



Indo - US Collaboration: Sustainability in Textiles: Opportunities

Webinar Report

1st December 2021, 1830 - 2000 hrs, Zoom

The meeting started on a great note with introductory remarks by Mr. Harit Mehta, Chairman, IACC Textile Forum and Special Address by Mr. Kapil Kaul, National President, IACC.

Harit Mehta, Chairman, IACC Textile Forum

Sustainable fabrics are created from natural or recycled yarns, such as sustainably cultivated fibre crops or recycled materials, with the goal of reducing use of water, and air in its creation, manufacture and sale. This helps in reduction of carbon and restoration of soil with restricted use of fertilizers and pesticides. Bio-based nylon yarns use castor oil, yarns from plants that need less water—hemp, bamboo, banana, pineapple and oils from coffee grounds added to recycled polyester.. Indian Textile Industry is now manned by young socially conscientious, often US educated leaders, who are driving a national movement of people, using textile business as a force for good. Automobile cushions, insulation panels, Paper, Wiping cloths, Carpet padding, Baseball filling, Pillow stuffing, and even Pet beds can be offered by India

Kapil Kaul, National President, IACC

Mr. Kaul emphasised by saying human beings are only the tenants in this planet. People should resort to using recycled fabrics. Dant jeans can be fashionable too. '*Limit Waste and limit want*'. Textile industry needs to find out effective ways to conserve water and use recycled water in making fabrics.

Panel Discussion

Anjani Prasad, Managing Director, Archroma India

- An important topic to be touched upon at this point of time
- Reflection on the value chain: Fibers which can be taken forward with US which is using less water, Textiles mills: Spinning & Weaving is doing good where usage water can be restricted, How sustainability can be achieved in the Chemical Industry, especially in Dyes, Sustainability in manufacturing of Garment
- As of now 5.9 trillion of waters are used every year in the fabric dyeing
- If we look at the global market in the retail space 2 trillion of the fashion industry 107 billion items are sold and only 1 % is less than sustainable
- Innovation and Education becomes an important area of sustainability
- 3D printing can be explored with US market and denim

Naresh Tyagi, Chief Sustainability Office, Aditya Birla Retail and Fashion Ltd

- This is good time to deliberate upon the importance of manufacturing green textiles and sustainable fashion
- Textile being one of the largest MSME segment

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- We have started with Re-Earth, giving back to the environment whatever is taken from the environment. Several initiatives green building, zero waste to landfill
 - We have Reduce energy consumption by 33% and now we use green packaging is 89%
 - Quality and Longevity, Product can be remade again and how can you make that using renewable sources
 - Birla Cellulose is a classic example of sustainable product recycled regenerative fibre from pre-consumer cotton fabric waste to manufacture Live Reviva. Leveraging GreenTrack™, its unique blockchain-based platform, Birla Cellulose tracks material flow in the supply chain of fibre, from certified forests to the end consumers.
 - There is a huge scope for sustainability products in India as it has the largest consumption and supply chain
 - Two products you can suggest export / import to USA or from USA: Sustainable fibre can go to USA, We can look for technology & R&D support from USA, this would help in improving product life cycle, traceability and transparency

Keyur Parekh, Global Head, Home Textiles, Welspun India Ltd.

- Welspun India Ltd is a global leader in home textiles. Has the largest market share in the USA of terry towels. Every 4th towel sold in the USA is from welspun and every 7th sheet sold in the USA is manufactured by Welspun India Ltd.
- In the rising consumerism, Textile industry has to adapt to sustainable products

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- The industry is known for its largest pollution emittent. The businesses has to act responsibly by taking care of environment and consumer needs
 - Vertical integrated Farm to Shelf, provider of home textiles. Transformative journeys adopted ESG Principles and have set the target for ourselves.
 - Welspun India Ltd was recently recognised as one of the top 100 Corporate-Ready Social Enterprises, in a list by World Economic Forum's COVID Response Alliance for Social Entrepreneurs.
 - We prioritize the use of sustainable cotton (Better Cotton Initiative, Organic, Recycled), and produce BCI as well as organic cotton (non-GMO) through our sustainable fabrics farming projects. It covers over 100,000 acres of land, comprises over 75,000 farmworkers, and spans over 350 villages. We not only guide farmers with sustainable agronomic but have also provided them with apps for complete farm management solutions.
 - Nearly 7000 billion liters of water recycled and we have undertaken rain water harvesting to save 3000 million liters of water
 - We aim at reducing carbon footprint by resorting to sustainable supply chain mode and our supply chain partners have made an effort in reducing GHG emissions by 15%. Wel-track solutions complete traceability.
 - Storage Automation and digitalization plays an important role in improving business efficiency
 - Advanced textile like non woven spunlace which is used for cosmetics can be looked at from the US market. Health & Hygiene products have huge relevance in the USA.

Anmole Malik, Sales Specialist, Amazon Global Sales Program

- We run a program called Climate Pledge Friendly Program. We have tied up with third party certifications on the compact design packaging, sustainable products to promote in the USA.
- Selling partners or manufacturers get a Climate Friendly Badge from Amazon. To be eligible for such a badge there are certain certifications we look for.
- Being from the Global Sales Team, we provide Indian manufacturers or sellers a market linkage across the countries.
- Fabric selling like handloom products is picking up well in Amazon platform and can get good source of connectivity with market all over the world

The meeting concluded with a summing up and vote of thanks by **Mr. Sharad Tandon**, Advisor, IACC Textile Forum.

For more details on IACC Textile Forum, please do write to us at:

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