



# Tex-Strides

## Stride Towards Excellence

Volume 3 Issue 1

January 2021

# Fabricating a New Beginning







“Testing times...”



“Sewing It Together...”



“Measuring Up...”



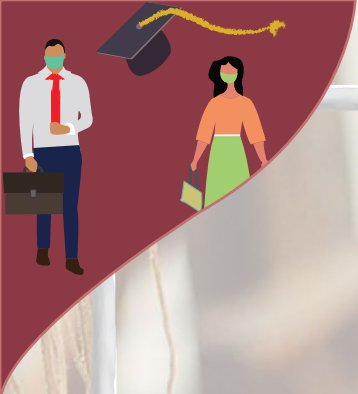
“Whiz Kids...”



“Hands On...”







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# Words From The Captain Of Our Ship



My dear students,

At the outset, let me wish you all a very happy new year, and a healthy restart of your interrupted academic journey, which will see you gaining new heights with renewed vigour and enthusiasm.

The Japanese have a concept called “Kintsugi”, which is the art of repairing broken pottery by mending the areas of breakage with lacquer dusted or mixed with powdered gold, silver, or platinum. The end result is an artifact that is more beautiful and valuable than the original. This concept should be our guiding factor while we pick up the pieces of our lives after the disruptions we have faced during the last few months and take progressive steps into the future more prepared than ever to face obstacles and risks.

The good news for all of you is that the economic recovery that seems to have set-in is well indicated in the textile sector. We hear that the industry is flooded with orders both domestic and international. Innovative products are what everyone is looking forward to. The international economic and political balance has shifted in favour of India, and India is fast emerging as an economy that would take over from China in the supply of various goods, specifically in the Technical Textile sector.

You, our students are at the cusp of a period where, with the right ideas, hard work, and focus will ride the wave, as professionals and entrepreneurs taking the Indian textile sector to new global heights in the coming years.

I wish you great success and look forward to working along with you to turn our institution into an international Centre of Excellence.

Dr. P. Alli Rani  
Director





# SUCCESS STORIES

## Trip turning to a Voyage



It was indeed an opportunity to take part in a competition, which I hardly knew would make way for an entirely new journey. An idea that was ringing in my mind for quite a long time, fitted perfectly well for the competition and paved the way to reach my goal.

Right now, I am pursuing Master of Business Administration in Textile Management. I always grab my interest in the research field, and the competition, quite challenging, was a stepping stone for a new paradigm in my career.

I was tripping on to the competition to find a newer side, which in fact, led to a new voyage - my first ever step towards Entrepreneurship. It was really overwhelming, enthusiastic, & motivating. I was the one who was selected first by the Entrepreneur's Organization - GSEA, for presenting on the topic

“Step towards a Greener and Sustainable Textile”. It was about the extraction of textile fibre from Lotus stem which will be manufactured into an end product as apparel or textile. It gained much appreciation as a unique business idea calling for necessary financial outlay.

Indeed, the voyage is a long way which would lead to an inspiring journey. I am very much excited to set on this new voyage, explore the newer landscapes that unfolds on its way.

Monidipa Sarkar  
II MBA

## My Journey into Entrepreneurship

As a toddler, the walks of my house were filled with my canvas as my parents encouraged me to sketch even on the walls. Recognizing my innate flair for art, I was sent to art school during my 3rd grade which made me learn sketching, stain glass painting, pot painting and Tanjore glass painting skilfully taught by my Master, Vikram at Sky Arts Conservatory. My teacher recognised my talent and called me a prodigy. As per his advice, my parents enrolled me in an advanced art course. Unfortunately, while pursuing my 6th grade, I met with an accident and got an



undiagnosable swelling on my right hand; Doctors asked me “to drop my pencil and brush” because it'll cause throbbing pain if I strain my hand!

I took a break for seven years due to pain and medications. My interest towards art and fashion made me pursue Fashion technology at KCT. I also joined Lalith Kalakshetra to continue my artwork and completed my Diploma in the Fine Arts course. Meanwhile, I started my Art Business 2.0 and it became a great success. There started my journey from passion to entrepreneurship.



Initially, I started sketching portraits for free to showcase my talent and displayed my artwork in many events and competitions. I also conducted numerous workshops on portrait sketching, warli painting that helped to share my knowledge about art with my juniors and youngsters.

I also started a page on Instagram and showcased my paintings and artworks on

portraits, landscapes, fashion sketches, etc. As days passed by, people started contacting me and placed orders for portrait sketching through Instagram.



I have had this throbbing pain for a long time, I realized the pain only when I had to do more than 22 pencil portraits within 4 days. The strain of doing artworks had induced the pain but still, I never gave up on my passion till date and remained undeterred. I also paint using my fingers instead of paintbrushes.

As I wanted to take my art to the next level, I took part in a street art show where I got a chance to meet numerous artists from all over India, and got my artwork published in “Dinamalar newspaper”. Then, a friend of mine welcomed me to try a live art session at her friend’s wedding which turned out to be successful and an article about me was published in the “New Indian Express” about that event.

My passion was not only about art but also fashion, so in order to scale my talent to newer heights, I started handling fashion designing classes for my juniors while



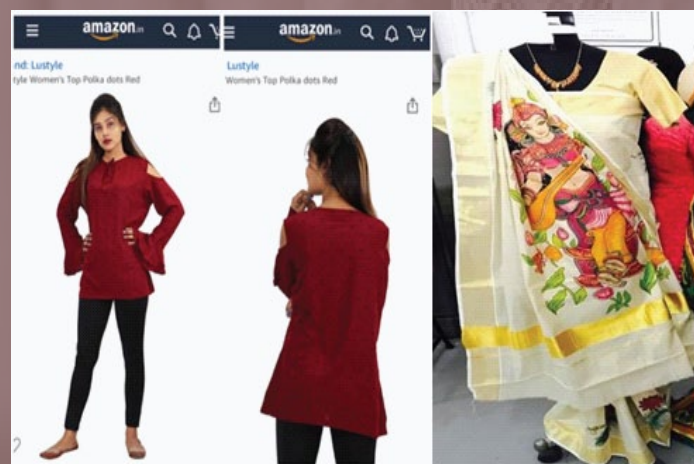
pursuing my 4th year which paved the way to enhance my knowledge about fashion. By watching my fashion sketches on Instagram, EMM Export company gave me a chance to style a top and my design got selected and successfully launched with a new brand name called “LU STYLE” which got sold for ₹3,00,000 at amazon.in. Also, I styled up a handloom saree with my handmade paintings which brought laurels by the “HANDLOOM AMBASSADOR” award for supporting handloom fashion in the National level contest.

Currently, I am pursuing MBA in Apparel management at “Sardar Vallabhbhai Patel International School of Textile and Management”. Parallely, I am doing my second degree in artwork Diploma in oil painting at Lalith Kalakshetra.

It felt good when I was called as the Chief guest for delivering a guest lecture for conducting art workshops in my college where I had pursued my UG degree. Further, NGP school invited me to judge an art competition conducted for their school kids. And felt elated when one of my professors asked me to write about my journey into entrepreneurship. I am grateful and thankful to all my professors, friends and relatives who have made me achieve something today. This is not going



to stop here. I wish to start a Fine Arts School and venture into fashion business to translate my unique ideas.

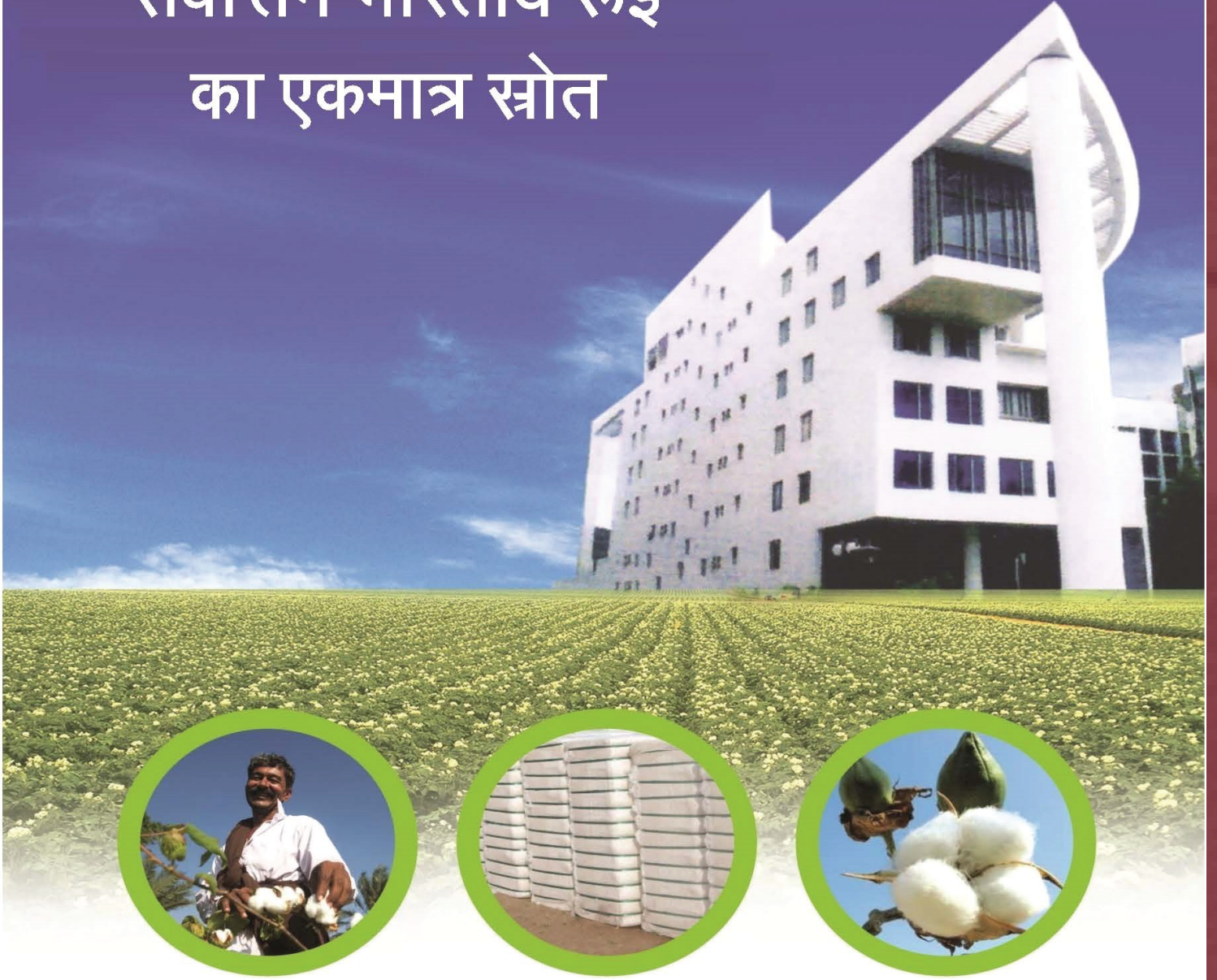


“NOTHING CAN STOP YOU FROM ACHIEVING YOUR DREAMS, ONCE YOU REALISE WHO YOU ACTUALLY ARE”.

B. Rithika  
II MBA



# सर्वोत्तम भारतीय रूई का एकमात्र स्रोत



.....यह कपास उत्पादकों को उचित मूल्य एवं रूई क्रेताओं को गुणवत्तापूर्ण रूई की आपूर्ति सुनिश्चित कर इनके बीच एक सामंजस्य बनाये रखता है।

- कपास किसानों की शक्ति
- कपास के विकास हेतु प्रतिबद्ध
- सम्पूर्ण भारत में 11 कपास उत्पादक राज्यों में 18 शाखाओं के अंतर्गत 400 कपास खरीद केन्द्रों पर उपस्थिति
- विश्व का विपुलतम रूई विक्रेता
- संविदा की अनुपालना
- व्यापार के मानक स्थापित करने में अग्रणी
- गुणवत्ता की रूई का भरोसेमंद आपूर्तिकर्ता



## भारतीय कपास निगम लिमिटेड

(भारत सरकार का उपक्रम)

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# THE WORLD OF TEXTILE, FASHION & RETAIL

## Will COVID-19 fuel the subsequent wave of Innovation ?

While the companies across the world are pushing hard to deal with the impact of COVID-19, digitalization has returned to the rescue of worldwide organizations. Months into lockdown and most organizations are now through the initial climb to assess and run within the best manner. But some have gone on the far side simply attending to a run state and pushed innovation to handle new and evolving client expectations. However, the impact of the pandemic has been a catalyst for innovation. But, are all these “COVID – Innovations make lives of people smarter enough?

### Pathway to driverless, contactless deliveries:

Many firms have developed hand sanitizer-dispensing robots and medical supply-delivering drones.

Robotics, a start-up based in Kerala, has deployed robots at entrances to workplace buildings and different public places to dispense hand sanitizer and deliver public health messages concerning the virus,

and also deployed in hospital isolation wards to hold food and medicines, that eases the pressure on medical employees.

Another Startup, Droom claims that it's germ shield with a special anti-microbial coating referred to as Corona protect inhibits the expansion of microorganisms like bacterium, algae, yeast, molds and mildew on the surfaces of vehicles. It's being tested by police in Gurugram, Haryana.

### Crowdsourcing ideas

Crowdsourced platforms have been a very important channel for sharing information among universities, businesses and government. The Government launched the Covid-19 answer challenge on March 16th, to supply ideas and solutions for mitigating the pandemic. Likewise, business associations like the Federation of Indian Chambers of Commerce collaborated on a web hackathon to develop non-medical solutions for Covid-19.

### Digital bureaucracies will become mainstream

COVID-19 has instigated governments around the world to effectively work using digital platforms. The pandemic has led the Government to invest more in developing “smart cities” to build



infrastructure to cope up crisis like scenarios. Firms like Cisco, Microsoft, digital town Start-ups are happy about this shift towards digitalization.

Creating mindsets to combat uncertainties With human mindsets deviating from shopping for shoes and clothing; there has been a spike in consumer's interest towards investing in risk-mitigating plans and specific insurance schemes. As an example, searches for 'Best Investment Options', 'Best Investment Choices for Salaried Person' have grown staggeringly.



Supply chains can merge into resilient eco-systems

As China scaled-down, it disclosed the shortage of sophistication in the old supply chain models and unveiled the necessity for a lot of resilient approaches that involve 5G, robotics, IoT, blockchain, self-driving cars, and delivery drones. Firms like Amazon and Woodcutter are likely to take the lead in coming years.

Creating newer ways to adapt to the new normal:

As businesses step into the post-corona virus future, they have to seek out a balance between what worked before and what has to happen to reach the next normal.

Inertia is clearly riskier than action at once, therefore, firms are mobilizing to handle the immediate threat in ways in which they might have struggled once to tackle a lot of challenges like digital technology, automation etc. (all of that still loom). Daring experiments and new ways of operations are the need of the hour.

Swathika M  
II MBA

## **Making India the new leader of Man-Machine Sector**

The dual-faced coin; wherein the downside experiencing huge thrust because of the world health emergency & the upside counting for the better times to heavily shower upon.

From 2017 onwards, the Indian Textile Division has been experiencing a down thrust due to the GST coming in. According to the Ministry of Textiles, Govt. of India total textile Export during 2011-12 was US \$33161.74 & the total value of the textile machinery produced during the



same period was Rs.5280 crore. In spite of various challenges, Indian Textiles and Apparels (T&A) Industries accounts for approximately 4% of the global T&A market. The industry contributes approximately 7% to Industrial output in value terms, 2% to the GDP & 15% to the country's export earnings. Due to country-wide lockdown, however the industry is grappling with major hurdles in the labour force & employment, import and exports of raw materials, cash flow constraints & supply chain disruption.

The pandemic originating from China has affected almost all countries across the globe. The global community is exasperated and have been expressing their disappointment by looking for substitutes from other nations & pulling out their investments from China.

Textile machinery manufacturers in the country are upbeat on their prospects, post COVID-19, as they could sense an opportunity to increase their share in the domestic market, that is being dominated by imports. According to Textile Excellence, imports make up 83% of Indian Textile Machinery Trade, the 4th largest in the world. In 2018, the Indian Textile Industry imported machinery worth \$4.02 billion, while \$840 million worth machinery was exported.

India is a net importer of Textile Machinery, not because of any slackness on the part of the industry. Besides, the Coimbatore based LMW, Indian firms- Kirloskar, Toyota Textile Industry, Rieter & Vijayalakshmi Engineering Works are viewed as strong competitors in the global textile machinery trade.

The Indian Govt. waved green light signalling the re-starting of textile industries during the onset of lockdown. This made the textile industries modifying their initial set-ups to manufacture PPE kit, which is of immense demand viewing the present scenario. 42000 PPE kit production in a year has turned out to 2.06 lakh per day.

Various spinning mill which was on the verge of getting closed, could now receive numerous orders from the outside nations. The demand for the PPE kit has wide opened the Textile Machinery Division's demand in turn. The demand led to the manufacturing of cloning of the tape sealing machines at low cost with higher efficiency. These machines have a huge export market too. LMW & the TMD Servicing, Voltas is seen coming on track and it can be highly expected that in the upcoming year, profits will double up, both in domestic and export market. The pandemic has provided an optimistic





outlook to the Textile Machinery Division. The bottom line can be drawn as the textile machinery makers are upbeat on their prospects in the domestic & global market post-COVID-19 situation. We therefore can hold tight and hope for the good to lighten up.

Monidipa Sarkar  
II MBA

## Sustainable Textiles and Apparel Production

Consumers of today are demanding textiles that have been produced in an ethical manner. This, in turn has increased the demand for sustainable and eco-friendly textiles. Today, sustainability has become the highest priority for most companies dealing in apparels and textiles. There are a number of approaches that have been taken by the stakeholders in the apparel and textile production starting

from fibre production to garment manufacturing, even the supply chain management to fulfil the sustainability requirements. Apparel and textile items are produced using sustainable practices can contribute to environmental, social, and economic well-being leading to a green earth in the future.

### Environmental Sustainability

In order to achieve low cost production, the textile manufacturers in developing countries take advantage of lack of strict regulations and lower environmental awareness, which hinders environmental sustainability. For achieving sustainable apparel and textile production, the manufacturers should focus on the sustainability aspects of production and follow the sustainability guidelines outlined in the ISO 14000 and other environmental management standards.

### Raw Material Selection

While selecting raw materials for fashion and textile production, the objective should focus on renewable (natural fibres such as cotton, flax, wool and silk) and recyclable materials (fibres such as recyclable polyester and nylon). As the synthetic fibres are not biodegradable, hence must be selected so that they are recyclable at the EOL to minimize accumulation of waste.



## Eco friendly Processes

The conventional fashion and textile manufacturing practices based on non-renewable energy sources (gas, coal or petroleum) are unsustainable due to their limited availability and waste production that creates environmental burden. As the term “green production” is becoming important in many of the manufacturing segments, fashion and textile producers and retailers are adopting the terms “green production”.

## Yarn and Fabric Manufacturing

The total energy consumption in a textile industry can be split as 34% in spinning, 23% in weaving, 38% in chemical processing and 5% in other miscellaneous processes. But the more interesting fact is that the energy consumed during the care and maintenance of a cloth is almost four times (75-80%) compared to the energy consumed for its production (15- 20%). The global emphasis on sustainability has led to the development of yarn and fabric manufacturing machines that uses less energy, works with higher efficiency and generates less dust and noise. As a result, several new techniques have evolved in spinning (such as open-end rotor and air jet spinning), weaving (rapier, projectile, air jet, multi-phase and water jet looms) and knitting (high speed circular knitting,

computerized flatbed machine, seamless knitting).

## Fabric Chemical Processing

Fabric chemical processing or wet processing is the most environmentally harmful process among all the textile and garment processes as it uses a large amount of water, energy and toxic chemicals. Approaches such as use of safe chemicals, reduced chemical usage, use of eco-friendly processes, use of enzymes, water less dyeing, activated carbon usage in dyeing and biotechnology can help in sustainable fashion production.



## Effluent Treatment

Generally, the effluent generated during chemical processing is treated by different techniques before discharged to the water systems. Advanced techniques such as chemical precipitation, biological treatment, activated carbon adsorption, membrane technology, ultra-filtration, microfiltration, nano-filtration, reverse



osmosis, coagulation-membrane separation, and evaporation are being widely adopted by textile manufacturers.

### Garment Manufacturing

The use of energy efficient tools, equipment and machinery for cutting, sewing, pressing and packaging; and the use of eco-friendly processes are the key factors requiring improvement to produce sustainable fashion. The waste generated during garment production such as paper, plastic, fabric remnants, cardboards used for packaging, and wire coat hangers should be recycled and reused. Several other strategies for saving energy and water, such as installing water efficient fixtures, training the staffs on energy efficiency skill sets, energy efficient heating/cooling devices, sensor-enabled lighting systems, and rain-water harvesting for non-drinking purposes can also help in achieving sustainable fashion.

### Corporate Social Responsibility

In addition to managing the environment, sustainability also focuses on relationships between manufacturers, retailers, communities, and other institutions. CSR is based on the essential principles of sustainable practices for manufacturers and retailers that affect human well-being. Some apparel and textile brands are being rated in terms of their social accountability

and the value they offer to society.

### Economic Sustainability

Economic sustainability in textile ensures that the business is achieving its targeted profitability, simultaneously using the resources in a sustainable manner (i.e. the business is not creating environmental concerns or using excessive resources). There is a steadily increasing trend in the number of firms considering their relationship to the community, in order to improve the economic sustainability. Manufacturing of apparel and textile products in a country to be sold locally or globally has direct or indirect influence on that country's economy. The sustainability practices in apparel and textile sector should not ignore the dilemma of resource depletion.

### Role of Governing Organizations

Several international government organizations, non-governmental organizations (NGOs), and private firms have been developed in the last decade or so to monitor, assist and evaluate the performance of manufacturers and retailers in sustainability. Several standards have been developed to provide guidelines supporting the three pillars of sustainability. The leading role is played by the International Standards Organization (ISO). Apparel and textile manufacturers

and retailers are the leading players in sustainable textile production. Consumers of fashion products also play a vital role in sustainability. Consumers can select or reject a product if it is not manufactured with the right use of energy, resources or even the labour.

## Conclusion

Textile industry is going through a period of change to create demand for sustainable textiles. In the current scenario, the success of the business is closely linked with the economic, social and environmental stability. The government also has the responsibility to create a feasible situation for the companies to pursue the approach of sustainability.

Dr. Biswaranjan Ghosh  
Associate Professor & Head

## Weaving Support to Tiny Tycoons

In our country, there is an invisible rainbow that has started to fade its colour. What if I say we are the reason? it's the handloom industry. We are very much aware but reluctant to buy handloom products, so obviously, we're the reason.

In this Pandemic era, the whole society is concerned about the life of farmers, industrialists, students, doctors, sanitary workers, etc., but how many of us are really aware about the plight of weavers at large?

If they don't work for even a day, they have to starve for months! It's that hard for them to make ends meet.

Why are we not bothered about them? As food can't be replaced with medicines, we value the farmers. On the other hand, we can easily replace handloom products with other products and it's cheaper than any other product. We find replacement with cost. When that is the case, one can never say that India is preserving its cultural heritage. Industries are essential, industrialization is important but that should not affect the tradition. How much big the technological advances may have been, but one can never bring the uniqueness of a handloom fabric with any other machine in any other product. That is the heritage of our country. Today, myriad weavers in many rural areas are still holding onto our legacy of weaving handloom products. But they are prone to umpteen hassles.

We are not aware of the fact that it takes almost 4 to 5 days to weave a complete saree, for which they'll be getting only 300 to 400 rupees. They also suffer from health issues since the weaving process demands lots of energy and hard work from a weaver. They don't have enough money to meet their medical expenses too.

As we know that the great men and





women in the world were givers and not takers. All we can do, is giving a chance to handloom weaving community by buying handloom products. I'm sure it will create some magic in their life. Be Indian. Buy Indian.

Harshini J  
II B.Sc

## Fingerprints Of Covid-19 On Retail Sector

Most stores, except stores selling essentials were shut across the country, as consumers resorted to discretionary purchase. Even retailers of essential items had to face huge loss as they couldn't sell non-essential items, which could bring them higher margins.

Before, after and beyond

### Impact On Retailers

1. "Before" phase where most retailers had to deal with an entire pause in business. Even food and grocery players and

chemists, that housed essential commodities, although allowed to function faced lot of challenges.

2. In the "After" phase, where the Govt. started easing restrictions, retailers had to specialize in order to bounce back from the pandemic situation.

3. In the long-term "Beyond" phase, they have to concentrate on transforming to reach a brand-new business landscape. The challenges would be to cater to consumers via their preferred channels and to make business resilient enough to tackle any future crisis.

### Evolution In Consumer Behaviour

In the "Before" phase, consumers were stockpiling essential goods and there was a big surge in e-commerce and digital payments. In the "After" phase, health and economic concerns resulted in lowering consumer confidence and brand loyalty would diminish as consumers trade down and consume cheaper/private label brands. New internet buyers like elderly and rural consumers will still adopt digital. Online adoption will still accelerate "beyond" the crisis.

### Resilience Strategy For Retailers

1. As retailers react to the influence of the "Before", they must build resilience for the "After" when demand starts to getting

restored and think “beyond”.

2.Frugal in finance: on optimizing cost so they'll maintain enough cash and margin buffer to assist them to survive within the medium and future.

3.Agile in thinking: They must be flexible and adaptable to change, operating models and product assortment to satisfy the need that's most important at the given point in time.

4.Spruced up in supply chain: Retailers will have to realign their supply chain to fulfil demand fluctuations within their categories.

5.Digitization will help in boosting company operations and meeting consumer demand for rapid fulfilment as the market moves to more omnichannel and delivery-based models.

6.Tactful in talent management: Continuous leadership address with employees, especially frontline staff, having concern for their health and financial well-being during this point will generate a way of trust that the organization cares for them.

7.Effective in customer retention: Retailers must make sure that they continue their communication with customers throughout the crisis period and ensure their health and safety within the stores.

8.Responsible for regulatory and legal compliance: It is essential for them to cooperate with the regulatory authorities right along when the lockdown is lifted piecemeal.

## Key Learnings From The Pandemic

### 1. Business continuity planning

Business continuity and disaster recovery planning makes businesses resilient and smoothen the subsequent recovery from situations that potentially threaten productivity. The policy must be revisited and reinforced taking cues from the pandemic situation to make sure better preparedness.

### 2) Space optimization for cost rationalization

The prevailing crisis of COVID-19 will end in innovative solutions or rostered work shifts and timings. Many companies, reckoning on their nature of companies will reduce their dependency on the employment of office premises and resources. This might lead to operating from smaller spaces which are able to save rent and maintenance costs.

### 3) Adaption to technology

Companies that have adapted using Artificial Intelligence (AI) and virtual reality (VR) are likely to be better prepared for any future disruptions. Investment in technology upgrades will not only help



companies tide during similar crisis but also yield rich dividends in the long run.



4)Target online presence and transactions  
The digital mode of business including product display, discussions, comparison, and transactions were seamless during pandemic and other crisis situations as consumers refrain from physically visiting business centres.

5)Specialize in liquidity and Income management

The need of the hour for the companies is to specialize in managing liquidity and income in order to ride over the uncertain times.

Nikhil T  
II MBA

## ECONOMY & MONEY

### Pandemic's Influence On Indian Economy

The pandemic caused a great impact on both the Global and Indian Economy. Nevertheless, the extent of the impact depends on the severity and duration of the outbreak which is still unknown.

The pandemic took a heavy toll, particularly on the service industry and it has also crippled manufacturing industry, shutting factories, and upending the supply chain. The situation in the service industry was dire as restaurants, hospitality chains were closed and travel had been restricted.

Pandemic is more disastrous for economies and human welfare with many losing jobs in various domains and small businesses facing hardship in sustaining in the longer run. The Pandemic led to the closure of businesses leading to global supply chain disruptions and a steep fall in consumption. It majorly affected the auto and pharmaceuticals company's production as they depend on internal components from other countries.

The major elements that directly influences Indian businesses are:

- The Legal Linkages
- Supply Chain
- Macro-economic Factors



The Pandemic created a demand and supply shock in the economy and led to further moderation in the country's Gross Domestic Product (GDP) growth as it caused significant disruption across multiple sectors. Economists say that the growth in GDP during 2020-21 is estimated at -7.7% as compared to the growth rate of 4.2% in 2019-20. To try and support economies reeling from the Pandemic, Government and RBI have unleashed unprecedented amounts of fiscal and monetary support.

A. Balathiribura Sundari  
II MBA

## The new edge of Stock Market

Stock market is an existing and an ancient player in the locus of finance and business. This too has been exposed to a new edge in its existing dimension.

### Water In Stock Exchange!

When we question our grandparents or the older generation about water, the one thing they say in common is "we never purchased water". Now as successors to them, we are indeed buying water for our basic needs. But could anybody relate the gain or loss of money by trading on water?

We know about trading commodities like oil, petrol, gold, cotton, even turmeric etc, in the stock markets. For the very first time, after COVID, water, which is our first and foremost need is being traded in CHICAGO, USA. The CME (Chicago Mercantile Exchange) group, USA introduced water in the futures market.

Introducing water as commodity (futures contract) in stock exchange Water belongs to everyone and is a public good. It is closely tied to all of our lives and livelihoods. Water is already under extreme threat from a growing population, increasing demand and grave pollution from industrial activities in the context of worsening impact of climate change.



Water was added to the commodity market in the month of September and traded in the Wall street, that is the place where the stock exchange of USA is located. From December 7th, the CME group had released the future contracts of water where a person can buy, sell and bid the future price of water.

The research conducted by the Food and Agriculture Organization (FAO) revealed that about 1.2 billion people globally experienced very high levels of water stress. It also noted that the annual amount of available freshwater resources per person had declined by more than 20 per cent in the past two decades. As the USA is considered as one of the dry climatic areas in the world, the level of water scarcity is expected to be very high when compared to other countries. Moreover, it is assumed that by 2025, over 1.8 billion will face severe water crisis which is only 4 years from now.



Since the upcoming drought is very clear, the CME group has taken a step ahead to create awareness among the investors and also the farmers and industrialists to conserve the essential resource of human life. They are hoping that this step would decrease the threat for all of us.

The invested money will be used to recover the loss and give a helping hand mainly to the farmers around the world.

Invest, Protect, Use It

Imandi Reena, 1 MBA

Srinomitha Nalla, 1 MBA

## BUZZING TRENDS

### Can Linked-In Profile be Noteworthy ?

Welcome to professional networking!

A business school book written by Robert T. Kiyosaki conveys the importance of network marketing business, which indeed accelerated the platforms like LinkedIn. LinkedIn was built for professionals who wanted to use their existing and future social networks to create a career, for companies that want to search out qualified employees and for job-hunters. And if you're searching for working capital for your Start-Up, you can use LinkedIn to search out experienced

professionals and venture capitalists for your “dream team.” With countless number of experienced and professional members, LinkedIn should be the primary resource you utilize to recruit a management team.

“This is not an information age. It’s an age of network intelligence”

Most of the businesses are shortlisting candidates based on LinkedIn profiles. LinkedIn contains a feature to display the profile of corporations and showcase corporate updates. B2B marketing is an emerging trend in LinkedIn. During this lockdown, there has been sky-scraping in users and engagement rates. It has been the leader when compared to other job-seeking platforms.

Why businesses should use LinkedIn profiles?

- Connecting with customers and updating about business
- Creates signature within customers
- New leads
- It showcases the work environment of the business

Why professionals need a LinkedIn profile?

- Professionals can gain social proof for their skills and abilities
- Demonstrate knowledge, credibility and leadership expertise
- Helps as a quest tool
- You can tap into its powerful job board
- It can help rank your name on Google

It is one of the most powerful professional tools. With LinkedIn, you can fabricate and maintain your network, search for jobs and build your professional eminence.

Guruharinath MCS  
Digital Marketer  
MBA Batch (2018-20)

## Wanna Become A Super-Star? Here Is The Key

Life behind the doors!

During this lockdown, all were engaged in bringing their workplace, restaurant, institution, shopping, all under one roof i.e., HOME where we spent our time. It gave a chance to live our old and memorable days with family. It also enabled many chefs, professionals, personal trainers, freelancers explore newer landscapes and groom themselves,



making productive use of their time during lockdown.

Some encouragement to kick start your day

Make your bed

Stretch and get some fresh air

Do a 15-minute workout

Drink a pint of water

Get into a positive mindset

Lockdown made companies to give access to their website for digital content. For those looking for ways to be active at home, fitness providers are producing digital content, and many of them are providing it for free. In other words, there's enough sharing of knowledge. Personal trainers and lecturers are conducting webinars weekly. Harvard University has also given free access to some courses to learn online. In a way, most of us are learning newer ways to adapt ourselves by developing

skills, creating new hobbies, and exploring new ideas in the path to become a Super Star in a niche area that keeps one motivated with a positive outlook. Get inspired and be an inspiration to others. Time to learn and build resilience to become a Super Star!

Guruharinath MCS

Digital Marketer

MBA Batch (2018-20)

## THE RAMPANT GLOBAL VIBE

### The New Dawn

As 2021 dawns, it's not about the start of a new calendar, but to rejuvenate our life. Every new year comes forth as a reminder to plan our new goals and accelerate our progress. As the pandemic expands across the world, each one of us expect the year 2021 to be a healthy year, which indeed should spell out as "Happy Healthy New Year". The paradigm of our daily lifestyle has been highly affected due to the pandemic and has attuned us to confront challenges. Now, that we have learned to normalize with time, we should paint new thinking and new ways of working. Every year, every day and every second is fine to fabricate a new start into a new normal. After the days of hard-work,



we are back to square one.



We need to strive towards success, happiness and good health from now on with vigour in every circumstance. This thought will trigger our subconscious mind to help us and encourage us to drive forward and stay stronger. We have to be connected but it is essential to maintain distance. Despite all the tragedy and loss of hundreds of lives across the country, we can see some amazing acts of kindness. We need not think that there is some magic that would work, but willpower and self-discipline will create change, making life more interesting and successful. The year-end has come and the dawn all ready to set, gear up to revive and sparkle.

Lakshmi  
I MBA

## CAMPUS CHRONICLES

### AGILE CLUBS & MANAGEMENT ASSOCIATION OF SUPISTM – UPAGRAHA

#### MANAGEMENT DEVELOPMENT PROGRAM

The institute organized 10 days online MDP on “Strategies to meet management challenges” for the officials at the managerial level at Cotton Corporation of India, Mumbai from 20th to 31st July, 2020. The MDP focused on imparting managerial skill sets required to face the challenges of the fast-changing world. Expert speakers from versatile backgrounds delivered talk on topics like Leadership, team management, decision making etc. during the online sessions.

#### VALUE ADDED PROGRAMS

A guest lecture on the topic “Leadership and Self-Development” was delivered by Dr. Suresh Kumar P, Industry Consultant and Mentor & Director KIOT-KBSS to the students of MBA on 03.12.2020

A guest lecture on the topic “Working Capital Management” was delivered by Mr. Prasanna Venkatesan R, Assistant Vice President (Credit) – MSME (Working Capital) TN Region, Equitas Bank to the



students of MBA on 05.12.2020

A guest lecture on the topic “Training and Development” was delivered by Ms. Krithika Selvaraj, Assistant Manager – HR (Performance Management, Compensation and Employee Benefits, Pricol Ltd. to the students of MBA on 12.12.2020

## INNOVATIVE IDEA CONTEST

The innovative idea contest was organized by the institute on 27th November 2020 to motivate the students to think out of the box and present viable business models leading to sustainability in Textile businesses. Student teams comprising of both B.Sc. and MBA actively participated in the contest. The presentations were judged by an expert in the field of Textiles, Ms. Unnamalai, Partner & CEO, Aster Apparels. The best presentations were awarded.

## ORIENTATION PROGRAM

SVPISTM organized a one-week orientation program for the new batch of B.Sc. and MBA students from 3rd to 6th November, 2020 through online. It

comprised of expert talks of eminent speakers from industry and versatile backgrounds.

## VIRTUAL CONFERENCES

SVPISTM in collaboration with Taiwan Textile Research Institute organized a virtual conference titled “Textile Sustainability” on 14th August, 2020.



SVPISTM and Taiwan Textile Research Institute organized a virtual conference on the theme “Eco dyeing and finishing” on 11th September, 2020.

A one-day Webinar on “Sustainable materials in Technical Textile applications” was organized in partnership with GIZ (German Corporation for International Cooperation) on 25th November 2020.

## FACULTY STRIDES

Ms Poornima S, Assistant Professor has presented a paper titled “Existence and Uniqueness for Impulsive Stochastic

functional Differential Equations with Poisson jumps” in the 5th International Workshop and Conference on Mathematical Analysis and Computations at NIT, Tiruchirappalli.

Ms Poornima S, Assistant Professor has presented a paper titled “Exponential Stability for Impulsive Stochastic functional Differential Equations with Poisson jumps” in the International Conference that was organized in conjunction with the 15th Biennial conference of the Indian Society of Industrial and Applied Mathematics at Bharathiar University, Coimbatore.

Ms Mathangi V published an article titled “Value relevance of EVA and traditional performance measures in determining Shareholder value – Use of Easton and Harris model (1991) – Evidence from India” in the Scopus indexed International Journal of Management (IJM), Vol.11, Issue 11, November 2020.

An article by Mr Prakash, titled "A study on effects of mordants on cotton fabric using dye developed from Antigonon leptopus" has been accepted for publication in the Scopus indexed International Journal - "Asian Dyer".

## STARTLING REMINISCENCES

### HINDI DIWAS & HINDI PAKHWADA CELEBRATION

Hindi Diwas and Hindi Pakhwada were celebrated in the institute from 15th to 18th September, 2020. Various competitions like Essay Writing, Poem Recitation, Slogan writing and Cartoon drawing were conducted for the students.

### CELEBRATION OF 150th BIRTH ANNIVERSARY OF MAHATMA GANDHI

In connection with 150th birth anniversary of Mahatma Gandhi, 150 saplings were planted in the institute by Miyawaki method. Various competitions like poster presentation, oratorical and short film contests were conducted for the students.



Miyawaki in our campus

### WORLD COTTON DAY

World cotton day was celebrated on 7th October, 2020 at the Institute Premises. An online quiz program was conducted for the students to sensitize about the importance of cotton and its sustainability.



## VIGILANCE AWARENESS WEEK

As part of Vigilance Awareness Week, faculty and staff of SVPISTM took the Integrity Pledge on 27th October, 2020. Competitions like essay writing, debate were conducted for the students to create awareness on corruption free India based on the theme, "Vigilant India, Prosperous India".

## RASHTRIYA EKTA DIWAS

SVPISTM celebrated the birth anniversary of Iron Man of India, Sardar Vallabhbhai Patel on 31st October, 2020 which is observed as "Rashtriya Ekta Diwas" or "National Unity Day". A Painting competition on "Unity in Diversity" was organized for the students.

## GRAND SALES EXPO 2020

A Grand Sales Expo 2020 – "#Local4Diwali" was organized at the institute premises inspired by the clarion call of our Hon'ble Prime Minister to support weavers, artisans, local and small businesses for showcasing their exclusive and unique collection of "Made in India" products from 10th to 13th November, 2020.

## CELEBRATION OF CONSTITUTION DAY

As part of the National Constitution day, the Faculty and Staff of SVPISTM read the Constitution preamble on 26th November, 2020. Various competitions like essay writing, debate was conducted for the students on the theme "Constitutional values".

## TALENT SPOT

### FRIEND

We met by the magical hands of Fate!  
I reached the heaven of joy when we were close!  
You are the best friend forever  
You stayed in my heart like mine!  
I remember those days we spent together  
Our moments of sorrows and joy....  
You are still in my heart ...Still lives in me as my soul!  
And now, I really.... really miss you!  
And realize the fact that...  
Our friendship is a good path that I will relish forever...

Fathima Nasrin V  
11nd BSc

# DNYANESHWAR ANANDRAO BHAMRE

- Founder Chairman -

☎ 9422744444/7350544444

Raviraj Bhamre - Director

☎ 9423494444

Shivraj Bhamre - Director

☎ 8551894444

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- ☑ Keshranand Multispeciality Hospital, Station Road, Dhule.
- ☑ Keshranand Marriage Lawns, Dhule, Songir, Dondaicha & Shahada.
- ☑ Keshranand Amul Distributorship, Dhule Dist.
- ☑ Keshranand Ginning Pressing & Oil Mill Pvt. Ltd., Bamhane.
- ☑ Keshranand Cottex Pvt. Ltd., Bamhane.
- ☑ Keshranand Private Agri Market, Bamhane.
- ☑ Keshranand Petroleum, Dondaicha.
- ☑ Keshranand Buildcon Pvt. Ltd., Dondaicha.

## Keshranand Group of Industries



### THE SIMA COTTON DEVELOPMENT & RESEARCH ASSOCIATION

Shanmukha Manram, 41, Race Course, Coimbatore - 641 018, India

Phone: + 91 0422 2220079 : Factory : 04252 223807 : Mobile: +91 98429 17765

E-mail: info@simacdra.org : Website : www.simacdra.org

#### Major Objectives

- Undertake and carry on scientific research and all activities for extension of knowledge in the field of agriculture, particularly in regard to cotton cultivation
- Make experiments and trials in cotton growing on such lands or on any lands which may be offered to the Association for the purpose and to improve, acquire, train, develop, plant, irrigate farms or elsewhere to growers and others in cotton growing
- Partner with State and Central Government in preparing and implementing various cotton projects, training farmers, improving yield, fibre quality, etc

#### Achievements

- Maintains 600 cotton germplasm
- Developed short duration high yielding variety in High Density Planting System
- Released Shakthi Bt variety, the first Bt variety released in India, suitable for High Density Planting
- Designed, developed and commercially manufacturing the first ever user friendly rugged battery operated kapas plucker. Reduces kapas plucking cost by about 70% and ensure contamination free and least trash cotton
- Recent developments of ELS Varieties / Hybrids with high length strength and resistance Hybrid to Boll Worm equal to Suvin
- Jointly implementing ELS cotton development programme by supplying genetically pure cotton seeds through CCI to Government of Tamil Nadu

#### ELS Varieties/Hybrid Developed by SIMA CD&RA

Name	Duration (Days)	Mean Yield of Seed Cotton (Kg/Ha)
SIMA-Sivashakthi	150	2620
SIMA-LI-3	155	2134
SIMA-5	165	2420
SIMA Platinum	165-170	2340
SIMA Mahashakthi	155	2964
SIMA HB-3 (Hybrid)	170	2580



#### SIMA KAPAS PLUCKER (Technical Specifications)

Model	Kapas Plucker
Size	280 x 90 x 100 mm
Weight	600 g
Motor Power	11 W
Voltage	12 V
Operating Current	14 V
Rotating Speed	5400 RPM
Battery Type	12 V rechargeable (8 hrs)
Charge Time	Appx. 8 hrs



Recognised by: Scientific and Industrial Research Organisation (SIRO)

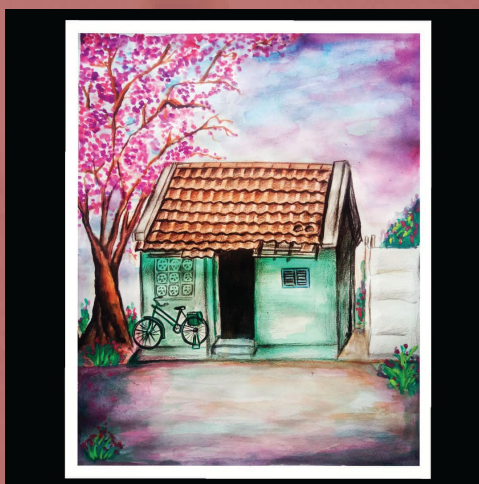
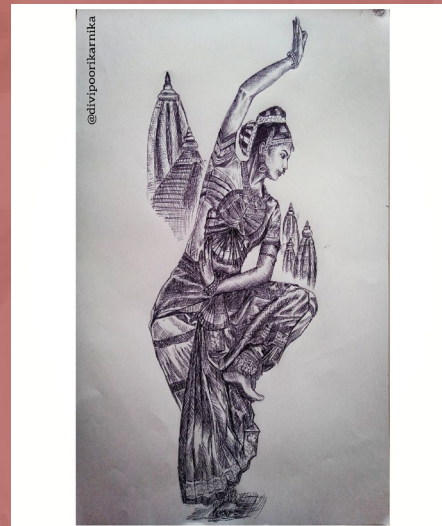
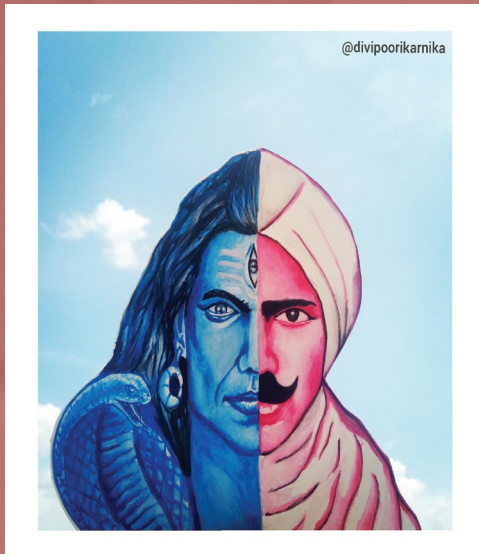
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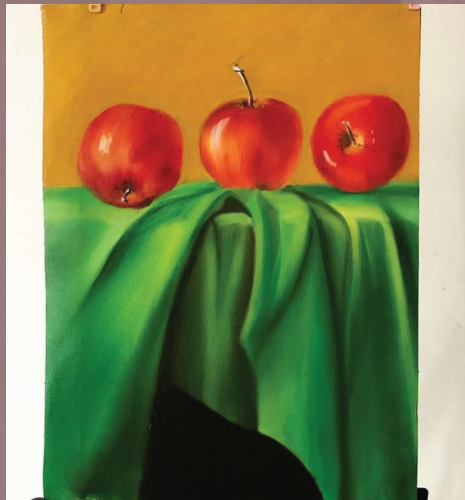
# Creativity At Its Peak



R S N L Vaishnavi  
I B.Sc.



M Poornima  
III B.Sc.



Rithika B  
II MBA



Bala Priya Dharshini A  
III B.Sc.





# CREW OF OUR SHIP

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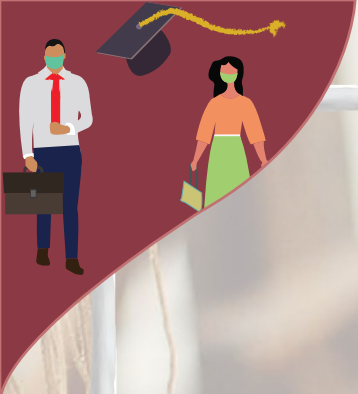
## ILLUSTRATION CREW

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Murali (1st MBA)







# A Special Thanks To

Mrs. Mathangi V, Asst. Professor,  
School of Management

Mrs. Shanmuga Priya G V E, Asst. Professor,  
School of Textile

Mrs. Latha K, Librarian

*“Successful leaders see the opportunities in every difficulty  
rather than the difficulty in every opportunity”*

*- Reed Markham*

*“As we look ahead into the next century, leaders will  
be those who empower others”*

*- Bill Gates*







## 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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