Artificial intelligence (AI) and machine learning (ML)
- Collaborative mobile robots
- Tagging, sensors and geolocation technologies

There has been supply chain management and supply chain performance measurement systems (SCPMS) in the Indian textile industry. Nevertheless, the crux is devising frameworks for proactive and comprehensive performance measurement. Likewise, having a diverse sourcing base might very well reduce all types of risk. There are no ideal suppliers, and every nation has its own benefits and drawbacks. To balance all of these considerations, brands must strategize to source from different countries. Some products might be purchased locally because speed to market is a priority and necessitates strengthening relationships with key vendors.



FLEEING THE VICIOUS CYCLE OF FAST FASHION

-N. Akashini, B.Sc., 2nd year

SIMPLIFY YOUR WARDROBE

Buying less and working with a more pared-down wardrobe can also help. Again, the more you buy and consume, the more waste you produce, and the more companies will continue to manufacture fast fashion in bulk.

TAKE BETTER CARE OF YOUR CLOTHES

Poorly maintained clothing items will also require you to discard them sooner, contributing to the landfill problem. So, in addition to purchasing higher-quality items, you should also take better care of them to ensure they last for years rather than months. Learning how to sew and repair damaged clothing, for example, a torn seam or a lost button, can help you extend the life of your clothing. It will also save you from having to spend more money on replacing it or taking it to a tailor.



DONATE OR UPCYCLE:

When it's time to get rid of a piece of clothing, instead of discarding it, consider donating it to a secondhand store or a charity, or even offering it to someone you know if it's still in good condition. You can also reuse and upcycle your old clothing items for other purposes to avoid them ending up in a landfill. You can make cleaning rags out of old t-shirts or turn other old items into a craft project, such as a patchwork quilt.

GO THRIFT SHOPPING:

When you need to purchase something new, thrift shopping is another great way to consume fashion more consciously. By purchasing items from the thrift shop, you help keep those items from eventually getting dumped, and it helps reduce the number of new items that manufacturers need to make to keep up with demand.

BE MINDFUL OF WASHING.

Not only does the manufacturing of clothes use a lot of energy, but how you care for them at home can also help conserve scarce resources. The less energy you use, the lower your carbon footprint. Washers and dryers, for instance, use a lot of energy. Instead, you could try hand washing and hang-drying. Using cold water also saves energy because it eliminates the need for your water heater.



WHY SHOULD WE AVOID FAST FASHION?

The amount of clothing that ends up in landfills is the most visible impact of fast fashion. When clothes are made cheaply, they don't last long in people's wardrobes, but when they're thrown away, they don't biodegrade, which means they can remain in landfills for up to 200 years. Fast fashion's negative impact includes the use of cheap, toxic textile dyes, which makes the fashion industry one of the world's largest polluters of clean water.



ILLUSTRATION

Saran V, BSC, 3rd year

CIRCULARITY: THE PILLAR OF SUSTAINABLE FUTURE

-R.Sayanora, MBA, 1st year

The future of sustainability is the circular economy. Recently, scientists, businesspeople, and authorities from all over the world have begun to pay close attention to the circular economy concept. A "circular economy," also known as "circularity," is an economic structure that aims to reduce waste and limit resource consumption. Circular systems create a closed-loop system that uses fewer resources and produces less waste, pollution, and carbon emissions by implementing reuse, sharing, repair, refurbishing, remanufacturing, and recycling. The circular economy attempts to boost resource productivity by extending the useful lives of infrastructure, machinery, and other items. Companies in the textile and fashion industries would actively incorporate the circular economy into their operations. The Circular Textiles Road Map is a comprehensive strategy that unites critical components of the circular textile supply chain.



Individual parties may focus on one or more factors, but they must always keep the larger picture in mind to make wise decisions. Six action lines make up the circular textile roadmap:

1. Circular design
2. Circular supply chain/cross-sectoral actions
3. Mechanical recycling
4. Chemical recycling
5. Business models
6. Resources



It promotes the reuse and recycling of product parts, giving business owners and inventors significant potential and a competitive advantage. The benefit to consumers is that these things are far more resilient and repairable, which lowers their cost of living and increases their purchasing power. As a result of social and environmental well-being, human health and quality of life would improve.

A circular economy enhances the quality of the land, water, air, and eventually the planet, which ultimately enhances human living standards. The textile recycling industry in India employs over a million people and processes 5 million metric tons of material per year, generating roughly \$2 billion in revenue.

Traditionally, fabrics from old cotton sarees are made into layers and stitched together using run stitches to give a unique design or effect. As a result of its softness and suitability for the climatic conditions in India, this item known as “Kantha” is used as a blanket and wrap for babies and young children. They also make hats, backpacks, and other items with exquisite hand embroidery out of vintage materials. Kantha stitching on cotton fabric, patchwork on old garments in Rajasthan, and recycled hats with hand embroidery made by the Bakkarwal tribes of Jammu and Kashmir are few examples of such activities. Techniques such as the Chindi rug (Chakhlo), Godhadi, and Gudri, as well as Sujani embroidery, are used to make money out of trash.

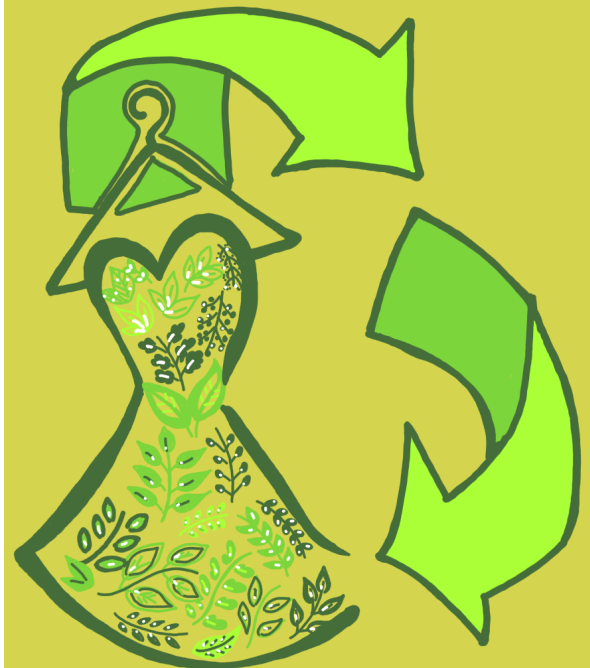
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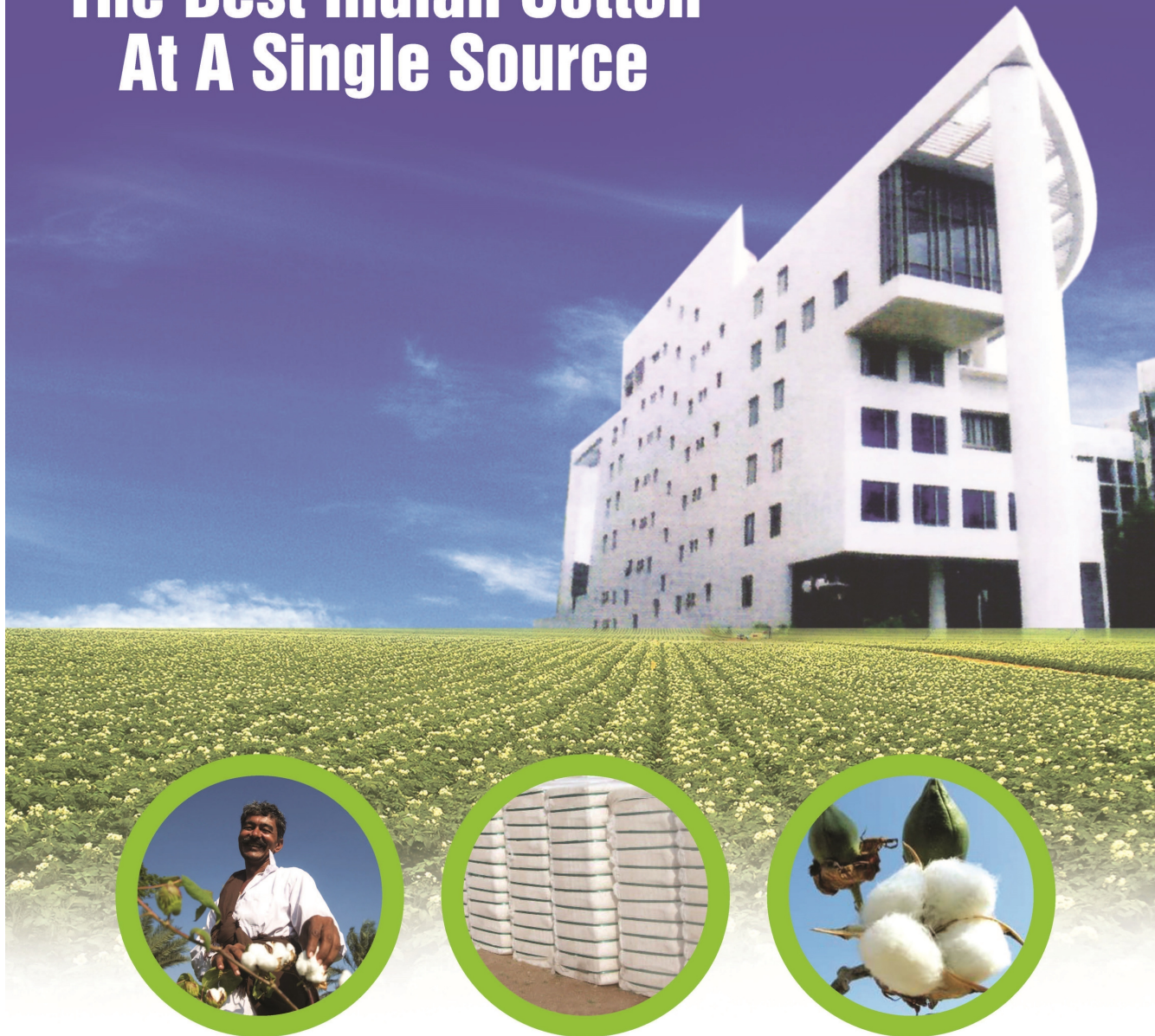
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CAMPUS CHRONICLES

VALUE ADDED PROGRAMS – SEMINARS / WORKSHOPS

- An expert talk on 'How to build a textile brand' was organized for B.Sc. & MBA students on 4th Aug, 2022. Shri. Lalit Kalantri, Vice President (Marketing & Technical), Bajaj Steel Industries Ltd. was the resource person.
- An expert talk on 'HR Analytics' was organized for MBA students on 11th Aug, 2022. Dr.Nimmi P. Mohandass, Assistant Professor, Systems and Operations Department, SCMS Cochin School of Business, Kerala was the resource person.
- An expert talk on 'Stepping Stones to Success amidst Testing Times' was organized for all the students on 13th Sept, 2022. Mr. Deepak Kashyap, Senior Civil Servant (IAS & Allied Services - Retd.) and author of 'Yoga: Anatomy and the Journey Within' was the resource person.
- A one day workshop on 'Business Model Canvass' was organized for MBA students on 10th Oct, 2022. Dr. R. Chandrasekhar Menon, Founder Director, Servitude was the resource person.
- An International Expert Talk on the 'Future Scope in Business Analytics (Careers in Data Science)' was organized for all the students on 15th Oct, 2022. Shri. Sharan Kumar R, Senior Manager (Data Science), Deloitte, Melbourne, Australia was the resource person.
- As a part of Institute Innovation Council (IIC) activities, a one-day webinar on 'Importance of Artificial Intelligence in Startups' was organized on 1st Nov, 2022 for all the students.



Leadership Training Programme on "Bringing Leadership to the Fore" conducted for MBA students

- A one-day workshop on 'Screen Printing' was organized for B.Sc. students on 7th Nov, 2022 at Department of Printing Technology, Avinashilingam University, Coimbatore.
- As a part of Institute Innovation Council (IIC) activities, a seminar on 'Importance of Vishaka Guidelines for Startups' was organized on 8th Nov, 2022 for all the students.
- An expert talk on the topic, "An Introduction to Global Human Rights Framework with reference to the Indian Context" was organized for all the students on 10th Dec, 2022. Ms. Kalyani Menon Sen, Senior Associate, Gender at Work was the resource person.
- An expert talk on the topic, "An Overview of GIZ projects for Textiles" was organized for all the students on 2nd Dec, 2022. Ms. Vanessa, Project Coordinator, GIZ-India was the resource person.
- A one-day workshop on "Insights on Data Analytics" was organized for First year MBA students on 25th Jan 2023. Dr. M. Rajeswari, Assistant Professor, PSGR Krishnammal

College for Women, was the resource person.

- A leadership training programme on the topic, "Bringing Leadership to the Fore" was organized for First year MBA students on 27th Jan 2023. Mr. S. Jothiramalingam, Founder CEO & Green Coach of "WOW Training, Coimbatore was the Resource Person.
- An Expert Talk on the "Importance of textile & technical textile industry growth for overall growth of India & its economy" was organized for the students of B.Sc. and BBA on 27th Jan 2023.

ORIENTATION PROGRAMME

Various expert lectures, field visits and outbound training programmes were organized for the newly inducted batch of B.Sc., BBA and MBA students from 7th to 9th Dec, 2022.

- An expert talk on 'Emerging Trends in Textile Industry Management' was organized on 7th Dec, 2022. Mr. P. M. Jagatheesan, Ex-Vice-President, Sara ELGI Group of Textile Mills Ltd., Coimbatore was the resource person.
- An expert talk on 'Effective Communication for Organizational Success' was organized on 8th Dec, 2022. Dr.Muralidharan, Former Professor & Head – MSW Dept., PSGCAS was the resource person.

- An expert talk on 'New Business Landscape – New Opportunities – Are you tuned for a change?' was organized on 9th Dec, 2022. Dr.R.Chandrasekar Menon, Founder Director, Servitude was the resource person.

OUTBOUND TRAINING PROGRAM

An outbound training was organized for First year MBA students on 23rd and 24th January, 2023 at PSG training facility at Anaikatti.

STUDY TOUR

The Institute endeavors to offer practical exposure to all the students as a part of their academic enrichment. As part of it, a study tour was organized for Final year MBA students in the month of Jan, 2023. The students visited various textile manufacturing units as well as research centres in Surat, Gujarat which are engaged in sustainable textile manufacturing processes. Another study tour was organized for Final year B.Sc. students to Mumbai in the month of Feb, 2023 that helped enhance their practical knowledge about sustainable practices in textile industry.



Outbound training program for MBA students

INDUSTRY VISITS

- Students of B.Sc. & MBA visited TEXINDIA Textile Sourcing Fair at India Knit Fair Complex, Tiruppur on 16th & 17th Sept 2022. The visit enabled them to gain insights about various products, manufacturers and suppliers of Fabrics and Accessories.
- Students of B.Sc. visited KG Denim Ltd. (Unit 1- Trigger Apparel, Karamadai & Unit 2- KG Denim Ltd, Mettupalayam, Coimbatore) on 15th Oct 2022. They gained insights about the garment construction process. The visit provided real time understanding about Yarn Manufacturing subject.
- Students of B.Sc. Textiles & Technical Textiles visited Central Silk Board at Udumalpet on 20th Oct 2022. It enabled them to gain practical insights about the silk fibre and its products related to the course, Fibre and Yarn Science.
- Students of MBA visited Cotton Blossom Pvt. Ltd., Tiruppur on 4th Feb 2022.
- Students of B.Sc. Textiles, Technical Textiles & BBA Textile Business Analytics visited Kalpana Sizing Mills, Somanur on 16th Feb 2023.
- Students of MBA visited Saranya Garments Pvt. Ltd. On 18th Feb 2023. They gained insights on fabrication of knit fabrics, textile quality evaluation, dyeing process etc.
- Students of B.Sc. Textiles & Technical Textiles, BBA Textile Business Analytics visited KG Fabriks Limited, Perundurai on 4th Mar 2023. The students gained real time insights about the weaving and its preparatory process related to Fabric Manufacturing.



INTERNATIONAL COLLABORATIVE PROJECTS

SVPISTM & GiZ, German Corporation for International Cooperation (GMBH), Germany

In order to enhance the knowledge on the theme of sustainability in the textile value chain, that is oriented towards process,

action and creative participation of learners in all aspects of the transition to sustainability, a project on the topic “Knowledge, Values, and Education for Sustainable Development in Textiles” has been granted by GIZ, German Corporation for International Cooperation (GMBH). Around 100 rural women and stake holders of Textile industry like farmers, spinners, ginners and garment manufacturers and students will be benefitted by the programmes organized in connection to this endeavour.

NAAC ACCREDITATION

NAAC conducts assessment and accreditation of Higher Educational Institutions (HEI) such as colleges, universities or other recognized institutions to derive an understanding of the ‘Quality Status’ of the institution. The institute has been awarded the accreditation status from National Assessment and Accreditation Council (NAAC) on 26th Oct, 2022.

SKILL DEVELOPMENT PROGRAMS

A Skill Development Program titled “Pattern Making and Garment Production” was organized by the institute in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH commissioned by the German Federal Ministry for Economic Cooperation and Development during the month of Nov - Dec 2022 that benefitted women from rural background in various districts of Tamil Nadu.



A training programme titled “Sustainable Production from Fibre to Finished Garment” was organized by the institute in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH commissioned by the German Federal Ministry for Economic Cooperation and Development during the month of December 2022 for the benefit of cotton farmers.

A Two days Training Programme on "Sustainable Production Practices in Ginning and Spinning" was conducted for Ginners and Spinners on 13.02.2023 & 14.02.2023. The programme was organized by the institute in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH commissioned by the German Federal Ministry for Economic Cooperation and Development.



KUDOS TO THE WINNERS!!!

- Mr. Sricharan J. M, III B.Sc. has won Second Prize in Paper Presentation competition in the National Level Virtual Technical Symposium conducted by Bannari Amman Institute of Technology.
 - Mr. Viswajith Kumar, III B.Sc. has won Gold Medal in the Chief Minister Trophy Athletic Meet in 5000 mts competition held in Tiruppur.
 - Mr. Muthu Akilarasu, I MBA has won Silver Medal in the All India Inter University WUSHU Tournament held at Chandigarh University, Mohali.
 - Mr. Muthu Akilarasu, I MBA has won Third Place in Senior National Wushu Championship conducted by Wushu Association of India.
 - Mr. Jeevaratna, II MBA has won First Place in Modern Madras Marathon 2022 organized by Ministry of Textiles, Government of India.
 - Ms. Pon Snekhya, I B.Sc. has won Second Prize in Fashion Illustration contest conducted by KSR College of Arts & Science, Tiruchengode.
 - Ms. Saloni Garg, II MBA has won First Prize, a Cash Award of Rs. 10,000/- in Negamam Logo Design National Level Contest organized by the Department of Handlooms, Government of Tamil Nadu.
 - Ms. Anitha. R & Ms. Priyanka. R, Assistant Professor, School of Textiles have won First Prize in Paper Presentation competition in the NAAC sponsored National Level Conference on "Role of IQAC in Quality Enhancement in Teaching Learning Process in HEI's" organized by Rathinam College of Arts & Science on 16th Dec 2022.
- Award Winners of National Level Contest conducted by Textile Committee on the theme - "Sustainability and Circularity in Textiles"**
- Ms. Soonam Francis, II MBA has won First Prize, a Cash Award of Rs. 10,000/- in the National Level Slogan Contest.
 - Ms. Kumud Mehta and Ms. Varsha Pal, II MBA have won Third Prize, a Cash Award of Rs. 5,000/- in the National Level Infographics Contest.

- Ms. Saloni Garg, II MBA has won Consolation Prize, a Cash Award of Rs. 2500/- in the National Level Infographics Contest.
- Ms. Manisha and Ms. Thulasi Priya, II MBA have won Consolation Prize, Cash Award of Rs. 5000/- in the National Level Reels Contest.



Snapshots of Award Ceremony - National Level Contest conducted by Textile Committee on the theme - "Sustainability and Circularity in Textiles"



Career guidance programme on "The Scope of Textile Education"

CAREER GUIDANCE PROGRAMME

A career guidance programme on "The Scope of Textile Education" was conducted for the Higher Secondary School students from 4th to 12th Jan 2023. Around 3000 Government school students in Coimbatore participated and benefited from the programme.

FUNDED RESEARCH PROJECTS

The institute has been awarded various funded research projects in the field of Textiles and Management by various organizations at the national level. In this context, a research project on 'Development of Vegetable Leather for Efficient Thermal Insulation using Coarser Wool and Edible Waste to Target Export Markets' has been sanctioned by Central Wool development Board (CWDB) under Integrated Wool Development Programme (IWDP). A Research Steering Committee (RSC) has been constituted for execution of the research work.

A research project on "Development of Herbal finished Women Sanitary Pads and Baby Diapers and a study on its Antimicrobial effect" has been sanctioned by the Ministry of Textiles.

FACULTY STRIDES

- Ms. Anitha. R & Ms. Priyanka. R, Assistant Professor, School of Textiles have published an article titled “Hybrid Method of Teaching – A New Era for Teaching Learning Process” in Conference Proceedings of the Two days National Level Conference on “Role of IQAC in Quality Enhancement in Teaching Learning Process in HEI’s”, ISBN – 9789391347369, (pp. 123-133).
- Dr. C. Sathishkumar, Ms. Anitha. R & Ms. Priyanka. R, Assistant Professor, School of Textiles have published an article titled “Interactive, Integrative and Innovative characteristics @ Advanced Teaching Pedagogies” in Conference Proceedings of the Two days National Level Conference on “Role of IQAC in Quality Enhancement in Teaching Learning Process in HEI’s”, ISBN – 9789391347369, (pp. 134-139).
- Mr. P. Ramasubramaniam & Dr. J. Soonu Aravindan, Asst. Professor, School of Management have published an article titled “ICT Tools and its Impact in Education” in Conference Proceedings of the Two days National Level Conference on “Role of IQAC in Quality Enhancement in Teaching Learning Process in HEI’s”, ISBN – 9789391347369, (pp. 88 – 96).
- Dr. V. Mathangi & Dr. M. Venkatalakshmi, Asst. Professor, School of Management have published an article titled “Cognitive and language-based curriculum for quality education” in Conference Proceedings of the Two days National Level Conference on “Role of IQAC in Quality Enhancement in Teaching Learning Process in HEI’s”, ISBN – 9789391347369, (pp. 66 – 71).
- Dr. M. Kannan, Assistant Professor has published articles titled "Challenging Scenario Faced by Exporters of Garment Industry" in Indian Journal of Natural Sciences, Vol. 12 (70), (2022), 17 & "Linear Model Vibrations in Multi Layered Axisymmetric Cylindrical Shell using FEM" in AIP proceeding, 2516260009 (2022).
- Dr. M. Kannan, Assistant Professor has published books titled “A Text Book of Engineering Mathematics” & “A Text Book of Graph Theory”.

INTERNATIONAL SEMINAR AND WORKSHOP



As an initiative towards International collaboration for academic, research and other activities in relation to Technical Textiles, seminar and workshops were organized by the institute by inviting eminent speakers from International Institutions.

Mr. Julius Sen, Associate Director and Senior Programme Adviser, London School of Economics was the resource person.

- A one day International seminar was organized on the topic, “How business models in the Textiles and Garments sector will have to change to comply with the UN's Global Sustainability Goals” on 17th Aug 2022.
- A Two day International Workshop on “The Textile Sector, Trade & Sustainability” was organized by the institute on 11th & 14th Nov, 2022. The workshop focused on delivering value addition to stakeholders in the Indian Textile Industry by guiding them to devise strategies on Sustainable Textiles. The participants were managers, mid-level associates, entrepreneurs in Textile & Apparel Industry as well as academicians, research scholars and students

WORLD COTTON DAY

The institute celebrated World Cotton Day on 7th Oct, 2022. The Chief Guests were Mr. Hiren Ashok Daga, Ask Cotton Regd. and Mr. Gunaseelan, Member-Board of Governors, SVPISTM. A massive art installation of India Map was made by the students using used cotton clothes and waste cotton which was presented during the event. The students exhibited their talents through events like fashion show and Jingle song that were focused towards creating awareness for the brand ‘Kasturi’ Cotton.



STARTLING REMINISCENCES

WORLD NATURE CONSERVATION DAY

As part of World Nature Conservation Day celebration on 28th July, 2022, various programs were organized for the students like Poster and Video Presentation focused on the theme - ‘Reduce, Reuse & Recycle of Textiles for building a Sustainable Planet’.

NATIONAL HANDLOOM DAY CELEBRATION

National Handloom Day was celebrated in the institute on 6th Aug, 2022. During the occasion, National Handloom Development Corporation (NHDC) & India Post Payment Bank (IPPB) had distributed Yarn passbook to the handloom weavers. A Handloom Product Expo was organized in a grand manner in the institute premises from 6th to 8th Aug, 2022 with the ethos - “Vocal for local”.



Snapshots of world cotton day celebration

NATIONAL UNITY DAY

The National Unity Day or Rashtriya Ekta Diwas is observed on the 31st October every year in remembrance of the birth anniversary of Sardar Vallabhbhai Patel, the Iron man of India. This year marks the 147th anniversary of the great leader. Various events like essay, quiz and elocution contests were organized for the students. The faculty and students of SVPISTM also participated in a marathon organized on the theme, "Run for Unity".



GRADUATES DAY 2022

Graduates Day was organized in the institute on 22nd Nov 2022 for recognizing the achievement of both B.Sc. and MBA students, who had graduated during the academic year 2021-22. Dr. G. S. Sameeran, District Collector, Coimbatore graced the occasion as the Chief Guest. During the event, the students were awarded by him in the categories of Best Project, Best Designer & Best Outgoing Student.



NATIONAL CONSTITUTION DAY

National Constitution Day was observed on 26th November, 2022 at the institute premises. As part of it, an elocution competition on the topic "India – the mother of Democracy" was organized for the students. The students actively participated in the event which gave them an opportunity to know about our constitutional values and the fundamentals of Indian Constitution. Further, Constitution Day pledge was administered in the campus involving the students, staff and faculty members of the institute.

VIGILANCE AWARENESS WEEK

The Vigilance awareness week was observed from 26th October to 1st November 2022 in the campus. The Institute organized various events with the theme, 'Corruption free India for a developed Nation'. As part of it, Integrity pledge, essay competition, elocution, slogan writing contest and a guest lecture were organized in association with 'National Textile Corporation' during the week.

FARMERS DAY 2022

As a part of National Farmers Day on 23rd December, 2022, the institute had organized various events related to agriculture and farmers like slogan contest, elocution on the topic, 'Igniting young minds by Innovative Farmers' and Essay writing on the topic, 'Farmers - the life givers of India'.

ESTABLISHMENT DAY 2022

Establishment Day was celebrated by the students, faculty and staff of the institute on 24th Dec 2022. Mr. Lakoka N. Subramaniam, Sagotharen lakoka, Coimbatore was the Chief Guest. Mr. S. Periasamy, CEO, Atal Incubation Center, Tirupur was the Guest of honour. As part of it, the students exhibited their talents through various cultural events and fashion show with national integration as the theme.



NATIONAL GIRL CHILD DAY CELEBRATION

National Girl Child Day was celebrated in the institute on the theme of 'Girl Child – Promoters of Sustainability' on 24th Jan, 2023. The students exhibited their talents through various events like Garment construction from recycled textiles, essay writing, slogans writing, elocution and video presentation.



ANNUAL SPORTS MEET

Annual Sports Meet 2022 was organized at the campus on 30th Dec, 2022. Thiru P. Parthiban, Assistant Commissioner of Police, Singanallur Range, Coimbatore City was the Chief guest and Shri. Lalit Kumar Gupta, Chairman-cum-Managing Director (Addl. Charge) & Director (Finance), The Cotton Corporation of India Ltd., was the Guest of honour. The occasion served as an opportunity for the students to display their skills in sports that motivated them to focus on developing physical fitness through sports.



PONGAL CELEBRATION

The harvest festival of Pongal was celebrated in a vibrant manner at the Institute premises on 12th January 2023. As a part of it, students actively participated in pongal making and rangoli contests. Everyone had a great time celebrating the Indian farmer festival of Tamil Nadu together.



INTELLECTUAL FORUM FOR SKILL DEVELOPMENT AND KNOWLEDGE SHARING

In order to upgrade the knowledge about emerging trends in Technical Textile Research and Development, faculty and student Seminars have been organized every week in the institute. The faculty members and students have presented on the following topics during the seminar.

- Business Model Canvas
- Understanding Companies Act
- Structural Textile Composites - Techniques & Applications
- How Natural Fibres will Reshape the Future of Home Textiles
- The new opportunity - Textile to Textile
- Factors that will impact the Textile Value Chain in 2023
- Exploring Job Roles in Textile Sector through NSDC

VIBRANT PLACEMENT CELL INITIATIVES

The placement cell of SVPISTM has been actively involved in establishing industrial connect and engaging the aspiring students to get internship and placement opportunities at reputed organizations in the Textile, Apparel & Retail industry. Despite the prevailing pandemic situation, the placement cell has been prolifically engaged in providing placement opportunities to the Students of B.Sc. (2020-23) batch and MBA (2021-23) batch.

TRAININGS OFFERED

As part of Industry Institute Partnership Cell (IIPC) activities, placement training sessions were conducted for both B.Sc. and MBA students. The sessions oriented and helped the students to enhance their skills. Sessions covered topics like Resume Building and Updating, Interview Etiquette, Frequently Asked Interview Questions, Mock GD & HR interviews etc.

PLACEMENT DETAILS

The companies listed below have conducted the recruitment drive for B.Sc. & MBA students of SVPISTM.

- PVH Arvind Fashions - Bengaluru
- Vardhman Textiles Limited - Ludhiana
- Jay Jay Mills - Erode, TN
- Loyal Textiles, Chennai
- Sulochana Mills Private Limited, Tirupur
- Zorg Corpp Business Consultation Pvt. Ltd., Coimbatore
- Serendip Sourcing Pvt. Ltd., Coimbatore
- Property Pistol Realty Pvt. Ltd., Mumbai
- Western Textiles, Kerala
- Raymonds, Chennai
- Twin Birds, Tirupur
- Aquarelle India Private Limited, Andhra Pradesh
- Ultron Textiles, Tirupur
- Premier Fine Linens Private Limited, Coimbatore
- Aathava Garments India (P) Ltd., Coimbatore

POTENTIAL RECRUITERS IN PIPELINE FOR THE PLACEMENT SEASON 2023-24

- Swift Merchandise, Tirupur, TN
- Sahana Clothing Company Pvt. Ltd., Palladam, TN
- Credence Inspection, Karur, TN
- Cotton Concepts Pvt. Ltd., Coimbatore
- Toram Exports, Tirupur
- Prisma Garments, Tirupur
- Reliance TRENDS, Coimbatore
- Ramraj Cotton, Tirupur
- KG Fabriks, Coimbatore

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SARDAR VALLABHBHAI PATEL INTERNATIONAL SCHOOL OF TEXTILES AND MANAGEMENT



WHO WE ARE

Sardar Vallabhbhai Patel International School of Textiles and Management, Coimbatore is an International Institution providing comprehensive Education, Training, Consultancy and Research in Textile Management. The institute has been set up by the Ministry of Textiles, Government of India.

The Institute currently offers UG & PG programmes which have been framed in line with the growing demand of the industry providing vibrant opportunities to emerge as successful technocrats in the field of Textiles and Management. The institute also offers short term certificate courses through online mode.



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*"Knowledge with action converts
adversity into prosperity"*

- A.P.J. ABDUL KALAM