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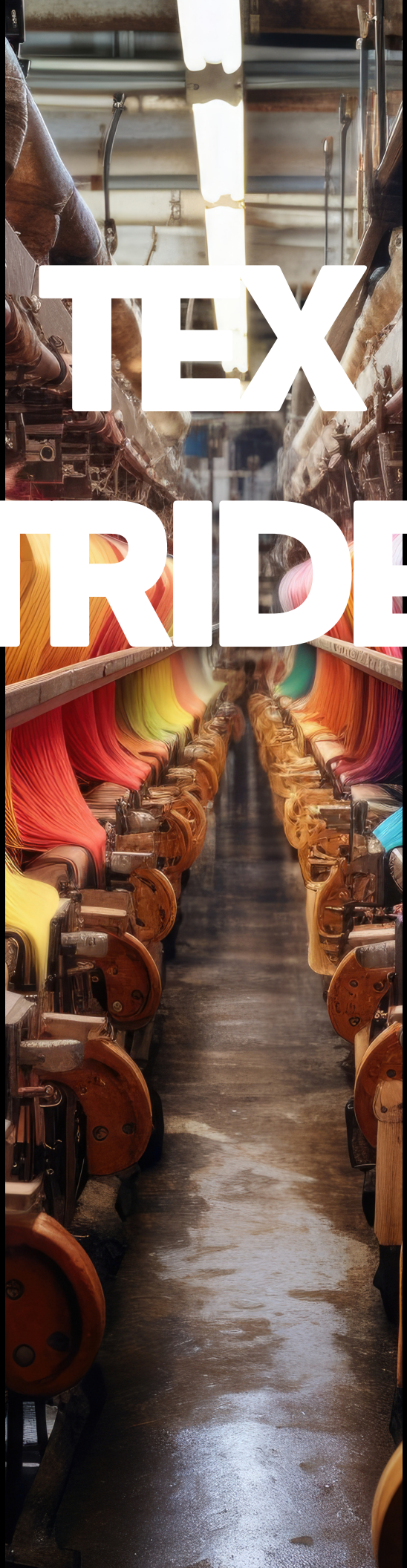
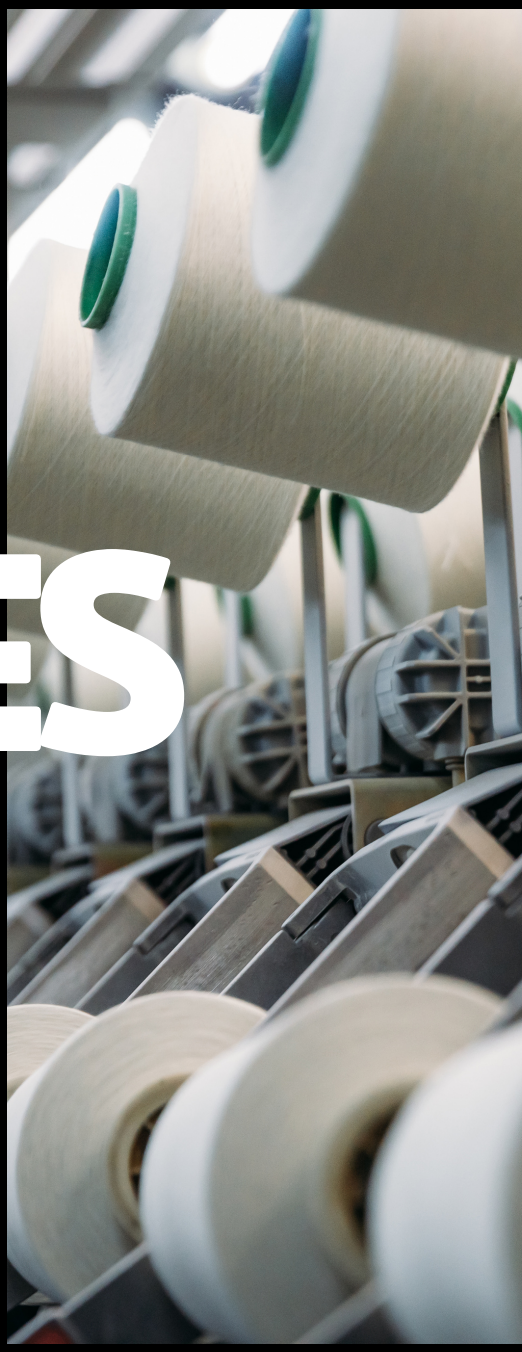
TEX STRIDES





A BI-ANNUAL ISSUE FROM SARDAR VALLABHBHAI PATEL

INTERNATIONAL SCHOOL OF TEXTILES AND MANAGEMENT

VOL 05

Testing Times

Sewing it Together

Whiz Kids

Measuring Up

Hands on

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WORDS FROM THE CAPTAIN OF THE SHIP

My dear Students,

Yet another year has passed, and we welcome yet another batch of students into our fold, with a lot of expectations, a lot of anticipation, and a lot of promise. We expect the coming years to be a memorable period for the newcomers, filled with learning, progress, and lots of fun. We anticipate the opening of new avenues, exposure to new ideas and perceptions, and lots of teamwork to make this period a valuable phase in each of our lives. The future will be promising if our expectations and anticipation turn out to be excellent examples of focus and teamwork, with no effort spared.

As you take your first few steps into adulthood, our endeavor will be to take each one of you through a variety of experiences that will make you strong and confident and nurture in you an attitude that will help you face all challenges in life without any sort of fear or hesitancy.

In this journey, you, dear students, will be the heroes and heroines, and tomorrow we hope each one of you will be a trail-blazing star in whatever you choose to do in your life.

Wishing you all the best.

Dr. P. Alli Rani
Director
SVPISTM

Augmenting Textiles with AI

Sudhanshu Ranjan
B.Sc. Textiles I year

Textiles is one of the most important industries as it provides clothes and other textile products. The industry is constantly evolving and changing in different dimensions. And the introduction of artificial intelligence has been transforming the industry.

There are many different ways in which AI is being used in textile industry. AI is used by designers to create new designs or to modify old designs. Now they can create more detailed patterns and designs. AI can create new designs by analysing data about consumer preferences and trends.

AI can be used to develop efficient manufacturing processes. It can identify the ways to improve efficiency and reduce waste. It can be used to automate the manufacturing process such as fabric cutting, sewing and printing. It can improve quality control of products which include identifying defects in products. It can also be used by engineers to produce new fabric with better quality. AI can be used for sales and marketing purposes of textile products by analysing data about consumer behaviour.

In the textile sector, AI is quite useful. AI will make the textile industry more efficient, which will increase profits. By evaluating huge data, it will also assist industries by keeping them informed of future trends.

TECH TRENDS

Moat for the Textile Industry

By N.Giridara Keshav
BBA II Year

The textile industry has long been a pillar of global commerce, weaving a tapestry of fabrics, garments, and other textile products that touch every aspect of our lives.

As the world becomes increasingly connected and technology continues to advance, the marriage of big data and tech trends with the textile industry has given rise to a transformative era. This article explores the emerging influence of big data and tech trends in the textile industry, highlighting how these innovations are reshaping the way textiles are manufactured, designed, distributed, and even consumed.

Big data refers to vast amounts of information generated from various sources, including but not limited to social media, IoT devices, supply chain data, and customer interactions. With the advent of big data analytics, the textile industry is now able to harness this wealth of information to enhance decision-making processes and streamline operations.

One of the significant applications of big data in the textile industry is in supply chain management. By leveraging real-time data, manufacturers can gain valuable insights into demand patterns, optimize inventory levels, and ensure a smoother production process. This enables companies to minimize waste, reduce costs, and meet consumer demands more efficiently.

Big data has revolutionized the design process in the textile industry. Designers now have access to a treasure trove of information regarding consumer preferences, fashion trends, and market demands. This enables them to create more tailored and personalized products that resonate with their target audience, ultimately driving customer satisfaction and brand loyalty

Through the integration of big data and the Internet of Things (IoT), textile manufacturers can monitor the health of their machinery and equipment in real-time.

TEXTILE MANUFACTURERS CAN MONITOR THE HEALTH OF THEIR MACHINERY AND EQUIPMENT IN REAL-TIME.

By analyzing data on machine performance and wear patterns, predictive maintenance models can be developed, reducing downtime and improving overall production efficiency. Additionally, big data can assist in quality control by identifying potential defects early in the manufacturing process, ensuring that only high-quality products reach the market

Beyond big data, several tech trends have emerged that are redefining the textile industry's landscape. These trends leverage cutting-edge technologies to enhance processes, sustainability, and consumer experiences.

AI and machine learning technologies have unlocked new frontiers in textile manufacturing, design, and marketing. In manufacturing, AI-driven robots can handle repetitive tasks with precision and speed, leading to increased productivity and reduced production costs. Moreover, AI-powered algorithms can analyze consumer data to predict trends, optimize marketing strategies, and personalize customer interactions.

3D printing has made significant strides in the textile industry, offering designers and manufacturers the ability to create intricate textiles and garments through additive manufacturing. This technology has not only streamlined the prototyping process but has also reduced waste by producing items on-demand, minimizing excess inventory.

AR has transformed the consumer shopping experience by allowing customers to virtually try on clothes before making a purchase. This trend has not only reduced the rate of returns but also enhanced customer satisfaction, as shoppers can visualize how an item will look on them without physically trying it on.

Blockchain technology has found its way into the textile industry, providing transparency and traceability in the supply chain. With a blockchain-based system, manufacturers and consumers can trace the origin of raw materials, verify authenticity, and ensure ethical sourcing practices, thus fostering sustainability and trust.

The textile industry has often faced scrutiny for its environmental impact, particularly concerning water consumption, chemical usage, and waste generation. However, technology is playing a pivotal role in transforming the industry into a more sustainable one.

Advanced data analytics combined with IoT sensors have enabled textile manufacturers to monitor water and energy consumption throughout the production process. By identifying areas of high consumption, companies can implement strategies to reduce water and energy waste, leading to significant environmental and cost savings.
Incorporating technology into the development of eco-friendly materials has become a focus for the textile industry. Sustainable fabrics made from recycled materials and natural fibers are gaining popularity among environmentally-conscious consumers. Additionally, innovative dyeing and finishing processes are being developed to minimize the use of harmful chemicals and pollutants.

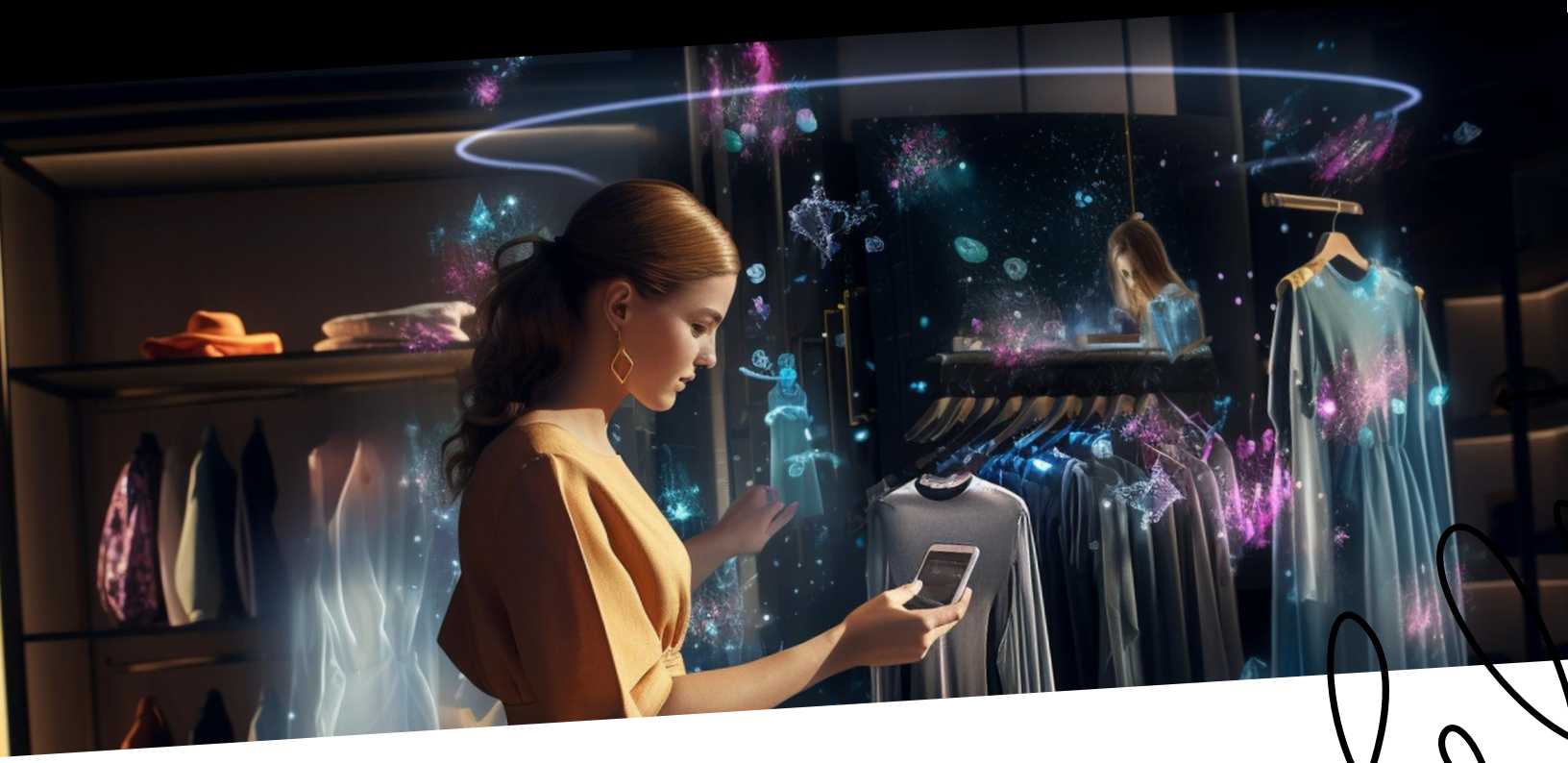
Technology has facilitated the growth of circular fashion, wherein textiles are designed, produced, and consumed in a closed-loop system. 3D printing and other additive manufacturing techniques have made recycling and upcycling textile waste more feasible, reducing the industry's overall environmental footprint.

The integration of big data and tech trends has not only transformed textile production but has also reshaped the retail experience for consumers. e-commerce platforms are utilizing big data and AI algorithms to provide personalized shopping recommendations to customers based on their past purchases, browsing history, and preferences. This not only enhances the customer experience but also boosts sales and customer retention.

Tech-savvy consumers expect a seamless shopping experience, regardless of whether they are browsing online or in physical stores. Textile retailers are embracing omni-channel retailing to integrate online and offline channels, offering consumers more convenience and flexibility. AR and VR technologies are enabling virtual shopping experiences, allowing customers to "try on" clothes and explore store collections from the comfort of their homes. Virtual showrooms and fashion events have become increasingly popular, especially during times of restricted physical gatherings.

The textile industry is undergoing a profound transformation, driven by the emerging influence of big data and tech trends. The integration of big data analytics has enhanced supply chain management, product design, and quality control, while tech trends like AI, 3D printing, AR, and blockchain are revolutionizing the entire textile production process. Moreover, technology is promoting sustainability in the industry by optimizing resource usage and fostering circular fashion practices. As the world becomes increasingly interconnected, the textile industry's future lies in its ability to embrace these emerging technologies and leverage them to create a more efficient, sustainable, and customer-centric landscape

Analytics Foray into Fashion Landscape



By Madhur Bhardwaj
BBA Textile Business Analytics II Year

In recent years, big data and technological advancements have transformed various industries, the textile, apparel, and retail sectors are no exception. These industries are experiencing a remarkable shift as they adopted big data analytics and technologies to enhance operations, improve customer experiences and stay competitive in the modern market.

Big data refers to the large data set generated daily according to customer preferences to production processes. Textile, apparel, and retail companies are now utilizing this data to gain insights about consumer behavior, market trends, and supply chain efficiency. Through data analysis, companies can understand their customers better than before. They can identify preferences, buying patterns, and even predict future trends, helping them to meet customer expectations. Retailers are using big data to create personalized shopping experiences. By analyzing customer data, they can recommend products that match individual preferences, increasing the chances or possibility of making a sale. It also enables companies to optimize inventory by tracking sales trends and demand patterns, businesses can avoid overstocking or under stocking, leading to improved operational efficiency.

The infusion of technology into these industries is making it easy for innovation and transformation. IOT devices are being integrated into textiles which is allowing for smart clothing and accessories. These items can monitor health metrics, adjust to environmental conditions, and even interact with other devices. Augmented Reality (AR) technology is being used to create virtual fitting rooms. Customers can "try on" clothes virtually, enhancing the online shopping experience and reducing returns due to sizing issues. Block chain technology is being utilized to enhance transparency and traceability in supply chains. This ensures that products are ethically sourced and authentic as it is a growing concern for conscious consumers. Especially relevant in the post-pandemic era, contactless payment methods become more prevalent, ensuring a safe and efficient shopping experience. While the integration of big data and technology brings benefits but challenges too such as data security, privacy concerns, and the need for upskilling the workforce are emerging.

In a nutshell, the future holds even more exciting possibilities. As artificial intelligence continues to advance, predictive analytics can become more accurate, allowing businesses to forecast trends and demand with unprecedented precision. The textile, apparel, and retail industries are embracing the potential of big data and technology to revolutionize their operations and customer interactions. Through personalized experiences, improved supply chains, and innovative products, these sectors are self-controlled for a tech-driven future that promises enhanced efficiency and customer satisfaction. As long as companies navigate the challenges thoughtfully, the collaboration between big data and tech trends will foster growth of these industries in the coming years .

Recycling and upcycling

SOLUTIONS TO THE RESCUE

By Merin Tessa Joshy & Fiza Hasan
II B.Sc. Technical Textiles

Every day we are looking for ways to follow a sustainability-oriented lifestyle. This brings us to the thought of how to manage the massive waste output from the textile industry, as it is one of the most environmentally polluting industries. Recycling and upcycling could be the major solutions for our textile waste.

THE PROBLEM WITH TEXTILE WASTE

The fashion industry is responsible for a staggering amount of waste each year, with over 92 million tonnes of textile waste generated annually.
The environmental impact of textile waste is significant and multifaceted; overconsumption of natural resources would be the main issue. It takes a lot of water to produce textiles, plus land to grow cotton and other plant-based natural fibers. To make a single cotton t-shirt, 2,700 litres of fresh water are required, according to estimates.

Reports show that textile manufacturing is estimated to be responsible for about 20% of clean water pollution on a global level from dyeing and finishing processes. Another factor is the laundering of synthetic clothes, which accounts for 35% of primary microplastics released into the environment, mainly water bodies. The fashion industry is estimated to be responsible for 10% of global carbon emissions, which is more than international flights and maritime shipping combined. Textile waste in landfills is another major issue. The majority of textile waste heads to our landfills, where they release greenhouse gases, leach toxins, and dyes into the surrounding soil and water, which ends up affecting our health and also that of our fellow living organisms.

WHAT IS TEXTILE RECYCLING?

Recycling and upcycling textiles have become increasingly popular in recent years as people strive to reduce waste and make more sustainable choices.
These practices offer creative ways to repurpose old fabrics and give them a new lease on life. Textile recycling involves collecting, sorting, and processing used textiles to create new products. This process helps divert textiles from landfills, conserve valuable resources, and repurposes textile waste.
There are several methods for textile recycling, namely mechanical recycling, chemical recycling, and upcycling.

Textile-to-textile recycling is the process of recovering yarn, fibre, fabric, etc. and reprocessing them to make new useful products depending on their composition, condition, and most importantly, resale value.

Mechanical recycling involves breaking down used textiles into fibres, which are then used to create new fabrics or products, while chemical recycling uses chemicals to break down textiles into their raw components. This method is commonly used for materials like cotton, polyester, and wool.
Chemical recycling of textiles is the process of converting textile waste by changing its chemical structure and turning it back into substances that can be used as raw materials for the manufacturing of new textiles or other products. This process involves a series of chemical processes to depolymerize or dissolve the fibre from the fabric into monomer or solvent form, either to make a new fibre compound or extract one compound from a mix.

A popular example of chemical textile recycling involves converting cotton into viscose, a process that breaks down cotton fabric into pulp and then transforms it into viscose, similar to how wood pulp is used. This method helps repurpose cotton and reduce waste in the textile industry. Big companies like Birla Cellulose and Lenzing have both come up with such technologies.
Another example of chemical recycling would be the selective depolymerization of textile polyester (PET) from regenerated cellulose/PET blends using alkaline hydrolysis, which renders the monomers of PET while cellulose remains in fibre form.

Recycling of textile waste can also be categorised into two more varieties: biochemical recycling and non-biochemical recycling.

Biochemical recycling involves using biological processes, such as fermentation or composting, to break down textiles into their base components, which can then be used to create new materials. For example, a recent study demonstrated the viability of using a polymer as a source of fertiliser through recycling. Non-biochemical recycling includes methods that do not involve biological processes, such as creating building materials from textile waste or recovering energy from waste through thermal processes.
Several companies offer textile recycling and upcycling products online. Some of these companies include Anandi Enterprises, American Textile Recycling, Boer Group Recycling Solutions, I: Collect, Infinited Fibre Company, Patagonia, Prokotex, Pure Waste Textiles, Retex Textiles Inc., and Unifi Inc.
Another interesting and practical practice for sustainable textiles is thrifting. Thrifting refers to the act of shopping for second-hand or used items, typically clothing, at thrift stores or other resale shops. It's a sustainable and budget-friendly way to find unique and affordable pieces.

Thrifting in India has seen a rise. It’s finding resonance among new generations. From a consumer perspective, thrifting is cheaper as compared to the retail price of most products, especially when it comes to branded items.

INDIA'S STRIDE TOWARDS TEXTILE RECYCLING

Recycling textiles has been a domestic craft in India and is done at both industrial and household levels. India's circular fashion economy focuses on designing circular textile waste models, unlocking green jobs, and setting up technology-backed systems.

In the craft sector, the kantha work of Bengal is often considered one of the oldest recycling practices associated with textiles. This is a craft where the use of old muslin sarees is done as the base material to engrave beautiful running stitch hand embroidery.

There are several innovative start-ups in India working in this field. For example, Delhi-based fashion label Doodlage and another example, EcoKaari, upcycle plastic to produce handcrafted fabrics with the help of Charkha and Handloom.

THE BENEFITS OF TEXTILE RECYCLING

There are many benefits to recycling and upcycling textiles. This helps reduce the environmental impact of the fashion industry, which is known for its resource-intensive and polluting practices. Textile recycling has a positive impact on both the environment and the economy. Recycling textiles can reduce greenhouse gases, save water, and reduce pollution, and reduce pressure on fresh resources. By diverting textiles from landfills, we can reduce greenhouse gas emissions and conserve natural resources. In fact, according to the Environmental Protection Agency, recycling one tonne of textiles can save more than 5,000 kWh of electricity, 9 cubic yards of landfill space, and 17 trees.

In addition to its environmental benefits, textile recycling also creates jobs and supports local economies. These practices also promote a circular economy by keeping textiles in use for longer periods. Instead of discarding old clothes or fabrics, they can be given a new purpose, extending their lifespan and reducing the need for new production. This not only reduces waste but also helps to minimise the demand for new textiles, which often involves harmful practices like pesticide use and water pollution.

Supporting textile recycling not only helps the planet but also our community.

CHALLENGES IN TEXTILE RECYCLING

One of the biggest challenges in textile recycling is contamination. This can lead to entire batches of textiles being rejected by recycling facilities, ultimately ending up in landfills. Another challenge is the lack of awareness about textile recycling. Many people simply do not know that textile recycling is an option. Finally, limited infrastructure is also a challenge in textile recycling. There are not enough textile recycling facilities, which means that textiles often have to be transported long distances to be recycled. This can increase the carbon footprint of textile recycling and make it less efficient. Economic viability should also be considered. The cost of recycling textiles can be higher than producing new ones, making it challenging to create a financially sustainable recycling industry.

TEXTILE UPCYCLING, AN INNOVATIVE SOLUTION

In addition to recycling, upcycling is another sustainable practice. Unlike recycling, which breaks down materials, upcycling focuses on repurposing and enhancing the existing fabric or garment. This can involve altering the design, adding embellishments, or combining different textiles to create unique products.
This innovative method of revaluing textile waste ultimately slows down unnecessary new textile production. For example, you can turn old jeans into denim pillow covers and handbags.
Upcycling is incredibly beneficial for the planet. It accomplishes several things at once: it reuses materials we already have and creates something new. Giving used products a new life and reducing the need to use unethically sourced or unsustainable materials, like plastic, to create new products

CHALLENGES IN TEXTILE UPCYCLING

Upcycling projects may be limited in scope or require significant effort to source the necessary materials. Another challenge is the lack of creativity in up cycling.
In conclusion, textile waste is a serious problem with far-reaching environmental and economic consequences. However, we can make a difference by embracing textile recycling and upcycling. Through these practices, we can reduce the amount of waste that ends up in landfills, conserve resources, create new opportunities for businesses and individuals alike and promote sustainability in the fashion industry. Therefore, let's take action and be part of the solution!

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SMART AUTOMATIONS

Autoblend

Automatic mixing of different materials

CDS

Card with inbuilt drafting system

LMW Spin Connect

IoT enabled solutions

Spinconnect

Remote diagnostics and AI to support and enhance routine production and maintenance activities

Ring Frame Auto Piecing - RAP

Automatic piecing for higher productivity and superior quality

BIG DATA, BIGGER STYLE

By Britt Jefena. B
I B.Sc. Textile and Apparel

Technology continues to reshape every aspect of our lives, and the apparel industry is no exception. Big data and tech trends are emerging as key players in transforming the world of fashion, propelling the industry forward.From analyzing consumer preferences to predicting upcoming changes in styles, the power of big data is transforming the way we style, buy, and experience fashion. In this article, we will look into the growing influence of big data and technology in apparels, and share some fun facts and interesting quotes about the fashion trends.

"TECHNOLOGY IS BECOMING MORE EMBEDDED IN TEXTILES AND CLOTHING RATHER THAN JUST AN ADD ON. PEOPLE WANTED TO BE CONNECTED ALL THE TIME". - Lucy Dunne, Professor of Wearable Technology at the University of Minnesota.

ROLE OF BIG DATA IN FASHION:
Big data plays a vital role in analyzing consumer behavior and making strategic decisions for apparel brands. By analyzing social media trends and website browsing patterns, fashion brands can now predict what their customers want and design according to their needs.

FACT: ACCORDING TO IBM RESEARCH, AI POWERED RECOMMENDATIONS FOR CLOTHING SHOPPERS YIELD 45% MORE PROFIT THAN THOSE GENERATED BY HUMAN PERSONAL STYLISTS ALONE.

Some notable tech trends in apparels include 3D printing for customizable designs, virtual reality shopping experiences, and AI-powered fashion forecasting tools. Not only these advancements help to fulfill people's desires but also reduces the environmental impact of fast fashion practices.
AI-powered tools are enabling designers to create unique patterns and styles that were not possible before.

3D Printing is making its mark in the field of apparel design, allowing designers to create futuristic designs that were once thought impossible. This technology has already produced garments for famous personalities like Lady Gaga and Dita Von Teese.

FACT: THE WORLD'S FIRST AI GENERATED GARMENT WAS SHOWCASED AT NEW YORK FASHION WEEK IN 2019.

Smart Clothing and Wearable Technology:
From fitness trackers to smartwatches, wearable technology empowers consumers to stay connected and fashionable at the same time. Tech-infused clothing now offers capabilities such as monitoring your vital signs, tracking your location, and even controlling household appliances.

WRAP UP: "THE FUTURE OF FASHION LIES AT THE INTERSECTION OF TECHNOLOGY, CREATIVITY AND SUSTAINABILITY"- Stella McCartney. The fusion of big data, emerging tech trends, and the apparel industry continues to evolve, reshaping not only what we wear but also how we experience fashion. These technologies help designers create unique products and continue to reshape and redefine our wardrobes while contributing to a sustainable future.

FASHION'S DIGITAL RENAISSANCE

Hariharan. P
II MBA

People have utilized clothing and accessories to show their uniqueness, share their social position, and shield themselves from the elements since the dawn of human history. With the development of technology, new and inventive approaches to fashion design and production have emerged

Smart Clothing

Smart clothing incorporates electronic sensors and other technologies to provide additional functionality. It is a relatively new field that has the potential to revolutionize the fashion industry. Smart clothing has a variety of purposes that include:

Monitoring health and fitness

Smart clothing tracks vital signs such as heart rate, breathing rate, and muscle activity. This information helps to improve athletic performance and overall health.

Improving comfort and safety

Smart clothing regulates temperature, repels water and dirt, and protects us from the sun. It also detects falls and other accidents.

Personalizing the fashion experience

Smart clothing can change color, pattern, or fit according to the wearer's preferences.
Athletes, healthcare professionals, and the military are already using smart clothing. However, it is also beginning to make inroads into the fashion industry. Several high-end fashion designers are now incorporating smart technologies into their clothing lines.

PRODUCTS AVAILABLE IN THE MARKET

Nadi X yoga pants

These pants have sensors that track your posture and alignment, providing real-time feedback on your technique.

Levi's Commuter Trucker jacket

This jacket has a touch-sensitive sleeve that allows you to control your music, answer calls, and get directions without your phone.

Ambiotex smart shirt

This shirt has sensors that track your heart rate, breathing, and temperature. It can also detect falls and alert your loved ones in an emergency.

Komodo AIO smart sleeve

This sleeve can be worn over any shirt and has sensors that can track your heart rate, breathing, temperature, and muscle activity. It also has a built-in GPS chip.

Under Armour RECOVER sleepwear

This sleepwear uses a fabric that can reflect far infrared light onto your body, which promotes muscle recovery and improves sleep quality.

Smart socks

Smart socks can track your foot temperature, your foot landing technique, and other metrics. This information improves your athletic performance and prevents injuries.

Smart clothing is still in its early stages of development but has the potential to revolutionize the fashion industry. It can make clothing more functional, comfortable, and personalized.

BLOCKCHAIN

Blockchain is a distributed database or ledger shared among computer nodes. They are secure and decentralized records of transactions. Blockchain makes data immutable. Blockchain technology is revolutionizing the fashion industry by addressing some of its most pressing challenges, such as counterfeiting, supply chain transparency, and sustainability.

Product authentication

Blockchain can create a unique digital identity for each product, which verifies its authenticity throughout its lifecycle. It can help reduce counterfeiting and protect consumers from buying fake products.

Supply chain transparency

Blockchain tracks the movement of products through the supply chain, from raw materials to finished goods. It can help ensure that products are ethical and sustainably sourced and meet all relevant safety and quality standards.

Sustainable fashion

Blockchain can promote sustainable fashion practices by tracking the environmental impact of products throughout their lifecycle. It can help brands identify and reduce their footprint and make more sustainable choices.

Generally, as technology improves, usage will also change according to it. Due to this blockchain technology, the Fashion rental and thrift markets are emerging.

Fashion rental

Fashion rental is a business model that allows customers to rent clothes and accessories for a while, typically a few days or weeks. It can be a more sustainable and affordable way to access fashion as it reduces the need to buy new clothes frequently. Blockchain technology improves the efficiency and transparency of fashion rental businesses.

Track the rental and return of items: Blockchain creates a secure and tamper-proof record of when the items are rented and returned. It will help in reducing disputes and make the rental process more efficient.

Verify the authenticity of items: Blockchain creates a unique digital identity for each item, which verifies its authenticity. It protects consumers from renting counterfeit items.

Enable peer-to-peer rentals: Blockchain facilitates peer-to-peer rentals, which allows consumers to rent clothes and accessories directly from each other.

Rent the Runway

Rent the Runway is a leading fashion rental company that is exploring the use of blockchain technology to improve its platform.

Secondhand fashion:

Blockchain verifies the authenticity of secondhand fashion items, which can help to increase consumer confidence in secondhand fashion. Transparency in the origin of the goods increases the market size gradually.

The Real Real

The Real Real is another leading online marketplace for second hand luxury goods. The company uses blockchain technology to verify the authenticity of items and provide consumers with more information about the history of these items.

Blockchain technology has the potential to transform the fashion industry in several ways. By addressing some of the industry's most pressing challenges, blockchain can help to create a more ethical, transparent, and sustainable fashion industry for everyone.

THE BIG DATA REVOLUTION

By RohithTendulkar A
B.Sc. Technical textiles II Year

Improved Efficiency

Big data analytics can help textile manufacturers optimize their production processes by identifying bottlenecks, inefficiencies, and areas for improvement. Manufacturers can track performance, spot possible problems, and make modifications in real-time by evaluating data from production tools and sensors.

Cost Reduction

By reducing inefficiencies and waste, big data analytics can help textile manufacturers save money on production costs. By analyzing data from suppliers and logistics partners, manufacturers can optimize their supply chain and reduce transportation and storage costs.

Enhanced Quality

By identifying patterns and trends that affect product quality, big data analytics can assist textile manufacturers in raising the caliber of their output. By monitoring data from production equipment and sensors, manufacturers can identify potential issues before they become problems and make adjustments to improve product quality.

Predictive Maintenance

Big data analytics can help textile manufacturers reduce downtime and maintenance costs by identifying potential equipment failures before they occur. By monitoring the data from sensors and production equipment, manufacturers can predict when maintenance is needed and make repairs before equipment fails.

Customer Insights

Textile producers can learn more about consumer preferences, behavior, and trends by examining customer data. By identifying patterns and trends that affect product quality, big data analytics can assist textile manufacturers in raising the caliber of their output.

FASHION WITH A CONSCIENCE

Dr. TKS Lakshmi Priya,
Adjunct Faculty

The Amazing Textile Industry: According to World Trade Statistics Review 2023, Textile and Clothing industry forms 6% of the global export of manufactured goods and India is the third largest exporter in the world. When we talk of Textiles, fashion and glamour are an integral part of it. The glamour aspect of the textile industry is multifaceted, encompassing creativity, luxury, fashion trends, cultural influence, and technological innovation. It is a blend of art, style, and sophistication that captivates and influences our perception of beauty and fashion.

Textiles are the foundation for the fashion industry, an industry that is heavily associated with glamour. Designers and fashion houses use various textiles to create trendy and stylish clothing, which are showcased at fashion shows and Haute Couture. Haute couture, is the pinnacle of high fashion and relies heavily on luxurious and meticulously crafted textiles. Couture designers create handcrafted garments using the finest fabrics and embellishments, showcasing the epitome of glamour and exclusivity. Another occasion where one can witness the height of fashion are the celebrity events and parties. Celebrities wear designer outfits made from exquisite textiles featuring unique designs, luxurious fabrics, and intricate detailing

A significant amount of Creativity and Artistry can be seen in the garment industry in recent times. Luxury Fabrics, Culture-related garments, innovative textiles, and even interiors of buildings use fabrics of various types. Advancements in textile technology have led to the creation of innovative and futuristic fabrics. Fabrics with special properties like smart textiles, sustainable materials, and bio-fabricated materials are gaining traction, showcasing the forward-thinking and glamorous side of the industry.

The Flip Side: While all these give a rosy view of the industry, there is the other attention-seeking side for the textile industry. Excessive use of natural resources, green-house-gas emission, use of toxic chemicals, mass production causing landfills, and more.

De-sizing	Scouring	Bleaching	Merceri-zation	Dyeing	Printing
Enzymes, Wetting Agents, NaCl, etc	NaOH, NaCO3, Acetic Acid, etc.	Sodium hypo chlorite, Sodium chlorite and Hydrogen peroxide.Optical whitening Agents, blueing agents, etc	sodium hydroxide	Sulfur dyes, Procion Dyes, Caustic soda, triacetate, Benzedrine salts, Sodium hydro sulphite, hydrogen peroxide and acetic acid	Dyes, Pigments, solvents, hygroscopic agenets, wetting agents, thickeners, defoaming agents, etc

Textile Process Chain and Chemicals used

Figure shows the major Textile manufacturing processes that consume large toxic chemicals and therefore the Textile industry discharges a variety of effluents.

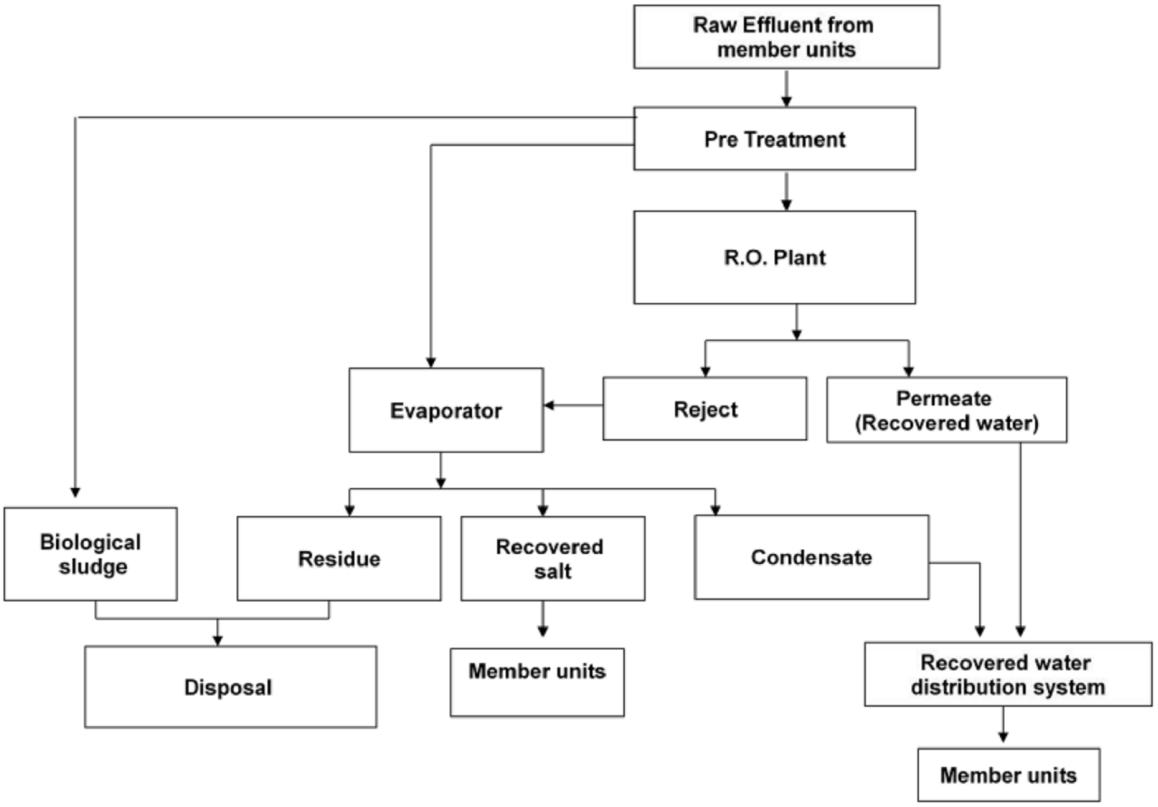
Of the various processes, the dyeing process In particular, uses a considerable amount of salt and consumes huge quantities of water thus generating a huge quantity of effluent. For safety of the environment, TDS value (Total Dissolved Solids) should be less than 2100mg/L. Conventional chemical treatment methods like activated sludge process do not bring the effluent to the desired discharge standards. All dyeing units connect their effluent into the river after a preliminary treatment process, which is still very toxic. Both water and air pollution are caused by non-compliant dyeing and finishing agents, the non-recyclable of the fabric. These effluents cause utmost pollution affecting the environment very badly. These effluents containing dyes, detergents, and other contaminants, are a major source of water pollution. The chemicals in the effluents undergo chemical and biological changes, consume dissolved oxygen, destroy aquatic life, and pose a threat to human health as many of these contaminants are highly toxic in nature. Thus before disposal, textile mills must necessarily treat the waste water.

A Ray of Light: Zero Liquid Discharge (ZLD) is a proven solution for such situations. The entire wastewater generated due to textile dyeing and bleaching processes inside a factory is treated and recycled back into the factory. ZLD is a combination of multiple treatment processes and can be customized by the implementing company. This will be based on the type of technology required, the quality of effluent generated in the company and process water quality requirement.

The ZLD process removes dissolved solids (mainly salt) from the wastewater and returns pure water to the process. ZLD uses Reverse osmosis (membrane filtration).The pre-treated waste stream is concentrated and the clean permeate is returned to the process. The reject is funneled to an evaporator and evaporator concentrate is sent to a crystallizer or spray dryer. The condensate from the evaporator also returned to the process.

ZLD at the Tirupur Dyeing Units: The dyeing and bleaching industries in Tirupur have jointly installed a ZLD plant (5500 KLD). In 2016 the India Textile Journal featured an article titled 'Tirupur was the first industrial cluster to implement ZLD in India' and also the first textile cluster in the world.

About 95% of permeate water is recovered from the Reverse Osmosis (RO) plant in the ZLD system for textile processing industries. The salt and condensate is recovered from Mechanical Vapour Recompression Evaporator (MVRE) / MEE. The remaining final reject of 0.5 to 1% is discharged through a solar evaporation pan. Presently advanced treatment components like Agitated Thin Film Drier (ATFD) are provided to treat the final rejection.



ZLD Process Diagram

The Forerunners: It is worth mentioning that the concept of circular textiles and sustainability is being mandated in recent times, whereas clusters like the Tirupur dyeing units have implemented it almost a decade ago.

INTERNET IS THE NEW TRIAL ROOM

BY THARANI M,
II MBA

The fashion sector is not a Stranger to leveraging technology to improve innovation, productivity, and design. Artificial intelligence (AI) integration has opened up new opportunities for fashion firms in recent years. The fashion business is changing as a result of AI, which has become a vital tool for everything from design and manufacturing to marketing and customer experience. In this article, we examine the innovative uses of AI by fashion firms and the revolutionary changes it has brought about across the entire fashion sector.

Artificial intelligence (AI) is playing a significant role in fostering creativity, improving business processes, and promoting eco-friendliness in the rapidly changing world of fashion. Due to the influence of modern technology, fashion companies are looking for fresh ideas to increase client happiness while eliminating excesses and creating environmentally friendly clothing designs that satisfy current demands. Because doing so is currently crucial if they wish to keep up with changing markets, industries must now embrace technology improvements.

Technology that allows for virtual fittings is revolutionizing how customers purchase apparel and accessories. Virtual try-on allows clients to try on clothing and accessories without ever leaving their homes by utilizing augmented reality (AR) and other technologies.

BENEFITS OF VIRTUAL TRY-ONS FOR FASHION BRANDS AND RETAILERS

- IMPROVED CUSTOMER EXPERIENCE
- REDUCED RETURNS
- INCREASED SALES
- ENHANCED PERSONALIZATION
- INCREASED SUSTAINABILITY
- COST SAVINGS
- COMPETITIVE ADVANTAGE

AUGMENTED REALITY AND VIRTUAL TRY-ON

Virtual try-on technology is one of the most intriguing applications of AI in fashion. Customers can virtually "try on" apparel and accessories using AI-generated avatars and augmented reality, allowing them to see how different products fit and look without having to physically visit a store. This technology not only improves the online shopping experience but also lowers return rates and helps the fashion business become more sustainable.

DESIGN POWERED BY AI

Fashion designers have typically leaned on their imagination and intuition to create fresh collections. However, to forecast emerging trends and customize new designs, AI algorithms are increasingly analyzing enormous volumes of data from previous trends, consumer preferences, and industry insights. To create original patterns, color schemes, and even full garment designs, fashion businesses are increasingly working with AI systems. This gives designers an alternate perspective and frees up crucial time during the creative process.

EXPERIENCE IN PERSONALISED SHOPPING

The purchasing experience for customers has been greatly improved by the emergence of AI-powered recommendation systems. AI algorithms may make customized product recommendations by assessing past purchases, browsing patterns, and demographic data. This increases consumer happiness and boosts revenue. This is how companies like Ajio, Kanchan Fashion, and Meesho recommend things to their clients. Virtual assistants and chatbots have also proliferated, providing clients with individualized fashion guidance and real-time help, improving engagement and brand loyalty.

In a nutshell, our virtual trial room technology provides fashion manufacturers and retailers with several advantages, such as more sales, lower returns, better customer experiences, increased customization, cost savings, improved sustainability, and a competitive edge.

Fashion businesses and retailers may stay ahead of the curve by utilizing this technology while offering their customers a more fascinating, individualized, and ethical buying experience.

BE INSPIRED TO BECOME A STARTUP

A. SUDARSAN & MYTHILY RAJESHWARI
I MBA TTM & AM

STARTUPS

In India creating our own business with our own unique idea is a big dream for many people. A startup or start-up is a company or project undertaken by an entrepreneur to seek, develop, and validate a scalable business model in the early stages of operations, typically. Startups are created to resolve real-life problems. India's startup ecosystem has witnessed remarkable growth in recent years, fueled by innovation, entrepreneurship, and a supportive ecosystem. However, this journey is not without hurdles. This article explores the challenges faced by Indian startups, the common causes of startup failures, and actionable strategies to overcome them.

Why startups are more important in India

India has more than 100+ crore population it would be very difficult to provide job opportunities and create an economic ecosystem with the help of other business organizations. Startup companies can provide a huge number of job opportunities and can build an economic ecosystem by supporting India's GDP growth. As far as now Indian Startups have contributed 5% of India's GDP growth and provided 12 lakhs job opportunities to both skilled and non-skilled labor in India.

DPIIT CERTIFICATION

What is DPIIT?

To understand what is DPIIT, you need to first know what DPIIT stands for. DPIIT stands for the Department for Promotion of Industry and Internal Trade. It falls under the Union Ministry of Corporate Affairs and is responsible for formulating policies for the promotion of industrial development, foreign direct investment, and internal trade in India.

Eligibility criteria

DPIIT offers recognition under various schemes such as the Startup India Scheme, and Industrial Entrepreneurship Memorandum (IEM), For instance, to be eligible for recognition under the Startup India Scheme, a business must be either a private limited company, partnership, or limited liability partnership (LLP).

It must be less than ten years old from the date on which it was incorporated and must have an annual turnover of less than INR 100 crores.

The business must be working towards developing new and innovative products, processes, or services driven by technology, with the primary objectives of wealth creation and employment generation.
An additional condition applicable is that it should be an original structure and not a product of the splitting or reconstruction of an existing business.

What are the benefits of DPIIT?

DPIIT recognition offers several benefits to eligible startups, including access to various schemes and programs, such as

TAX BENEFITS
FASTER ACCESS TO FUNDINGS
BRAND RECOGNITION

Criteria for a Startup:
Any company must meet the following criteria to be considered eligible for DPIIT startup recognition.
Company Age-Period of existence and operations should not exceed 10 years from the Date of Incorporation
Company Type-Incorporated as a Private Limited Company, a Registered Partnership Firm, or a Limited Liability Partnership
Annual Turnover-Should have an annual turnover not exceeding Rs. 100 crore for any of the financial years since its Incorporation
Original Entity - Entity should not have been formed by splitting up or reconstructing an already existing business
Innovative & Scalable - Should work towards the development or improvement of a product, process, or service and have a scalable business model with high potential for the creation of wealth & employment

Challenges Faced by Indian Startups:

Competition: India's startup landscape is highly competitive, with numerous players vying for market share. Startups often struggle to differentiate themselves in crowded markets.

Funding: Access to capital can be challenging, particularly for early-stage startups. Raising funds is a perpetual struggle, even more so for innovative ideas in unproven sectors.

Regulatory Complexity: Navigating India's regulatory framework can be daunting. Regulations may change frequently, leading to uncertainty and compliance challenges.

Talent Acquisition: Attracting and retaining top talent is a constant challenge. Startups often compete with established firms for skilled professionals.

Scaling Pains: Scaling up operations while maintaining quality is a significant challenge. Rapid growth can lead to operational inefficiencies and strained resources.

Common Causes of Startup Failures:

Lack of Market Fit: Many startups fail because they don't adequately research and understand their target market's needs, resulting in products or services that don't resonate.

Insufficient Funding: Running out of funds before achieving sustainability is a common reason for failure. Startups must carefully manage their finances.

Poor Team Dynamics: Team conflicts, lack of expertise, and leadership issues can derail even the most promising startups.

Ignoring Customer Feedback: Failing to listen to customer feedback and adapt accordingly can lead to product-market misalignment.

Overexpansion: Premature scaling, before achieving product-market fit, can strain resources and lead to failure.

Strategies to Overcome Startup Failures:

Market Research: Conduct thorough market research to understand customer needs, preferences, and pain points. Pivot if necessary to align with market demands.

Bootstrapping: Explore self-funding options and focus on sustainable growth to reduce dependency on external funding.

Build a Strong Team: Hire and nurture a skilled, cohesive team. Foster a culture of collaboration and continuous learning.

Customer-Centric Approach: Listen to customer feedback, iterate your product or service, and always strive to exceed customer expectations.

Lean Operations: Maintain a lean approach to operations. Prioritize efficiency and cost-effectiveness while scaling.

Network and Mentorship: Connect with industry peers, mentors, and accelerators. Their guidance and connections can be invaluable.
Adapt to Regulatory Changes: Stay informed about regulatory developments and adapt to changes.

SCHEMES

1. Startup India Seed Fund Scheme

The government of India introduced the Startup India Seed Fund Scheme in January 2021, hoping to support relatively early-stage enterprises. up to 5 crores in funding

Startups will get grants of up to 20 Lakhs for developing concepts or demonstrations and up to 50 Lakhs for growing their goods or services. (To get more details https://seedfund.startupindia.gov.in/)

2. Atal Innovation Mission (AIM) is the Government of India's flagship initiative to create and promote a culture of innovation and entrepreneurship across the length and breadth of our country. (To get more details https://aim.gov.in/)

3. Startup India Initiative The Startup India Scheme is an initiative by the Government of India for the generation of employment and wealth creation. The goal of Startup India is the development and innovation of products and services and increasing the employment rate in India. eligibility for the Startup India initiative scheme?

Your start-up must have received approval from DPIIT. Your entity must be at most five years old. The annual turnover of the start-up must not exceed 25 Crores

4. Aatmanirbhar Bharat App Innovation Challenge This Innovation Challenge with various cash awards and incentives for featuring Apps on Leader Boards seeks to create an ecosystem where Indian entrepreneurs and Start-ups are incentivized to ideate, incubate, build, nurture, and sustain Tech solutions that can serve not only citizens within India but also the world. (To get more details https://innovateindia.mygov.in/app-innovation-challenge/)

5. eBiz Portal India's 1st government to business portal Businesses that are already operating in India or planning to start operations can use the portal to obtain licenses, approvals, clearances, no objection certificates, permits, and even for filing of returns. (To get more details https://www.meity.gov.in/content/e-biz)

6. Software Technology Park (STP) Software Technology Parks of India was set up in 1991 as an autonomous society under the Ministry of Electronics and Information Technology (MeitY). STPI's main objective has been the promotion of software exports from the country. STPI acts as a single window in providing services to software exporters. (To get more details https://stpi.in/en/stp-scheme)
7. Dairy Processing and Infrastructure Development Fund (DIDF) The Scheme envisages providing loan assistance to State Dairy Federations, District Milk Unions, Milk Producers Companies, Multi-State Cooperatives, and NDDB subsidiaries across the country who are termed Eligible End Borrowers (EEBs). (To get more details https://dahd.nic.in/schemes/programmes/didf)

Emerging trends in the startup world such as
Sustainability and ESG (environment, social, governance), Remote work solutions, Healthcare & Telemedicine, AI & machine learning, Clean energy & electric mobility, E-commerce and Direct-to-consumer, Space tech, Food tech & alternative protein

Conclusion:
The Indian startup ecosystem offers immense opportunities but success is not guaranteed. Understanding and addressing the challenges, avoiding common pitfalls, and adopting agile strategies are essential for startups to thrive. By staying customer-centric, building strong teams, and maintaining financial prudence, Indian startups can overcome obstacles, learn from failures, and ultimately achieve sustainable success in the dynamic landscape.

UNVEILING THE FUTURE OF FASHION RETAIL

SOWMIYA P R
II MBA

In today's fast-paced digital age, technology has become a driving force behind numerous industries, and the retail sector is no exception. The integration of cutting-edge technologies such as Artificial Intelligence (AI) and Augmented Reality/Virtual Reality (AR/VR) has revolutionised the retail landscape, offering businesses innovative ways to enhance customer experiences and improve overall engagement. These tools are transforming the way customers buy clothes, offering them a more customized and engaging shopping encounter.
Some ways that artificial intelligence and virtual try-on technologies that are influencing fashion retail:

Personalised Recommendations: AI-driven algorithms have the ability to examine customer data and purchase records in order to generate tailored product suggestions. This advanced technology has the capability to recognize customer preferences and suggest items that are more inclined to captivate them. As a result, this will enhance customer satisfaction and boost conversion rates.

Enhanced Product Visualizations: AI-driven visualizations have the capability to generate highly realistic product visuals, providing customers with a better understanding of the product they intend to buy.

Virtual Try-On: Virtual try-on technology allows customers to see how clothing would look on them without physically trying it on. By using a virtual avatar, customers can see how a garment fits and drapes on their body, enabling them to make more informed purchasing decisions.

Inventory management: AI can assist retailers in efficiently handling their inventory by examining sales data and forecasting demand. This can minimize wastage and guarantee that popular items are in stock.

Fraud Detection: AI-driven fraud detection technology has the capability to assist retailers in identifying and preventing fraudulent activities, such as fraudulent returns and chargebacks. By curbing the occurrence of fraudulent transactions, this technology can enhance the customer experience while simultaneously saving retailers valuable funds.

Virtual showrooms: AR/VR-powered virtual showrooms offer customers a unique and interactive way to explore products. Retailers can display their entire inventory in a digital space, allowing shoppers to browse and interact with items as if they were physically present in the store. This immersive experience heightens engagement and encourages exploration, leading to more informed purchasing decisions.

The utilization of AI and virtual try-on technology is not devoid of its obstacles. For instance, retailers must guarantee that the technology is smoothly incorporated with their current systems and that it is customer-friendly. Nevertheless, the advantages of these technologies surpass the obstacles, and it is evident that they are shaping the future of fashion retail.

In conclusion, the future of fashion retail is being shaped by AI and virtual try-on technology. These tools are revolutionizing the way customers shop for clothes, providing them with a more personalized and immersive shopping experience. Retailers that embrace these technologies will be able to create customized and engaging experiences for their customers, leading to better customer satisfaction and higher conversion rates. As these technologies continue to evolve, it is clear that they will play a significant role in shaping the future of fashion retail.

START-UP BUZZ

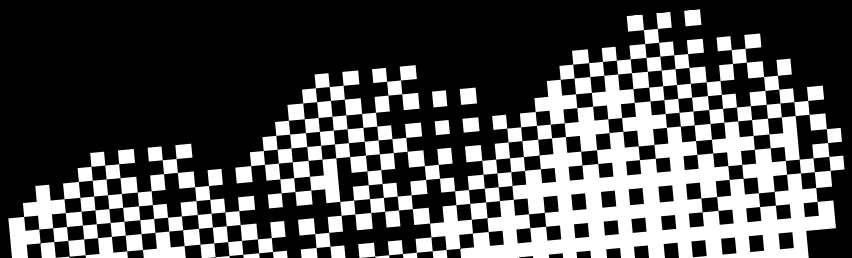
D. Sakthiswari,
II MBA

“Tamilnadu start up thiruvizha” is a two-day annual celebration of startups and entrepreneurship in Tamil Nadu. Enlightening panel discussions, keynote addresses and fireside chats by industry experts and successful startup founders, 2B meetings, spaces for interaction and cultural events will be part of the celebration. Students of SVPISTM visited the stalls and interacted with the startup entrepreneurs to gain insights about their journey and conducted a small interview. Excerpts from the various interviews done are given below.

We had the pleasure of meeting several inspiring entrepreneurs from various segments and industries and witnessed a plethora of innovations. From women entrepreneurs to budding student entrepreneurs the energy was unmatched and unlike anything we have seen before. There was one startup that caught our eye: Raatai.

From afar it looked like it was a sustainable fabric manufacturer but taking a closer look we realized it was a DIY portable handloom manufacturer. Founded in 2020 by Ms. Kalaiarasi, the brand has been successfully operating for the past 3 years. Assisted by Mr. Choudry, the founder's brother, it’s a family-run business that wants to save the art of handloom weaving and hence it inspired them to start a DIY kit for people who are interested in weaving. “Coming from a weaver’s family, it breaks our heart to see people forgetting about the handlooms due to modernization. We wanted to revive the handloom and help people learn the art in a more practical sense, so we came up with the portable loom which can be used to weave beautiful fabrics”, says Mr. Choudry. They also have a range of yarns made from banana, bamboo, linen, and hemp fibers which are sustainable and eco-friendly. When asked about the struggles they faced as a startup, Choudry didn’t fail to mention the pandemic being their biggest hurdle the year they started, and now their difficulty mainly lies in marketing and promoting the products to boost sales. Located in Erode, they ship India-wide and also have a studio where people can experience the looms in person.

Seeing such a brand amongst a highly tech-infused startup event was truly refreshing and gave a sense of optimism about people gaining awareness about the roots of sustainable fashion.



DECODING DATA TO PREEMPT MARKET

Srihari J.S
II MBA

Data analytics is a technique that turns the data that businesses collect into insightful knowledge that will aid the business in making decisions. Simply said, data analytics is the process of looking for patterns in the data that can teach us anything. Data analytics entails gathering, cleaning, analysing, interpreting, and sharing data as well as the outcomes.

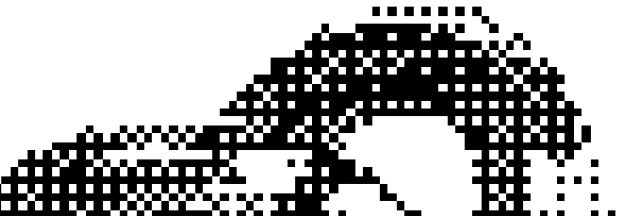
Data analytics in the textile industry

The textile sector can use data analytics for a variety of purposes, including streamlining manufacturing and examining customer satisfaction. Data that is structured, semi-structured, and unstructured must all be analyzed by organizations. The following are a few examples of data analytics applications in the textile business.

The need for machine maintenance can be predicted using data analytics. We can determine the maintenance requirements for machines by examining their behaviour or maintenance patterns. This will help us cut down on maintenance downtime, lower costs, and extend the useful life of the machines. Additionally, very helpful in the quality control process is data analytics. By looking at the data gathered throughout the production process, such as the qualities of raw materials, product features, most frequent flaws, etc., it is possible to identify the elements that affect a product's quality and use data analytics to raise it.

Data analytics can also be used to predict popular trends or upcoming fashion, which will help designers stay competitive by creating products and apparel that are in line with these trends.
Data analytics can also be used to gauge customer happiness. The information gathered from social media, surveys, and reviews can be used to gauge customer happiness. These insights can be utilised to segment the target market, plan the marketing strategy, identify upcoming trends, etc. By examining customer preferences, attitudes, brand loyalty, and demographics and advertising the product to target customers, data analytics is also helpful in personal selling.

The textile sector can use data analytics for a wide range of purposes, including streamlining the manufacturing process and many more. In order to strengthen and sustain the textile sector as technology develops, it will be fantastic to use data analytics.



NO PRAISE FOR STRAIN

Sree Krubha Ramesh
I BBA

Long long ago... I was surviving in many places. My last surviving place is called the Wardrobe of Humans. I am the most important material needed for these dangerous humans. These humans are not as good as how they look.

You know how many struggles I would have faced to reach these people... Very first, I was named yarn... I'll help them to get attached to their friends, and I'll also get attached to them. They do trust me till I become old and weak. The trust will eventually break one day. The other side of me cajoled with a big brother called Knitting... He is such a good soul. He is very friendly. He introduced me to many other yarns, which are in different colors and different textures. In the end, when we look at ourselves, we would get closely entangled with our big brother... He makes us into good clothes. As this was repeated to my family... Big brother got bored and told us to get connected with his sissy named weaving... Since Big Brother gives only basic outlooks... Sissy gives us and makes us more beautiful.
Damn... I missed an important part. Before reaching my big brother or sister, as we are colorless, to make us more beautiful we were processed by dye and kept in the hot sun to dry...then we looked at ourselves later... We felt really happy about the colors we were made up with…To make us more beautiful... Some beautiful designs will also be done on us and these humans will eventually buy us... The company's logo is also inserted within us. And we are packed and shipped to some random place and shops.. We will be thrown in some corners of those places... We will be waiting with full enthusiasm, to see the world outside. Finally, all our wishes come true... As we grow old and become dull...these beings would tear us and use us as a wiping tool... And at last... We will be grounded to the soil.

Humans would touch, feel and also adore how they look by wearing us and finally, pay for us and buy.

Shop, Click, Wear: E-commerce in Fashion

Sri Raksha
II MBA

The fashion industry is a thriving market that has undergone a plethora of metamorphosis in recent times. The growth of e-commerce has given the Indian fashion industry a new dimension and created a thriving market. The online fashion market has been expanding rapidly over the last few years, contributing significantly to the overall fashion industry.
The fashion industry is a vibrant and multifaceted market that caters to a broad spectrum of consumers. The industry is renowned for its traditional textiles and fabrics that have gained immense popularity not just in our country but also overseas. The fashion industry is one of the significant contributors to the country's economy, employing a sizable workforce.

The Emergence of E-Commerce in India

The e-commerce market has been experiencing an unprecedented surge in recent years. The rise of smartphones and the accessibility of high-speed internet have encouraged people to conduct their shopping online. The e-commerce market is predicted to surpass $200 billion by 2026, with the fashion industry playing a substantial role in this growth. There have been many Fashion E-commerce websites that have come up like Myntra, Ajio, Kanchan Fashion, Meesho, etc. The E-commerce industry is expected to bring in many new players in the market due to the growing need for it in this digital world that we live in.

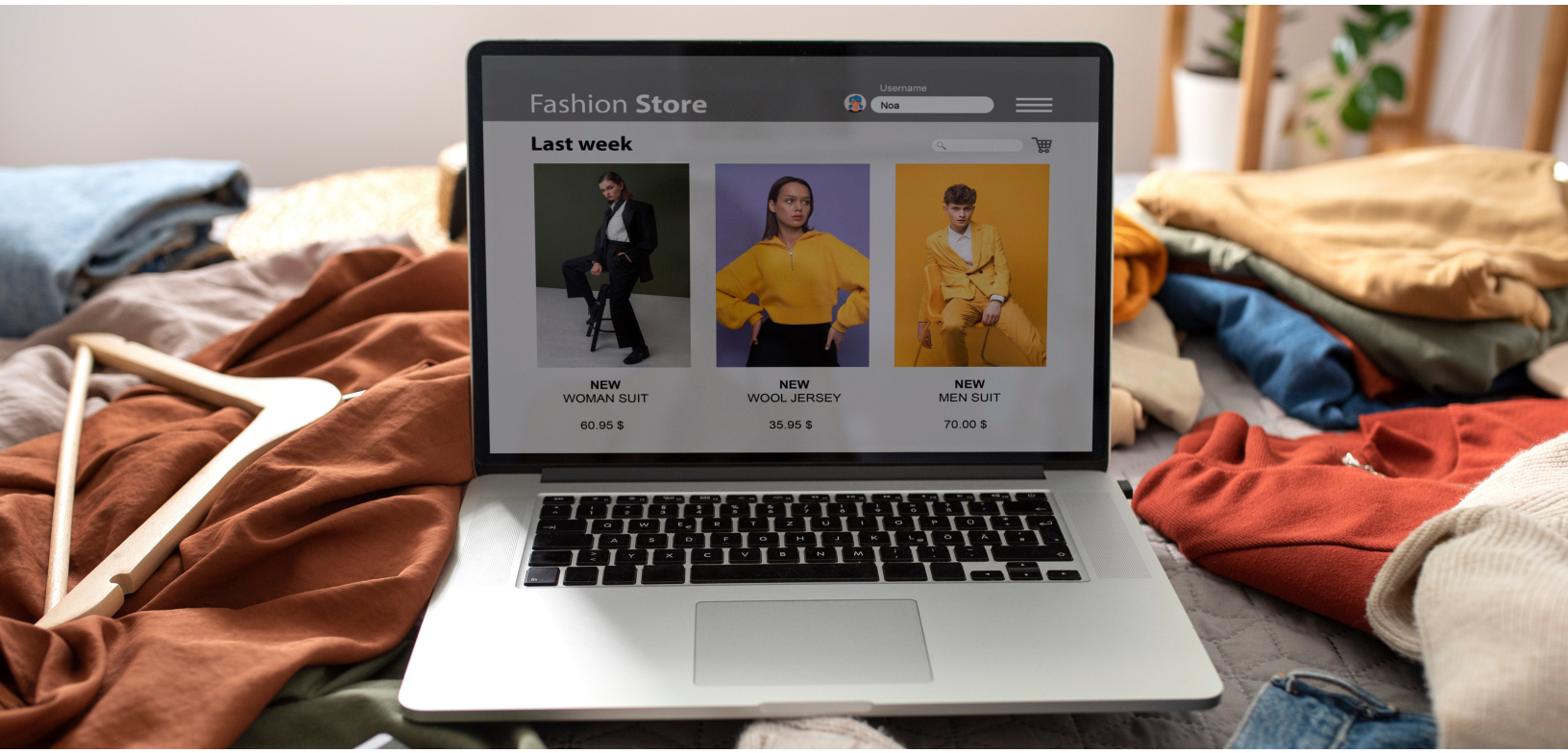
The Roadblocks Confronted by the Fashion Industry

While e-commerce has brought innumerable benefits to the fashion industry, it has also posed several challenges. One of the major challenges is the issue of counterfeit products. Customers find it difficult to discern between genuine products and counterfeit ones because the online market is filled with fake goods. Customers have lost faith as a result, which might have a substantial influence on the industry's growth.

Another challenge faced by the fashion industry is the problem of returns. Customers have grown accustomed to the ease of returns with the introduction of e-commerce. However, because they must handle the logistics of handling returns and refunds, this has put a tremendous load on businesses. Therefore, it is essential for businesses to stand out from the competition and provide unique goods and services.

The Future of E-Commerce in the Indian Fashion Industry

The future of e-commerce in the fashion industry appears to be immensely promising. With the e-commerce market expanding at an unprecedented pace, businesses are exploring new technologies and strategies to gain an edge over their competitors. Artificial Intelligence is one such technology that can be utilized to personalize the shopping experience for customers. Another trend that is gaining traction is the use of social media influencers, who can assist businesses in reaching a broader audience and promoting their products in the market



Importance of e-commerce in the fashion industry

- With a global market value of $759.5 billion, the business of fashion is more than bigger.
- As per Statistics, the market is expected to grow at 9.1% per year and reach a total market size of US$1.1647 billion by the end of 2025.
- According to Myntra, Fashion e-commerce in India will reach $30 billion in the next five years. This means that almost one-third of the fashion industry in the next five years will be sold online or through digital platforms. In most fashion businesses today, the contribution of e-commerce is 10 to 12%.
- The Indian textile and apparel market is estimated to reach $190 Billion by 2025-26. This means a growth of more than 150% of the current market value present, which is around $75 Billion.
- Fashion online resale platforms will reach nearly $30.63 billion by 2025, growing at an estimated 24% and representing 10% of all e-commerce apparel and accessories sales.
- Revenue is projected to reach US$0.99tn in 2022 in the Fashion segment.

DISRUPTING FASHION RETAIL WITH DATA

PADMANABAN
II MBA

The retail sector is constantly evolving, and technology is playing a major part in this metamorphosis. Big data and other slice-edge technologies are giving retailers the power to collect, dissect, and act on vast quantities of data about their guests, products, and operations. This data can be used to ameliorate everything from client service and product recommendations to force operation and force chain effectiveness.

Here are some of the emerging tech trends that are having a major impact on the retail sector:

* Big data analytics: Big data analytics is the process of using large datasets to identify patterns, trends, and insights that can help retailers make better decisions. For example, retailers can use big data analytics to track customer behavior, predict demand, and optimize pricing.
* Artificial intelligence (AI): AI is being used in a variety of ways in the retail industry, including customer service, product recommendations, and inventory management. For example, AI-powered chatbots can answer customer questions and provide support 24/7.
* Virtual reality (VR) and augmented reality (AR): VR and AR are being used to create immersive shopping experiences that allow customers to interact with products in a realistic way. For example, VR can be used to let customers "try on" clothes or furniture before they buy them.
* The Internet of Things (IoT): The IoT is connecting physical devices to the internet, which is creating new opportunities for retailers to collect data and improve their operations. For example, IoT sensors can be used to track inventory levels, monitor product freshness, and manage energy usage.

These are just a few of the ways that big data and tech trends are transforming the retail sector. As these technologies continue to evolve, retailers will need to find new ways to use them to their advantage. Those who do will be well-positioned to succeed in the years to come.

In addition to the trends mentioned above, here are some other emerging tech trends that could have a major impact on the retail sector in the future:

* Blockchain: Blockchain is a distributed ledger technology that can be used to track transactions and create secure, transparent, and tamper-proof records. This could be used by retailers to track the provenance of products, manage supply chains, and prevent fraud.
* Gene editing: Gene editing technologies like CRISPR could be used to create new products and improve the quality of existing products. For example, gene editing could be used to create crops that are resistant to pests or diseases, or to develop new types of cosmetics and personal care products.
* 3D printing: 3D printing is already being used to create customized products, and this technology is likely to become more widespread in the future. This could allow retailers to offer a wider range of products and to personalize the shopping experience for each customer.

The retail industry is facing a number of challenges, but big data and tech trends can help retailers overcome these challenges and thrive in the years to come. By embracing these technologies, retailers can gain a competitive advantage, improve customer satisfaction, and increase profits.

ILLUSTRATIONS

CAMPUS CHRONICLES

VALUE ADDED PROGRAMS – SEMINAR/ WORKSHOP

SVPISTM organised a seminar on the topic “Health & Hygiene” at SVPISTM Auditorium on March 12th 2023. The resource person of the event Dr. J. Shiyamini, MBBS, MRC Psych (UK), CCT (UK), a Consultant Psychiatrist and Clinical Director, Coimbatore, during her speech highlighted the significance of addressing mental health concerns and steps to improve mental well-being during adolescence. The event had a good turnout as the students, faculty, and staff of SVPISTM were all part of the lecture.

A one-day workshop on “Commercial aspects of ELS Cotton” was organized on 14th July, 2023 for MBA students. The workshop provided participants, including students and faculty members, with valuable insights into the economic and business dimensions of ELS cotton. Mr. Nishant Asher, the Managing Partner of RS Asher & Co was the resource person. He delivered a compelling speech highlighting various crucial aspects related to the commercialization of ELS cotton

An expert talk on ‘Garment Fit Analysis’ was organized for 2nd year B.Sc. Textile & B.Sc. Technical Textiles students on 19th July, 2023. Ms. Akila Arumugam, Marketing & Merchandising Manager, ESK Garments, Tirupur was the resource person.

A special lecture on “Awareness and Importance of Organ donation” was organized on 3rd August, 2023, at SVPISTM campus as a part of World Organ Donor Day celebration. Dr. P. Vivekananthan, Consultant Intensivist, Institute of Critical Care Medicine Royal Care Hospital was the resource person.

A workshop on ‘Capital Market Awareness and Stock Trading’ was organized for 2nd year MBA students on 3rd August, 2023. Mr. Prabhakaran, Director, Edify EdTech and empaneled resource person of SEBI was the expert speaker.

A special lecture on ‘Brand Architecture’ by an international speaker was organized for all UG and PG students on 3rd August, 2023.
Dr. Lucas Lobo from the FIA Business School, Sao Paulo, Brazil delivered the expert talk through online.

An expert talk on “Let’s Talk about Mental Health” was organized for all UG and PG students on 7th August, 2023. Ms. Shradha Desai, Psychologist was the resource person.

A workshop on ‘Marketing Analytics” was organized for 2nd year MBA students on 28th August, 2023. Ms. Sruthi, Digital Marketing Analyst, IPCS Global was the expert speaker.

INAUGURATION OF UG/PG PROGRAMME FOR THE ACADEMIC YEAR 2023-2024:

A week long orientation programme was organized for the newly inducted batch of UG and PG students at the campus.
Orientation programme was held from 21st August, 2023 to 25th August, 2023 for the first year UG/PG programmes. The programmes included upskilling training sessions, escorted campus visits, and interactive discussions with business professionals. This was intended to encourage student integration into the active SVPISTM community and orient them towards specialized higher education.

• The inauguration of the orientation programme was held on 21st August 2023. Shri. Annamalai K, Honorary Secretary, Indian Chamber of Commerce, Coimbatore was the resource person.

• An expert talk on 'New Business Landscape – New Opportunities – Are you tuned for a change?' was organized on 22nd August 2023.
Dr. R. Chandrasekar Menon, Founder Director, Servitude delivered the talk and shared profound insights.

• An expert talk on 'How to supercharge your performance in all areas of your life?' was organized on 22nd August 2023.
Dr. R. Krishnamurthi, Corporate Trainer/Life Skill Coach/Author Adjunct Faculty to VIT, Chennai was the resource person.

• An expert talk on 'Campus to Corporate: Grooming Employability Skills' was organized on 22nd August 2023. Mr. Anjesh, Buyer Communicator for Textiles and a Motivational Speaker was the resource person.

• An expert talk on 'Navigating Corporate Expectations in the Textile Industry' was organized on 23rd August 2023. Mr. Sreedhar, Vice President, KG Fabrics, Weaving Division was the resource person.

• An expert talk on 'Entrepreneurial Landscape in Textile Business' was organized on 24th August 2023. Dr. T. Saravana Kumar Managing Director, Dev Inotech LLP, Karur was the resource person.

• An expert talk on 'Textile: the lifeline industry leads destination tomorrow' was organized on 24th August 2023. Mr. Muralidharan, Textile Consultant was the resource person.

• An expert talk on 'Innovation – the Way to Succeed' was organized on 24th August 2023. Smt. Sharmila Chavaly Retd. IAS was the resource person.

• An expert talk on '"What's Next - Focus towards the Goal' was organized on 25th August 2023. HRD. S. Jothiramalingam Founder CEO & Green Coach, WOW Trainings, Coimbatore, International Corporate Trainer and NLP Practitioner was the resource person.

• An expert talk on 'Sustainovation: Discovery and Action for Greener Tomorrow' was organized on 25th August 2023. Ms. Eswari Palanisamy Managing Partner Sustainalyze was the resource person.

• Women's Equality Day was celebrated on 25th August, 2023 by screening a Documentary on 'Awareness about Gender Equality'.

Faculty Seminar

In order to upgrade the knowledge about recent trends in Technical Textile Research and Development, the following seminar topics were presented by our faculty during the month of April, 2023.

• Seamless Garment Technology, Applications and Benefits
• Sourcing Sustainable Apparel
• What's Next for Sustainability?
• Application of Textiles to address the Issue of E-Waste (Circuit Boards)
• Advancements in Wound Dressings
• Choose Wool-Make a Difference
• Drink it, Wear it: Unleashing the Potential of Coffee Grounds in Sustainable Textiles
• Emerging Tech Trends for Building Moats in Business Landscape
• Carbon Footprint and Textile industry
• Exploring Seaweed Fibers as Sustainable Alternatives in Textile Industry
• Immediate and Important Role of Bio Plastic Sustainability
• Generative AI for Fashion and Retail: Applications and Benefits
• Industry 5.0
• Website Creation

Student Seminar

• Block chain in Textile Sector
• Framework for Block chain in Textile Industry: A case study
• Internet of Things
• Textiles on Road Safety
• Development of Bio-Fabrics
• Therapeutic Textiles

SWACHHTA PAKHWADA ACTIVITIES

A Banner was displayed with Swachhta awareness message “Cleanliness Drive” at the SVPISTM campus. SVPISTM organized a three-day hands-on workshop to promote the concept of creating practical products out of recycled fabrics. The students were taught to make table place mats, floor mats, pouches, and sling bags.

The session on traditional dyeing techniques using natural dyes was also a great addition to the workshop. Under the direction of a skilled craftsman, Mr. Manikandan from Chinnalapatti, the students learned the traditional method of tie and dye with natural dyes. The use of plant-based natural dyes and dyeing ingredients to generate a spectrum of colors and effects is not only sustainable but also teaches the students about conventional art forms.

FACULTY STRIDES

Dr. Mathangi V, Assistant Professor, Department of Management has published an article titled “Decoding the Impact of Sustainable Business Practices on Business Performance in Apparel Industry” in International Journal of Business Ethics in Developing Economies, ISSN No. 2320-5024, 2023.

Dr. Biswaranjan Ghosh, Head - Textiles & Dr. A. Bhuvaneswari, Assistant Professor, Department of Management have published a paper titled “A Study on Retail Service Quality & its Impact on Customer Loyalty in Apparel Stores” in Strad Research, ISSN No. 0039-2049, 2023.

Dr. A. Bhuvaneswari, Dr. V. Mathangi, Dr. M. Venkatalakshmi, Dr. Biswaranjan Ghosh & Mr. A. Dheenadayalan have published a paper titled “Investors Preferences in Various Investment Avenues Post Covid 2019” in European Economic Letters, ISSN No. 2323-5233, 2023.

Dr. TKS Lakshmi Priya, Adjunct faculty has published a paper titled “An integrated IoT architecture to monitor nutrient level along the food supply chain” in Indian Journal of Nutrition and Dietetics, ISSN No. 2348-621X, 2023.

Mr. S. T. Siddharthan, Assistant Professor, Department of Management has published a conference paper titled “Prospects and Challenges ahead in Indian Industries: An Optimistic Approach” in the National conference on Adhma Nirbhan BHarat Abiyan Self Reliant India, published by L Ordine Nuovo Publication, ISBN 978-93-92995-65-1, 2023.

KUDOS TO THE WINNER!!

Ms. Abirami N of II MBA has participated in the BIM TECH Summer Internship Project Research Competition 2023 under the mentorship of Prof. Nikhil Jonathan.

Mr. Muthu Akilarasu, II MBA has won Silver Medal in the 13th senior Coimbatore District Wushu championship as a Taolu Player.

STARTLING REMINISCENCES

International Women's Day

SVPISTM celebrated International Women's Day on 8th March 2023 in the auditorium. The Chief Guest, Tmt. S. Dhanalakshmi, a Judicial Magistrate at the Judicial Magistrate Court in Coimbatore, stressed the importance of a positive attitude towards gender roles and acceptance of collective responsibility in developing a more gender-sensitive society. Dr. Rossitza Krueger, Project Manager, GIZ, India, the Guest of Honour, addressed the issue of gender discrimination and stressed the role of women farmers in various fields.
As part of the celebrations, Skill Development Programme on "Pattern Making and garment Construction for Rural Women" was organized. Further, students exhibited their talents through cultural events like fashion show showcasing naturally dyed garments, ethnic handlooms, poems & speeches in honor of women.

Recyclomania - Fashion Show

A fashion show was organized as a part of celebration of Swachhta Pakhwada event on 13th March 2023. Students showcased their upcycled & recycled garments made out of used fabrics and also exhibited their dyeing and garment construction talent by designing garments made from natural tie and dye fabrics which they learnt from a workshop.

World Consumer Rights Day

On 15th March 2023, as a part of 'World Consumer Rights Day', SVPISTM had organized a Guest Lecture by Mr. Akhil. D, Assistant Director, Scientist - B, Bureau of Indian Standards, Coimbatore Branch.

The resource person discussed the role of consumer organizations in protecting consumer rights and how they can be used to access justice and redress grievances. He emphasized the importance of consumer rights advocacy and the need to be vigilant in protecting consumer rights and ensuring compliance with the law and also discussed the various government initiatives to support consumer protection and the need for consumers to be aware of their rights. He then concluded his talk to be actively involved in the process of protecting their rights.

World Recycle Day

In connection with the World Recycle Day on 18th March, 2023, various events like workshop on recycle and reuse, recycled garment making, recycled product making, poster designing, reels and slogan writing were organized for the students.

A three-day hands-on workshop to promote the concept of creating practical products out of recycled fabrics was also organised.

Mrs. Violet Rani and Mrs. Uma Selvam, freelance Art and Craft trainers were the resource persons. The students were taught to make table place mats, floor mats, pouches, and sling bags. The session on traditional dyeing techniques using natural dyes was also a great addition to the workshop. The students learned the traditional method of tying and dyeing with natural dyes. The use of plant-based natural dyes and dyeing ingredients to generate a spectrum of colors and effects is not only sustainable but also teaches the students about conventional art forms.

World Environment Day

The world environment day was observed on 5th June, 2023 at SVPISTM to raise awareness about the importance of protecting the environment by planting saplings.

World Blood Donor Day

World Blood Donor Day was organized at SVPISTM on 14th June, 2023. Dr. Janani Ramanesh, MD (OG), FRM, DRM (Germany), Rajah Hospital, Coimbatore, was the Chief Guest for the event.

International Yoga Day Celebration

International Day of Yoga was observed on 21st June, 2023 at the Institute premises with the theme of 'Yoga for Vasudhaiva Kutumbakam' which beautifully encapsulated our collective aspiration for "One Earth, One Family, One Future".

Medical Screening Camp

Free Medical screening camp was organized on 27th June, 2023 at SVPISTM campus.
Dr. M. Senthilkumar, Consultant Physician & Chief Diabetologist, Hindustan Hospital, Nava India, Coimbatore delivered a talk about the importance of regular health checkups, balanced diet and a healthy lifestyle.

National Handloom Day

National Handloom Day was celebrated on 07th August, 2023 at SVPISTM campus. Mr. R. Rathinavel, Senior Manager (Commercial) at NHDC was the Chief Guest for the event. He emphasized the need to promote handloom products and improve livelihood. Mr. R. Radhakrishnan, a retired Manager of Sirumugaipudur Sri Ramalinga Sowdambiga Weavers' Cooperative Society, was felicitated during the event for leading the handloom weaver's team to create thematic sarees and winning National awards for their hard work. He showcased the image of 1330 Thirukkural couplets in silk weave with the portrait of Thiruvalluvar on the pallu, which was handcrafted by him and his team and displayed at the event.

He further praised creative and innovative thinking in handloom weaving among the students. As part of the celebration, a fashion show was held, where students adorned handcrafted costumes personally stitched by them using Jamkhalams of Bhavani showcasing their strong support for promoting handlooms. The faculty and staff members of the institute took a pledge to support this cause, further emphasizing the importance of preserving and promoting our rich heritage of handloom textiles and crafts.

Independence Day Celebration

77th Independence day was celebrated at the Institute premises on 15.08.2023. As part of Independence day celebrations, various competitions like Elocution, dance competition were organized among the students.

Onam Festival

Onam festival was celebrated with the spirit of unity, harmony, and joy on 23.08.2023 at the Institute Premises. The campus was adorned with colorful decorations, traditional motifs, and an air of excitement as the Institute welcomed the events. The highlight of the day was the stunning Pookolam, a floral carpet artwork, Tug of war competition, "Chenda Melam" – a traditional percussion ensemble from Kerala and DJ.

Teacher's Day Celebration

Teacher's Day was celebrated on September 5th, 2023 at Sardar Vallabhbhai Patel International School of Textiles and Management, Coimbatore, as a mark of gratitude to the faculty members.
Dr. P. Alli Rani, Director of SVPISTM delivered a presidential address on the importance of student-teacher relationship. As part of the festivities, the teachers staged a comedy drama representing the activities of the students in the examination center. The students also conducted several fun games for the teachers. Teacher's Day celebration aimed to appreciate the commitment of teachers in shaping the future of the country.

Gratitude Day

On the occasion of World Gratitude Day, observed annually on September 22nd, SVPISTM reaffirmed its commitment to the virtue of gratitude by hosting a heartwarming and meaningful event in its campus. The ceremony featured distribution of gifts and heartfelt compliments to each member of the housekeeping staff at SVPISTM, symbolizing the institution's deep appreciation for their invaluable contributions to the campus community.

National Level Technical Symposium – TEXCELLENCE – 2023

SVPISTM organized a one-day National Level Technical Symposium "Texcellence'23" with "Sustainability and Circularity in Textiles" as the theme on April 6th, 2023 at SVPISTM Auditorium. The overall objective of the symposium was to conduct events to increase the awareness regarding current trends and technology in the textile sector. Various innovatively designed competitions like Paper Presentation, Poster Presentation, Denim Pattern Making, Best Manager, Logo Designing, Adzap, Business Quiz, Management Analytics Games, Bag Designing and Fashion Show were organised. The symposium witnessed the enthusiastic participation of over 200 students from various colleges in over 10 events that tested their creativity, wits and teamwork. Keeping with the theme- "Sustainability and Circularity in Textiles", the symposium aimed at bringing out the importance of sustainable practices in the textile industry and how circular-economy principles can be applied to create a more sustainable and eco-friendly industry.

The events were planned ensuring opportunity to participants to bring out their creativity, analytical skills, design thinking, public speaking and presentation skills. The Chief Guest for the event was Dr. N. Vasugi Raaja, President of HSAI, Dean, School of Home Science and Professor, Department of Textiles and Clothing at Avinashilingam Institute for Home Science & Higher Education for Women.

NAAC sponsored National Seminar on "Weaving Sustainable Development Goals in Quality Textile and Management Education: A Forum for Exchange of Ideas and Practices among Stakeholders"

Sardar Vallabhbhai Patel International School of Textiles and Management (SVPISTM), Coimbatore, conducted a NAAC sponsored national-level seminar to exchange ideas on the sustainable development themes in the textile sector on September 14th, 2023. The seminar showcased the ideas and presentations of eminent speakers from industry and academia. As part of the event, a panel discussion on the seminar topic was organized.

The panelists were Dr. Rossitza Krueger, Project Manager at GIZ India, German Corporation for International Cooperation; Mr. Sreedharan, Vice President-Fabric Division at KG Fabriks, a leading textile company in Coimbatore; Mr. Loganathan Salai, General Manager of CBE division at TUV SUD South Asia, a global testing and certification company based in Munich, Germany; and Dr. Raghunath Raghavan, Professor of Management at Jansons School of Business, Coimbatore. The event enabled a progressive discussion forum for academicians, researchers, industry professionals and students. The panel discussion mediated by Mr Sreedharan, focused on the formation of a sustainable lifestyle through innovations and standardization. Dr. Rossitza Krueger, provided valuable insights on optimizing the story of living income among different participants of the supply chain, she also discussed in detail on the initiatives taken by GIZ in textiles – the partnerships for sustainable textiles (PST) and the "partnership initiative" on the living wages. There was a vibrant presentation on the efforts of 'The Living Wage Lab' of PST that supports 17-member textile companies in developing and implementing the living wage strategies and implement scalability solutions with their suppliers. The students were encouraged and inspired to actively participate in these projects that shape the sustainability life-style with structured information on methodologies adopted by GIZ such as Analysis of Research reports, local market visits, home visits and interviews. Dr. Raghunath Raghavan, added to the sustainable life-style vision by giving simple and workable solutions for the students to become responsible stewards of the environment. The emphasis on ESG rating being a crucial factor for investments was heralded through use-cases and practicality. Mr. Loganathan Salai, provided clear pathways for industrial certifications which can be used to improve the performance on the ESG parameters. He highlighted the need for sustainability education with the integration of coursework and training on sustainability management for the textile industry.

As part of the event, there was also a special session on “Online Assessment and Accreditation in the Revised NAAC Framework" which was delivered by Dr. Biswaranjan Ghosh, Head – Textiles & IQAC Coordinator, SVPITM.

The research articles presented by the participants, presentation by panelists and the seminar outcome as well as recommendations have been consolidated and published as Seminar Proceedings on “Weaving Sustainable Development Goals in Quality Textile and Management Education: A Forum for Exchange of Ideas and Practices among Stakeholders". The Proceedings was released during the event.

STUDY TOUR

SVPISTM endeavors to offer practical exposure to all the students as a part of their academic endeavor. As part of the academic plan, the following visits were arranged for the students in various textile manufacturing units /research institutions, to learn about the various challenges in the textile industry.

• First year B.Sc. Textiles, Technical Textiles and BBA students visited KG Fabriks Limited, Perundurai on 04th March, 2023.

• Second year B.Sc. Textile students visited Sunraise Technotex, Coimbatore & Vishnu Knits, Tirupur on 16.03.2023.

• I year MBA-Textile, MBA-Apparel, MBA-Retail and MBA-Technical Textiles students visited Appachi Eco-Logic Cotton Road, Pollachi on 16.03.2023.

• An Industrial visit to Vasa Non-Woven Industries, Tirupur was organized for 1st year MBA students on 01st April, 2023.

• An Industrial visit to Trigger Apparels & Washtek Unit, Karamadai was organized for 2nd year B.Sc. Textiles students on 1st April, 2023.

• A visit to Sirumugai weaving society and Spinning factory was organized for the first year B.Sc. and BBA students on 2nd May 2023.

• An outbound training (nature trip) was organized for UG and PG students on 28th July, 2023 to Nilgiri Biosphere, Anaikatti on account of World Nature Conservation Day.

CONSULTANCY PROJECTS

International Collaboration

SVPISTM & GIZ, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH commissioned by the German Federal Ministry for Economic Cooperation and Development, Germany, (Academic partner of SVPISTM)

The Institute began a 15-day Skill Development Training Programme on "Pattern Making & Garment Construction for Rural Women" in collaboration with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, which was commissioned by the German Federal Ministry for Economic Cooperation and Development on May 24, 2023. Around 20 women from different rural parts of Coimbatore took part in this workshop. By imparting basic sewing skills to these participants, the program aimed to empower them and contribute to their sustainability and improved living standards. This programme has the potential to make a positive and long-lasting impact on the lives of the participating women and their communities by improving their skills and providing them with economic opportunities. The programme is totally free of cost to the beneficiaries.

The Institute organized a four-day Skill Development Training Programme on "Sustainable production from fiber to finished Garment" from 12th June, 2023 in collaboration with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, which was commissioned by the German Federal Ministry for Economic Cooperation and Development. It aimed to empower weavers, textile processors, and garment manufacturers with knowledge and skills for sustainable production practices.

The Institute organized a 10-day skill training program on "Textile Design Techniques and Process" from 10th July, 2023 specifically designed for second-year MBA students. The objective of the program was to augment students' understanding and proficiency in various techniques and processes pertaining to textile design. The program incorporated a comprehensive approach, such as fabric selection, pattern creation, textile weave designing, and the integration of technology in textile design. Through a comprehensive blend of theoretical lectures, practical workshops, hands-on projects, and guest lectures by esteemed professionals from the textile design field, students were presented with an exceptional opportunity to acquire specialized knowledge and develop practical skills in this domain.

One-day workshop on "Productivity Improvement Challenges and Remedies in Cotton Farming with special emphasis on ELS Cotton Farming" for cotton farmers

SVPISTM in association with Cotton Corporation of India (CCI) organized a one-day workshop on 'Productivity Improvement Challenges and Remedies in Cotton Farming with special emphasis on ELS Cotton Farming' for cotton farmers on April 24th, 2023. Around 60 farmers from all over Tamilnadu participated in the workshop. The Chief Guest of the event was Dr.P.K.Aggarwal. Special Advisor/Cotton, MoT. The workshop highlighted practical solutions to help farmers enhance their productivity and profitability in cotton farming, with a special focus on ELS cotton. Eminent speakers with expertise in this field highlighted the challenges faced in cotton farming and their remedies, best practices in ELS Cotton Farming, Soil Health and Fertility Management, Water Management Strategies, Marketing Strategies, Integrated Pest Management, Technology Adoption, and Farmer-Centric approaches to cotton productivity improvement. The speakers also informed the farmers about various government schemes and insurance available to them to support their cotton farming endeavors. The workshop concluded with an interactive session giving farmers an opportunity to clarify their queries. The workshop was a valuable opportunity for farmers to learn from experts in the field, exchange ideas, and gain valuable insights that can be implemented on their farms.

PLACEMENT DETAILS

The placement cell at SVPISTM, Coimbatore is actively involved in establishing industrial connect and engaging the aspiring students to get internship and placement opportunities at reputed organizations in the industry. Listed below are the companies that had recruited the final year students during the previous academic year, 2022-23.

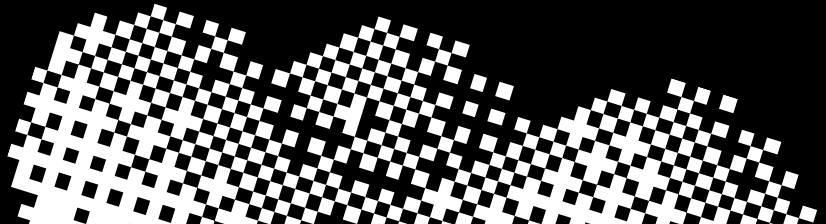
- **Property Pistol Realty Pvt. Ltd., Mumbai**
- **Loyal Textiles, Chennai**
- **Western Textiles, Karur**
- **Serendip Sourcing Pvt. Ltd., Coimbatore**
- **Aquarelle India Pvt. Ltd., Andhra Pradesh**
- **Ultron Textiles, Tirupur**
- **Network Clothing Company Pvt. Ltd.**
- **Cotton Concepts, Coimbatore**
- **KG Denim**
- **PVH Arvind Fashion Pvt. Ltd., Bengaluru**
- **Jay Jay Mills, Bangladesh**
- **Bajaj Allianz, Coimbatore**
- **KG Denims, Coimbatore**
- **Western Textiles, Karur**
- **Madura Coats, Tirupur**
- **Premier Mills, Coimbatore**
- **Tropical Knits Limited, Coimbatore**
- **Kadri wovens, Erode**
- **Best Corporation, Tirupur**
- **MRC Mills Pvt., Ltd, Cuddalore**
- **Toram Exports, Tirupur**
- **Prithvi Garments, Tirupur**
- **Adidas-Coimbatore**
- **Madura Coats - Bangalore**

VOLUNTEERING AT 11TH ATEXCON 2023 - A VIBRANT EXPERIENCE

Samyuktha B
III B.Sc. Textiles, SVPISTM

The theme of ATEXCON was '2025 and Beyond – Asia, The Global Hub for Textile Manufacturing & Consumers'. The sessions were packed with renowned speakers from the textile industry and officials in various capacities in Govt. organizations. There were seven panel discussions with specific topics. Each session was initiated by a chairperson along with a moderator and panelists. The deliberations were very informative and helped gain immense knowledge about the textile environment, and key developments.

To name a few, there were expert deliberations of Mr. Navdeep Sodhi Partner, Gherzi Textil Organization, Smt. Darshana Vikram Jardosh, Hon'ble Minister of State for Textiles and Railways, Mr. Srinivas Kari, President and Chief of Manufacturing and Operations, Page Industries, Jockey India, Dr. Christian Schindler, Director General, International Textile Manufacturers Federation (ITMF), Mr. Raman Dutta, General Secretary Brands & Sourcing Leaders Association, Dr S K Sundararaman, Managing Director, Shiva Texyarn Ltd., Mr Bhadresh Dodhia, Chairman, The Synthetic & Rayon Textiles Export Promotion Council (SRTEPC), Mr. Jeyamohan, Director Project Management at ICI projects & CS and associates Pvt. Ltd., Mr. Varun Gulati, CEO, India Net Zero Alliance & First View Group Media Ventures, R Gandhi, K Sakkarapani, Padma Shri Dr. A. Sakthivel, Mr. Rahul Mehta, Mr. Vijay Kumar Agarwal and Mr. Ravi Sam. I was glad to see many eminent people in-person. It was a one-time opportunity to listen to all great minds under one roof.



There were sessions on sustainability, circularity, and traceability in the textile industry with clusters and supply chain as a resilient factor. I came to know that despite being an American brand, Jockey's success in India was attributed to its product quality. It was interesting to know the significant efforts taken by the government in helping MSME sustain. In the backdrop of China's receding market share, there is an opportunity for India in filling the vacuum; emergence of technical textiles; immense scope for value addition especially for MSMEs, why young entrepreneurs must gain capital support from government and invest that in building technical textile Industry; about Tex valley at Erode, which is an integrated wholesale and retail market; Companies that have implemented Zero Liquid Discharge (ZLD) and the need for ZLD in Handloom Industry; the European Union (EU) mandating recycling and sustainability reforms; etc. were some of the discussion points during the conference. Some of the challenges mentioned by various speakers were lack of knowledge, lack of technological improvements and less funding in R&D in specific areas.

There were over 200 participants from industry, with few from academic background too. There were stalls allocated for the organizers and sponsors of the event. Our Institute was also allotted a stall where our students showcased our achievements.

Crew Mates

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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

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