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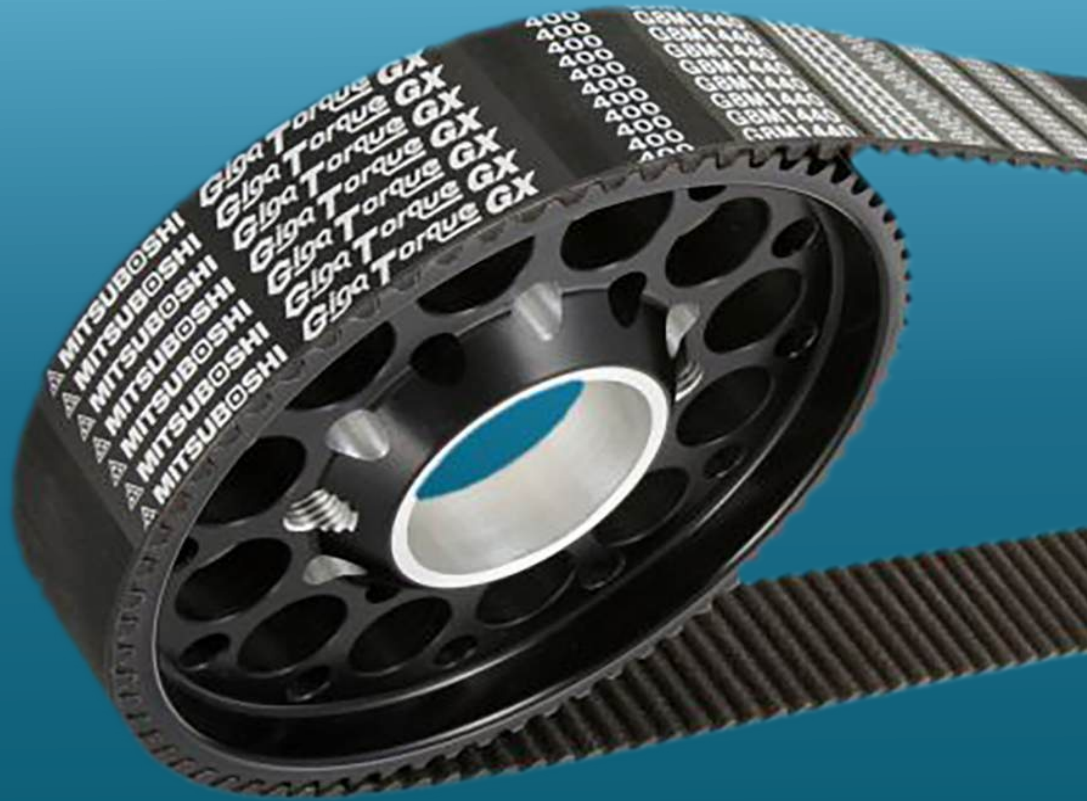
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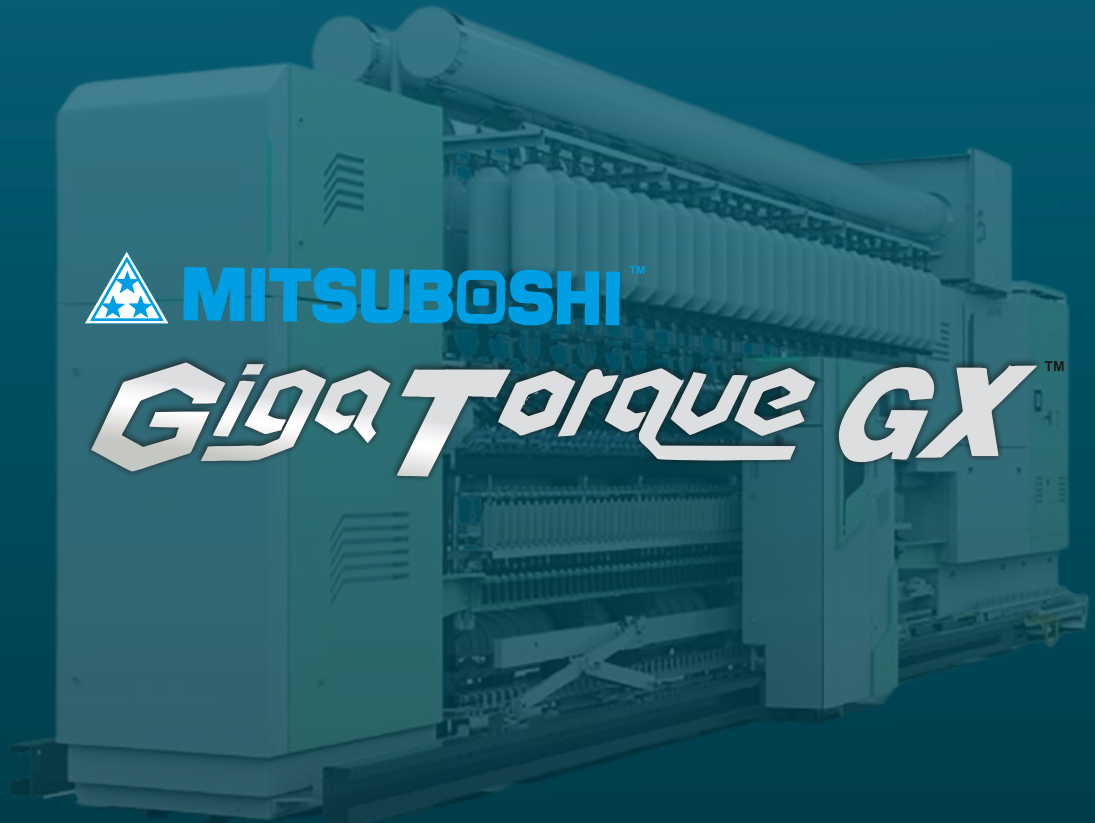
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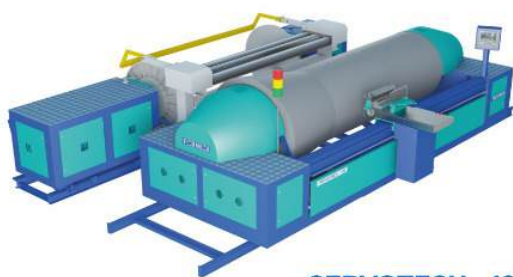


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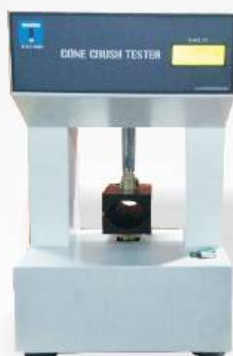
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The union budget for 2025-26 aims to remove bottle necks, unlock capital and accelerate growth

Finance Minister Mrs. Nirmala Sitaraman presented 2025-26 union budget in parliament on 1st February, 2025. In her budget proposal she announced a big tax benefit for middle class what will rebound and bring the economy back to the fast lane. Mrs. Sitaraman in her budget speech seeks to accelerate growth, uplift household sentiment, and enhance the spending power of India's rising middle-class people. The biggest relief for the tax payers in recent times is up to Rs.12 lakh for annual income from the current limit of 7 lakh. The new structure will substantially reduce the taxes of the middle-class people and leave more money in their hands boosting household consumption.

The post-pandemic pent-up demand has been diminishing, and long stretches of high inflation have also been hindering consumption in recent quarters. Government's preferred 'Multiplier Effect' driver of public capex to spur growth has also reduced this year to an estimated 6.4% this fiscal. This budget has given big impetus to the development of Bihar what will speed up economic development of the state. In this budget one of the significant announcements made by finance minister is to allow 100% FDI in the insurance sector. This proposal will attract global investments, strengthen the industry and foster innovation. This union budget proposed many measures to boost micro, small and medium-scale enterprises (MSMEs). The investment and the turnover limit for classification of all MSMEs will be raised to 2.5 and 2 times respectively. Finance Minister in her budget speech also proposed that the government will set up a National Manufacturing Mission covering small, medium and large industries for furthering 'Make in India' by providing policy support, execution road maps, governance and monitoring frame-work for central Ministries and States.

The textile, apparel, foot-ware and leather sectors got a boost in the union budget with the announcement of a mission on cotton and the focus on product scheme for foot-ware and leather sector. The mission for the cotton productivity is one of the major demands of the textile industry. The five-year mission will focus on improving productivity and sustainability of cotton farming. It will promote cultivation of extra-long staple cotton varieties. This will help increase income of farmers and ensure the steady supply of quality cotton for rejuvenating India's traditional textile sector. Technical textile production including Agro, Medical and Geo-textile, would be supported with removal of basic customs duty on the two types of shuttleless looms used to make these products. The allocation for textile sector saw 57.7% increase to almost Rs.5,272 crore for 2025-26 fiscal. With the presentation of this budget Nation moves towards 'Vikshit Bharat'.

➡ Global unemployment persists at 5% in 2024

Global unemployment stood steady at 5 per cent in 2024, a historical low continuing from 2023. But labour market resilience continues to be tested due to slow economic recovery, the International Labour Organisation (ILO) said in a report of late. Economic growth was at 3.2 per cent in 2024, down from 3.3 per cent in 2023 and 3.6 per cent in 2022. "A similar expansion is expected in 2025 and then a gradual deceleration to set in over the medium term. Rapidly decelerating inflation rates and strong growth in a few major economic centres have helped the global economy to stabilise," the report on World Employment and Social Outlook: Trends 2025 (WESO Trends) flagged. The ILO report does not see signs of improvements especially for young people who continue to face much higher unemployment rates — around 12.6 per cent. With the return to pre-pandemic levels of informality and working poverty, the job recovery has lost much of its ability to generate further improvements and close the gap with the targets of the Sustainable Development Goals (SDGs), the report observed. The inability of the labour market to bounce back is largely due to highly uncertain economic and social outlook because of geopolitical frictions, rising costs of climate change, and unresolved sovereign debt risks. Low-income countries, the report stated, appear to be particularly vulnerable, since progress in decent work creation has been slowest in these countries. Though inflation rates have come down, wage growth has not fully caught up with the pandemic-related loss of earnings, in part because of weak employment growth. The ILO report also stated that global unemployment has remained steady, but real wage growth has picked up only in a few advanced economies with particularly strong labour demand. Part of the reason that real wage growth has remained weak has to do with the shift in labour market power towards employers over the past decade which is adversely affecting vulnerable groups and young people. Another trend that the report points out is that

labour force participation has increased only in advanced economies, especially among older workers and women. Overall, a slight decline in labour force participation has weighed on employment growth. The report expressed concern over continued gender gaps in participation, since significantly fewer women than men participate in the labour market, which means that countries forego a significant potential for improvements in living standards. Among young men, participation has declined sharply, with many of them not in education, employment or training. In low-income countries the number rose in 2024, with 15.8 million young men (20.4 per cent) and 28.2 million young women (37.0 per cent), an increase of 500,000 and 700,000, respectively, compared to 2023, the report said. The global jobs gap — the estimated number of people who want to work but are out of work — is set to reach 402 million in 2024. □

➡ Fuelled by Exports, China Trade Surplus soars to \$1 T

China's trade surplus soared to a record last year, driven by strong exports that boosted the economy but may soon be threatened by the incoming Trump administration. The surplus jumped to an unprecedented \$992 billion in 2024, according to a statement from the customs administration of late, 21% higher than the previous year. That was the result of record exports but also the continued weakness of imports, which have been dragged down by sluggish domestic consumption and falling commodity prices. "With rising external uncertainty over trade policies of the incoming Trump administration, China's export growth is likely to face severe challenges this year," Kelvin Lam, senior China economist at Pantheon Macroeconomics, wrote in a note. Strong demand from overseas has helped provide growth for a domestic economy weighed down by a years long housing crisis. Exports accounted for nearly a quarter of the economy's expansion in 2024, although that support now faces external challenges from the US and other trade partners. The

WORLD ECONOMY AND TRADE TRENDS

president's tariff threats are partly why China's exports are surging. Trying to get ahead of any new levies, US firms are buying more from China in advance. Exports to the US rose to the highest in over two years in December, hitting almost \$49 billion and taking the year's total to \$525 billion. The value of shipments to all markets rose almost every month last year, pushing it above the 2022 highs during the pandemic. Exports rose nearly 11% to \$336 billion in December, the second-highest month on record and behind only December 2021, when Chinese firms saw a surge pandemic-led demand. Outbound shipments for the whole for last year were worth \$3.6 trillion. But this may be one of the last high points for Chinese trade, at least directly with the US, with Trump promises to impose even higher tariffs on Chinese goods. Punitive levies may push Chinese firms to divert their exports, flooding other markets with cheap goods and widening trade tensions. Meanwhile, the State Council released a plan recently according to which China aims to expand unilateral visa-free entry to more countries as the government tries to give the flagging tourism industry and economy a boost. The cabinet said the plan would be implemented in "an orderly manner," but it didn't provide a time frame or say which countries would qualify. □

➡ US inflation increases marginally to 2.9% in December

US consumer prices increased slightly more than expected in December amid higher costs for energy goods, pointing to still elevated inflation that aligns with the Federal Reserve's projections for fewer interest rate cuts this year. The consumer price index rose 0.4 per cent in December after climbing 0.3 per cent in November, the Labor Department's Bureau of Labor Statistics said recently. In the 12 months through December, the CPI advanced 2.9 per cent after increasing 2.7 per cent in November. Economists polled by *Reuters* had forecast the CPI gaining 0.3 per cent and rising 2.9 per cent year-on-year. Progress bringing inflation back to the US central bank's 2 per cent target hit snag in the second half of last year. A

resilient economy, the threat of broad tariffs on imported goods and mass deportations of undocumented immigrants — actions that are deemed inflationary — also have led the US central bank to project a shallower rate-cut path this year. Excluding the volatile food and energy components, the CPI increased 0.2 per cent in December. The so-called core CPI had risen 0.3 per cent for four straight months. In the 12 months through December, the core CPI increased 3.2 per cent after climbing 3.3 per cent in November. □

➡ US trade deficit expands in November as imports jump

The US trade deficit widened in November, reflecting the biggest jump in imports since March 2022 as companies accelerated shipments ahead of a possible dock-workers' strike and in anticipation of potential tariffs by the Trump administration. The gap in goods and services trade grew 6.2% from the prior month to \$78.2 billion, Commerce Department data showed. The figure was in line with the median projection of economists in a Bloomberg survey. The value of imports increased 3.4% from a month earlier to \$351.6 billion. Exports rose 2.7%. The figures aren't adjusted for inflation. The jump in imports was broad, including increases in consumer goods, capital equipment and motor vehicles, likely reflecting a preference by US companies to secure shipments in advance of potential tariffs. Moreover, many are hoping to mitigate disruptions from a potential strike by dock-workers with a mid-January deadline to reach a deal. The figures follow an October downshift in demand for foreign merchandise after companies doubled up efforts to ensure they were well-stocked ahead of holiday-shopping season. Goods and services trade in the third quarter subtracted from gross domestic product, and the latest net exports figures suggest a similar impact is possible in the final three-month period of 2024. US manufacturers, as well as service providers, remain challenged by weak overseas economies and a strong dollar that risk keeping the trade gap wide this year. □

➡ UK Economy bounces back, but Headwinds Remain

Britain's economic growth rebounded less than expected in November, official data showed recently, dealing a fresh blow to a Labour government that is battling headwinds. Gross domestic product (GDP) expanded 0.1% in the month after GDP contracted 0.1% in October, the Office for National Statistics (ONS) said in a statement. Analysts' consensus forecast had been for growth of 0.2% in November. The data offsets a slight reprieve for Prime Minister Keir Starmer and his finance minister Rachel Reeves recently when official data revealed an unexpected fall to UK inflation in December. Starmer said the "figures... are a step in the right direction, but there's much, much more we've got to do and that we will do". Britain's economy has stagnated since Labour won a general election in July. Meanwhile, on an official visit to Kyiv on 7th January, the British PM signed a "landmark" 100-year agreement with Ukrainian President Volodymyr Zelenskyy that pledges strengthening defence ties between the two countries. Starmer said the pact "reflects the huge affection between our two nations." □

➡ US unemployment rate declines to 4.1%

US job growth unexpectedly accelerated in December while the unemployment rate fell to 4.1% as the labor market ended the year on a solid footing, reinforcing the Federal Reserve's cautious approach to interest rate cuts this year. Nonfarm payrolls increased by 256,000 jobs in December after rising by a downwardly revised 212,000 in November, the Labor Department said in its closely watched employment report recently. Economists polled by Reuters had forecast payrolls advancing by 160,000 jobs following a previously reported 227,000 surge in November. Estimates for December's job count ranged from 120,000 to 200,000 positions added. Hiring has slowed in the after-math of the U.S. central bank's hefty rate hikes in 2022 and 2023. Nonetheless, labor market resilience, mostly reflecting historically low layoffs, is powering the

economy by supporting consumer spending via higher wages. The economy is expanding at well above the 1.8% pace that Fed officials regard as the non-inflationary growth rate. Fears are, however, mounting that pledges by President Donald Trump to impose or massively raise tariffs on imports and deport millions of undocumented immigrants could derail momentum. □

➡ German inflation surges more than expected

German inflation accelerated more than predicted December backing the European Central Bank's plans to keep cutting interest rates only gradually. Consumer prices rose 2.9% from a year ago in December, up from 2.4% in the previous month. That's higher than all estimates by analysts polled by Bloomberg. The acceleration was driven by energy and food costs, the statistics office said recently. The data follow figures from Spain showing faster-than-expected price gains of 2.8% in December. Economists also see the euro-area number ticking up to 2.4%. Such an outcome would probably make bigger rate cuts, which some ECB Governing Council members had floated, less likely. While euro-area inflation retreated rapidly in 2024, it's now seen fluctuating around its current level. □

➡ US 'supplemental tariffs' aim at trade-surplus nations

After assuming office as the 47th president of the United States, Donald Trump laid out an "America First Trade Policy", which includes imposing global "supplemental tariffs" to address what he termed "unfair and unbalanced trade". He also threatened a 100 per cent tariff on Bricks nations, including India, if the bloc attempts to reduce its reliance on the dollar for foreign trade. During his presidential campaign, Trump had proposed a flat 10 per cent tariff on all imports to the US, regardless of their origin. A memorandum issued by the new US administration also calls for a review of existing trade agreements and measures to counter currency manipulation by trading partners. ■

INDIAN ECONOMY AND TRADE TRENDS

➡ Indian Realty Market sees increasing participation in Foreign Equity Investments

Private equity investment in the Indian real estate market is witnessing increasing participation of foreign equity investments, primarily coming from Singapore, the United States, and Canada. Together, these three countries accounted for more than 25% of the total equity investments in India's real estate sector during the year. According to CBRE, an international property consulting firm, of the 25% contributed by the three countries, Singapore is the largest contributor, accounting for approximately 36% (of the 25%) of foreign equity investments, followed by the US at 29% and Canada at 22%. "We expect to see sustained momentum in investment activity, particularly in built-up office assets and residential development sites. The increasing focus on e-commerce and quick commerce is set to drive robust growth in the logistics and warehousing sector, creating new opportunities for both developers and investors," said Anshuman Magazine, Chairman & CEO of CBRE India, South-East Asia, Middle East, and Africa. According to CBRE South Asia Pvt. Ltd's latest report, the equity investments witnessed an unprecedented high of \$11.4 billion, marking a 54% year-on-year growth. This surge reflects the growing investor confidence in the sector, driven by favourable economic conditions and strategic capital deployment across key asset classes. The report also highlighted a notable increase in investments from the UAE, signalling a broadening interest in India's real estate market among global investors. Despite the strong presence of foreign capital, domestic investments continued to dominate, comprising nearly 70% of the total equity inflows in 2024. This balanced mix of foreign and domestic capital reflects the underlying strength and growth potential of the Indian real estate sector, which remains a magnet for investors. Developers led the way in capital inflows, capturing 44% of the total equity investments during the year, followed by institutional players at 36%, corporations at 11%, and REITs at 4%, with

other categories making up the remaining 5%. The resurgence in investment activity was largely fueled by the acquisition of land and development sites, which accounted for 39% of total equity inflows, making it the most sought-after asset class in 2024. This was followed by office spaces at 32% of the total investments, while retail contributed 9%, residential 8%, and industrial and logistics at 6%. Mumbai and Delhi-NCR were the most attractive destinations for investment inflows, each accounting for 25% of the total equity investments. Bengaluru secured the third spot with 14%, while Chennai and Hyderabad followed at 8% and 6%, respectively. "Investment in Industrial & Logistics real estate is set to accelerate as developers respond to the rising demand from e-commerce, logistics and manufacturing customers for high-quality assets. This sector continues to enjoy very high interest from global capital & Indian family offices driven by robust fundamentals, consistent cash flows, supportive integrated policy framework at central and state levels added with visibly fast build-up of infrastructure landscape across India," said Ankit Samdaria MD, Capital and Business Development at LOGOS Asia. The final quarter of 2024, spanning October to December, witnessed equity investments totaling \$2.5 billion, representing a remarkable 91% year-on-year growth. "This sustained momentum underscores the confidence of investors in India's real estate market, bolstered by its robust economic fundamentals and the strategic allocation of capital across high-growth sectors," said. "We will continue to witness significant growth momentum in investment activity from both institutional investors and domestic developers" said Gaurav Kumar, Managing Director of Capital Markets and Land at CBRE India. □

➡ India to remain fastest-growing large economy

The World Bank recently kept its growth forecast for India unchanged at 6.7 per cent for FY26, maintaining that the country will remain the fastest-growing major economy for next two years. "The services sector is

expected to enjoy sustained expansion, and manufacturing activity is anticipated to strengthen, supported by government initiatives to enhance logistics infrastructure and improve the business environment through tax reforms," it said in its flagship Global Economic Prospects report. The global economy is projected to expand by 2.7 per cent in both 2025 and 2026, the same pace as 2024, as inflation and interest rates decline gradually. Growth in developing economies is also expected to hold steady at about 4 per cent over the next two years. "The next 25 years will be a tougher slog for developing economies than the last 25," said Indermit Gill, World Bank's chief economist. "Most of the forces that once aided their rise have dissipated. In their place, headwinds-high debt, weak investment and productivity growth, and rising costs of climate change-have come. Developing economies will need a new playbook that emphasizes domestic reforms to quicken private investment, deepen trade relations, and promote more efficient use of capital, talent and energy." The multilateral lender said India's private consumption growth is expected to be boosted by a strengthening labor market, expanding credit, and declining inflation. "However, government consumption growth may remain contained. Overall investment growth is expected to be steady, with rising private investment, supported by healthy corporate balance sheets and easing financing conditions," it added. India's growth is expected to decelerate to 6.5 per cent in 2024-25 from 8.2 per cent in 2023-24, reflecting a slowdown in investment and weak manufacturing growth. "However, services activity has been steady, while growth in the agricultural sector has recovered. Private consumption growth has remained resilient, primarily driven by improved rural incomes. In contrast, higher inflation and slower credit growth have curbed consumption in urban areas," the Bank said. The World Bank said fiscal policies in majority of the countries in the South Asian region, including India, are expected to be generally tight over the forecast horizon. "In India, fiscal deficits are expected to continue shrinking, largely on account of growing tax revenues," it added. □

⇒ Inflation falls to a 4-month low in Dec.

India's retail inflation eased a bit to a four-month low of 5.22% in December from 5.5% in November, with food inflation cooling marginally from 9.04% in November to 8.4% in December, the National Statistics Office said recently. Overall consumer prices were 4.6% higher in December for urban residents compared with 4.9% in November, while rural consumers faced a steeper price rise of 5.8%, just marginally below the 5.95% recorded in November. With December's inflation print, India's Consumer Price Inflation has averaged 5.63% in the third quarter of 2024-25, just a tad under the Reserve Bank of India projection of 5.7%. While the RBI expects inflation to cool to 4.5% in this quarter, the latest uptick gives it little room to initiate interest rate cuts in its early February monetary policy review, even as the slowdown in growth has spurred sharp calls from government and industry to fast-track reductions. While food inflation had also cooled to a four-month low, marking the second month of deceleration from October's 15-month high of 10.9%, some critical food items reported faster upticks in prices, including edible oils and fats whose prices rose at a 33-month high pace of 14.6%, up from November's 13.3% rise. □

⇒ India's external debt hits to \$711.8 b in Sept

India's external debt rose to \$711.8 billion as of September, up 4.3 per cent over June 2024, as per data released by the Finance Ministry. At the end of September 2023, external debt stood at \$637.1 billion. In September 2024, India's external debt was placed at \$711.8 billion, recording an increase of \$29.6 billion over its level at June-end 2024, India's Quarterly External Debt Report said. The external debt to GDP ratio stood at 19.4 per cent in September 2024 against 18.8 per cent as of June 2024, it added. "The US dollar-denominated debt remained the largest component of India's external debt with a share of 53.4 per cent at end-September 2024, followed by Rupee (31.2 per cent), Japanese Yen (6.6 per cent), SDR (5.0 per cent) and Euro (3.0 per cent)," it said. ■

Textiles not only as objects but also as extensions of Identity

The lines between craft, art, and design are blurring now more than ever before. Artisanal techniques, once seen as the antithesis of “cool”, are gaining ground in art and design circles.

Last year saw several narratives around textile, helping transform them into powerful tools of inquiry into cultural identity and sustainability. Exhibitions such as *When Indian Flowers Bloomed in Distant Lands* (on view in Ahmedabad until March) highlighted the political and economic importance of textiles in India’s global trade, while *From Folk to Fibre* — featured at the ‘Journeying Across the Himalayas’ festival in December under the Royal Enfield Social Mission — celebrated the myths, stories, and social bonds woven into textiles from nine Himalayan regions.

Reimagined by a new wave of artisans, designers, and craftspeople, these showcases challenged traditional biases in textile storytelling, offering unique perspectives on social, environmental and cultural concerns.

Theme of community and empathy

Sense and Sensibility, a showcase by Bengaluru-based research and study centre The Registry of Sarees (TRS) at December’s Raw Collaborative exhibition in Gandhinagar, invited viewers to see textiles not just as objects, but as extensions of identity. Ahalya Matthan, founder of TRS, describes it as “an exploration of human interactions”.

She adds, “There is a divisiveness [between art and craft], though it isn’t always acknowledged. Exhibitions like this place the onus on us to tell the story inclusively, highlighting not just craft, art, and design, but the people behind them — their processes, materiality, and skill.”

Curated by textile designers and researchers Aayushi Jain, Vishwesh Surve, and Radha Parulekar, the exhibition breaks from academic rigour to explore themes of community, empathy, and collective identity. Textile history is often shaped by academicians and experts, while the vernacular voices, particularly those of contemporary stakeholders such as weavers and designers, remain largely sidelined.

Nearly 100 works from 36 designers, artists, darners, collectors and community-led initiatives participated, the works on display tracing a continuum of influences: from industrialisation and Art Deco to Bauhaus, minimalism, sustainability, and technology. Be it monochrome *ikat*, brocade and *jamdani* artworks by designer duo David Abraham and Rakesh Thakore, Kutchi *torans* from

collector Salim Wazir’s private collection, heirloom Banarasi brocades showcased at the Festival of India exhibitions in the 1980s and 90s, or Toda embroidery from the pastoral people of Nilgiris.

The emotional resonance of textiles was seen in the juxtaposition of two works. *Naye Mein Purana* by Vankar Vishram Valji and *Between Indigo and Light* by textile designer Chinar Farooqui’s brand Injiri. The former, “an intricate piece woven from handspun cotton, *kala* cotton, tussar silk, *desi oon*, merino wool, and acrylic yarn, reflects the Valji family’s deep-rooted weaving tradition in Kutch”, says Dinesh, one of the four sons of the National Award-winning craftsman, and who dedicated 25 days to weaving the piece. On the adjacent wall, Farooqui combined art and architecture through indigo, sheer *jamdani* panels, and a contemporary take on the *mehrab* motif, traditionally found on the walls of mosques.

The two installations — one by a craftsperson, the other by a designer — represented distinct social and creative experiences. And the proximity of the works, particularly given that Farooqui has collaborated with the Valji family to develop textiles for her brand, broke down the conventional divisions between designer and craftsperson. “Design and craft must merge — we can’t do without each other,” Farooqui says.

Rather than framing India’s crafts as relics of colonial plunder, the narrative is evolving into a dynamic, ongoing cultural exchange between rural and urban practitioners, craft and commerce, and the past and the present.

“I question how much we should revere craft or freeze it in time,” states Mala Pradeep Sinha of Vadodara-based Bodhi design studio. “For craftspeople, it’s about responding to the market. If change is needed, so be it. So why are we, the so-called experts, trying to impose a narrative that sits us?” This thinking translated into Sinha’s *QR Code Quilt*, a striking black-and-white wall hanging made from upcycled block-printed scraps.

Textiles and fibre-based art are more complex than people often think. As Aratrik Dev Varman, the founder-designer of Ahmedabad-based Tila studio, puts it, they are about “intent and exploring personal expression”, and not just creating for the market. “Exhibitions like *Sense and Sensibility* are crucial for mapping India’s evolving textiles and crafts before they’re lost,” he concludes, stressing the designer’s role in influencing and recording change. ■

BIBA Fashion addresses strong growth, to focus on premiumisation

Home-grown ethnic wear brand BIBA Fashion is eyeing a double-digit growth over the next two years on the back of focus on premiumisation and expansion of its retail footprint.

The company has forayed into the wedding apparel segment and is betting big on its value fashion brand Rangriti.

Siddharath Bindra, MD, BIBA Fashion, told reporters that the company, which is currently at a turnover of about ₹800 crore, aims to grow at 15 per cent over the next two years.

“Over the last year, we have been focusing on a couple of initiatives. We have worked a lot on premiumisation of our product portfolio while strengthening occasion wear and festival wear portfolio.”

“We have launched the Wedding Edit collection in about 35 stores initially, this year, and it has seen good response. This will be expanded across our chain next year. We are also focusing strongly on connecting with younger consumers through brand building initiatives,” he said. The company has also doubled down on marketing spends. “Our marketing spends will be the highest ever this year. We onboarded Kriti Sanon as our brand ambassador. We have also doubled down on digital marketing. The focus is on generating demand and strengthening market share.

Our approach has been focusing on enhanced marketing, better product portfolio and renewed mix of products,” Bindra explained.

The company has also been focusing on restructuring its offline presence by about 5 per cent with closures of low-performing stores. While the company has about 372 stores for brand BIBA, it has 72 stores for Rangriti.

“We remain bullish on India’s long-term consumption growth story with a growing base of middle-income and upper middle-income households.

“While there have been headwinds in the past year, we have seen some amount of rebound in demand during the festival season and the ongoing wedding season. We see huge headroom for store expansion for both BIBA and Rangriti,” Bindra added.

He added the company has been adding 40-50 new stores for BIBA and will continue to expand its retail footprint at the same pace next year.

Talking about Rangriti, he said, “Rangriti is growing in strong double-digits. We are now looking at adding 100 stores over the next 18 months or so. Currently, 85 per cent of the brand’s stores are company-owned and company-operated. But going forward we are looking at expansion through the franchise route for the brand.” ■

Centre announces rise in MSP for jute by ₹315 a quintal

The Cabinet Committee on Economic Affairs (CCEA) has fixed the minimum support price (MSP) of raw jute for the 2025-26 marketing season at ₹5,650 a quintal. The new price is an increase of ₹315 over the price in 2024-25.

Announcing the decision at a press conference in Delhi 22nd January, Union Commerce Minister Piyush Goyal said the new MSP will ensure a return of 66.8% over the average cost of product and will benefit jute growers.

“The approved MSP of raw jute for marketing season 2025-26 is in line with the principle of fixing MSP at a level of at least 1.5 times all India weighted average cost of production as announced by the Government in the Budget 2018-19,” the Centre said in a release. “Government of India has

increased MSP of raw jute from ₹2,400 per quintal in 2014-15 to ₹5,650 per quintal in 2025-26, registering an increase of ₹3,250 per quintal (2.35 times),” the release added.

The government added that it paid ₹1,300 crore to jute growers between 2014-15 and 2024-25 for the MSP, while it was ₹441 crore during the 2004-05 to 2013-14 period. “The livelihood of 40 lakh farm families directly or indirectly depends on jute industry. About four lakh workers get direct employment in jute mills and trade in jute. Last year, jute was procured from 1.7 lakh farmers,” the Centre said.

The Jute Corporation of India (JCI) will continue as the Union government’s nodal agency to undertake price support operations. ■

By wearing the blue jeans with its artificial blue dye you drive wretched colonial indigo planters out of business

Wearing jeans isn't considered part of GDP, the Great Decolonising Project. Well, it should. Before hitting the trial room — what the Yanks who 'appropriated' jeans call a changing room — it doesn't seem a fit: jeans, the epitome of casual Westernwear, and decolonisation, which can sound like an enema for those who like playing tropical mem and sahib.

But trousers made of denim known as jeans, Western-wear though they may be, were never colonialwear. In fact, denim was the 20th c. British upper-class twit's and club house git's anathema, an outlook dutifully followed by the pre-war middle classes before the Baby Boomers grew proper legs.

And as was the case with an 'I say ol' chap' kind of Britain that colonial Indians were (and some postcolonial Indians are still) in awe of — classifying people and objects was a brand-positioning sport and tactic. Jeans, too, became the prole's pantaloons. Last heard, though, it's been a while since the aesthetics and cultural rule-books of Victoriana — empire, 'enry' iggins, and their lot — held any real cachet beyond episodes of *The Crown*, and mulligatawny soup.

Jeans became popular in the Anglosphere via the denim trousers reinforced with metal rivets designed by German immigrant to the US in the 1870s, Levi Strauss — no relation to French anthropologist and strict non-denim trousers-wearer Claude Levi-Strauss. They were worn in the US by miners, factory workers, farmers, and — most famously in the popular imagination — by cattlemen a.k.a. cow-boys.

This is the class of people who wouldn't be let into Garrick or Savile Club, or Boodie's in London right up to the second half of the 20th century. The rights of entry — more importantly, *bar* on entry — according to class and gender in the 'gentleman's dress code' in colonial Britain was faithfully mirrored also along racial lines in the 'colonies'.

But while entry for the Indian gentleman class was selectively allowed into the hallowed precincts of, say, the Bengal Club, club rules pertaining to dress code were kept like a bad old mantra in a new religion. It still continues — not-shirts, no open-toe shoes... no jeans.

So, while the 1950s-60s came and went with their Brando-James Dean biker jeans, hippie bell-

bottoms, and tighter denim fittings with feminine derrieres being highlighted for those who looked out for those kinds of things — convent education authorities being at the forefront of collective aesthetic-moral policing — in Britain (and America), jeans had been gentrified (jeantrified?) a long while back.

And yet, you have clubs here in the tropical, decarbonising, decolonised latitudes still insisting that you enter certain areas of social institutions like clubs, or grace certain occasions like formal dinners, leaving your denim trousers at the door — obviously replacing them with trousers of another more acceptable material.

The irony of Indian establishment and 'poncy-log' still maintaining a 'no-jeans' policy is especially keen. The origin of jeans lies not in 19th c. America, but 17th c. Italy, the stitch coming from Genoa ('Genoa,' 'jeans,' gettit?), and the material from the French city of Nîmes ('denim,' 'de Nîmes).

But here's the Eliot-ian roll in the trousers — the Genoese would dye the sturdy (while) cotton parallel and diagonal-ribbed weave textile with indigo traded in from India, first Mughal India and the East India Company. The latter would go on to capture the industry and global market... until artificial indigo was mass-produced in the 1890s — some 40 years before the year-long Indigo Revolt in Bengal, a peasant uprising in 1859 against the Company forcing farmers to grow the crop on their lands, a precursor to India's freedom to grow the crop on their lands, a precursor to India's freedom struggle.

So, with that rather crumpled sartorial history under our belt — and me tapping this out while wearing my favourite, as it happens *black*, 34 W 32 L Levi's 511 Slim Fit jeans — man, woman or child, do proudly get into your pair of jeans and walk into those 'no-jeans' zones still holding out with a colonial class mindset that, most funnily enough, has stopped applying for decades in places that once-upon-a-time constructed and maintained it with G&T, Ps & Qs, and boot polish.

And remember, by wearing blue jeans — its artificial blue dye driving wretched colonial indigo planters out of business — you do service for GDP and country. ■

CAI asks govt. to provide budgetary support of ₹500 crore for drip irrigation in cotton farming

The Cotton Association of India (CAI), the apex trade body for the sector, has urged the Government to provide budgetary support of at least ₹500 crore to help farmers adopt drip irrigation systems in their fields to boost yields.

The trade body has also sought introduction of new seed varieties to improve yields.

Approximately, 67 per cent of India's cotton is produced in rain-fed areas. Since cotton is totally dependent on rains in these areas, it does not get adequate water during critical flowering and fruiting stages, when the requirement of water is more than 80% of the total water requirement of cotton crop, said Atul S Ganatra, President, CAI.

Due to this, cotton yield in rain-fed areas is substantially lower compared to irrigated belts, especially in Maharashtra where about 95 per cent area is rain-fed and in scanty-water availability areas of Madhya Pradesh, Andhra Pradesh, Tamil Nadu, Karnataka, and Gujarat.

"In order to overcome this, we have suggested to the Government to provide budgetary support to our farmers in rain-fed and scanty-water availability areas and encourage them to introduce drip irrigation technology.

"Since the cost of installing drip irrigation in India is very high, we have requested the Government to provide for the farmers' benefit a budgetary support of at least ₹500 crore for setting up drip irrigation system in farmers' fields."

Ganatra said at the association's 102nd annual general meeting recently.

Also, carrying out demonstrations through PPP mode is another step that can help in creating awareness among farmers about the benefits of using drip irrigation technology.

"Apart from substantially increasing our cotton yield, drip irrigation will also prove to be an effective tool to save 40-60 per cent of total water required for irrigation through flood," he added.

India's per hectare cotton yields is among the lowest in the world and far below the world average cotton yield of over 800 kg.

"Over the years and in the absence of any advancement in GM technology in India, pink bollworms have developed resistance to GM cotton seeds," he said. ■

Jeans at the Gym

As plotlines go, this one is more sweaty than salacious.

Recently, the media reported that gymgoers at a posh New York City outlet of the posh gym chain Equinox were aghast to see Robert F Kennedy Jr working out in "tight jeans and hiking boots."

It may have bothered a few purists, but Kennedy does not appear to have broken any of Equinox's 'House Rules', which require "appropriate foot coverings and attire" but do not specifically ban jeans.

Kennedy, who is president Donald Trump's choice to lead the Department of Health and Human Services, has never been shy about his atypical gym clothes. On Instagram, the politician posts shirtless clips in which he bangs out push-ups or pull-up variations in straight-cut jeans. In a video in December, Kennedy added hiking sneakers to his gym rotation.

"What you're really seeing is a political decision," said Joe Holder, a health and wellness consultant in New York. In his view, Kennedy is playing up a "brawny man" image. On Kennedy's Instagram, for instance, every session is also a branding exercise for his Make America Healthy Again, or #MAHA, agenda.

Visit some powerlifting gyms in the US and you'll find that some people really do prefer to exercise in jeans and boots. Rockstar Lenny Kravitz, for instance, has been seen working out in skintight leather pants and black boots.

Kennedy has allies in the non-celebrity world as well. "I'm channelling a different energy than what I see in a guy who's wearing all Alo or Nike," said Austin Smith, 37, who works for a development company and has worked out exclusively in six-inch Timberland boots and cotton sweatpants.

Exercise zealots like Smith also insist that working out in street clothes is really about eliminating excuses for missing a chance to lift.

"Whatever you need to not let that barrier get in your way," said Brian Alsrue, an author, gym owner and YouTuber in the US. "If somebody gets in the gym wearing a dress and high heels, I'm happy they're in the gym."

Alsrue said he works out "constantly" in jeans. As he sees it, there's no point switching from the sweaty jeans he does chores in to "fancy gym clothes", just to sweat in those too. "I'll just cut that 20 minutes of changing on both ends," he said. ■

Budget allocation of ₹500 cr. for cotton not enough, say farmers and activists

Cotton farmers in Maharashtra are seeking major changes in terms of technology, and increased allocations to fix the problem of falling productivity. Finance Minister Nirmala Sitharaman allocated ₹500 crore for the National Cotton Technology Mission in the Union Budget for 2025-26 presented on February 1. Farmers, experts, and activists, however, say this allocation alone is not sufficient to solve the productivity crisis.

Cotton yields have been on a declining trend in the past decade. According to data from the United States Foreign Agricultural Service, it was 461 kg per hectare in 2024-25, declining 8% from 502 kg in 2014-15. According to G.H. Wairale, senior cotton technologist based in Maharashtra, the current demand for cotton from the textile sector is around 350 lakh bales, but the current production is just around 300 lakh bales.

Quality seeds

Farmers and experts blame the lack of newer seeds and innovative methods of farming the crop for the lower productivity. "We have been farming using the same method since independence," says Dilip Thakare, a cotton farmer based in Akola, Maharashtra.

Cotton farmers in India have been using the Bollgard-2 variety of cotton for about two decades. "The variety provided good yields in the first years but has begun to decline in recent years. The bollworms still attack the cotton plant, creating an average damage of about 30%-40% of the crop," Mr. Thakare said. The

Genetic Engineering Appraisal Committee in India has not approved the use of the Bollgard-3 variety yet.

The second problem is farming methods.

Mechanised farming

Mr. Thakare farms cotton, soyabean, and red gram on his 67-acre farm. He uses the high density planting system. This method, he said, earned him a higher yield compared to other farmers. He also made an attempt to use machines to pick the cotton. He, however, maintains that this cannot be done by other farmers as the method is more expensive. "The government needs to allocate more than the current ₹500 crore to bring in this method," Mr. Thakare said, suggesting at least twice what has been provided.

"The allocation for a cotton mission in the Budget is merely cosmetic and intended to mask the more fundamental problems in the cotton sector – need for remunerative prices, reduction of input costs, effective crop insurance cover, and priority to agriculture in bank lending policy," said Ashok Dhawale, national president of All India Kisan Sabha.

"Today, 90% plus of the cotton growers are not able to avail themselves of even the MSP declared by the Central government because there is absolutely no procurement by it or any of its agencies directly," Mr. Dhawala said.

He reiterated the need for implementing the M.S. Swaminathan Commission report recommending support prices 50% more than the comprehensive cost.

Budget outlay for textiles research, capacity building to nearly threefold increase in FY26

The Centre has increased the Budget outlay for the Textiles Ministry in FY26 by 19 per cent to ₹5,272 crore (Budget Estimates), compared to ₹4,417 crore in FY25. Of this, the outlay for research and capacity building for FY26 has nearly tripled to ₹1,948 crore when compared to ₹670 crore in FY25 (revised), marking a nine-fold increase over the FY24 outlay of ₹200 crore.

The Production Linked Incentive (PLI) will get a major chunk of the outlay with ₹1,148 crore. This is followed by the Integrated Scheme for Skill Development (₹330 crore), R&D in textiles (₹370 crore), the National Technical Textiles Mission (₹100 crore) and the Textile Cluster Development Scheme (₹100 crore).

Regarding the increase in research and capacity building, Mithileshwar Thakur, Secretary General, Apparel Export Promotion Council, said that textiles research and capacity building are the two key areas that the industry has been attempting to focus upon since long.

"With a visible shift from fast fashion to sustainable and ethically produced products and a growing emphasis on adherence to global compliance norms, research on product development has gained significance, requiring support from the government. This significant increase in the budgetary allocation will fill that critical gap," he said.

"The increased allocation for PLI will help India in scaling up production of MMF (man-made fibres) garments, MMF fabrics and technical textiles, thereby aligning our product

basket with global demand and boosting our share in global exports," he said.

"The R&D in the textiles sector, coupled with skill development, will foster product development and innovation and keep the textile industry abreast with global trends and be part of the global value chain," Thakur added.

SK Sundararaman, Chairman of the Southern India Mills Association and Managing Director of Shiva Tex-yarn Ltd, Coimbatore, said, "R&D, NTTM and cluster development will yield results in 5-10 years by creating commercial IP. The PLI outlay is for committed investments already done to increase MMF/technical textiles production. Skill development is most needed to increase the availability of suitable labour in the country," he said.

Prabhu Dhamodharan, Convenor, Indian Textpreneurs Federation, Coimbatore, said, "The earlier PLI scheme focused on MMF products and technical textiles. Its successful implementation and disbursement with budgetary support will motivate the sector and pave the way for a much-needed Cotton Apparel PLI scheme, aligned with emerging business opportunities."

"Investing in R&D to enhance capabilities in the MMF sector, particularly in processing, can drive much-needed technological advancements. Additionally, there is a need to produce export-oriented, high-quality MMF apparel to align with the evolving demand dynamics in global fashion markets, he told reporters. ■

BUYING BEHAVIOUR OF FEMALES OF JAIPUR CITY TOWARDS SLOW FASHION

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Abstract

In recent years, a few designs for sustainable concept have emerged related to recycling, repurposing, upcycling materials which are helping to slow the flow of waste in fashion industry. Slow fashion garments, in contrast, are time-consuming, handmade, good quality, costly and creative. The selection for slow fashion apparel is done by choosing materials which have lesser chemicals effects by dyes, less usage of resources, minimal or zero waste, and minimum impact on the environment. The product full lifecycle takes into account from the designing, sourcing, and production processes and take into account the people involved in it and all who are being affected by it, from the nature to the workforces and societies where it's produced, to the customers who purchase it. Sustainability and conscious consumption within slow fashion comprise characteristics that help to identify eco-design, eco-fashion and green fashion. The research objective of the study was to examine the knowledge and buying behaviour of consumer of Jaipur concerning the acceptance towards slow fashion in comparison to fast fashion. This research was conducted based on a self-structured questionnaire. The results of a survey were administered to a sample of hundred female consumers of Jaipur under the age group of 22 – 45 years. Convenient sampling was done to get an adequate result. The outcome of the result revealed that consumers are aware about slow fashion but to a certain extent only.

Keywords : Clothing consumption, consumer behaviour, fast fashion. sustainability, slow fashion.

1. Introduction

In a country like India with the population over 136.64 crores can make a difference in contributing in preserving our ecosystem globally for the coming generations. Consumerism is one of the highly influential characters in any business which is inspired to examine methodically, the consumers of Jaipur, Rajasthan in terms of adaptiveness towards slow fashion and sustainable practices. The study will help us to understand consumers' current psyche regarding clothing behaviour, its consumption pattern and disposal pattern which will, directly and indirectly, help the fashion makers, designers, and industries to analyse the market trend so as to make an investment related

to slow fashion and varied sustainable practices. Besides, the result of disposal behaviour will also inspire the state government to take action for collecting garments through textile bins, the industries and the local designers to improve their take back of worn-out clothes or by giving post purchase services.

Consumer awareness in terms of clothing and fashion has become crucial due to various reasons like the 'Who made my Clothes' campaign by Copenhagen has driven the consumers and the sellers to keep this fact very transparent. Knowledge and a story behind each garment are making consumers a conscious consumer. Large selling fast fashion brands like H&M and Zara have been implemented to enlighten the consumers about their products and other details like what they are made of? Where has it been made? and who made it? After the Rana Plaza collapse consumers have been acting consciously while selecting the products especially the fast fashion brands. Brand ethics have become very important for consumers. But the conscious consumer is not limited to the fact of conscious buying only. It is also related to other factors like consumer awareness regarding the disposal behaviour, mend and wear concept and collaborative consumption.

2. Review of Literature

India is one of the fastest budding industry and has large consumer market and in recent time it is driven by increased number of family members in earning which automatically increases the incomes of family and expanding the opportunities. The stakeholders should gain a better understanding of Indian consumers in designing business models that are appealing to and convenient for the consumers and at the same time can deliver environmental benefits while minimizing unintended consequences. The resultant data would be helpful for resale-focused on start-ups, retailing, re-manufacturing, and other enabling organizations that are a part of this (Gajjar & Shah, 2021).

Turunen & Halme(2020), have described in their study that the data provided to consumers on sustainability issues and their solutions are not at all appropriate and proposed an alternate method to communicate product related information to the consumers. The researchers have proposed the SoG (shades of green) instrument as an alternative

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to communication and are accepted by the World Commission on Environment and Development. The SoG instrument works upon two main pointers on which they rely: firstly, it depends on both the social and environmental dimensions embedded in economic value creation. Secondly, the instrument divides sustainability practices between different levels depending on their impact. Based on this work the researcher has developed three level assessment instruments for evaluating the sustainability of the products. In SoG light green refers to minimum integration, minimum green refers to advanced integration, dark green refers to the most sustainable level and brown refers to the products who do not qualify at all. The researchers have conducted pilot and product tests through SoG where the instrument was piloted with a webstore specializing for sustainable fashion and an interactive workshop was conducted with consumers and with company representatives. The data was valuable by receiving direct evaluation and feedback from sustainability-oriented consumers. In the consumer workshop, most important interest towards a simplifying instrument for sustainability-oriented navigation in fashion context was clearly visible. While, the interactive workshop with the company representatives indicated the analysed product does not always meet the same level of both environmental and social sustainability. Additional workshops directed the need to show the "brown" that is not a sustainable level visually so as to prevent consumers interpreting the light green as low performance. And in the third phase, 14 textiles and fashion companies were involved in testing their own product. The result indicated inadequacies of current sustainability communication to consumers and by offering simple but comprehensive information about products' sustainability features the consumers can be well educated. The Shades of Green instrument is an uncomplicated tool not only for consumer communication, but also showing to companies how to move onward in providing crystal clear, arranged information about their products' sustainability features.

Minda(2020), has illuminated that giving knowledge about slow fashion in relation to benefits of environment would affect consumers' perception and buying behaviour towards adoption of slow fashion products. The theory of planned behaviour was applied to understand young consumers' psychographic behaviour based on shopping

values, environmental values, and knowledge of fast fashion & slow fashion. Therefore, an educational module was prepared to examine before and after behaviour of young consumers and their purchase intentions toward slow fashion products. The educational module was correlated to impact of fast fashion to environment and benefits of slow fashion which proved beneficial in knowledge.

3. Objectives of the study

The objectives of the study were :

1. To study consumer awareness about slow fashion in terms of clothing.
2. To study the buying behaviour of females about slow fashion towards clothing

Limitations

The limitation of the study was based on questionnaire surveys on the consumers in Jaipur, Rajasthan. Moreover, the respondents for the study were chosen based on gender, that only female respondents falling under the age group of 22 - 45 years either student or employed.

4. Material and Methods

4.1 Locale of the Study

The locale of the study was Jaipur. For the research only female consumers were selected, falling under the age group of 22 - 45 years, with occupation either students or employed.

4.2 Sample Size

The sample size for the study was 100 females and those were selected based on education and employment.

4.3 Sampling Technique

A convenience sampling method was used consisting of females with basic education and employment. The females of Jaipur were the respondents falling under the age group of 22 - 45 years. Data for the study were collected through a self-structured questionnaire shared as google doc online to 100 females with an intention to determine the slow fashion consciousness among them.

4.4 Data Analysis

The collected data was analyzed to know about the buying behaviour of girls towards slow fashion. The data collected through the questionnaire were entered in an excel sheet by assigning numerals to responses and were analysed based on the tabulation, Data was analysed through frequency distribution and percentage.

5 Result & Discussion

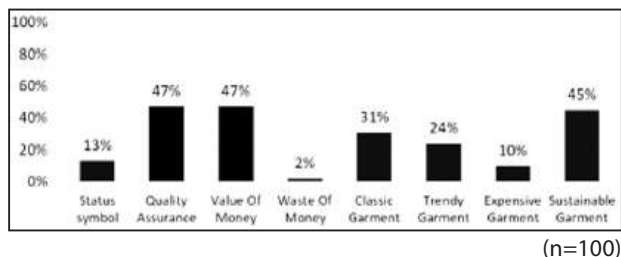


Figure 5.1: Meaning of the term slow fashion by the consumers

Figure 5.1 revealed the varied meaning of slow fashion by the consumers where 47% of the respondents meant it as quality assurance and value for money followed by 44% as sustainable garment, 31% as classic garment, 24% as trendy garment, 13% as a status symbol, 10% as expensive garment and the least number of respondents that is 2% as waste of money. Hence, a majority of respondents considered slow fashion as quality assurance and value for money which is an important criterion for sustainability. Furthermore, it can be concluded that slow fashion garments are handmade, takes time and use creative talent to produce. For the best quality of the product, the garments are priced higher which automatically have an impact for value and quality. The tremendous quality assurance that a slow fashion garment gives is it can last longer even for a lifetime.

The result is in accordance with the findings of Soutar and Sweeney (2001), in which the researcher describes 'consequently, the perceived value scale was based on four dimensions, quality, price, emotional value and social value, with quality and price being seen as subcomponents. Similarly, according to Lopez, et.al. (2021) it can be revealed that society is changing towards the circular economy and sustainable development. It further emphasizes on how slow fashion items as products with high added value contribute to change of the environment and maintain the ecosystem which is the need of the hour.

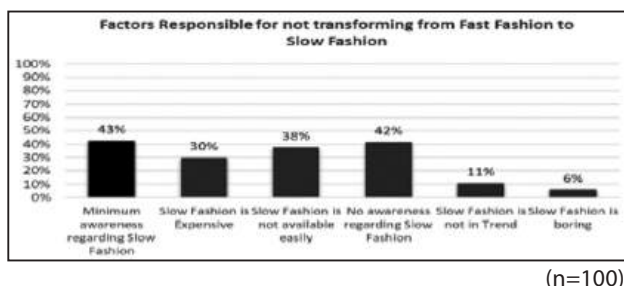


Figure 5.2: Factors responsible for a consumer has not transformed their buying habits from fast fashion to slow fashion

Figure 5.2 revealed that 43% of the respondents have not transformed their buying habit due to minimum awareness regarding slow fashion followed with 42% of the respondents mentioned that they are unaware of slow fashion, 38% indicated that slow fashion garments are not easily available in the market, 30% considered that slow fashion garments are very expensive, 11% of the respondents have revealed that slow fashion is not in trend and the least number of the respondent that is 6% indicated that slow fashion is boring for them as they can't wear the same garments for years. Further from the above result, majority of respondents indicated that there is a minimum awareness regarding slow fashion as a result they have not transformed their buying habits. Besides, it can be concluded that while slow fashion is talked about, it is still in its early days as the definition of slow fashion is ambiguous at the moment.

The result is in accordance with the findings of the Minda(2020), in which it was depicted that fifty percent of the respondents are not aware about the concept of slow fashion and rest fifty percent of the respondents have clarity about slow fashion.

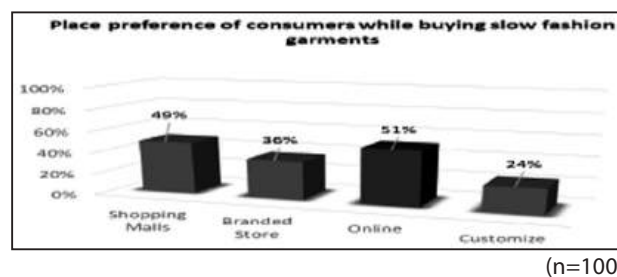


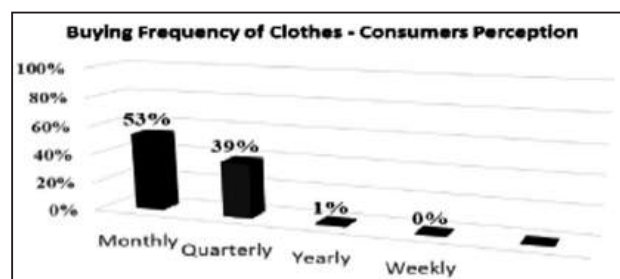
Figure 5.3: Preference of consumers while buying fashion garments

Figure 5.3 depicts that the majority (52%) of the respondents, prefer buying fashion garments online. Forty Nine percent prefer shopping malls as their buying destination, 36% prefer buying from branded stores and the least number of respondents (24%) prefers customised garments. Hence, it can be concluded that online shopping has become an important part of their lives. The reason behind is convenience, time-saving, everything under one roof, discounted price on MRP and few descriptions about the garment motivates the consumers to buy slow fashion garments online. For example, H&M has launched sustainability which sells sustainable garments both in-store and over online portals as well.

The result is in accordance with the findings of the Sarkar & Das, (2016), where it can be revealed

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that majority of people nowadays prefer shopping online, as the products get delivered to home hassle free with the facility to shop all-round the day. Online shoppers find the crowded high streets and markets too stressful and convenience shopping appears to be a big attraction to them.

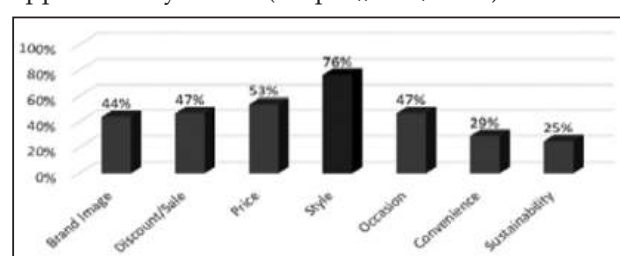


(n=100)

Figure 5.4: Frequency of Buying clothes by the consumers

Figure 5.4 reveals that 53% of respondents buy clothes on a monthly basis, 39% of respondents buy clothes on a quarterly basis and 1% of respondents buy clothes on yearly basis. Therefore, it can be concluded that most of the respondents choose to buy new clothes once in a month which is a sign of fast-fashion consumerism.

Thus, in accordance with the findings of (Gajjar & Shah, 2021).it can be reported that 50% of the respondents buy clothes "Once every few months,". Similarly, study had been done where it has been reported that 36.5% of respondents purchased apparel every month(Lopez,,et.al, 2021).



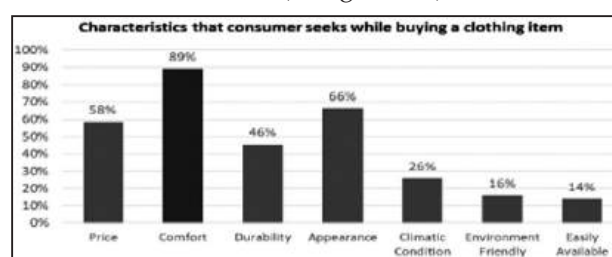
(n=100)

Figure 5.5: Factors influencing the consumers to buy clothes from specific brands or shops

Figure 5.5 depicted that 76% of respondents are influenced by the style of the apparel, 53% are influenced by price, 47% are influenced by occasion and sale/discount over the MRP, 44% of the respondents are influenced by the brand image, 29% are influenced with convenience and only 25% are influenced by sustainability factor. Further, it can be concluded that style plays a major role in influencing the consumers as style being the most obvious visual element of the garment which

creates the initial impact on consumers before any other details are noticed.

The result is in accordance with the study that describes criteria used by consumers for fashion selection include style, colour which is usually the first aspect of a garment and style that include lines, silhouette and details (Frings, 1994).

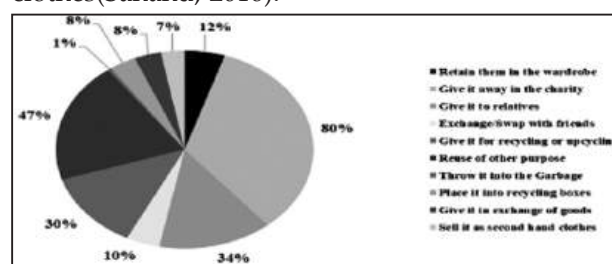


(n=100)

Figure 5.6: Characteristics that the consumer seeks while buying a clothing item

Figure 5.6 reveals that 89% of the respondents consider comfort while buying clothes, 66% considers appearance, 58% considers price as the factor, 46% considers durability in clothing, 26% considers climatic condition, 16% considers environmentally friendly garments whereas 14% of the respondents consider buying clothes which are easily available. Therefore, it is concluded that the majority (89%) of respondents, consider comfort as buying characteristics. Furthermore, comfort in clothing is one of the major factors that consumer needs in garments and has been more noticeable especially in today's scenario in respect to aesthetic characteristics.

The result is in accordance with the study where the researcher found that comfort has been acknowledged as one of the key qualities for customer's satisfaction on apparel products in all markets. Hence, inferred that most of the respondents have considered comfort as the characteristic that they pursue while buying clothes(Sanand, 2016).



(n=100)

Figure 5.7: Disposal behaviour of consumers towards unused clothes

Figure 5.7 reveals 80% of respondents dispose their clothes by giving it to the charity followed with 47% of respondents reuse it for other purposes, 34% give it to their relatives, 30% give it for recycling or upcycling, 12% retain their clothes in their wardrobe for a longer period of time, 10% exchange or swap clothes with their friends, 8% of the respondents place it into recycling bins and give it in exchange of household goods and the least number of respondents that is 7% sell it to second hand clothes. Consequently, the maximum number of respondents give their clothes to the charity. That being the case, the clothes are sometimes exported to the under developed countries, given into the prison for the inmates and some are taken by the poor people on the street.

The result is in accordance with the findings in which it has been found in that the interviewees were more familiar with disposing of their old clothes by giving it away to charity (Bianchi & Birtwistle, 2010). Similarly, it has also been conveyed in the study about giving clothes to different organisation and welfare bodies will help in reducing the burden of the people who are in need maintaining the sustainable environment; and will also help in managing the space at disposal places and helping in maintain pollution issues.

5. Conclusion

Consumers awareness regarding slow fashion on the basis of the results can be concluded that minimum of the respondents are aware about slow fashion however, they understands the value of the slow fashion garment. Few of the consumers have started contributing towards conscious consumption though existence of fast fashion among the consumers is still evident due to minimum awareness regarding slow fashion and fast fashion will continue for some more years. Consequently, implementation of circular business and circular consumerism is highly required particularly in clothing industries as it is the second polluting industry in the world. In order to save our depleting resources, enhance societal living and for a growing and steady economy, transforming into circularity is the only way. Hence, People should care for our planet, society, and economy to design a beautiful future for the coming generation.

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REVIEW ON DEVELOPMENT AND APPLICATION OF CONCRETE FILLED BAGS FOR RIVERBANK STABILIZATION

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ABSTRACT

The protection of the riverbank is crucial for flood control [1]. The steel reinforced concrete construction plays a major role to control this, but it takes more time to implement [5] [2][13]. The aim of this work is to control flood and to provide quick protection and stabilization on river banks in short period of time [2] [12][14]. For that bags are constructed using glass fabric and the quick setting concrete mixture was filled into the bags for protection. The glass fabric was used to produce concrete filling bags with single layer and double layers. For single layer the diameter of the bag was 125 mm and for double layer bag the diameter of inner bag was 125 mm and the diameter of outer bag was 175 mm. The quick setting concrete mixture was filled into the bags and it was subjected to curing over the period of seven days [7]. The compressive test, split test were carried out on samples with single layer fabric, double layer fabric and absence of fabric. The compressive deformation and the deflections at the various load levels were noted. From the above data it was absorbed that the double layer bag performs better than single layer and absence of fabric concrete samples. Due to higher tensile strength of glass fabric enhances the strength of concrete samples.

Keywords: geotextile, flood control, riverbank stabilization, concrete bags filled, and split test.

INTRODUCTION

The textile is utilized in the form of woven fabric, nonwoven fabric, netting, and knitted structure for reinforcing ditches, roads, and concrete structures [5]. Protecting riverbanks is necessary in flood control, particularly in rainy seasons [4] [6]. In general, steel reinforced concrete has been used in the design of flood control, which consumes much time in its construction [10]. However, using fabric reinforced concrete

can protect rivers from floods [3][8]. This study focuses on using glass fabric as a reinforcement material because of its high tensile strength and excellent initial modulus, which provide superior reinforcement properties. The glass fabric will be converted into a bag form and filled with a quick setting cement mixture to create a reinforced structure for riverbank protection [9][11]. The performance and usability of this reinforced structure will be tested.

PROPERTIES

Concrete Material Properties

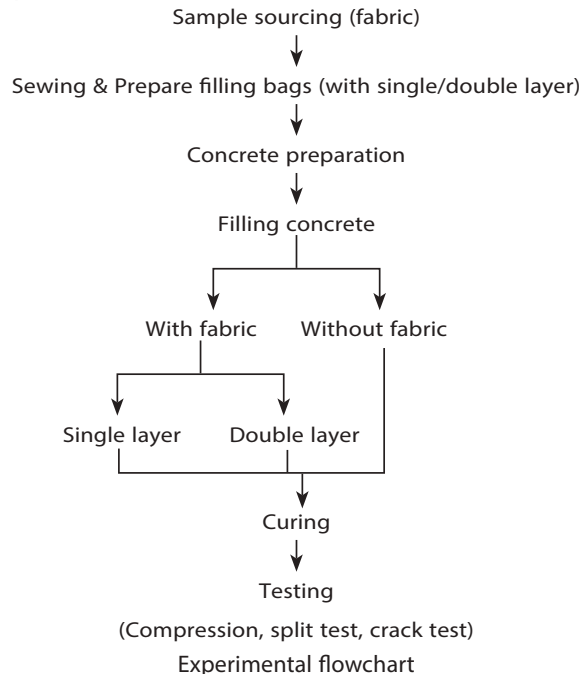
Table 1 Particulars and Value of Concrete Material

S.No	Particulars	Value
1	Cement	Ordinary Portland cement
	Specific gravity	3.15kg/m ³
2	Fine aggregates	Silica sand
	Weight	1538 to 1842 kg/m ³
	Sieve	4.75mm
3	Course aggregates	Crushed stone
	Size	6 to 20 mm
	Specific gravity	2.71 kg/m ³
	Density	2723 kg/m ³
	Crushing strength	158 to 220 Mpa
4	Water	Ordinary tap water

Fabric Properties

Table 2 Properties of E- Glass Fabric

S.No	Properties	E-glass
1	Structure	Plain weave
2	EPI	12
3	PPI	6
4	Thickness	2.25mm
5	Warp count(Ne)	2s
6	Weft count(Ne)	2s

Experimental Flowchart**FIRST CRACK TEST**

In the crack test the first crack on the specimen was absorbed. It is defined as the load at which the first crack was absorbed in the specimen by split test.

COMPRESSION TEST

A compression test was done by compression testing machine. The specimen was subjected to compressive deformation and the deflections at the various load level were noted which was used to plot the corresponding stress-strain graph. At the breaking point the deflections will be higher and it was noted. The first crack, split test and compression test were done on these cured samples. The following diagram shows that the compression testing machine.



Figure 1 Compression Testing Machine

SPLIT TEST

This test is carried out by placing a cylindrical specimen horizontally between the loading surfaces of a compression testing machine and the load is applied until failure of the cylinder, along the transverse direction



Figure 2 Experimental set up for Split Test Specimen

When the load is applied along the generatrix, an element on the vertical diameter of the cylinder is subjected to a vertical compression stress which is computed by

$$\text{Vertical compression stress} = 2P/\pi LD \left[\frac{D/2}{r(D-r)} - 1 \right]$$

$$\text{Horizontal stress} = 2P/\pi LD$$

Where,

P is the compressive load on the cylinder

L is the length of cylinder

D is its diameter

And r and (D-r) are the distances of the elements from the two loads respectively.

CONCLUSION AND FUTURE WORK

This paper discusses the concept and application of concrete-filled bags as an innovative technique in riverbank stabilization. It shows how these bags are filled with concrete, thereby providing strength and durability in preventing erosion and riverbank reinforcement.

REVIEW ON DEVELOPMENT AND APPLICATION OF CONCRETE FILLED BAGS FOR RIVERBANK STABILIZATION

Different materials and techniques, such as combining natural fibers and synthetic polymers, are investigated to enhance the performance of concrete-filled bags. The study discusses some of the advantages associated with using these bags in riverbank stabilization, such as being cost-effective, easier to install, and environmental sustainability. The objective of the study is to find out how effective this method can be in improving riverbank stability while reducing the effects of natural erosion processes.

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Apparel retail may expect gain in H2

The apparel retail sector in India is likely to show signs of recovery in the second half of FY25 due to improve consumer finances and a higher number of wedding days, India Ratings and Research (Ind-Ra) said recently.

The agency said that in the first half of FY25, the industry witnessed lower store additions and negative same-store sales growth owing to a tepid consumption demand and high-base effect due to revenge shopping after the Covid-19 pandemic.

This resulted in a moderation in the revenue growth.

"We expect a recovery in revenue growth over 2HFY25/FY26, on the back of improving consumer financial health, a higher number of wedding days and favourable monsoons," said Adarsh Gutha, associate director, corporate ratings, Ind-Ra. ■

CHERRY-PICKING THE DRIVING FACTORS OF PLANNED FASHION OBSOLESCENCE

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I Dr Anand Shankar Raja M, would strongly say that fashion shows across the world are just amazing! It creates a lot of opportunities



Dr Anand Shankar Raja M

for the upcoming (Booming Fashion Entrepreneurs). In this context, BFE Booming Fashion Entrepreneurs are those fashion and textile enthusiastic experts who have zeal and passion to bring new fashion trends in the market creating

an illusion in the minds of fashion and textile enthusiastic consumers. Sustainable brands are preferred by people across the world and this is supported by the facts published by McKinsey in the state of fashion report mentioning that 66% of the world consumers prefer viable brands (NETWORK, 2019). Fashion keeps changing! It is never a constant force and hence it is an erratic concept which needs new varieties of exploration to understand the consumer behaviour if not, the marketer fail!. With the advent of information technology and Omni Channel marketing fashion brands are popularized across the world through e-commerce and its vast supply and distribution strategies (Drew & Sinclair, 2014). People do imitate fashion! Yes, it has to be imitated so that the marketers are successful in the market and it is a human tendency. New movies, television series, fashion books, magazines, fashion shows, iconic trends are all imitated for a reason and few heroes and heroine who have the extreme fashion sense are considered to fashion God and so "Marilyn Monroe" (Porter, 2010), (McAndrew, 2012). The red carpet walk at the Grammys is to be quoted where a few were fashion God's and a few were fashion spoilers which went very viral across the world through social media and other information channels.

I Reena Susan Philip would say that fashion in a way is neoclassical harmonizing anthropological factors and it differs in every region of the world. Some individuals create fashion which becomes neoclassical (which

turns to be a classical style) and the best example is the dusky queen of Egypt the great Cleopatra to the eccentric Lady Gaga have left their mark in the industry (Distad, 2018). So what is all about? Is fast fashion good or bad?. I think the western countries have witnessed the extreme of fast fashion



Reena Susan Philip

and its impact where few countries like India where fashion though exists! People still prefer a constant wardrobe because Indians are wrapped by textiles weaved with cultural sensitivity and aesthetics. A land of culture and tradition in India where fashion does exist and has also grown in leaps and bounds creating remarkable profits for the fashion experts, business units, textile traders but more confined with culture creating individual identity (Yuksel, 2012). The handwoven Banarasi silk saree is a must preferred textile by every Indian woman who enjoys the finest texture of artworks is driven by culture. Hindu temple architecture in the Pallu of a saree is prestige and sense of South Indian belongingness for a Tamilian bride. The Kasavu Saree From Kerala shows the simplicity and elegance of Keralite women and these are all the various factors which restrict consumers in preferring the fast fashion trends. Planned obsolescence yes exists in the fashion industry also and there is a need to explore about it in-depth. Planned obsolescence is a practice widely adopted by several industries, especially those concerned with Automobiles, Software, Fashion, Technology & Applications, and Fast Moving Consumer Goods (FMCG). This article focuses on Planned Obsolescence in the Fashion Industry. The mass demand from consumers for trendy clothes at affordable prices as well, as the need to maximize profits by the fashion industry, led them to indulge in cost reduction. All these factors led to the emergence of the phenomenon

CHERRY-PICKING THE DRIVING FACTORS OF PLANNED FASHION OBSOLESCENCE

of fast fashion. The different elements, which contribute to the growth of Fast Fashion, are brands, which emerged to meet the growing demand, suppliers who influenced price and quality and promotional activities through social media, mass media, and word of mouth, the influence of family, friends & celebrities. The mind mapping chart shows variable dispersion from the two broad themes “Planned obsolescence” and “Fast Fashion”.

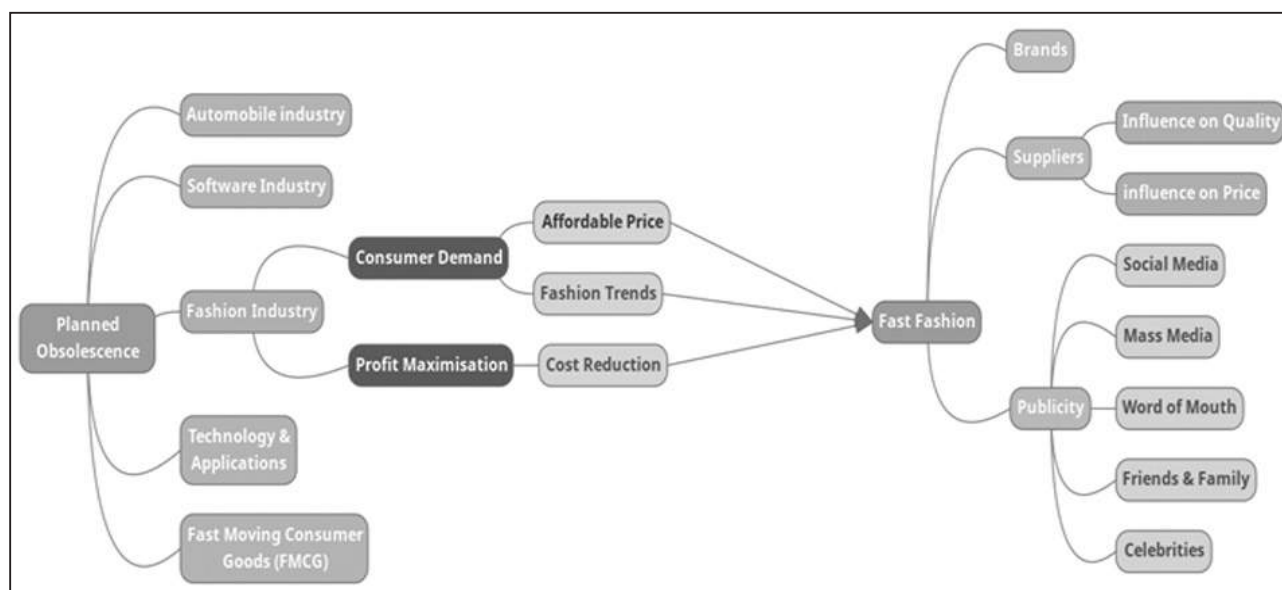
Mind map

Obsolescence in fashion or fast fashion is a term used to describe the rapidly changing trends in garments, jewellery, accessories, etc. before it gets old-fashioned and before the consumers are attracted by the trends adopted by other

could be that because it helps bring the latest ramp styles at affordable prices to consumers who cannot afford the designer clothes. It builds confidence and gives a sense of individualism to the consumers and helps them to interact with anyone irrespective of their social class. Since they pay a low price for the clothes they buy from such fast fashion stores, it will not be hard for them to say goodbye to those clothes when the trend changes and they have to buy new ones to stay fashionable.

Repeat purchase will de-motivate the consumers in the long run and hence planned obsolescence is the only solution?

I Aswathy Mary Anian would say that consumers tend to prefer buying the same fashion brands, although there are other options available,



competitors. Fast fashion is mainly targeted towards the teenage – adolescent market that always wants to stay trendy and values their individualism. The fast-fashion market offers them with wide collections of styles at affordable prices which is just what the teenager market looks for. While we always look at the negative side of fast fashion such as how it contributes to environmental pollution and produces a lot of waste in the environment, we should also look at the bright side of this concept. Fast fashion helps in bridging the gap between the high-income groups and the low-income groups. It acts as a camouflage of the social status between people (Martinez, 2017). A possible explanation

due to their familiarity with it and loyalty towards it. However, after a certain point, if the fashion brand does not undergo any change whatsoever, it would appear that its consumption becomes wearisome or boring. To keep the textiles interesting for consumers, businesses will have to end the life of its old creation and develop something new. The change that is brought about might range from a minor alteration to a complete redesign. Whatever the



Aswathy Mary Anian

CHERRY-PICKING THE DRIVING FACTORS OF PLANNED FASHION OBSOLESCENCE

case may be business houses will have to plan the obsolescence of their existing items and develop new ones after careful research. Businesses also have the option to direct consumers to other existing products of their own instead of new ones. These are to be done to keep the consumers engrossed in their brand's product. There is a good probability that if corporates do not intentionally outdated their goods, and instead continue with the existing goods as it is, then consumers will move to other brands to seek something new, different and exciting. To prevent their clients from straying, businesses need to undertake either of the above-mentioned strategies. Therefore, such planned obsolescence seems to be the only solution to keep up the appeal of the goods.

Concluding remarks

Planned obsolescence in fashion is known as Fast Fashion. Fast fashion is a term used to describe the rapidly changing trends in garments, jewellery, accessories, etc. before it gets old-fashioned and before the consumers are attracted by the trends adopted by other competitors. While for many years, consumers weren't aware of the drawbacks of the fast fashion industry, it was brought into light in 2013 when many garment workers died when a factory in Bangladesh collapsed (Labowitz, 2017). Many of the Fast fashion brands were held responsible for relying on cheap labour and making workers work in such poor conditions. Although fast fashion adds to natural contamination and creates a ton of waste in the earth, it helps in crossing over any barrier between the high-income groups and the low-income groups. It goes about as a disguise of the economic well-being of individuals. Sustainable Fashion is a concept which is gaining popularity among businesses as well as consumers. With the growing drawbacks of fast fashion, manufacturers should give more priority to producing clothes more sustainably by giving back more to the society than taking from it. The company would have to invest more in such cases but it should be seen as an investment than a loss that the company incurs. It is when the well-being of the citizens is made the priority that a country attains economic development. Therefore, businesses, as well as consumers,

have to find ways to replace fast fashion with sustainable fashion.

Variable matrix associated with factors associated with Fashion obsolescence	Count
Brand website mentioning fashion information	1
Competition between fashion brands	8
Consumer Attitudes towards a new fashion	25
Need Recognition is always there with new fashion	1
Psychographics attracts us to buy new clothes which we see	1
Self-Esteem enhances when we dress up in a new fashion	2
Consumer Awareness about new trends in the market is quite common these days	12
Consumer behaviour, especially about fashion, cannot be understood	41
Consumer demand for new fashion is growing every day	17
Consumer expectations grow when they imitate others	4
Ease of Access of the latest trends through e-commerce	2
Environmental importance and impact has created good vibes and hence few prefer skin safe and natural fabrics	13
Ethical fashion is always a pride and more close to the culture	5
Fashion leaders are amazing popping new products and designs	4
Influence of Age, income, family about fashion has to be understood by the marketers	2
Influence of gender on fashion is something important because even men wear skirts these days! Quite shocking but they call it a freak fashion	10
Influence on young adults because of the pocket money and ease of buying options	1
Marketing Strategies	9
Mass Media	11
Catalogue Shopping	1
Television	1
Product Life Cycle	2

Note : To know the perceptions and viewpoints of various fashion entrepreneurs/experts/individuals, we had conducted survey to understand the new variables and the same is acknowledged below.

CHERRY-PICKING THE DRIVING FACTORS OF PLANNED FASHION OBSOLESCENCE

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14. Rovin George John (Regional Sales Manager At Tarsus F&E Llc Middle East)
15. Shinoj Thomad (Marketing Manager)

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'Enhancing investment, turnover limits for MSMEs a blessing for textile industry'

The revision in classification of MSMEs announced in the Budget will be a blessing in disguise for the textile industry, which is dominated by small businesses.

Finance Minister Nirmala Sitharaman had announced, "To help MSMEs achieve higher efficiencies of scale, technological upgradation and better access to capital, the investment limit will enhanced 2.5 times and the turnover limit two times for classification of all MSMEs."

For small enterprises, the investment limit has been enhanced to ₹25 crore from ₹10 crore and turnover to ₹100 crore from ₹50 crore. For medium enterprises, the investment criteria has been increased to ₹125 crore from ₹50 crore and turnover limit to ₹500 crore from ₹250 crore.

To improve access to credit, the credit guarantee cover will be enhanced for Micro and Small Enterprises from ₹5 crore to ₹10 crore, leading to additional credit of ₹1.5 lakh crore in the next five years.

The investment limit to be classified as micro enterprises has been enhanced to ₹2.5 crore from ₹1 crore.

Bhadresh Dodhia, Chairman, MATEXIL (Manmade and Technical Textile Export Promotion Council), said that over 80 per cent of the textiles sector operates within MSME clusters, and this revision would empower these units to achieve scale, enhance competitiveness and contribute significantly towards making India a global manufacturing hub for textiles.

The Budget has introduced important amendments in the basic customs duty rates on knitted fabrics, covered under nine tariff lines. The revised rates have been changed from 10 per cent to "20 per cent of ₹115 per kg, whichever is higher". Also, two more types of shuttle-less looms have been added to the list of fully exempted textile machinery. These moves would enhance the textile sector's export competitiveness, he said. ■

India ITME Society arranges a Global stage for Textile Innovation & Collaboration with GTTES 2025 from 21st to 23rd February 2025 at BEC

The Indian International Textile Machinery Exhibitions Society (India ITME Society) yet another time is poised to take the textile industry by storm with the third edition of the Global Textile Technology & Engineering Show (GTTES 2025), a landmark event for the textile industry from the 21st to 23rd February 2025 at the Bombay Exhibition Centre, Goregaon (East), Mumbai, India. This event by the India ITME Society promises to be a global platform for the textile industry and engineering sector across the world showcasing the latest advancements, innovations, and opportunities with the aim to redefine global textile innovation.

Talking about this event, Mr Ketan Sanghvi, Chairman and members of the steering committee of India International Textile Machinery Exhibitions said, "GTTES 2025 is a transformative event, aimed to be responsive to the changing needs of the global textile and machinery industry. Beyond yarn and fibers, it will cover state-of-the-art advancements in weaving, processing, finishing, garments, knitting, and technical textiles with ecofriendly practices and sustainable growth. The event will witness extensive participation with top exhibitors coming up with innovative solutions, product launches, and precious networking opportunities. It is to be a part of India's textile ecosystem, which would help the nation achieve its vision of becoming a global leader in textile technology and engineering by 2047."

Ever since 1980, the Indian ITME Society has organized some massive shows and events like India ITME, ITME Africa & Middle East, and GTTES trying to capture the World's attention to strengthen fabric preparation & processing by expanding India's wings in knitting, and garmenting techniques, attracting international exhibitors, visitors, and investors.

GTTES 2025 marks an important journey for India's Textile Industry, the third edition of GTTES is set to elevate the Indian Textile Ecosystem by bringing together 175 exhibitors across eight major categories. With special emphasis on advanced weaving, machinery, sustainable processing solutions, digital printing, and knitting technologies, are featuring 42 exhibitors in weaving and 38 in processing alone.

The Indian textile market is poised on a growth trajectory toward US\$ 350 billion by 2030, while textile exports are expected to reach US\$ 100 billion. GTTES will take center stage to drive technological innovation to help achieve this vision in 2025. The event will be a showstopper, as green technologies and sustainable solutions are going to be the biggest highlights of this event, making GTTES the hub for advanced textile technologies.

Leading suppliers of textile technologies from countries including Germany, Switzerland, and China shall ensure that GTTES 2025 is an outright world-level

event. Over 27 countries such as Australia, Bangladesh, China, Germany, the US among others will also be represented during the event which is estimated to attract more than 25,000 professionals. As part of it, B2B meetings involving international delegations from Sri Lanka, Ghana, and Ethiopia shall aim at further cementing trade collaboration with India.

Don't miss the chance to witness the groundbreaking innovations and valuable partnerships that will shape the future of the textile industry.

GTTES 2025 is the key platform for product launches from top industry players in the country in 2025. In the Weaving Segment, Laxmi Shuttleless Looms Pvt Ltd, Riser Import and Export PVT LTD, Sumaria Global Sales LLP, Om Corporation will launch new product. In Digital Print Segment ColorJet India Limited will launch new product and in processing we have Caru-Natex, National Electrical Engineering Company will announce new products. In spare parts for spinning we have Samruddhi Engineering, will launch innovation. Ingersoll-Rand (India) Limited will also use GTTES as launch for their product and services. These Innovation and new technologies make GTTES most important exhibition to visit by the textile industry looking for the latest in the market. There also will be an exclusive investment promotion program by the Chhattisgarh Government to highlight the opportunities in the state. It will not only be a trade exhibition but an energizer to fuel the Indian Textile Industry toward the world market.

About GTTES: A remarkable exhibition showcasing the needs of the Textile Industry, an exclusive forum to explore the fascinating world of textiles through stunning displays, interactive installations, and thought-provoking artwork. It is an opportunity to immerse yourself in creativity and inspiration.

The exhibition promises to be an unforgettable journey and it is dedicated to magnifying the business and trade for Textile Machinery Manufacturers, through interaction with agents/dealers not only from India but also from across the Globe. It serves as a platform for companies to demonstrate their products, network with potential clients and partners, and stay updated on industry trends of Textile Business. The textile industry also accounts for 13% of industrial production, 2.3% of GDP, and 12% of foreign exchange inflows into the nation. India has a 4% share of the global trade in textile and apparel.

**For further information, please contact:
India International Textile Machinery
Exhibitions Society
1210-1212, Dalamal Tower, 'A' Wing, 12th Floor
Plot No. 211, Nariman Point,
Mumbai-400021, India**

EXPORT PROSPECTS AND MARKETS

'Bangladesh crisis puts up new opportunities for Indian textile clusters

Amid the ongoing economic and political tensions in Bangladesh, Indian exporting firms, particularly in the Tirupur clusters, are receiving higher enquiries, from several global apparel brands, including Primark, Tesco, Decathlon, Duns, JCPenney, GAP, Next, and Walmart, with order conversion expected for shipment by early 2025, Mithileshwar Thakur, Secretary General of the Apparel Export Promotion Council (AEPC) said.

Due to a record surge in the US dollar's value, Bangladesh has faced a sharp depletion in its foreign exchange reserves, which fell below \$40 billion for the first time in two years in July last year. With foreign exchange reserves sufficient to cover only four to five months of imports, Bangladesh has faced challenges in importing cotton and fabric, which it traditionally sources from India. This comes amid tightening economic conditions in the neighbouring country.

"This crisis also presents an opportunity for additional employment generation. Capturing just 10 per cent of Bangladesh's global apparel exports could directly create 5,00,000 jobs and indirectly generate an additional 1 million jobs in the Indian apparel sector. To seize the opportunity presented by this development, India needs to urgently address issues related to capacity augmentation and skill development" Thakur said. Most European brands sourcing from Bangladesh, particularly in the cost-sensitive segment, are facing challenges in immediately shifting orders to alternative destinations, due to the distinct cost advantages offered by the country, such as low wage rates, duty-free access, and its Least Developed Country (LDC) status. However, several prominent brands have decided not to further increase their exposure to Bangladesh for sourcing, Thakur added. Notably, Bangladesh enjoys a 10-15 per cent cost advantage over India, as its apparel products benefit from duty-free access in the European Union, the UK, and Canada due to its LDC status.

India can only bridge the duty disadvantage after it signs a free trade agreement with the EU and the UK. Currently, several Indian manufacturers have set up factories in Bangladesh

due to India's labour laws, concerns about unions, and the cost disadvantage.

Thakur further said that global investments are driven by the political stability index, and the continued instability in Bangladesh presents a significant opportunity for India to attract investments that might otherwise flow to neighbouring competing countries such as Vietnam, Cambodia, and Indonesia. "However, with a strong focus on improving and upgrading infrastructure, capacity expansion, technology infusion, and compliance, India is well-positioned to capitalise on these redirected investments. We are also in talks with agencies and consulting firms to engage them in improving productivity and efficiency in the operations of garment manufacturing companies, which can unlock the underutilised production capacity in the apparel sector," Thakur said.

On PLI 2.0 :

To capture market share and seize the opportunities arising from the reorientation of supply chains due to Bangladesh's crisis and the China + 1 factor, India must act swiftly to enhance its production cycle times, and improve speed to market, in addition to focusing on workforce skilling and developing a robust compliance architecture, Thakur said. "Accordingly, the PLI 2.0 scheme for all types of garments, irrespective of fibre, with a reduced investment threshold, should be introduced on an urgent basis. This scheme would foster investment and scale up production capacity exponentially. For micro-industries, the Amended Technology Upgradation Funds Scheme (ATUFS) should be revived for technology upgradation, as PLI 2.0 will not cover micro-industries within its scope," he said.

Thakur stated that due to the unavailability of quality Man-Made Fibre (MMF) fabric from indigenous sources, garment exporters are often dependent on fabric nominated by foreign buyers. He added that the "existing scheme of special advance authorisation" for fabric import is "not suitable for garment exporters". □

'Export of special technical textile products on the surge

Exports of special technical textile products grew 6.2% between April and November 2024,

compared with the same period last year, said Ashok Kumar Malhotra, Mission director of the National Technical Textile Mission (NTTM).

Mr. Malhotra told reporters that the export from April to November 2024 were worth ₹2,915 crores compared with ₹2,345 crores during April-November 2023.

“India imports a lot of technical textile products. With increasing consumption, the domestic demand is growing. It is important to promote domestic production and ensure that imports do not increase,” the director said.

Packing technology and geo textiles are two segments of technical textiles that are growing rapidly. “India has a strong base of natural raw materials. These need to be developed into functional textiles.” Of the total outlay of ₹1,480 crore for the Mission, more than 50% had already been spent and another ₹500 crore had been earmarked for creating an ecosystem by training the right personnel.

“Those who want to benefit from the schemes in the Mission can apply till March 2025,” said Mr. Malhotra. □

Textile exports go below than expectation amid sturdy imports

India has set an ambitious target of textile exports worth \$100 billion by 2030 but the recent data released by the Ministry of Textiles pertaining to India’s textile and apparel trade puts achievement of the global in jeopardy.

Textile and apparel exports increased 19.26 per cent from the financial year 2022-2024 (FY 22-24). Furthermore, the exports of ready-made garments, man-made textiles, jute products, and handlooms (mentioned in the ‘others’ category) fell below the pre-pandemic level.

India’s share in world textile and apparel exports has been declining since 2015, reached its lowest in 2022, except during the pandemic.

Textile imports remained above the pre-pandemic figures. The combined imports of ready-made garments, cotton textiles, and handicrafts (April-October) grew roughly 11 per cent year-on-year (Y-o-Y) in FY25.

Cheap imports from China and Bangladesh continue to be a menace to the domestic textile

industry, as reflected in their share of India’s imports.

Meanwhile, the number of people coming forward to hone and update their craft at textile work witnessed a slight decline in the past three years.

The value of foreign direct investment (FDI) in the textile sector fell short of the pre-pandemic level, notwithstanding its rise in recent years. □

Apparel exporters want tax sops in Budget to boost shipments

Apparel exporters body AEPC recently urged the government to announce tax incentives, including removal of a provision requiring payments to MSMEs within 45 days to claim deductions, and customs duty exemption on garment machinery imports.

The Apparel Export Promotion Council (AEPC) also requested that an interest equalisation rate of 5% be announced in the Budget.

Other demands include extension of concessional tax rate for new manufacturing units to encourage setting up of new garment units ; simplification in the procedure of imports of trims and embellishments under IGCR (Import of Goods at Concessional Rate) ; and liberalizing e-commerce export procedures.

“Ready Made Garments (RMG) industry has also demanded removal of Sec 43B (H) of IT Act in the ensuing Budget which pertains to payment to any MSME companies within a maximum 45 days’ time to claim any deduction in tax. This has increased tax liabilities and has disrupted the cash flow of exporters,” the AEPC said. It added that the cap per consignment of export value under e-com be increased to minimum ₹25 lakh. □

In the face of sliding ₹ exports from Textile hub ‘Tiruppur’ surge

In the shadows of a sliding rupee, India’s knitwear hub Tiruppur is weaving a success story.

While the domestic currency edges closer to the 86 mark against the US dollar, triggering concerns for many sectors, this textile town in Tamil Nadu is finding opportunity in adversity : Between April and December alone, Tiruppur’s exports reached ₹26,000 crores. almost eclipsing last financial year’s total of ₹30,690 crores.

EXPORT PROSPECTS AND MARKETS

The final tally for 2024-25, based on conservative estimates, could soar as high as ₹35,000-40,000 crores. Tiruppur accounts for 55 per cent of India's knitwear exports.

What's driving this surge? Partly, it's the rupee's depreciation versus the dollar—down nearly 3 per cent in 2024—which has made India's exports more attractive on the global stage. According to the Tiruppur Exporters' Association (TEA), the rupee's decline against the dollar last calendar year alone accounts for about 5 per cent of this growth.

And it's not just Tiruppur: Indian exports as a whole have been buoyant, with apparel exports jumping 10 per cent in November compared to the same month last year, hitting \$1.1 billion.

Major export markets, such as the US, the EU, and the UK, have all registered strong import growth, spurring orders from global retail giants. "We have already crossed the ₹26,000 crores mark this financial year, and with three months to go, we could even touch ₹40,000 crores," said K M Subramanian, president of the TEA. The list of buyers is a roll call of global heavyweights: Primark, Tesco, Next, Marks & Spencer, Warner Bros, Walmart, and Tommy Hilfiger. Australian brands like Target and Woolworths, along with European players like Duns, have also placed significant orders.

The United Arab Emirates has emerged as a key player, thanks to a free-trade agreement enabling easier exports to Africa via West Asia. "We are seeing good demand from the UAE, which has become an important gateway," Subramanian Said.

But currency movements tell only part of the story. Tiruppur has caught the attention of global buyers prioritising ESG (environmental, social, and governance) compliance. The town boasts a carbon-negative status, achieved through substantial investments in green energy, zero liquid discharge systems, and large-scale tree plantations.

Tiruppur's recovery is also rooted in its embrace of technology. The adoption of AI-

driven manufacturing has significantly increased productivity, raising production capacity from 45 per cent to 65 per cent. This modernisation follows a difficult year in 2023-24, when the region saw an 11 per cent drop in exports to ₹30,690 crore, a steep decline from ₹34,350 crore in 2022-23. The downturn was attributed to global disruptions: The war in Ukraine, financial instability in Europe and the US, and the fallout of supply chain crises.

Geopolitical shifts are further adding Tiruppur's fortunes. The "China Plus One" strategy, which encourages companies to diversify supply chains away from China, Subramanian said, is steering business toward India. Meanwhile, political instability in Bangladesh, another major textile hub, has added to the momentum.

"October was a standout month," said Sanjay K Jain, managing director of TT Limited and chairman of the Indian Chambers of Commerce's National Committee. "The US registered a 22 per cent year-on-year rise in imports, and the EU saw a similar 22 per cent jump; the UK logged a 5 per cent increase. This reflected in the exports from all major players like India, China, Bangladesh, and Vietnam... The rupee depreciation will benefit the entire textile chain, with around 50 per cent of the gain passed on to the buyers." □

Goods Exports decline widen December Trade Gap to \$22 b on year

India's trade deficit widened to \$21.94 billion in December from \$18.76 billion a year ago as merchandise exports contracted for the second month in a row and dipped 0.99% on-year to \$38.01 billion, data released recently showed. Gold imports in December amounted to \$4.7 billion. However, merchandise trade deficit narrowed in December compared with November.

The government had revised November's gold imports to \$9.84 billion from \$14.86 billion announced earlier. Some officials had blamed this on double counting during a platform transition. That correction had lowered the November trade deficit to \$32.8 billion from a record \$37.8 billion estimated earlier.

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India had imported gold worth \$3 billion in December 2023.

Imports rose 5% on-year to \$59.96 billion in December: "Trade growth is quite good. We are confident that exports will cross \$800 billion certainly... We are close to achieve \$200 billion exports every quarter," said commerce secretary Sunil Barthwal.

India's goods and services exports in the October-December quarter stood at \$208 billion. □

Textile Allocation for FY26 may increase 15% to ₹5,080 crore

The textile ministry may get a 15% bump in allocation for FY26 to around ₹5,080 crore, including a 33% rise in budgetary funds for the Production Linked Incentive (PLI) scheme for textiles.

In 2024-25, the allocation for the textiles ministry was ₹4,417.03 crore. The extant allocation for the PLI scheme for technical textiles and man-made fibre (MMF) apparel and products is ₹45 crore and is expected to go up to ₹60 crore in FY26.

The government approved the PLI scheme for textiles in 2021 with an outlay of ₹10,683 crore over a five-year period to promote production of MMF apparel, MMF fabrics and products of technical textiles in the country to enable textiles industry to achieve size and scale and to become competitive.

"We have an ambitious target for the textiles industry and are looking at ways to encourage domestic manufacturing. Some measures could be announced in the budget," said an official.

India aims to achieve \$600 billion of textiles exports by 2047 and expansion of the domestic market to \$1.8 trillion from \$110 billion in 2022. India's textiles exports in April-December FY25 were \$26.6 billion.

However, the country depends on imports of textiles machinery such as auto-corners, winders and fancy doublers for spinning and knitting machines to make garments, and the industry has sought a scheme to enable local machine manufacturing.

"To support the industry, the government may come up with a scheme providing an interest subsidy at 7% for at least 10 years to enable the manufacturer to settle down," said Rakesh

Mehra, chairman, Confederation of Indian Textile Industry.

Similarly, spun lace, spun bond, mask, special fibres braiding needle punch multi-axial looms and net knitting for technical textiles along with machines for synthetic dyeing used in processing are also currently imported. □

Avadi Ordnance clothing unit executes its first defence export to Suriname

The Ordnance Clothing Factory (OCF), Avadi, a unit of Defence PSU Troop Comforts Limited, under the Ministry of Defence, in Tiruvallur district, Tamil Nadu, executed India's first defence export order to the Republic of Suriname recently.

"These military uniforms are offered by Ministry of Defence (Government of India) to the Ministry of Defence (Suriname) to strengthen the diplomatic relationship between the two countries," said B.S. Reddy, General Manager of Indian Ordnance Factories Service.

The shipment includes about 4,500 Army uniforms valued at ₹1.71 crore which will be sent as a goodwill gesture.

The uniforms are expected to reach the Republic of Suriname's port within 60-70 days. Through this, OCF is hopeful of receiving actual orders worth ₹5 crore from Suriname.

"This is made-in-India, tested-in-India uniforms and we are confident that we will receive a bigger order, given our excellent quality," he added.

On the occasion, M. Jaya Singh, Public Relations officer of Ministry of Defence commented, "To further strengthen international relationships between countries, the Central government aims to achieve an export target worth of ₹50,000 crores by 2029, and OCF Avadi will also play a major part in this initiative."

OCF Avadi has been mainly involved in manufacturing various defence products including bullet resistant jackets (BRJ), helmets, vests, BRJ for canines, bomb suppression blankets, ballistic briefcases, etc.

"Many of our products are receiving positive responses from various State governments including Tamil Nadu, Puducherry, Kerala, Uttarakhand, Punjab, Odisha as well as the National Police Academy," said Mr. Reddy. ■

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**"More Time—Broad space for Exhibitors for interaction with Buyers"
in ITAMMA's Mega Product-cum-Catalogue Show at Surat International
Exhibition and Convention Centre (Platinum Hall), Sarsana, Surat, Gujarat on
23rd & 24th December '24 to promote the Growth of Textile Industry of Surat**

Mr Bhavesh Patel, President, ITAMMA said that ITAMMA had organized until now Twenty Six Product-cum-Catalogue Shows at various Textile clusters of India, giving a platform to our members to explore new customers as well as to connect with their old customers to understand their problems/ suggestions for improving the process and product quality in order to suit their customer's present factory/ machine set-up. The support received from Members' participation and the response from the user industry was overwhelming during all the previous shows.



WELCOME ADDRESS BY Mr Bhavesh Patel, President, ITAMMA



LAMP LIGHTING CEREMONY

Now as per the demand of our Members and their Customers from User Industry, in order to make it possible to attend our shows by everyone as per their availability during the day, ITAMMA Management has decided to extend the interaction period of the Product Catalogue show for 2 days and also to allot a stall of bigger size so that the Member participants can comfortable display their products (machine spares/components/accessories) along with Catalogues.



WELCOMING Shri Mukeshkumar Chandrakaant Dalal , MP, Bharatiya Janata Party, Surat , Gujarat



WELCOMING Smt. Darshana Jardosh, Former, Minister of State for Textiles, New Delhi



WELCOMING Mr Manubhai Patel, MLA, Udhana, Gujarat

The event was inaugurated by the Chief Guest Smt. Darshana Jardosh, Former, Minister of State for Textiles, New Delhi & Honorable, Shri Mukeshkumar Chandrakaant Dalal , MP, Bharatiya Janata Party, Surat , Gujarat, as the Guest of Honour by Mr. Ketan Sanghvi, Chairman, India ITME Society and Mr Manubhai Patel, MLA,

**"More Time—Broad space for Exhibitors for interaction with Buyers"
in ITAMMA's Mega Product-cum-Catalogue Show ... Growth of Textile Industry of Surat**

Udhana, Gujarat and Mr Ashok Jirawala, President, FOGWA as the Special Guest and thereafter all the dignitaries released "ITAMMA Voice" Volume No. 14 based on the theme 'Technology and Innovations the strength of ATMA Nirbhar Bharat taking it towards 'Viksit Bharat'.



WELCOMING Mr Ashok Jirawala, President, FOGWA



SPEECH BY Mr. Ketan Sanghvi, Chairman, India ITME Society



WELCOMING Mr. Ketan Sanghvi, Chairman, India ITME Society

Smt. Darshana Jardosh, Former, Minister of State for Textiles, New Delhi said that there is a need for textile machinery development whereby innovation in textile machinery can add value to the industry. She added that this event will encourage students

to become entrepreneurs and innovate new textile products as they will get an opportunity to interact with many stakeholders along with their products in this show. Smt Jardosh said that the future of Indian Technical Textiles is very promising with National Technical Textiles Mission (NTTM) encouraging cutting-edge innovations.



VOTE OF THANKS BY MR OMPRAKASH MANTRY, VICE-PRESIDENT, ITAMMA



FELICITATION OF MR VIJAY MEVAWALA, PRESIDENT, SGCCI

Mr Manubhai Patel, MLA, Udhana, Gujarat and Mr Ashok Jirawala, President, FOGWA said that FOGWA members will be getting a very good opportunity to interact with the stakeholders of textile engineering industry to know the latest developed /innovated textile machines and spares/ components available to deliver high quality of textiles at high productivity.



RELEASE OF ITAMMA VOICE ISSUE NO. 14

**"More Time—Broad space for Exhibitors for interaction with Buyers"
in ITAMMA's Mega Product-cum-Catalogue Show ... Growth of Textile Industry of Surat**



DIGNITARIES TAKING AROUND IN THE CATALOGUE SHOW



ITAMMA STAFF WITH OFFICE BEARERS AT ITAMMA STALL



AUDIENCE



SUPPORTING ASSOCIATION-TAI(SURAT)

Mr. Ketan Sanghvi, Chairman, India ITME Society said that we are participating in this show as the sponsor for organizing its Road Show for promoting its forthcoming GTTES'2025 Exhibition, scheduled at Mumbai from 21-23 rd February, 2025. The detailed information about the same can be availed from the informative Video of GTTES'2025 being displayed as well as the brochures of GTTES'2025 being distributed at India ITME Society Stall during this event.

While Summing –up the session Mr Omprakash Mantry, Vice-President, said that Surat is the largest synthetic textile industry cluster in India where about 65 % of India's manmade fabric production is done whereby about 30 million metres of raw fabric and 25 million metres of processed fabric are produced daily.



FELICITATION OF MR SANJIV LATHIA, GOVERNOR , ITAMMA



SUPPORTING CHAMBER-SGCCCI

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Sanskar Agro and LMW: Creating Niche Standards in Cotton Compact Spinning Process for Hosiery & Weaving Process

Sanskar Agro and LMW: Creating Niche Standards in Cotton Compact Spinning Process for Hosiery & Weaving Process.

Starting its journey in 2003 as a Ginning and Pressing unit, Sanskar Agro has transformed into a global textile powerhouse. Their journey is one of vision, innovation and relentless pursuit of excellence. The company's venture into spinning, powered by LMW machinery, has become a cornerstone of their success.

2024 marks a defining chapter for Sanskar Agro with the launch of Aarika Spintex, their most advanced Spinning facility yet. With a collective spindle capacity of 55,000, Aarika Spintex



From left to right: Mr. Ankit Singhania, Mr. Pawan Singhania, Mr. Ayush Singhania and Mr. Ashray Singhania

"At Sanskar Agro, our philosophy has always been to push the limits of what's possible in the textile industry. LMW has been a key partner in this journey, consistently providing us with the technology and support to turn our vision into reality. Their machinery has not only kept up with our rapid growth but has also enabled us to innovate and lead in quality. Our decision to continue investing in LMW for our newest facility was not just based on performance, but on trust, reliability, and a shared commitment to excellence."

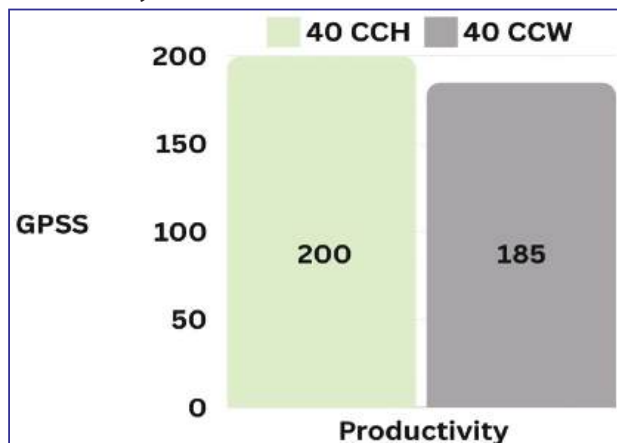
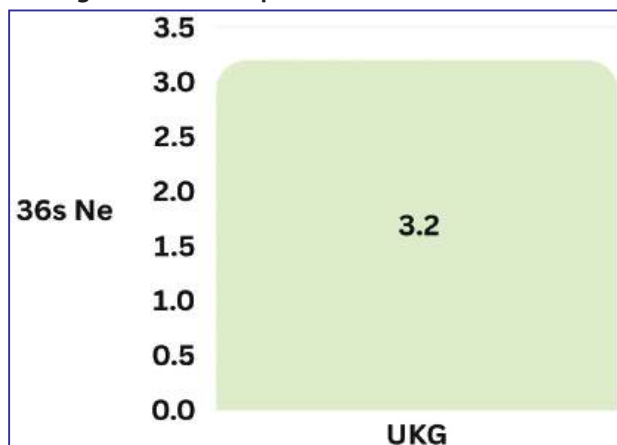
- Dr. Kailash Singhania, (Chairman)

doesn't just produce yarn, it sets new benchmarks in the industry. From Ne 20s to Ne 40s, the unit manufactures an impressive range of Combed Compact & Carded Compact yarns, ensuring superior quality that exceeds global standards.

Sanskar Agro's vision extends beyond spinning. They have successfully integrated forward into Circular Knitting which helps enhance their value chain and market competitiveness.

High Standards in Productivity and Energy Consumption

Producing high-quality yarn with impressive productivity metrics is a point of pride for Sanskar Agro. The units deliver excellent results, achieving 40s CCH at 200 GPSS and 40s CCW at 185 GPSS. By leveraging LMW's advanced technology with energy-efficient drives and motors, they have reached remarkable milestones and have set new benchmarks in the spinning industry.

Productivity of 40s CCH and 40s CCW

Average UKG of the plant


"In my experience of managing operations, it's crucial to have machinery that not only delivers output but does so with consistency and efficiency. LMW machines have proven their mettle, surpassing even some European brands in terms of performance. The reduced service and maintenance costs are significant for us, and the ease of operation further enhances our productivity. This is why we choose LMW every time we scale up."

Mr. Sanjay Chaturvedi, Vice President

Their latest unit, Aarika Spinning, is a testament to their dedication to high standards & excellence. The facility features color-coordinated beams that match the LMW machines, along with color-coded cans and bobbins for each section, combining functionality with aesthetic appeal.

The new plant is equipped with the latest LMW machinery which includes:

Department	Model	Qty.
LMW Blowroom Line	LA23	1
LMW Card	LC363	14
LMW Draw frame (Breaker)	LDB3	4 Delivery
LMW Lap former	LH20 S	1
LMW Comber	LK69 M	3
LMW Draw frame (Finisher)	LDF3 S	5
LMW Speed frame	LF4280/SX	3
LMW Ring frame	LRJ 9 (1824 spindles)	10

With Aarika Spintex, Sanskar Agro is not only enhancing its production capabilities but also setting a benchmark in the textile industry. The blend of high-quality machinery, strategic integrations and an unwavering commitment to excellence positions Sanskar Agro for continued success and growth in the global as well as the domestic market.

Together We Spin Success.

For further information, please contact LMW

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CORPORATE NEWS

Liva Protégé Textile shapes the Future of Sustainable Fashion at a Spectacular Grand Finale

The Liva Protégé Textiles Design Competition, a pioneering initiative by Birla Cellulose in collaboration with the National Institute of Fashion Technology (NIFT), culminated in a grand finale at the Jio World Convention Centre, Mumbai. The event celebrated the creativity and innovation of 15 student finalists from NIFT centres across India, showcasing their designs in Surface Design, Woven Design, and Print Design categories.



Liva Protégé is a fashion competition in India that helps young designers showcase their creativity and get noticed in the fashion industry. Guided by renowned mentor and designer Karishma Shahani Khan, the students infused sustainability at the core of their creations. Their innovative designs utilized eco-friendly materials such as Livaeco fabrics and recycled yarns, employing zero-waste techniques and dead stock materials to craft their collections. This initiative reflects Birla Cellulose's commitment

to promoting sustainable practices within the textile industry.



The esteemed jury panel comprised industry leaders Narendra Kumar, Ekta Saran, and Dr. Deepa Chandran, alongside members of the Birla Cellulose executive committee, Ms. Anupama Mohan and Dr. Aspi Patel. They evaluated the finalists' innovative works, emphasizing creativity, sustainability, and design innovation. Senior leaders from Aditya Birla-Grasim Industries, including Mr. Manmohan Singh, Mr. Suraj Bahirwani, and Mr. Murugan Thenkondar, presented the awards to the winners. Representing NIFT centres in Patna, Delhi, Bengaluru, and Hyderabad, the winners were lauded for their exceptional talent and awarded certificates, trophies, and cash prizes.

The event featured an inspiring speaker session with industry leaders, including Karishma Shahani Khan, Chief Sustainability Officer at Birla Cellulose- Mr. Surya Vallari, and NIFT Mumbai Director- Prof. Dr. Sharmila Dua. They shared valuable insights on sustainability, innovation, and the importance of nurturing young talent in the textile industry.

CORPORATE NEWS



Mr. Manmohan Singh, Chief Marketing Officer at Birla Cellulose, remarked, "The Liva Protégé Textiles Design Competition exemplifies our dedication to fostering innovation and sustainability in the textile industry. It's incredible to witness the talent and creativity of these young designers, who are paving the way for a more sustainable future. We are proud to support initiatives that not only celebrate creativity but also emphasize the importance of responsible design practices."



Attended by prominent industry figures and NIFT officials, the event underscored the transformative journey of Gen Next designers and the future of sustainable textile design.

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Redefining Tradition with Innovation: Lenzing to exhibit innovative Fiber Solutions in Surat

The Lenzing Group, a global leader in wood-based specialty fibers, presented its latest innovations in sustainable textile solutions at The Lenzing Conclave, held at Orange Megastructure LLP in Surat. The event brought together prominent players from the trade segment and the greige fabric manufacturing industry, offering an exclusive platform to explore Lenzing's innovative fiber solutions across diverse categories including Traditional Wear, Ethnic Wear, Fashion Knits, Intimate Wear, Fashion Wovens, and Denim.



As part of its commitment to sustainability, Lenzing Group showcased TENCEL™ A100, TENCEL™ LF, and LENZING™ ECOVERO™ fibers, emphasizing their high lustre, superior softness, and versatility. TENCEL™ A100 shines as a silk substitute, while TENCEL™ LF blends seamlessly with cotton for enhanced durability. LENZING™ ECOVERO™ reinforces eco-friendly innovation for diverse textile applications.



With a holistic approach to supporting the textile ecosystem, the event underscored Lenzing's comprehensive offerings from fiber and product innovation, technical and marketing assistance, to end-to-end supply chain solutions.



"In today's evolving market, there is a growing demand for fabrics that deliver superior performance, lasting quality, and environmental responsibility," said Avinash Mane, Senior Commercial Director for AMEA & NEA at Lenzing Group. "By bringing our latest innovations in TENCEL™ and LENZING™ ECOVERO™ fibers to the forefront, we aim to provide the textile industry with comprehensive solutions—from fiber and product development to technical expertise, marketing support, and supply chain optimization. Our commitment goes beyond simply offering sustainable materials; we are here to partner with the industry, working together to set new standards in sustainability, innovation, and consumer satisfaction. Through this collaborative approach, we believe we can help redefine the future of traditional and modern wear."

The conclave enabled valuable discussions, strengthened connections within the textile community, and reaffirmed Lenzing's role as a leader in sustainable fiber solutions. Lenzing Group expresses its gratitude to all participants for making the event a resounding success and looks forward to further partnerships in driving a sustainable future for textiles.

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The Pant Project carries out its First Experiential Jeans Campaign to Captivate Gen Z at IIT Bombay's Mood Indigo Festival

The Pant Project—a renowned clothing brand celebrated for its custom and ready-to-wear high-quality pants, recently launched an innovative experiential marketing campaign at Mood Indigo, Asia's largest college cultural festival, hosted by IIT Bombay from 25th to 27th December 2024. Aiming to foster authentic engagement with the younger generation, the brand has unveiled a one-of-a-kind jeans installation with the help of Experimental Much?

This immersive installation features a larger-than-life pant entirely draped in denim, reflecting the core values of innovation, self-expression, and individuality—perfectly aligned with the essence of the GenZ spirit. The activation is designed to attract Gen Z and college students, showcasing jeans & pants in sizes and styles tailored for the youth, offering both a visually engaging and interactive experience. This activation goes beyond the product—its goal is to forge an emotional & sensory connection with festival-goers, making them feel something powerful and unforgettable. They are invited to unleash their creativity by doodling, scribbling, spray painting, and leaving their mark on the denim canvas. This interactive element fosters a sense of community, encourages dialogue, and provides a space for Gen Z to express their individuality.



Campaign Links:

✦ YouTube: https://www.youtube.com/shorts/GO_xWhYNjdc

✦ Instagram: <https://www.instagram.com/p/DEB51jAoraK/>

CORPORATE NEWS

Dhruv Toshniwal, Co-Founder of The Pant Project, said, shared his vision for the campaign: "Our aim with this activation is for everyone who experiences it to walk away with more than just a product—they should feel a true connection to the brand and the spirit behind it. For Gen Z, it's all about authenticity, individuality, and creativity. This campaign captures that essence, offering an immersive experience that mirrors their values and celebrates their need for self-expression. We want them to not only discover our denim collection but to feel the freedom that denim represents. Above all, we want them to leave with an unforgettable impression, one that makes them feel empowered, inspired, and deeply connected to who they are."

Widely recognized among men aged 25-35, the brand is now focused on forging a deeper connection with Gen Z through its jeans collection. The collection includes relaxed-fit styles for comfortable, all-day wear and power-stretch slim-fit denim for a sleek, modern look. Made from premium, tightly woven twill with a rugged yet soft finish, the denim offers a perfect blend of durability and comfort. Enhanced with Power-Stretch technology, these jeans provide flexibility and ease, making them the perfect companion for Gen Z's active and ever-changing lifestyle. Through this campaign, the brand further strengthens its reputation for blending style with comfort, ensuring each piece resonates with its audience on a deeper level.



Backing this up, Sukita Tapadia, CMO of The Pant Project, says, "Our activation goes beyond traditional marketing—it transforms denim into a powerful medium for self-expression and connection. Through this initiative, we aim to inspire the next generation to embrace their unique style while forging a meaningful and lasting bond with our brand."

Ultimately, this denim activation encapsulates the brand's belief: "People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

About The Pant Project

The Pant Project is a D2C custom-made and ready-to-wear omnichannel brand, founded in 2020 by Dhruv and Udit Toshniwal. With over 50 years of family expertise in textiles, Dhruv, a Wharton finance graduate, manages business operations, while Udit, from The School of the Art Institute of Chicago, drives the creative vision. Offering formal wear, denims, chinos, cargo pants, and more, the brand ensures every pair is expertly tailored from the finest materials to deliver intuitive fits, smart performance, and effortless confidence. With considered details, The Pant Project appeals to discerning individuals who value quality, invest in themselves and live intentionally. The brand's commitment to quality and a seamless shopping experience across online and offline channels ensures every customer finds their perfect fit. Visit www.thepantproject.com to explore their collections online and in-store.

About Experimental Much

Experimental Much? is a creative studio specializing in 360° marketing solutions.

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Nancy Rathore

Senior Account Executive, Pant Pant Project

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Kornit Digital hails Peter Alderath as General Manager, DACH & Benelux Regions

Kornit Digital LTD. (NASDAQ: KRNT) ("Kornit" or the "Company"), a global pioneer in sustainable, on-demand digital fashion and textile production technologies, is delighted to announce the appointment of Peter Alderath as General Manager for the DACH (Germany, Austria, Switzerland) and Benelux regions. Peter's extensive industry expertise and leadership acumen will be instrumental in driving Kornit's growth and strengthening its market presence in these key European regions.

Peter brings over 25 years of experience in the digital print and technology industries, with a focus on delivering customer-centric solutions and fostering strategic partnerships. As General

Manager for DACH and Benelux, Peter will spearhead Kornit's efforts to support its customers, expand its market share, and promote the adoption of Kornit's innovative, sustainable solutions across the region.

Peter Alderath shared his enthusiasm for the role: "It is an honor to join Kornit Digital, a company that is redefining the textile and fashion industries through innovation and sustainability. I am excited to work closely with our customers and partners in the DACH and Benelux regions to drive growth and deliver value while championing Kornit's vision for on-demand, digital production."



Guy Yaniv, President Europe, Kornit Digital, said: "The DACH and Benelux regions represent a vital market for Kornit Digital, and Peter's appointment underscores our commitment to growth and customer success in the area. With his extensive experience and strategic mindset, Peter is uniquely positioned to lead our efforts in delivering cutting-edge solutions to this important region. We warmly welcome him to the Kornit Digital team."

With Peter's leadership, Kornit Digital aims to accelerate the adoption of its technologies, enabling creators, brands, and manufacturers to embrace sustainable, agile production processes in these regions and beyond.

About Kornit Digital

Kornit Digital (NASDAQ: KRNT) is a worldwide market leader in sustainable, on-demand, digital fashion, and textile production technologies. The company offers end-to-end solutions including digital printing systems, inks, consumables, software, and fulfillment services through its global fulfillment network. Headquartered in Israel with offices in the USA, Europe, and Asia Pacific, Kornit Digital serves customers in more than 100 countries and states worldwide. To learn more about how Kornit Digital is boldly transforming the world of fashion and textiles, visit www.kornit.com.

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Oerlikon Manmade Fibers Solutions organised successful Technology Day 2025 in India

Oerlikon Manmade Fibers Solutions recently hosted its highly anticipated Innovation and Technology Day at the Deltin Hotel in Daman by end of January 2025. The event attracted over 300 participants, including industry experts, partners, and stakeholders, who gathered to explore the latest advancements and trends in the manmade fibers industry in India.

The Innovation and Technology Day commenced with a warm welcome and introduction by Wolfgang Ernst, Chief Sales Officer (CSO) at Oerlikon Manmade Fibers Solutions, and Debabrata Ghosh, Head of Sales at Oerlikon Textile India. They provided an overview of the Indian market and its challenges. "The Indian textile industry, particularly the chemical fiber sector, is experiencing significant growth and transformation. This development is driven by increasing production capacities, strategic investments, and a shift in global consumption patterns", said Ghosh. India's production of manmade fibers (MMF) is

CORPORATE NEWS

robust, with annual outputs of 4.8 million tons of Polyester Filament Yarn (PFY), 1.7 million tons of Polyester Staple Fiber (PSF), 0.7 million tons of viscose, 0.2 million tons of Polyamide 6 (PA 6), and 25 thousand tons of acrylic. Additionally, the country boasts substantial capacities for PET bottles and films, growing at rates of 7% and 15% per annum, respectively. The Indian market is witnessing significant expansions in PTA (Purified Terephthalic Acid) capacity, with major projects underway by Indian Oil Corporation, GAIL, MCPI, Reliance Industries, and the Adani-Indorama joint venture. These expansions are set to increase the PTA capacity from the current 6.296 million tons to over 14 million tons by 2030.

Market Dynamics and strategic investments

"The global consumption landscape is shifting towards India and emerging Asia, driven by rising incomes and changing demographics. By 2050, India and emerging Asia are expected to account for 30% of global consumption at purchasing-power parity (PPP), up from 12% in 1997. This shift underscores the growing importance of these regions in the global economic landscape", Ghosh continuous. Significant investments are being made to enhance production capacities and integrate advanced technologies. Indian Oil Corporation, in a joint venture with MCPI, is establishing a 900 TPD continuous polymerization unit in Odisha, supported by substantial government subsidies. Similarly, the Adani Group, in partnership with Indorama, is entering the petrochemical sector with a \$3 billion PTA plant in Maharashtra.



More than 300 participants listened attentively throughout the day and were impressed by the technology solutions presented by the Oerlikon experts.

Challenges and Opportunities

Despite the positive outlook, the industry faces challenges such as ensuring cost efficiency, scalability, and the seamless integration of new technologies into existing production processes. However, the sector is optimistic about improving profitability, driven by favorable supply-demand dynamics and strategic investments. "The Indian

textile and chemical fiber industry is poised for significant growth, supported by strategic investments, capacity expansions, and a favorable global consumption shift. These developments position India as a key player in the global textile market, driving towards a sustainable and prosperous future", said Ernst.

After the introduction about the current market situation, the event continued with numerous technical presentations in which Oerlikon and its partners presented their technological and solution expertise along the textile value production chain "From Melt to Yarn, Fibers and Nonwovens".

"To spin an excellent yarn, you need the perfect melt", said Moderator André Wissenberg, Head of Marketing, Corporate Communications, and Public Affairs at Oerlikon Manmade Fibers Solutions. How this can be produced using extrusion or continuous polycondensation technology was demonstrated by the keynote speakers Sven Streiber, Regional Sales Director at Oerlikon Barmag, Deepak Lokre, Head of Engineering at Oerlikon Textile India, and Matthias Schmitz, Head of Engineering Recycling Technology at BB Engineering (BBE).

The second session focused on Oerlikon's technology partner for manmade fiber spinning mills. Presentations covered topics such as enhancing manmade fiber production with innovative air engineering, automatic handling solutions and quality inspections, as well as air texturizing solutions. Notable speakers included Praveen Kumar Singh, Managing Director of Luwa India, and Luca Lacitignola, Sales Director at Irico Gualchierani Handling (IGH), Simone Ducceschi, Sales & Project Manager at Thema Systems, as well as Ralf Morgenroth, Head of Engineering Textile Machinery at BBE.

The third session delved into solutions for producing the perfect fibers and yarns, with a focus on Oerlikon Barmag POY/DTY, FDY, IDY technologies as well as Oerlikon Neumag BCF and staple fiber line plants. Presentations were delivered by Philip Jungbecker, Head of R&D, and Guido Dresen, Regional Sales Director, both at Oerlikon Barmag, as well as Chetan Bhagat, General Manager Sales, and Sameer Mehrotra, General Manager Service at Oerlikon Textile India. Ralf Morgenroth added further insights of the compact spinning solution VarioFil from BBE.

Environmentally friendly recycling solutions

The fourth session highlighted environmentally friendly recycling solutions, featuring insights from Sven Streiber and Sudipto Mandal, Sales and Marketing Manager at Oerlikon Textile India, and again Matthias Schmitz, BBE. They provided a detailed portfolio overview in the field of mechanical and chemical recycling. The new partnership between Oerlikon Barmag and Evonik was also presented to the audience. Finally, this was followed by a session on customer services and digital solutions, where Michael Ruebenhagen, Head of Global Service Sales and Ivan Gallo, Digital Solutions, both at Oerlikon Manmade Fibers Solutions discussed current upgrade and retrofit options, the Digital Academy, and the future of digitalization in manmade fiber spinning mills. Shared Kulkarnie, General Manager Service Sales & Workshops, as well as Chandru Gurbaxani, Digital Solutions, performed together with their German colleagues.



Experts from Oerlikon Barmag, Oerlikon Neumag and Oerlikon Nonwoven, as well as from BB Engineering, Luwa, IGH/IGA and Thema presented the latest technology developments in the field of manmade fibers production to over 300 participants.

The event concluded with closing remarks again from Wolfgang Ernst, who provided a global market overview and outlook for 2025. Final remarks were given by Atul Vaidya, Managing Director of Oerlikon Textile India. Finally the event ended with a gala evening with more than 500 participants featuring a fashion show, music, dancing, and excellent food, supported by Decathlon and Garden Vareli.

The Oerlikon Manmade Fibers Solutions Innovation and Technology Day 2025 was a resounding success, fostering collaboration and knowledge sharing among industry leaders and

setting the stage for future advancements in the manmade fibers sector. Participants had the opportunity to network during the event, engaging with experts from Oerlikon, Luwa, IGA/IGH, Thema, and BBE at various marketplaces.

About Oerlikon Manmade Fibers Solutions

With its Oerlikon Barmag, Oerlikon Neumag and Oerlikon Nonwoven brands, Oerlikon Manmade Fibers Solutions is one of the leading providers of manmade fiber filament spinning systems, texturing machines, BCF systems, staple fiber systems and solutions for the production of nonwovens and – as a service provider – offers engineering solutions for the entire textile value added chain. As a future-oriented company, the research and development are driven by energy-efficiency and sustainable technologies (e-save). With its range of polycondensation and extrusion systems and their key components, the company caters to the entire manufacturing process – from the monomer all the way through to the textured yarn. The product portfolio is rounded off with automation and Industrie 4.0 solutions. The primary markets for the product portfolio of Oerlikon Barmag are in Asia, especially in China, India and Türkiye, and – for those of Oerlikon Neumag and Oerlikon Nonwoven – in the USA, Asia, Türkiye and Europe. Worldwide, Oerlikon Manmade Fibers Solutions has about 2,500 employees and a presence in 120 countries with production, sales and distribution and service organizations. At the R&D centers in Remscheid, Neumünster (Germany) and Suzhou (China), highly qualified engineers, technologists and technicians develop innovative and technologically leading products for tomorrow's world.

Oerlikon Manmade Fibers Solutions is part of the publicly listed Oerlikon Group, headquartered in Switzerland, which has more than 12 600 employees and generated sales of CHF 2.7 billion in 2023.

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CORPORATE NEWS

Bluesign® Approved Polymers now available in Bluesign Finder

As global regulations demand greater transparency and stricter safety standards, bluesign® stands as the definitive EXPERTS in CLEAN CHEMICAL management and compliance. With decades of leadership in sustainability, bluesign® empowers brands to meet rigorous Environmental, Social, and Governance (ESG) requirements while safeguarding workers, CONSUMERS, and the environment.

Through solutions like the bluesign® FINDER (mentioned below,) a trusted global database of certified safe chemical products, and the integration of certified polymers, bluesign® streamlines supply chains by offering safer, more sustainable materials. Tools like the Digital Product Passport (DPP) enhance transparency and traceability, enabling brands to succeed in an evolving regulatory landscape shaped by legislation such as the Corporate Sustainability Reporting Directive (CSRD) and the Eco-design for Sustainable Products Regulation (ESPR).

For media covering topics like safety, sustainability, or compliance, bluesign® provides DATA-DRIVEN insights and trusted EXPERTS your audience can rely on. Let me know if you'd like to connect with a bluesign® specialist to explore these exciting advancements and their impact on industries like fashion and footwear.

bluesign® Adds Certified Polymers to bluesign® FINDER for Safer Footwear Production

I'm excited to share that as of early this year, bluesign® APPROVED Polymers are now available in the bluesign® FINDER, the trusted global database of certified chemical products.

POLYMERS are widely used in footwear production, and across apparel and accessories worldwide, their inclusion in bluesign® FINDER provides manufacturers access to certified safe and sustainable alternatives - a significant advancement for the fashion and footwear industry. By adding polymers to the database, bluesign® simplifies the process for brands to find reliable sources that allow them to meet stringent safety and sustainability standards, as well as Environmental, Social, and Governance (ESG) legislation regulations such as the Corporate Sustainability Reporting Directive (CSRD) and, Green Claims Directive and Eco-design for Sustainable Products Regulation (ESPR).

These mandate unprecedented transparency in supply chains. Central to this transformation is the Digital Product Passport (DPP), a revolutionary tool that will enhance transparency, sustainability and traceability across the fashion product lifecycle.

Why This Matters

- ❖ Polymers are a cornerstone material in footwear production. Their certification ensures safer choices for workers, consumers, and the planet.
- ❖ bluesign® APPROVED polymers feature significantly lower hazardous substance limits compared to traditional materials, setting a new benchmark for chemical safety in the industry.

This expansion reflects bluesign's commitment to driving innovation and sustainability across the global supply chain while making certified solutions more accessible than ever.

If you're interested in learning more about how this development impacts footwear manufacturing - or would like to connect with a bluesign® expert to discuss Certified Polymers or bluesign® FINDER - please let me know.

For further information, please contact:

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Birla Cellulose and Circ Announce Strategic Partnership to speed up Scaling Textile Recycling Innovation

Strategic Collaboration Aims to Drive Growth of and Access to Recycled Fibres

Birla Cellulose, the cellulosic fibres business of the Aditya Birla Group and one of the world's leading Man-Made Cellulosic Fibre (MMCF) producers through its flagship company Grasim Industries Limited, and Circ, a US-based textile-to-textile recycling innovator, have announced a long-term strategic partnership aimed at accelerating the scaling of recycling fibres within the textiles sector.

This groundbreaking collaboration proposes, for Birla Cellulose to purchase up-to 5,000 tons of Circ's pulp, per year, for a period of 5 years from Circ's first commercial-scale facility. This pulp will be converted into lyocell staple fibre, significantly enhancing access to recycled materials

and supporting Circ as it scales its commercial production.

"Our partnership with Birla Cellulose, a leading global producer of MMCFs, is significant as it demonstrates both Circ's ongoing progress towards scalability as well as the industry's commitment to investing in a truly circular economy," said Peter Majeranowski, CEO of Circ. "Together, we are poised to create a more sustainable fashion future by integrating recycled materials into textiles on the global stage."

Dr. Aspi Patel, Chief Technology Officer of Grasim Industries Limited, said, "This partnership reflects our deep commitment to environmental stewardship and represents a crucial step in advancing innovation within the textile industry. By combining Circ's cutting-edge recycling technology with our cellulosic fibres, we are significantly enhancing the potential for a truly circular economy."

As brands and consumers increasingly prioritize eco-friendly options, the supply chain will play a pivotal role in facilitating demand. The partnership between Birla Cellulose and Circ demonstrates the role of collaboration in effectively scaling recycling initiatives. With the appetite for recycled materials outpacing the current supply, Birla Cellulose's willingness to procure and utilize Circ pulp ensures Birla Cellulose's customers have access to high-quality recycled CircLyocell. This partnership enables brands and supply chain partners can partake and play their part in the future of the global fashion industry.

Both companies are committed to promoting circular economy practices and reducing environmental impact through innovative technology and material reuse. They are also aligned on their shared vision for a sustainable future with a promise to set new benchmarks in the textile industry.

For further information, please contact:

Nidhi Desai

White Marque Solutions

Birla Cellulose, Aditya Birla Group

Creative Strategy, Public Relations,

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Marzoli's Achievements in its Textile Engineering Products

Marzoli — Where Innovation Meets Sustainability

The textile industry is evolving, and so should your business. With Marzoli, a global leader in textile engineering, you can seamlessly integrate advanced sustainable solutions that drive efficiency, reduce costs, and build your brand for the future. Marzoli, a leader in textile engineering, offers several solutions that align with sustainability initiatives in the textile spinning industry.

Energy Optimization with Marzoli Digital Solutions

Efficient energy use is critical for sustainable operations. Marzoli offers advanced digital platforms to enhance operational efficiency and reduce energy consumption.

Key Offering: Marzoli Remote Maintenance (MRM)

Features:

- ✦ **Predictive Maintenance:** Prevent unplanned downtime by identifying machine inefficiencies in real-time.
- ✦ **Energy Optimization Tools:** Monitor and control energy usage across production lines.
- ✦ **Data-Driven Insights:** Leverage historical and live data to optimize spinning processes and machine performance.

Customer Benefits:

- ✦ Energy savings of up to 20%.
- ✦ Reduced maintenance costs through proactive measures.
- ✦ Enhanced productivity with minimized downtime.

Use Case Example:

- ✦ A spinning mill using Marzoli's MRM platform achieved a 15% reduction in energy costs and improved production efficiency by 10% within a year.

Marzoli's sustainability-focused solutions provide a comprehensive approach to transforming textile manufacturing. Through energy optimization tools, Marzoli enables business to achieve environmental goals, reduce costs, and enhance

CORPORATE NEWS

market competitiveness. The solution not only helps manufacturers align with global sustainability trends but also empowers them to take a leadership role in the green transformation of the textile industry.

To share experiences Marzoli at the “Automation and Robotics in Textile & Apparel Industry” Conference

We want to share our experience from the insightful conference the TAI Mumbai Unit organized on November 15, 2024. This event brought together industry experts to explore the latest trends, opportunities, and challenges in the ever-evolving world of textiles. Mr. Sudhir Mehani - Chief Digitalization Officer of Marzoli India - took the stage to discuss “**AI in the Textile Industry Leveraging the Power of Prediction.**” The presentation highlighted the game-changing potential of AI predictive maintenance, operational efficiency, and sustainability.

We were thrilled to see the enthusiastic response from the attendees, who showed great interest in how AI can transform maintenance strategies and drive the industry forward. Key takeaways? The future of textiles lies in sustainability, circularity, and the seamless integration of technology.

Marzoli, a global leader in textile machinery and innovation, is dedicated to helping the textile industry transition to a sustainable future. The company offers advanced solutions that address key sustainability challenges, focusing on recycling, circularity, energy efficiency, and resource optimization.

Case Studies and Success Stories

- ✦ **Waste Reduction in Denim Manufacturing:** A denim mill reduced its waste by 40% using Marzoli’s recycling technology, achieving significant savings on raw materials.
- ✦ **Energy Savings in Spinning Mills:** A spinning factory implemented MRM, resulting in a 15% reduction in energy costs and a 10% increase in operational efficiency.
- ✦ **Circular Fiber Adoption:** A textile manufacturer incorporated Marzoli’s circular fiber solutions, increasing the use of recycled fibers by 50%.

Textile India Market:

Cotton Market Dynamics:

Cotton prices have declined due to weak yarn demand and payment challenges. Prices dipped by 0.54% in mid-November, reflecting market uncertainties. Additionally, India’s cotton production

forecast for 2024/25 has been lowered by 7.4% to 30.2 million bales, attributed to reduced acreage and adverse weather conditions. This may lead to an increase in imports and a reduction in exports.

Digital Transformation in the Textile Supply Chain

Digital Transformation in the Textile Supply Chain: Revolutionizing the Industry:

The textile industry is undergoing a seismic shift, thanks to digital transformation. Technologies like the Internet of Things (IoT), artificial intelligence (AI), and blockchain are reshaping how businesses operate, bringing transparency, efficiency, and sustainability to the forefront.

Camozzi Group — Achievements:

Camozzi Group S.p.A. achieved the ISO/IEC 27001: 2022 certification, the international standard for information security management, cybersecurity, and privacy protection.

The Camozzi Group achieved this certification for information security, emphasizing its commitment to robust data protection and security management practices. ISO 27001 provides a solid framework for Information Security Management Systems (ISMS), helping organizations protect their data systematically and continuously.

Key benefits of ISO 27001 certification include:

- ✦ **Information Protection:** Identifies, manages, and mitigates information security risks.
- ✦ **Customer Trust:** Demonstrates the organization’s commitment to data protection, strengthening client and partner trust.
- ✦ **Legal Compliance:** Supports adherence to data protection regulations and laws, such as the GDPR.
- ✦ **Continuous Improvement:** Encourages a constantly evolving security management approach.
- ✦ **Competitive Advantage:** Differentiates the company, paving the way for new business opportunities.
- ✦ **Security Culture:** Promotes a company-wide culture focused on information security.
- ✦ **Cost Reduction:** Helps minimize costs related to breaches, incidents, and reputational damage.

This certification marks an important step forward for the Camozzi Group in enhancing data protection and establishing a cutting-edge security strategy.

For more details: Camozzi Group Obtains the ISO/IEC 27001:2022 Certification for Information Security

Camozzi's Role in Sustainability: Camozzi Automation Italia recently received the Silver Medal for Sustainability from EcoVadis, recognizing its efforts in environmental and social responsibility, though this was announced slightly earlier, in September 2024.

For more details: Camozzi Automation Italia awarded the Silver Medal for Sustainability by EcoVadis.

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In large-scale Italian Textile Machinery Manufacturers participated at Colombiatex 2025

23 Italian textile machinery manufacturers participated at the upcoming Colombiatex, the main Colombian textile fair, which took place in Medellin from January 28 to 30, 2025, once again confirming the strong connection between local textile companies and Italian suppliers of textile technology.

Despite a decrease in demand for textile machinery from the Colombian textile sector during the first nine months of 2024, the Country remains one of the main markets in the area for textile machinery manufacturers. Specifically, in 2023, Italy was the second largest technology supplier behind China, with an export value of around 13 million euros. In the first nine months of 2024, Italian sales in Colombia reached 8 million euros.

"The Colombian textile and clothing industry has experienced strong growth in recent years, also supported by a technological upgrade in which Italian machinery has often played a key role," comments Marco Salvadè, President of ACIMIT. "For many of Italian manufacturers Colombiatex remains an unmissable event in the international trade fair calendar to strengthen partnership with Colombian textile companies."

In the Italian pavilion organized by Italian Trade Agency and ACIMIT, the Association of Italian Textile Machinery Manufacturers, among the 23 exhibitors, the following ACIMIT member companies were present: Biancalani, Btsr, Color

Service, Danti, Dettin, Fadis, Flainox, Isotex, Itema, Kairos Engineering, Lonati, Mcs, Mts, Monti-Mac, Ratti, Reggiani Macchine, Salvadè, Santoni, Stalam, Tecnorama, Tonello, Triveneta.

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Budget Expectation Quote by Amar Nagaram, Founder and CEO, VIRGIO emerging pioneer in sustainable fashion and trend adoption

As the Union Budget FY25-26 approaches, we at Virgio are eager to see a focus on innovation, sustainability, and inclusive growth, which are essential for shaping the future of India's entrepreneurial ecosystem. We remain optimistic that the government will continue fostering an environment where businesses like ours can significantly contribute to the nation's economic and environmental goals.

For D2C start-ups, we hope for initiatives that enhance access to affordable logistics, robust digital infrastructure, and streamlined cross-border trade, enabling international scalability. Expanding tax incentives, simplifying compliance frameworks, and introducing funding schemes to drive innovation in technology and sustainability would be invaluable. Targeted measures to improve credit accessibility, encourage digitization, and reduce the overall cost of operations would be transformative. Encouraging collaborations between MSMEs and larger corporations can further catalyze long-term economic growth.

On the sustainability front, we look forward to policies that incentivize the adoption of green technologies, promote renewable energy investments, and support circular economy initiatives. Such measures will not only help industries align with India's ambitious climate goals but also ensure a future that is environmentally conscious and economically resilient.

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TEXTILE EVENTS

ITMA ASIA + CITME

Singapore 2025, 28-31 October 2025

Revolutionising Textiles - the Future of Speed, Sustainability, and Innovation

Textile manufacturing is evolving rapidly with smarter technologies enhancing efficiency and sustainability. From AI-powered yarn spinning and high-speed weaving machines to ecofriendly, on-demand digital printing, innovations are driving speed, efficiency, and sustainability. Discover how advancements in knitting, automation, and customisation are revolutionising the way textiles are made.

Read more to unravel the tip of the iceberg on fast-moving advances in technology that you may encounter at ITMA ASIA + CITME, Singapore 2025.

Explore Accommodation in Katong-Joo Chiat

Nestled in the vibrant streets of Katong-Joo Chiat are affordable hotels that offer a perfect blend of comfort and local heritage. A 15-minute drive from Singapore Expo, the area is known for its rich Peranakan culture, delectable cuisine, and unique shopping experiences.

Collaboration is the cornerstone of innovation in the dynamic textile and garment industry. We invite trade associations, influential media organisations, and trusted overseas travel agents to join us as supporting partners and play a pivotal role at ITMA ASIA + CITME, Singapore 2025.

Book Your Accommodation

Enjoy special rates and shuttle bus service from a selected list of hotels to/from Singapore Expo if you book with Burnaby Solutions, the official travel agent for ITMA ASIA + CITME, Singapore 2025.

Join Mailing List

Invite your colleagues and friends from the industry to join our mailing list to receive the latest updates in the global textile and garment industry.

For further information, please contact:
info@itma.com



SaigonTex 2025 (35th year)

Vietnam Saigon Textile & Garment Industry Expo 2025
(including textile equipment machinery, garment machinery, non wovens, dyes and chemicals)

9 - 12 April, 2025, SECC, Ho Chi Minh City, Vietnam

You are cordially invited to participate in SaigonTex 2025, Vietnam's leading textile and garment industry exhibition series since 1990s.

The SaigonTex 2024 was being held successfully concurrently with the SaigonFabric 2024 on 10 - 13 April, 2024. The expos attracted over 30,000 buyers and 1,010 international and domestic exhibitors from 24 countries / regions.

Vietnam's textile and garment export remains strong in 2024

Vietnam's textile and garment industry has fulfilled its 44-billion-USD export turnover target in 2024, an increase of over 11% compared to 2023. These positive market signals provide a solid foundation for the industry to set an ambitious goal of 47-48 billion USD in 2025.

Limited space available, register now!

Over 95% exhibition spaces already booked, please register now to secure your booking in at SaigonTex 2025! For more details and registration, please visit www.sgntex.com or contact Mr Jason Chow in Hong Kong (Tel: +852 25117427, Fax: +852 25119692, Email: jason@cpexh.com, cpexh@yahoo.com, Wechat: cpexhibition) or our representative in India.

For further information, please contact:

Exhibitions & Trade Services India Private Ltd
(ETSIL)

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intertextile Shanghai Apparel Fabrics

11-13 March 2025

National Exhibition and Convention Center (Shanghai), China

Source new innovations at one of the world's biggest apparel textile fairs

Over 3,000 exhibitors will showcase across 190,000 sqm at the global apparel flagship in Shanghai next spring. Suppliers from across the apparel textile value chain will provide buyers with new business opportunities through a variety of innovative, on-trend, and traditional products and services. Pre-register today and plan your sourcing journey!

Our topics for you:

- » Pre-register for seamless access
- » Visa-free access to China? Plan your trip now!
- » Visitor testimonials
- » Other upcoming textile fairs

Pre-register for seamless access

Visitor pre-registration is now open! Apply for your visitor's badge, secure your place and enjoy seamless entry to the March fair. Applications take just a few minutes to complete.

*All international participants must pre-register for the fair, using their full name.

Visa-free access to China? Plan your trip now!

China's visa-free policy has been extended for the following 16 countries until the end of 2025: Australia, Austria, Belgium, France, Germany, Hungary, Ireland, Italy, Luxembourg, Malaysia, the Netherlands, New Zealand, Norway, Poland, Spain, and Switzerland.

While nine new countries have been added to the list:

Andorra, Denmark, Finland, Iceland, Korea, Monaco, Liechtenstein, Monaco, Norway, and Slovakia.

Special hotel packages are available for participants by contacting our official travel agent. [Click here](#) to secure your stay.

Cathay Pacific, the home carrier of Hong Kong, offers registered exhibitors, buyers and travel companions an exclusive opportunity to enjoy great savings on flights to Shanghai. Book online via the MICE online offer page or contact their Customer Care Department and pre-register now to receive the MICE Event Code.

Visitor testimonials

"Intertextile Apparel is a really great place to meet many diverse exhibitors from different countries, and to expose ourselves as a brand to opportunities from different mills. We've discovered new advanced technology and fabrics that we've never seen before, and we would like to join the fair next year for Spring / Summer."

Ms Monika Januavita Kopeng, Lead Fashion Designer, Love, Bonito, Singapore

"This is our second time visiting this fair, and it offers us a lot of opportunities to connect with international buyers and exhibitors. While our local market is moving towards digitalisation, what the fair showcases is very innovative, and we can learn more about the upcoming global industry trends."

Ms Aye Mi Shein, Managing Director, Myanmar Garment Manufacturers Association, Myanmar

Other upcoming textile fairs

» Intertextile Shenzhen Apparel Fabrics

11 – 13 June 2025

Shenzhen Convention and Exhibition Center (Futian)

» Intertextile Shanghai Apparel Fabrics – Autumn Edition

2 – 4 September 2025

National Exhibition and Convention Center (Shanghai)

Important notice

We would like to kindly remind all fairgoers that the most reliable way to advertise your company at Intertextile Shanghai Apparel Fabrics is via our official communication channels. Other companies claiming to offer advertising services may be a scam, and it's important to verify the legitimacy of any company before doing business with them. If you have any concerns regarding this matter, please don't hesitate to contact us for assistance.

For further information, please contact:
social@textilesouthasia.com



It is a great Opportunity to Grow Your Business in Sri Lanka & South Asia with InMac – Smart Technology & Innovation in Gar-Tex Machinery

6-7-8 August, 2025 | BMICH, Colombo

Why InMac Matters

- » **Market Opportunity:** In South Asia, the world's 2nd largest market, the textile and apparel manufacturers are prioritising on increasing capacities, productivity, innovation and sustainability to meet the global demand and have a competitive edge, therefore, the demand for energy-efficient, new technology and automated machinery is set to soar, opening up lucrative opportunities for global fabric and apparel machinery manufacturers and suppliers.
- » **Regional Hub:** Sri Lanka serves as the central hub for the textile and garment industry in South Asia, attracting buyers & stakeholders from across the region.
- » **Global Reach:** Strategic location and reputation draw visitors from the South Asia, MENA and Central Asia region, expanding market reach across industry hubs.

TEXTILE EVENTS

» **Networking Opportunities:** Connect with key decision-makers from across the supply and production value chain. Network with potential partners and key stakeholders to build strong partnerships.

For further information, please contact:

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Gentexh 2025

Global Exhibition on Nonwoven & Hygiene Technology

12-14 March 2025

SECC, Ho Chi Minh City, Vietnam

Don't miss your chance to be a part of GenTexh – the ultimate platform to connect, collaborate, and showcase your innovations!

Stalls are filling up fast! Ensure your brand is at the forefront by booking your spot today.

Why Exhibit at GENTEXH 2025?

1. **Strategic Market Access:** Connect with Southeast Asia's fast-growing nonwoven and hygiene sectors, positioning your brand in a pivotal and high-demand market.
2. **Expand Business Horizons:** Meet top buyers, distributors, and manufacturers actively seeking innovative products and solutions, opening doors to partnerships across Vietnam and beyond.
3. **Showcase Your Innovations:** Highlight your latest products and technologies to an audience ready to invest in cutting-edge solutions, allowing your business to shine in a competitive space.
4. **Gain Industry Insights:** Access expert-led sessions, workshops, and networking events to stay ahead with the latest trends, technologies, and regulations in nonwoven and hygiene markets.
5. **Boost Brand Credibility:** Strengthen your brand reputation by aligning with industry leaders and enhancing visibility through Vietnam's largest nonwoven expo platform.

How to Exhibit at GENTEXH 2025?

1. **Register Your Interest:** Visit the GENTEXH 2025 website and complete the exhibitor inquiry form to begin the process.

Or, simply send us a WhatsApp message at +91 95125 92902 to get started right away!

2. **Choose Your Booth Package:** Select from various booth options tailored to your needs—whether it's a standard space or a premium showcase, GENTEXH offers a range of flexible setups.

3. **Prepare Your Exhibit:** Work with our dedicated team to finalize booth details, promotional materials, and logistics. Ensure your products and materials align with your marketing goals.

4. **Promote Your Participation:** Take advantage of GENTEXH's marketing tools. Announce your presence through social media, email campaigns, and the exhibitor listing on our site to attract visitors.

Don't miss this incredible opportunity to grow your business and leave a lasting impression.

We look forward to having you at GENTEXH!

For further information, please contact:

Visit: www.gentexh.com

Email: mktg@gentexh.com

42, Ishan 3 Tower A, MCA College Road

Satellite, Ahmedabad, Gujarat-380015, India □

Bharat Print Expo 2025: The Countdown Begins with Maharashtra "Mudran Bhet"!

Bharat Print Expo 2025 is just around the corner, making this the perfect time to learn, grow, and connect as a community. To build momentum and give a preview of the main event, the highly anticipated "Mudran Bhet" is here.

What is Mudran Bhet?

A set of promotional meetings and events that will be held across Maharashtra from February 20th to 25th, 2025. The 6-day journey through Pandharpur, Solapur, Umarga, Vijayapura, Sangola, Atpadi, Vita, Palus, Tasgaon, Kavathe Mahankal, Jath, Sangli, Ichalkaranji, Kolhapur, Sankeshwar, Gadhinglaj, Belagavi, Kudal, will be dedicated to educating, inspiring, and fostering excitement among printing professionals, setting the stage for South India's biggest print exhibition. Attendees can expect engaging presentations, Q&A sessions, and opportunities to interact and network.

The Essence of the Roadshow

Mudran Bhet takes a unique approach. It centers on empowering local printers through insightful and interactive sessions that delve into Bharat Print Expo's vision, objectives, and unparalleled opportunities. These sessions aim to prepare the local printing community for the Expo, enabling them to leverage its offerings to transform their businesses.

In collaboration with the Maharashtra Mudrak Parishad, the state's prominent printing association, the roadshow will connect with key printing hubs across Maharashtra. This strategic partnership ensures widespread engagement and maximises its impact on the printing ecosystem.

Key Goals of the Roadshow "Mudran Bhet"

1. Educate the Printing Community: Highlight why Bharat Print Expo 2025 is a must-attend event and how it promises to transform the printing industry.
2. Ignite curiosity and Anticipation: Spark excitement for the Expo by sharing its vision and interactive discussions.
3. Empower Local Printers: Equip professionals with insights and strategies to innovate, grow, and thrive in an ever-changing industry.

About Bharat Print Expo 2025

Bharat Print Expo 2025 will take place from April 24th to 26th, 2025, at BIEC, Bangalore. This three-day extravaganza will bring together industry leaders, cutting-edge innovations, and global technologies, making it South India's largest and most influential printing and packaging event.

Organized by the All India Federation of Master Printers in association with Reenvision Events Pvt. Ltd and co-organized by the Karnataka State Printers Association, the Expo is supported by key industry bodies, associations, and media partners nationwide. With thousands of professionals expected to attend, Bharat Print Expo 2025 will set new benchmarks for the industry.

For further information, please contact:
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or visit www.BharatPrintExpo.com. □

Uniform & Sportswear Expo Now Forays Into Gujarat

The Fourth Edition of this Exhibition will be held at Vigyan Bhawan, Science City, Sola, Ahmedabad from June 6 to 8, 2025

Fulfilling a long-standing request from the industry and its allied sectors, Uniform & Sportswear Expo (USE), now forays into Gujarat. The fourth edition of this extremely popular exhibition, organised by Vibgyor Expositions, along with the co-located event, Daily Wear Expo recently introduced in 2024, will be held at Vigyan Bhawan, Science City, Sola, Ahmedabad from June 6 to 8,

2025. The Fabric to Fashion Expo 2025 show by N. Parmar Expositions will be held at an adjacent hall during that period, thereby enabling visitors to gain much more in terms of business growth opportunities from a single venue.

Devang Sheth, Director, Vibgyor Expositions, shared, "After marking the third consecutive successful edition in Mumbai and scoring a hat-trick with USE 2024, we felt the need to go beyond raising benchmarks and expanding the scope of the event each time. That is why responding to the overwhelming demand by stakeholders from the state of Gujarat, we felt it was time to explore a new market. This three-day show will again be a catalyst for transformation, leveraging the strong textile base and printing facilities in one of India's leading states known for its growth in academic institutions as well as corporate setups and sportspersons."

"This will mark yet another step of USE's evolutionary journey as it strides forward on the path to progress. During the 2024 show there were many new exhibitors from locations across India including Tirupur, Kolkata, Indore, Surat, Agra and Aurangabad in Maharashtra, thus expanding the thrust and reach of the exhibition. With this we have been able to build a bigger WhatsApp numbers and Address database of the industry segment and contacts of leading players thus helping us to focus on target audience and inviting them to visit the exhibition. We are looking forward to seeing all the industry colleagues again during the fourth edition with the show USE 2025 making its debut at Ahmedabad!" Devang Sheth emphasizes.

Taking a show from concept to creation requires focused efforts whereas sustaining it over a period of time requires a strong commitment as well. The organisers Vibgyor Expositions have also been incorporating knowledge sharing sessions and panel discussions to further increase the takeaways for visitors at each edition of USE.

The market for uniforms and sports apparel is set to grow exponentially but it needs a dedicated platform to achieve that potential. USE has been conceptualized to provide precisely that. It also offers an ideal opportunity for all stakeholders connected with these segments to interact face-to-face and reap big benefits going forward thereafter.

For further information, please contact:
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COMBING SYSTEM

DTG

The 19th Dhaka Int'l
Textile & Garment
Machinery Exhibition

Innovative Threads: Woven Towards Success

Concurrent with:



20 – 23
February 2025

International Convention City Bashundhara
(ICCB) Dhaka, Bangladesh

<https://dtg.chanchao.com.tw>

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Pre-registration



Yorkers Trade &
Marketing Service Co., Ltd.



DTGexpo



Uster Technologies AG

Subscription package with Uster FiberQ drives top quality and efficiency for Sagar

Uster FiberQ automated raw material management generated more than 2,000 laydowns in a year for Sagar, one of India's leading spinners. The results delivered consistent yarn quality and optimized process efficiency – giving a payback period of three months.



A.K. Saini, Chief General Manager Operations at Sagar Manufacturers Pvt. Ltd.

Sagar is convinced of the benefits from the full FiberQ

package, taking advantage of the new annual subscription format, which includes the software solution plus valuable advisory services from Uster expert technologists. Renewing the subscription is proof of Sagar's faith in FiberQ.

Sagar emphasizes on high standards in its performance

After one year using FiberQ, A.K. Saini, Chief General Manager Operations at Sagar Manufacturers Pvt. Ltd., reported: "We have seen better fiber utilization, significantly improved yarn quality consistency and elimination of seldom-occurring faults such as white specks and barré. The overall outstanding results convinced our management about the value of FiberQ and we confirmed the renewal of the subscription services of FiberQ and the 360Q platform."

High and higher...

Expectations were high, as Sagar insists on consistently high standards in yarn quality and performance. The company wanted to go even further, by optimizing its manufacturing operations and achieving maximum fiber yield. "Uster FiberQ is a game-changer in terms of high-quality consistency with minimal production cost," says Saini.

Sagar Manufacturers Pvt. is renowned for excellence, in both its home country of India and the global textile marketplace, as a producer and supplier of top-class cotton yarns and knitted greige fabric. Saini says: "Our strategic focus is on integrating advanced technology and eco-friendly practices, for creative solutions which drive excellence in manufacturing performance and ensure customer satisfaction."

Before FiberQ, the company was already proud of the excellent raw material management processes in its spinning operation. It was a determination to improve still further in both production efficiency and consistent quality which led to the decision to implement the Uster FiberQ raw material management solution.

Sagar has always embraced new technologies—especially those focused on innovation and automation – and it was naturally one of the first adopters of the FiberQ raw material management solution. FiberQ combines advanced technology and textile expertise to automate many tasks previously done manually. So it became a very interesting value proposition for progressive spinners like Sagar.



The automated, intelligent, reliable and easy-to-use system minimized manual efforts but also provided consistent results. "I can safely say that FiberQ has ticked all the boxes! We have seen an improvement in quality consistency and a reduction in important quality characteristics such as yarn imperfections, Classimat faults and yarn alarms," Saini says. "At the same time, we have achieved zero quality complaints from our customers." Uster's end-to-end solution also offers access to continuous improvements such as supplier statistics and fiber-to-yarn correlation, which will add even more value in future.

Impact on production – and more

Sagar figures show that yarn realization has increased by 0.3% to 0.5% on average and it has

eliminated the need for 'cut and creel' – a big advantage in terms of efficiency and fewer changes in production. During the year, FiberQ generated more than 2,000 laydowns for all production units in a very efficient, fast and easy way. Another plus was the easily accessible laydown history and the visibility of the impact of different cotton lots in use.

Customer feedback has also been strong. Sagar's improved quality consistency was said to have resulted in better fabric appearance. And since Sagar can now provide customers with bigger yarn lot sizes with the same quality and color properties, they can produce larger, uniform batches of knitted and dyed fabrics and save manufacturing costs.

Advisory service benefits

FiberQ is not only a software solution. It comes with advisory services from expert Uster textile technologists. "The advisory services have been extremely beneficial. We have gained insights from best practices, proven in mills worldwide, for greater optimization opportunities," says Saini.

The FiberQ advisory services ensure there is always a textile engineer with mill experience and deep knowledge available to support the spinners. As well as taking care of all aspects of installation, there are periodic assessments to track quality status from fiber to yarn, which is a unique competence of Uster and a highly appreciated element of the service.

FiberQ is offered as a yearly subscription service. For the industry, the idea of subscribing to a software service for raw material management is quite new, although it has been established for many years in other fields. "At Sagar, we are convinced that the value we get from this solution completely justifies the recurring investment," states Saini. For Sagar, the opportunities presented by Uster FiberQ and 360Q were clear – and quickly proven in practice.

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Oerlikon

Oerlikon presented its customer oriented system solution for filtration application at FILTECH in Cologne

At FILTECH, the leading trade fair for filters and filtration systems in Cologne, Oerlikon Nonwoven presented its market- and customer-oriented system solutions for filtration applications. The Neumünster-based plant engineering company for nonwoven production technology offered trade fair visitors the opportunity to meet the team and immerse themselves in the company's comprehensive product and process expertise.

Filtration: Leading meltblown solutions for the highest demands

Oerlikon Nonwoven meltblown technology enables the efficient and simple production of unique and highly sophisticated nonwovens for filtration, insulation and sorption applications. The polymers used for the production of filter media and membranes are just as diverse as their areas of application. The spectrum ranges from classic polyolefins (PP, PE) through PET, PLA, PBT and PA to speciality plastics such as PPS and TPU. All these and other raw materials can be safely processed using the Oerlikon Nonwoven Meltblown process.



The Oerlikon nonwoven hydrocharging technology hycuTEC for meltblown systems impresses with maximum filtration efficiency combined with low pressure loss.

With the Edana Filtrix Innovation Award-winning hycuTEC hydrocharging technology for the production of highly efficient electret filter media, the pressure loss of a typical FFP2 filter medium can be reduced to less than a quarter. "Filtration efficiencies of over 99.99% are easy to achieve with typical filter media of around 35 g/m² with a maximum pressure loss of 35 Pa," explains Dr Ingo Mählmann, Director Sales &

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Marketing Oerlikon Nonwoven. "What's more, this innovative process eliminates the need for an additional drying process for the production of high-separation electret filter media for most applications," he continues.

Spunbond solutions: High-performance technology for filter applications

Spunbond products are becoming increasingly important in filtration applications - both as backing materials for filter media and as the filter media themselves. Thanks to a nonwoven structure tailored to their specific tasks, customer-specific requirements for different functions can be realised; it is also possible to combine different functions in one layer. In particular, many years of experience in the field of bicomponent spinning processes enable the design of completely new nonwoven structures and thus the fulfilment of different functions in one material. With the Oerlikon Nonwoven Bico spunbond process, different fiber cross-sections can be combined, but also different fibers can be produced simultaneously from one or different polymers on one system. The spectrum ranges from classic core-sheath and side-by-side bico filaments to splittable fibers and so-called mixed fibers.

About Oerlikon Polymer Processing Solutions Division

Oerlikon is a leading provider of comprehensive polymer processing plant solutions and high-precision flow control component equipment. The division provides polycondensation and extrusion lines, manmade fiber filament spinning solutions, texturing machines, BCF and staple fiber lines as well as nonwoven production systems. It also develops and produces advanced and innovative hot runner systems and multi-cavity solutions for the injection molding industry. Its hot runner solutions serve business sectors, including automotive, logistics, environmental, industrial applications, consumer goods, beauty and personal care and medical. Moreover, Oerlikon offers customized gear metering pumps for the textile, automotive, chemical, dyes and lacquers industries. Its engineering competence leads to sustainable and energy-efficient solutions for the entire polymer processing value chain with a circular economy approach.

Oerlikon Polymer Processing Solutions Division serves customers through its technology brands – Oerlikon Barmag, Oerlikon Neumag, Oerlikon

Nonwoven and Oerlikon HRSflow – in around 120 countries with production, sales, distribution and service organizations.

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bluesign

As a part of expanding denim initiative bluesign® Welcomes Everest as SYSTEM PARTNER

Advancing Sustainable Denim in Europe

As part of its expanding denim initiative, bluesign®, the leading global sustainability solutions provider for the textile industry, proudly announces Everest Textile Technologies as its newest SYSTEM PARTNER. Recognized as one of Europe's largest and most innovative denim laundries, Everest brings decades of expertise in garment finishing and eco-conscious practices to the partnership. This collaboration marks a significant step forward, further strengthening bluesign®'s commitment to creating a sustainable future for denim manufacturing.



Everest's expertise in sustainable denim washing and garment dyeing is well-established.

Serving iconic global brands such as Chanel, Louis Vuitton, Diesel, Acne Studios, and Dsquared2, Everest is known for integrating cutting-edge technologies like ozone and laser treatments, jet dye machines, and its proprietary environmental impact measurement software. These advancements enable Everest to deliver sustainable solutions while maintaining the highest standards of quality and creativity.



"Everest has always been at the forefront of environmentally sustainable treatments through the use of state-of-the-art certified machinery and chemicals. Only in this way can the maximum standard of sustainability be guaranteed. The collaboration with bluesign® establishes a new milestone for Everest's environmentally sustainable future. We are proud to be one of the largest laundries in Europe to guarantee bluesign washes in the whole process for traceability, transparency, and sustainability," said Luca Soligo, CEO of Everest Srl.



As a bluesign® SYSTEM PARTNER, Everest will now offer bluesign® APPROVED washes, ensuring compliance with the highest environmental standards and providing brands with verified solutions for traceability and transparency.

This partnership underscores bluesign®'s role as a regulatory resource, supporting brands in navigating emerging requirements such as the Corporate Sustainability Due Diligence Directive (CSDDD), Corporate Sustainability Reporting Directive (CSRD) and Digital Product Passports (DPP).

"Everest's expertise and commitment to sustainability exemplify what it means to be a leader in the denim industry. Their integration into the bluesign® SYSTEM reinforces our mission to enable clean and transparent manufacturing globally," said bluesign CEO Daniel Rüfenacht. "We are excited to collaborate with Everest as we continue to expand the reach of our sustainable denim initiative."

About Everest

Since its founding in the late 1970s, Everest has been a pioneer in textile treatments, offering premium services such as denim washing, dyeing, laser cutting, and 3D effects. Based in Italy, with a branch in Tunisia, Everest serves global fashion leaders with innovative and sustainable solutions. The company holds certifications including ISO 14001, HIGG Facility Environmental Certification, ZDHC Progressive Level Certification, and GOTS Certification. Its proprietary environmental impact measurement software further solidifies its position as a trusted partner for sustainable practices.

About bluesign®

The bluesign® SYSTEM is the solution for sustainable textile production. It eliminates harmful substances from the start of the manufacturing process, setting and controlling standards for environmentally friendly and safe production. This ensures that final textile products meet stringent consumer safety requirements and instills confidence in sustainable and safe-to-wear products. Since its founding in 2000, bluesign® has partnered with over 850 manufacturers, brands, and chemical suppliers worldwide, driving transformative change in the textile industry. bluesign® is part of the \$7 billion+ SGS family of companies, the world's leading testing, inspection, and certification organization.

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www.everest-lavanderie.it



SCIENCE IN INDUSTRY

Iitema S.p.A

Iitema at SITEX 2025: on show the complete weaving machines range to producing Saree Fabrics

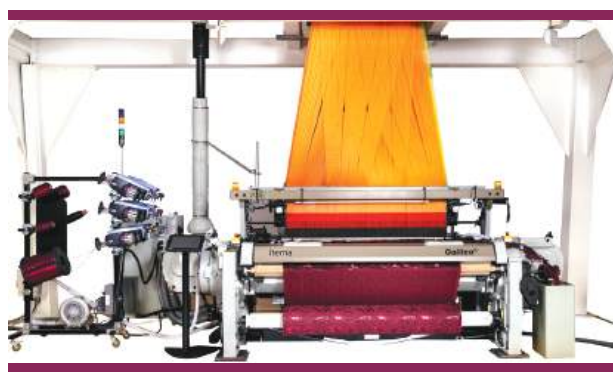
Iitema, for the fourth year in a row, exhibited at SITEX held from January 10th to 12th at the Surat International Exhibition and Convention Centre (SIECC).

Sameer Kulkarni, Iitema Weaving India Managing Director commented: "Exhibiting at Sitex, in the cradle of the Indian Saree production, is for Iitema the perfect occasion to showcase our technological solutions tailored to weaving these traditional and sophisticated fabrics. For many years, Iitema has been the leading provider of high-end rapier machines to Surat weavers mainly due to the superior textile versatility of our weaving technology and to the timely, accurate and customer-oriented service which is the trademark of Iitema India."

Iitema exhibited two weaving machines at Sitex 2025 equipped with different rapier weft transfers with the target to demonstrate how Iitema weaving technology is capable to answer to any textile and production need of this specific fabric segment:

The Iitema Rapier R9500EVO on display at Stäubli Booth (Booth 230)

In Iitema's partner booth, the Iitema Rapier R9500EVO in 3800mm weaving width is equipped



ELECTRONIC BOARDS

ORION PRESSURE SWITCHES

PRESSURE BAR SPACER

SJS 29102

SJS 28991

SJS 28992

SJS 28985

LIGHT RECEIVER / TRANSMITTER
PN/NP 24 vdc

SUMANLAL J. SHAH SONS (P) LTD.,
Spinning Textile Machineries Spares

SUMAN ELECTRICALS & INSTRUMENTS
Electrical Equipments & Instruments

No. 3, Raghavendra Colony, G.N. Mills (P.O.), Coimbatore - 641 029 Tamil Nadu, INDIA
 Phone : +91 9600999576 Enquiry Call : +91 94431 51976, + 91 9655562701
 E-mail : sumanlal@sumanlal.com, sumanlal1947@gmail.com
 Visit at : www.sumanlal.com

with the Stäubli Jacquard LX PRO with 12.000 hooks. The machine is configured to reach the highest textile performances thanks to the Itema FPA EVO Free Positive Approach Weft Transfer featuring a race board with no guiding elements in the shed and to the Itema MiCUT Motorized Weft Cutter.

The FPA EVO Rapiers ensure to perfectly handle the widest range of weft yarns allowing weavers to weave with endless creative possibilities even the most sophisticated and complex fabrics and combines the versatility of a positive rapier system with higher performances and efficiency.

With the FPA EVO Weft Transfer System, thanks also to the combination with the MiCut Motorized Weft Cutter, it is possible to weave the widest range of fancy, multifilament, metallic, and monofilament yarns, including lurex and fancy yarns widely used in Saree fabrics production.

Moreover, the FPA EVO Weft Transfer System ensures a gentle treatment even of the most delicate warp yarns, leading to the renowned Itema fabric quality.



The Itema MiCUT Motorized Weft Cutter allows to set an independent cutting time for each weft directly from the machine console and represents the ideal solution when weaving complex styles and multiple weft configurations, providing unbeatable versatility and textile efficiency.

The Itema Rapier Galileo-RX represents an undisputed market success that over the last two years conquered Surat weavers trust thanks to its reliability and to the best price-quality ratio.

The machine is configured with the new Itema EVOConsole with touch, full glass, capacitive display, offering wi-fi and Bluetooth connectivity and ready for data analysis and IoT functionalities.

Equipped with the Itema SK Weft Transfer System with guided hooks in combination with the MiCUT Motorized Weft Cutter, the Galileo-RX will weave a Saree fabric with nylon warp yarns and polyester and lurex weft yarns.

About Itema

Itema is a leading global provider of advanced weaving solutions, including weaving machines, spare parts, and integrated services. Sixty percent of Itema is owned by the heirs of Gianni Radici, with the remaining 40% held by the Arizzi and Torri families.

Itema Group has expanded its business into industrial and innovation sectors, diversifying into high-growth markets through investments in companies such as Lamiflex®, Schoch®, and Itemalab®—Itema's advanced innovation hub, which offers systems engineering and business process re-engineering services to third parties. In 2023, Itema entered into a joint venture with the Asian biopharmaceutical giant Tofflon, forming Tofflonit, and establishing a new benchmark for biopharmaceutical industrial systems in Europe and Western markets.

With more than 1.000 employees worldwide, and world-class production sites in Italy, Switzerland, China, and India (the latter for Schoch products, ndr), Itema features a global presence with commercial and after-sales services in Italy, Switzerland, China, India, Japan, USA, Hong Kong, and Türkiye.

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Mimaki Europe B.V.

Mimaki France observes 15 Years of Innovation at Salon C!Print 2025

» The company will highlight technological advancements, designed to push the boundaries of what's possible in digital printing and cutting

Mimaki France, a leading provider of industrial inkjet printers, cutting plotters, and 3D printers,

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announces its participation as a Gold Sponsor at Salon C!Print 2025, held from 4th to 6th February 2025 (Stand 2P24) at Eurexpo Lyon. This edition of the event holds special significance as Mimaki France celebrates its 15th anniversary, highlighting its commitment to empowering innovation and creativity and delivering cutting-edge solutions to the French market.

In line with Salon C!Print 2025's tagline, "Make it happen", Mimaki France will showcase its latest technological advancements, designed to push the boundaries of what's possible in digital printing and cutting. Demonstrating how its cutting-edge printing solutions enable to streamline the production and achieve top quality in a cost-effective way, the company aims to inspire the visitors to take their business to the next level.

Visitors to the Mimaki booth will be able to experience the latest in cutting-edge technology, with live demonstrations of machines that showcase Mimaki's commitment to quality, efficiency, sustainability, and versatility across industries. The company will spotlight the CJV200-160, an advanced roll-to-roll eco-solvent print and cut system designed to enable easy-to-handle use, high productivity and high quality.



The CJV200-160, an advanced roll-to-roll eco-solvent print and cut system designed to enable easy-to-handle use, high productivity and high quality

Also showcased on the Mimaki booth will be the UCJV330-160, a versatile roll-to-roll integrated printer designed to significantly improve productivity for quality sign graphics applications, and the CG-160FXII Plus, a cutting solution equipped with an advanced ID Cut function to vastly improve work efficiency. In addition, Mimaki will highlight the JFX600-2531, a large-format flatbed printer that delivers unparalleled productivity and precision for industrial and creative projects, and the UJF-3042 MKII e, a small flatbed LED UV printer

for customisation and decoration, meanwhile a TxF150-75 will be in action at the Plug&Playarea.

Martial Granet, Branch Manager at Mimaki France, comments, "Salon C!Print is an essential event for Mimaki France as it brings together the key players in the printing and visual communication industries. It offers an excellent platform to connect with our customers, showcase our latest innovations, and explore new opportunities in the market. At this year's show, we're especially excited to celebrate our 15th anniversary and reaffirm our commitment to driving creativity, sustainability, and growth in the French market."



The UJF-3042 MKII e, a small flatbed LED UV printer for customisation and decoration

Another printer making its French show debut will be the new hybrid, large-scale textile printer, TS330-3200DS. Located at Mimaki dealer Mautom's stand (2V12), this latest textile solution handles both sublimation transfer printing and direct polyester printing.

About Mimaki

Mimaki is a leading manufacturer of wide-format inkjet printers and cutting machines for the sign/graphics, industrial, textile/apparel and 3D markets. Mimaki develops the complete product range for each group; hardware, software and the associated consumable items, such as inks and cutting blades. Mimaki excels in offering innovative, high quality and high reliability products, based upon its aqueous, latex, solvent and UV-curable inkjet technology. In order to meet a wide range of applications in the market, Mimaki pursues the development of advanced on-demand digital printing solutions. Mimaki Engineering Co. Ltd., (President: Kazuaki Ikeda) Nagano (Japan), is publicly listed on the Tokyo Stock Exchange, Inc.

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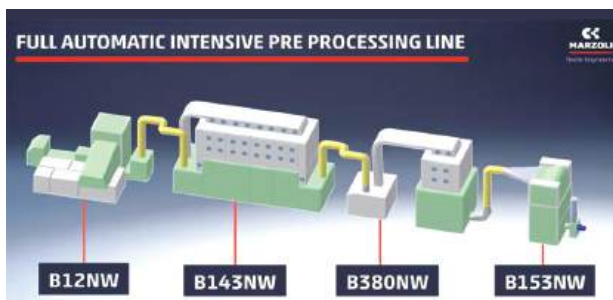
Marzolie

Marzoli keen to be trusted partner with its achievements

Marzoli Achievements

Marzoli Nonwoven Lines: Introducing Solutions for High-Quality Web Preparation

The demand for exceptional web quality has become paramount in the ever-evolving nonwoven sector. Products that come into direct contact with consumer's skin must meet stringent standards of softness, strength, and resistance to pulling - key factors that drive market success. At Marzoli we've embraced this challenge by developing innovative nonwoven lines designed to meet diverse needs.



Today, we present the **Full-Automatic Intensive Pre-Processing line**

- ⇒ **Gentle but intensive Processing:** Thanks to the advanced intensive Opener B380NW, this line delivers a unique balance of thorough opening and cleaning without compromising the integrity of the raw material.
- ⇒ **High efficiency:** Engineered for high production levels, it's perfect for applications requiring both productivity and precision.

Stay tuned as we continue to unveil more of our nonwoven solutions, to elevate performance and meet your exacting standards.

Five Solutions for a fully digitalized spinning mill



1. **MRM**—Digital Remote Maintenance is the software that, through continuous analysis of a large amount of data coming from the machines, allows the identification of any possible malfunction and avoids eventual faults within the plant.
2. **Yarnet** — is software that optimizes the management of spinning mills. YarNet allows you to easily control and manage the entire spinning process and every single machine from your computer.
3. **Brainbox Software** — Works in Artificial intelligence mode and optimizes the machine performance process in terms of Production, Power utilization, and efficiency.
4. **Marzoli Trash Analyzer** is an effective tool for the online analysis of waste for fiber preparation machinery (Blow Room and Card). It can be applied wherever there is a flow of material in a pipeline.
5. **TAOMApp** (Trash Analyse Opening Marzoli Application) — Trash Analysis helps users to identify Trash. The first patented software platform in the world based on Artificial Neural networks (ANN). It uses the most advanced image recognition technologies and returns an index called the Marzoli Trash Index, expressed as a percentage.

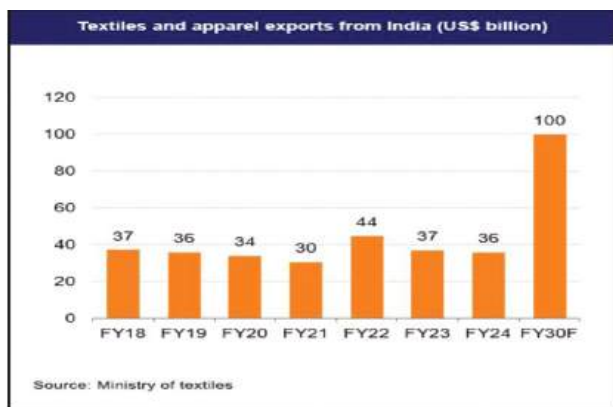
Textile India Market:

Market Growth Projections:

The Indian textiles and apparel market is projected to grow at a 10% CAGR, reaching \$350 billion by 2030. India ranks among the top five global exporters in several textile categories, with exports expected to reach \$100 billion. The industry contributes 2.3% to the country's GDP, 13% to industrial production, and 12% to exports.

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It is anticipated that the industry's contribution to GDP will double to approximately 5% by the end of the decade.



Cotton Production Outlook: The market is expected to surpass \$30 billion by 2027, with an estimated 4.6-4.9% share globally.

India remains the world's largest producer of cotton. The agriculture ministry projected cotton

output for 2023-24 at 31.6 million bales. The Cotton Association of India estimates total availability at 34.6 million bales, against a domestic demand of 31.1 million bales. Cotton production is projected to reach 7.2 million tonnes (~43 million bales of 170 kg each) by 2030, driven by increasing consumer demand.

Money trend:



Comozzi Group – Achievements:

Camozzi Group: Driving Sustainability for a Better Future

At Camozzi Group, sustainability isn't just a goal, it's a commitment that drives everything we do. Here's how we're leading the way toward a greener and more sustainable tomorrow.

Name for Quality Products Traverse **DRUMS** for winding Machine

Better Winding & Longer Lasting



Friction Roller Drum for TFO M/c.'s



Belt Guide Roller for TFO M/c.'s

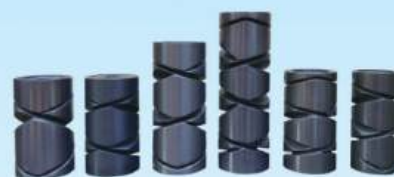


Bakelite Drum



Autoconer Drum

- Bakelite Traverse Drums
- Bakelite Drum with Ceramic Inserts in Traverse
- Aluminum Hard - Anodised Drum for Successful Performance in Synthetic & Blanded Yarns for RJK, P.S. Mattler Brad Cone, Schalforst Auto Coner, Kamistu, Textool, Murata, Savio, Lessona, Cimco, Harish and the local as well as winding Machine Requirement



Aluminum Hard Anodised Drum

**Manufacturers of Quality Product Traverse Drum
Bakelite & Aluminum Hard Anodised Drum for Cone / Cheese
& Soft Winding Machine & TFO Machine's Spares**



11, Shree Ram Industrial Estate, Anup Engg. Compound, B/h. C.M.C. LTD. G.I.D.C. Odhav, Ahmedabad-382415.
Gujarat INDIA. Phone: +91-79-22892318 Mobile: 09726630840 , 09824028938, 09428112990
E-mail: info@newmake.co.in, newmake11.dp@gmail.com • Website: www.newmake.co.in

EcoVadis Silver Medal for Sustainability

- ✦ Our dedication to the planet has earned Camozzi Automation Italia the prestigious EcoVadis Silver Medal, recognizing our leadership in environmental responsibility, ethical practices, and sustainable procurement.

Innovative Energy-Efficient Solutions

- ✦ We're evolutionizing automation with cutting-edge, energy-efficient technologies designed to reduce carbon footprints and maximize resource efficiency.

Powering Renewable Energy

- ✦ Through Ingersoll Machine Tools, we're contributing to the future of renewable energy by building critical components for sustainable infrastructure.



Sustainable Research & Innovation

- ✦ At our state-of-the-art Camozzi Research Center (CRC), we're forging partnerships with global universities and research institutions to create game-changing sustainable technologies.

Advancing the Circular Economy

- ✦ Our products are engineered for longer lifespans, recyclability, and minimal environmental impact, aligning with global efforts to reduce waste.

ESG Commitment

- ✦ We're setting benchmarks in transparency and accountability with robust Environmental, Social, and Governance (ESG) practices, proving our commitment to responsible business.

Collaborations That Matter

- ✦ Partnering with leading organizations and stakeholders, we're contributing to the

global agenda for Sustainable Development Goals (SDG 9 & 12)—building innovation-driven, sustainable industries.

At Camozzi Group, we're not just imagining a sustainable future, we're making it happen. Let's innovate responsibly and shape a world where progress and sustainability go hand in hand.

Join the movement. Together, we'll build a future that inspires us.

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www.marzoli.it

Marzoli Nonwoven Lines



Textechno Herbert Stein GmbH & Co. KG

Dynamic Thermal Analyzers

DYNAFIL

In 1973, Textechno supplied the first DYNAFIL testers, thus laying the foundation for a new era in thermomechanical testing on running yarn. Since then, this test method has constantly and strongly increased its share of the quality control methods applied to synthetic filament yarns.

The basic principle of such tests concerns the transport of a yarn through a heating zone situated between two feed mechanisms, where either yarn tension at constant overfeed or extension / contraction at constant tension are continuously measured.

The DYNAFIL was initially developed for testing textured yarns but, at a later stage, also proved to be a breakthrough in the testing of POY for quality assurance purposes in the spinning of filament yarn.

To-date, the most important application areas for thermomechanical tests on running yarns are:

- Draw-force tests on undrawn, pre-orientated or fully-drawn yarns;
- Crimp or crimp-force tests on textured yarns; as well as
- Shrinkage- or shrinkage force tests on all yarn types.

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Such tests aim to detect package-to-package variation and exceedings of preset acceptance limits. Moreover, they serve to identify non-uniformity within a package.

Based on these test results, variations or disturbances during the production process become apparent at an early stage, enabling prompt remedial action.

By setting aside faulty packages, associated problems during subsequent processing and quality downgrades of the intermediate or final products can be eliminated. Alternatively, there is a possibility to segregate yarns that have properties deviating from the norm and obtain a perfect quality through appropriate changes to subsequent process conditions, e.g. draw-ratio in the texturing of POY.



DYNAFIL ME

The newest evolutionary stage in the Textechno DYNAFIL series is the DYNAFIL ME. Apart from

a substantial increase in output, the DYNAFIL ME is also characterised by a high degree of automation and is especially user friendly. Moreover, it opens completely new areas of application for filament yarn testing. In the past all DYNAFIL models worked with constant overfeed / extension. In addition to this, DYNAFIL ME also enables measurement of extension or contraction at constant tensile force, e.g. percentage crimp contraction of textured yarns. Furthermore, it is possible to carry out time-dependent shrinkage- and shrinkage force measurements and relaxation- or creep tests on static yarn.

The DYNAFIL ME incorporates a patented high temperature heater that operates between room temperature and 500°C. In conjunction with godet yarn feed mechanisms and electronically regulated servo drives, it enables test speeds of up to 1000 m / min, which have until now been impossible to realise. Furthermore, it opens new application possibilities in the area of high temperature resistant polymers. A further technical innovation is the high-resolution load cell for highly accurate measurement of even the smallest forces, e.g. for crimp tests on textured yarns.

Apart from standard tests for routine quality control, the PC control technique also permits the use of complex test parameter linkages, which allow for substantially more comprehensive statements to be made concerning yarn quality and sources of faults during production. Detailed investigations have demonstrated that DYNAFIL tests that have been configured accordingly can often replace work intensive knit-dye tests that are commonly used in texturing. A change of test material, yarn count, or testing method is PC controlled and requires no manual adjustment to the test equipment.

In addition to the actual DYNAFIL testing methods, the application areas of the equipment can be substantially broadened to include friction measurements, entanglement tests, yarn evenness tests and yarn count measurements using additional modules. Here, the basic principle of all such additional tests is that, in each case, they take place either simultaneously or sequentially on the same yarn. As a result, there is a substantial time advantage over the use of several different test instruments and significant advantage in space saving, together with increased functional safety. At the end of the testing sequence, the

yarn samples can be captured by an automatic sample collector and be forwarded for further testing, e.g. for determining spin finish- or coning oil contents.

To achieve a high test output, an automatic changer for feeding the test packages is recommended.

The Textechno package changers model SM and SE for feeding 2 or 20 yarn ends respectively operate on the principle of splicing the running yarn. This method enables package change without stoppage of the test equipment during the package changeover.



Testing methods

- Draw-force testing of pre-oriented yarns (POY), e.g. according to ASTM D 5344 – 99, or of fullydrawn yarns (FOY, FDY);
- Crimp testing of textured yarns (DTY, BCF);
- Shrinkage testing of all types of yarns;
- Static shrinkage-, relaxation- or creep measurements;

- Friction measurements*;
- Entanglement tests*;
- Capacitive evenness tests*;
- Yarn count testing* with sample collection*.

System components

DYNAFIL ME, basic equipment

Yarn feeds:

- 2 godets, alternatively nip rolls can be automatically added,
- computer controlled servo drives for yarn speeds up to 1000 m / min;
- Pre-selectable extension -80 – 1000 %;
- Gauge length between the godets 1250 mm.

Heater:

- Electrically heated, max. temperature 500 °C (special model for 600 °C if required), length 1000 mm, automatic traversing for yarn introduction to the heater.

Force measuring system:

- 1 load cell with measuring roller, nominal range 1200 cN, resolution 10 µN;
- Automatic yarn lift and calibration.

Pre-tensioning device:

- KTF active feeding device, PC controlled, for obtaining accurately adjustable and constant pre-tension forces within the range 1 – 1000 cN; two easily exchangeable load cells (100 cN and 1000 cN) available.

TESTCONTROL:

- PC system for controlling the test processes and for the evaluation of the measured data, connected via Textechno interface;
- Textechno software as a WINDOWS application;
- Input of all parameters for testing and measured data evaluation on the PC, saving of selected parameter sets of test conditions under code words;
- PC easily integrated into any network type.

Additional modules

Friction device:

- With ceramic- or stainless steel friction bodies (other surfaces on request);
- Choice between three different, automatically adjustable wrap angles.

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Entanglement sensor:

- Optical determination of yarn diameter;
- Fully automatic adjustment to the yarn count;
- Adjustment to existing value levels via adjustable threshold value;
- Max. test speed 1000 m /min;
- Measuring heads for fine and medium count yarns (up to 2500 dtex) and coarse yarns (over 2500 dtex).

Module for measuring yarn evenness COVAFIL:

- Capacitive measuring system, yarn count range 50 - 300 dtex (other ranges on request);
- False twist rotor up to 14000 rpm;
- Integrated yarn feed system for stand-alone use, independent of the DYNAFIL ME.

COMCOUNT:

- Yarn collecting and weighing device, weighing range 0 – 310 g, resolution 1 mg.

Automatic sample collector:

- Takes over the weighed samples from the COMCOUNT module;
- Exchangeable magazine with 20 collecting positions.

Package changer:

- Automatic change by splicing the running yarn;
- Model SE for 20 yarn ends;
- Model SM for 2 yarn ends.

Further technical data

Mains supply:

220 V, 50 (60) Hz, current requirement approx. 10 A (DYNAFIL ME).

Compressed air supply:

5 bar, 150 l / min.

Lacquer finish:

RAL 7004/ 7035.

ISO 9001:2008 COMPANY

MEHRA WAX ROLLS

**100%
QUALITY**

SPECIAL FEATURES:

- Mehra Wax Roll has suitable hardness to avoid uneconomical consumption and will result cost saving
- Mehra Wax rolls are Eco-friendly Bio-degradable, Free from Silicones and Penta Cholro Phenol
- Available Gots Certified Wax Rolls with Certificate





Under Certificate Number - C813639SUPPTEx01.2009

Manufactured by:



MEHRA WAX PRODUCTS PVT. LTD.

D-99, New Focal Point, Amritsar - 143 006, Punjab, India.
(T) 0183-2109100, 2109200, (M) +91- 98888 77000, Email: mehrawax@gmail.com

Dimensions, weight:

Height 1680, width 1040, depth 720 mm, approx.
250 kg (DYNAFIL ME);

Height 1680, width 680, depth 650 mm, approx.
180 kg (COMCOUNT, COVAFIL and automatic
sample collector);

Height 935, width 800, depth 630 mm, approx.
65 kg (package changer SE);

Height 1100, width 600, depth 600 mm, approx.
15 kg (package changer SM)

DYNAFIL C

Based on the preceding DYNAFIL M model,
the DYNAFIL C incorporates the well-proven



two-stepped godet technology, enabling arbitrary extension settings between -50 and +400 % through exchanging the godet rolls. For the most important application areas of crimp-force testing on textured yarns, draw-force measurement on pre-oriented yarns and shrinkage-force examinations, only few length variation steps are usually required, i.e. -5%, 0% and 60% (Polyester POY) and 30% (Nylon POY).

Further important technical characteristics of the DYNAFIL C are:

- Godet drive up to 500 m / min;
- Convection heater with a temperature range up to 300 °C;
- Load cell with measuring ranges 20, 100 and 1000 cN as well as
- Feedwheel pre-tensioning device.

As applicable to the sister DYNAFIL ME model, the DYNAFIL C is equipped with a PC system for controlling the test processes and for the evaluation of the measured data.

It is also possible to add the automatic package changers Type SE or SM or to carry out friction measurements.

Technical data**Mains supply:**

220 V, 50 (60) Hz, current requirement approx.
6 A.

Compressed air supply:

5 bar, 150 l / min.

Lacquer finish:

RAL 7004/ 7035.

Dimensions, weight:

Height 1680, width 850, depth 710 mm, approx.
160 kg.

The above technical contents can be subject to changes by Texttechno.

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- Improved blowing and suction.
- In house design and manufacturing of complete OHTC.

BELT DRIVE:

- Travelling speed possible upto 12 mtrs/min
- Patented design of self discharging (waste) unit
- Proven upto 1824 Spindles/Ringframe.
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We are listing most common stressful events which majority Spinners are now facing. Here, we talk of one such event.

Theoretical and academic reasons of lesser yarn price realisation can be many.

The major reason is a practical one, the Wellness of Spinning and Ring-frame. Ring Frame components when not in good state, spun yarn has very high - hairiness, imperfections, lower yarn breaking elongations, improper yarn appearance. It has no demand, does not attract any buyers and thus fetches lesser yarn price realisation.

Wellness is the fundamental thing, if not observed due to practical practices or due to ignorance it will definitely initiate several problems in spinning, which can result in accumulating losses. And such losses, when numerically accounted, give shocking figures.

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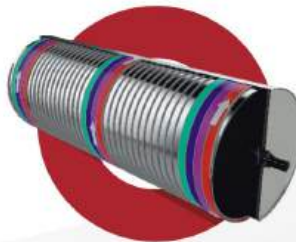
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