



Monthly Newsletter

HANDLOOM EXPORT

Vol. L No. 8 Rs. 50

November 2019



THE HANDLOOM EXPORT PROMOTION COUNCIL

Calendar of Events 2019 - 2020

Sl. No.	Date / Month	Name of the Event proposed	Product profile / Focus product
1	20-23 April 2019	Hong Kong International Home textiles & Furnishing Fair, Hong Kong	Home textiles and Clothing Accessories
2	1-9 June 2019	Global Indian Festival, Kuala Lumpur	IHB products
3	17-19, July 2019	30 th India Home Furnishing Fair/40 th India Garment Fair	Hometextiles / Clothing accessories, Garments
4	22-24 July 2019	Hometextile Sourcing / Apparel Sourcing Expo, New York, USA	Home textiles
5	24-26 July 2019	India Trend Fair , Tokyo	Hometextiles / Clothing accessories, Garments
6	11-14, Aug' 2019	Sourcing at Magic, Las Vegas, USA	Clothing Accessories
7	6-9, Sep 2019	WHO's NEXT , Paris	Clothing Accessories
8	17 -19 Sep 2019	Heimtextil Russia	Home Textiles, Floor Coverings
9	Feb/Mar 2019	India Textile Sourcing Fair, Delhi	All textile products
10	12-14, November 2019	International Sourcing Expo, Melbourne, Australia	Home textiles, Clothing Accessories
11	07-10. Jan 2020	Heimtextil 2020	Hometextiles
12	10-13, January 2020	Domotex, Hannover, Germany	Floor Coverings
13	January 2020	WHO's NEXT, Paris, France	Clothing Accessories
14	January 2020	Intermoda, Mexico	Fashion and clothing accessories
15	11-14, February 2020	Texworld, Paris	Fabrics and fashion
16	7-11, February 2020	Ambiente, Frankfurt, Germany	Home Textiles and Fashion accessories



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
November 2019 Vol.L No.8

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Chairman's Column

Dear Members,

As per the export data received from DGCI&S, export of handloom products for the period April' 19 to Nov' 19 was Rs.1580.70 crore/US\$ 225.13 million as against Rs.1554.48 crore/ US\$ 224.61 million over the corresponding period of last year April 2018 to Nov '18 witnessed positive growth by 1.69 % in rupee terms and 0.23 % in dollar terms.

Council participated in International Sourcing Expo, Melbourne, Australia during 12th to 14th November 2019 with member exporters under National Handloom Development Programme (NHDP) of Office of the Development Commissioner (Handlooms), Ministry of Textiles. As per feedback from HEPC participants', the participants had spot order worth Rs.23.73 lakh & enquiries worth Rs. 3.41 crore during the event.

It is happy to inform that Assam's traditionally woven handloom product 'Gamosa' (Gamocha/Gamusa/Gamcha) with its distinctive red border and floral motifs has earned the geographical indications (GI) recognition. It bears great significance for the people of Assam which has high esteem and wide usage in Assamese culture.

Today, the demand of global textile consumers has turned towards sustainable and eco-friendly textiles. There is an increasing awareness among consumers on pollution that caused by the textile industry on the planet. Sustainability, eco friendly and innovation are the key worlds for the future growth of textile industry. The Indian textile industry is still slow in driving sustainability in manufacturing.

Council is receiving repeated reminders from the ministry on Preponing Export Shipment from the member exporters to monitor the issues/difficulties faced by the exporters and repeated emails are being sent by the Council. I would like to emphasise that this provides an opportunity for the exporters to represent their issues to the ministry through Council. Hence, I request all member exporters to use this platform to resolve their issues.

With warm regards,



Dr. K.N. Prabhu,
Chairman

ANTIMICROBIAL FINISH FOR HOME TEXTILES

(Author : Shri Sundar Murugesan, Joint Director, HEPC)

Cotton textiles have always played a central role in the evolution of human culture by being at the forefront of both technological and artistic development. The protective aspects of textile have provided the most textile ground for innovative developments. Hygiene has acquired importance in recent years. Odour has become an important factor. Unpleasant odour can arise from the acquisition of a variety of compounds produced in bodily fluids such as perspiration. Microorganism growth is another factor that has resulted in development of antimicrobial finish. Microbial infestation poses danger to both living and non-living matters. Microorganisms cause problems with textile raw materials and processing chemicals, wet processes in the mills, roll or bulk goods in storage, finished goods in storage and transport, and goods as the consumer uses them. Obnoxious smell from the inner garments such as socks, spread of diseases, staining and degradation of textiles are some of the detrimental effects of bad microbes. The consumers are now increasingly aware of the hygienic life style and there is a necessity and expectation for a wide range of textile products finished with antimicrobial properties.

This article covers the full range of positive effects that antimicrobials bring to textile industry and provides the types and properties of antimicrobials.

1.INTRODUCTION: Mold, mildew, fungus, yeast, and bacteria (microorganisms) are part of our everyday lives. There are both good and bad types of microorganisms. The thousands of species of microorganisms that exist are found everywhere in the environment and on our bodies. These organisms impact producers, retailers, and users of all kinds of products. The scope of this reaches from whole buildings, building materials, people, equipment, processes, production of textiles, storage and transport of textiles, and users of textiles. Understanding microorganisms, which they are, where they come from, and why they grow on certain materials provides us a basis for controlling them and their negative effects.

The inherent properties of the textile fibres provide room for the growth of microorganisms. Besides, the structure of the substrates and the chemical processes may induce the growth of microbes. Humid and warm environment still aggravate the problem. Infestation by microbes cause cross infection by pathogens and development odour where the fabric is worn next to skin. In addition, the staining and loss of the performance properties of textile substrates are the results of microbial attack. Basically, with a view to protect the wearer and the textile substrate itself antimicrobial finish is applied to textile materials.

Antimicrobial textile products continue to increase in popularity as demand for fresh smelling, skin friendly, and high performance fabrics goes on. Modern performance fabrics are required in many specialist applications, sports textile is one example. These need to exhibit high degrees of performance in terms of longevity and durability, and by imparting antimicrobial properties to the fabric. These properties can be improved as well as increasing the comfort and hygiene factor making them more pleasant to wear. Odour can be neutralized and skin problems caused by microbial growth reduced thus emphasizing the hygiene nature of the treated product. Apart from apparels, it is now needed that home textiles may also be treated with anti-microbial finish so that functionally it adds value to home textiles esp. for Export segment & will bring more value from end customers.

Zydex Industries ,One of the leading Indian manufacturer makes a key product "Zycrobial" which is "Oekotex" listed silane based antimicrobial for giving multi wash retentive antimicrobial and anti-odour finish to textile substrates.

Handloom and powerloom exporters in application segments like home textiles, carpets, dhurries etc. are encouraged to use these functional antimicrobial finish with "Zycrobial" and can add value for their products on following lines.

Textile substrates in general either made out of cotton or synthetics are prone for microbial growth as they form food for their survival and growth.

Products like home textiles i.e bed cover, pillow cover, pillow, bed sheets, quilts etc. come in intimate contact with human body and are stained with body fluids like sweat, food spills etc. which further encourage microbial growth.

Remnant detergent after washing, storing in dark environments (cup boards), humid climatic conditions, less wash frequency etc. further aggravates microbial growth.

Microbial growth on home textiles as above could result in bad odour, skin allergy to sensitive person, loss in colour of the good & finally reduce the life of the product.

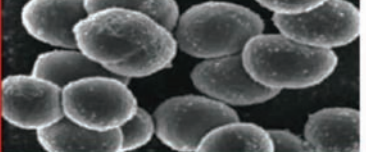

Exporters associated in home textiles business could be able to position their products better with functional anti-microbial finish with "Zycrobial" which could attract customers at points of purchase and experience the functional value.

- ◆ ZYCROBIAL is a Silane quat product for giving retentive Anti-microbial and antiodor protection to most of the textile substrates.
- ◆ ZYCROBIAL is water soluble and easy in application either by exhaust/ pad/ spray/ kiss roll method.
- ◆ ZYCROBIAL provides a durable long lasting anti-odor finish that shields the surface against biodegradation / deterioration by killing the bacteria.
- ◆ ZYCROBIAL gives multiple wash retentive finish by covalent bonding to hydroxyl group and self-condensation on the textile surface.
- ◆ ZYCROBIAL being cationic in nature; is compatible with other cationic and non-ionic softeners.
- ◆ ZYCROBIAL treated fibers/ yarns/ fabrics are tested & approved for various gram positive and gram negative bacteria for up to 50 washes as per testing procedure AATCC 100, ASTM E 2149 and JIS L 1902.
- ◆ ZYCROBIAL has also successfully passed AMES test, Buehler test, Intra-cutaneous Sensitization test, Acute Oral Toxicity test and is safe for use.
- ◆ ZYCROBIAL is listed under bio-active products list of "OEKO-TEX".

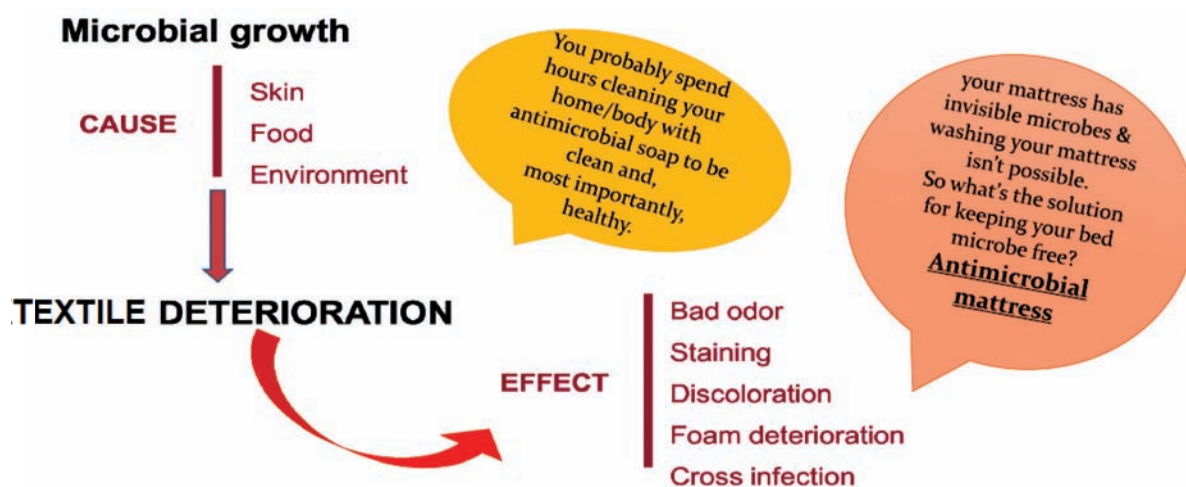
FORM

Color	Pale Yellow
Physical Form	Liquid
Solid content	40±2%
Nature	Cationic
PH range	6 – 7
Solubility	Water Soluble
Carrier Solvent	MEG

TYPES OF MICROBE

BACTERIA	
<p>GRAM POSITIVE</p> <ul style="list-style-type: none"> • Staphylococcus aureus • Streptococcus pyogenes • Staphylococcus epidermis's 	<p>GRAM NEGATIVE</p> <ul style="list-style-type: none"> • E-Coli • Klebssiella pneumonie • Proteus vulgaris • Pseudomonas pycocyan • Salmonella Typhi • Acinetobacter Baumannii • Enterobacter Aerogens 

NEED FOR ANTIMICROBIAL MATTRESS SOLUTION



ANTI-MICROBIAL TECHNOLOGIES

Leaching Technology: This antimicrobials move out of the fabric and react chemically with the microorganism which kills the micro-organism.

1. Triclosan
2. PHMB
3. Silver compounds

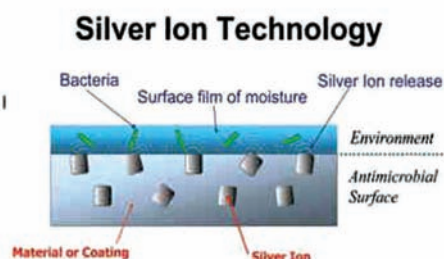
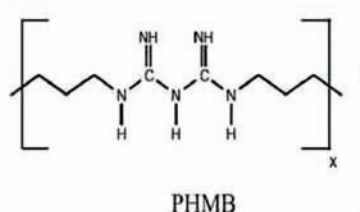
Non leaching technology: Antimicrobials stay affixed to the textile and at molecular level electrocutes and physically pierces the microorganism (lipoproteins anionic membrane cover).

1. Silane Quat

LEACHING TYPE: CONVENTIONAL ANTI-MICROBIALS

Leaching type of antimicrobials leach out of fabric and pollute the environment

1. **Triclosan:** Triclosan is linked to harmful effects on human health like abnormal endocrine/ thyroid hormone secretion, weakening of immune system etc.
2. **PHMB:** It has been classified as a category 2 carcinogenic (cancer causing) agent by the European Union and is banned since January 2015.
3. **Silver compounds:** This antimicrobial is being phased out from the market due to ecological reasons.

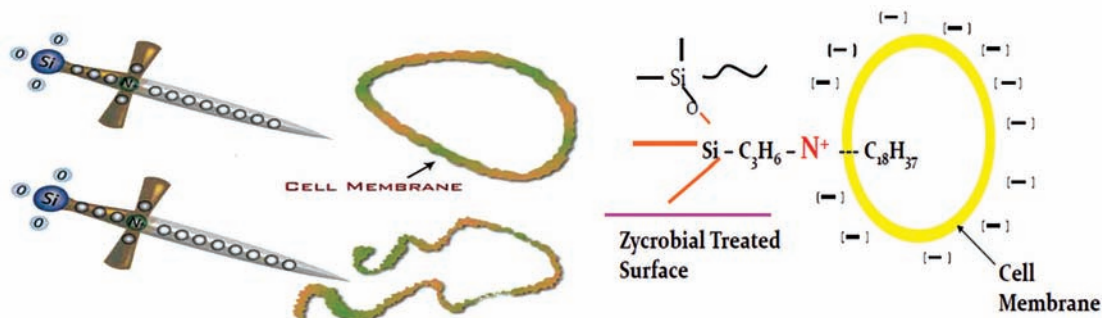


NON LEACHING ANTI-MICROBIAL

SILANE QUAT (Zycrobal)

1. Forms a polymer network on the textile substrate.
2. Non-leachable, non-consumable & non-flammable.
3. Quaternary ammonium structure provides antimicrobial activity against most of the microbes.
4. Non-toxic & Eco-friendly to nature.
5. Ruptures the cell membrane of the microbes when it's comes in contact with the treated surface.

WORKING MECHANISM OF ZYCROBAL



Home textiles includes

Bed Linen: Bed Sheets, Blankets, Duvets, Quilts, Pillow Stuffing Fibres, Pillow Covers, Mattress foam & Mattress covers. Bath Linen: Bath Towels, Bath Suit & Hand Napkins, Table Linen: Table cloth, Hand napkins, Aprons, Carpets, Curtains & Blinds are all functionally can be treated with anti-microbial finish

Upholsteries



BED LINEN

Reasons of Microbial Attack : SHEDDING OF below items on the Bed Linen

1. DEAD SKIN
2. FOOD PARTICLES
3. SALIVA
4. SECRETION OF SWEAT

EFFECTS OF MICROBIAL GROWTH :

1. SKIN INFECTION/RASHES
2. BAD ODOUR
3. TEXTILE STAINING
4. TEXTILE DISCOLORATION
5. TEXTILE DETERIORATION



REQUIREMENT OF ANTIMICROBIAL FINISH FOR BED LINEN

Sometimes even after washing, the residual detergents resides in the fabric which shape up as food material for the micro-organisms and leads to their growth.

1. Storage of bed linen in humid and dark conditions further encourages the growth of microbes.

2. Infrequent washing also leads up to the growth of micro-organisms on these textile substrate which perhaps can cause skin allergies.

3. Bad odour on bed linen is a problem during monsoon and humid climatic conditions.

BATH LINEN

Reasons of Microbial Attack:

1. Damp towels
2. Disposition of dead skin cells
3. Residual detergent

Effects of microbial growth:

1. Bad Odour
2. Skin Infections
3. Textile Staining
4. Textile deterioration



www.clipartof.com - 437980



REQUIREMENT OF ANTIMICROBIAL FINISH FOR BATH LINEN

Bath robes and Towels in particular have tendency to get attacked by bacteria being in direct contact with the skin.

1. When too much detergent is used during laundry it becomes difficult to rinse towels properly and hence they are likely to end up with the remnants of detergent. When not rinsed well, it leaves traces of detergent and dirt in the fabric. This encourages bacteria that causes odour.

2. Towels develop a musty smell when they are left in the washer after the cycle is complete. This also increases the likelihood of mildew transfer onto the towels.

- *To be Continued*

INTERNATIONAL SOURCING EXPO AUSTRALIA 12TH-14TH NOVEMBER 2019

Name of the Fair	: International Sourcing Expo (ISE) Australia
Organiser	: International Exhibition & Conference Group Pty Ltd Level 1, 197 Bay Street Brighton VIC 3186, Australia T: +61 3 9596 9205
Venue	: Melbourne Convention & Exhibition Centre (MCEC) 2 Clarendon Street SOUTHBANK VIC 3006, Australia
Duration	: 3 days (12-14th November 2019)
No. of HEPC participants	: 20 Nos. + Central Promotional Stall for HEPC
Products Displayed	: Handloom Table place mats, Table Covers, Runner, Cushion Covers, Scarves, Stoles, Shawls, Beach towel, Bed sheet, Womenswear Apparels, Ladies Garments, Kitchen linen, Table linen, Napkins, table runners, Towels, Beach towels, Quilts, Bags, bath towel, Rugs, bathmats, bath rugs & Cotton Durries, cotton bags, coir mats, Jute Rugs, rubber& coir mixed mats
No. of Visitors in HEPC stalls	: 304
Visitors from	: Australia & New Zealand, Japan
Spot Orders	: Rs.23.73 lakh
Enquiries Generated	: Rs.3.41 Crore

India –Australia:

The India-Australia bilateral relationship has undergone evolution in recent years, developing along a positive track, into a friendly partnership. The two nations have much in common, underpinned by shared values of a pluralistic, Westminster-style democracies, Commonwealth traditions, expanding economic engagement and increasing high level interaction. Their several commonalities including strong, vibrant, secular and multicultural democracies, free press, independent judicial system and English language, serve as a foundation for a closer co-operation and multifaceted interaction.

BILATERAL ECONOMIC AND TRADE RELATIONSHIP

The India-Australia economic relationship has grown significantly in recent years. India's growing economic profile and commercial relevance to the Australian economy is recognized, both at the federal and state level in Australia. The 7th India-Australia Economic Policy Dialogue was held in Canberra during 16-18 July, 2017. The long-standing people-to-people ties, ever increasing Indian students coming to Australia for higher education, growing tourism and sporting links, especially Cricket and Hockey, have played a significant role in further strengthening bilateral relations between the two countries. With the changing global scenario, Australia has come to look at India as a potential partner in promoting regional security and stability. This led to upgradation of bilateral relationship between the two nations to a 'Strategic Partnership', including a Joint Declaration on Security Cooperation in 2009.

Over the years an array of institutional mechanism has been put in place to promote bilateral co-operation such as exchange of high level visits, Foreign Ministers' Framework Dialogue, Joint Trade & Commerce Ministerial Commission, Defence Policy Talks including Policy talks at the level of Senior Officials, Staff Talks, Energy Security Dialogue and Australia-India Education Council, Track-2 Dialogues like Australia-India Leadership Dialogue, Youth Dialogue, etc. India and Australia have several commonalities, which serve as a foundation for closer cooperation and multifaceted interaction. Both are strong, vibrant, secular and multicultural democracies. Both the countries have a free press and an independent judicial system; the English language is an important link.

Bilateral Trade:

India's trade in goods and services with Australia was approximately US\$ 15.6 billion (A\$20.7 bn) in 2016. India's exports to Australia stood approximately at US\$4.6 billion (A\$6.1 bn) in 2016 while India's import from Australia 3 during the same period stood at US\$11 billion (A\$14.6 bn). India's main exports to Australia are Passenger Motor Vehicle & machinery, Pearls, Gems and Jewellery, medicaments and Refined Petroleum while our major imports are Coal, Non-monetary Gold, Copper, Wool, Fertilizers and education related services.

Handloom products export to Australia:

During 2018-19, Australia **imported Rs.93.95 crore worth of handloom goods from India and there was a remarkable increase to an extent of 25.56 % as compared to Rs.74.82 crore during 2017-18.**

Top 5 handloom products being exported to Australia during 2018-19 include Carpet and floor coverings (Rs.31.64 crore), other furnishing articles (Rs.22.16 crore), Cushion covers (Rs.20.45 crore), other made-ups (Rs.7.44 crore) and other fabrics (Rs.6.54 crore).

About International Sourcing Expo:

International Sourcing Expo (ISE) is one of the key sourcing trade fair in Australia for Apparel, accessories & Textiles sector. It provides unique opportunity for international manufacturers with Australian brands and buyers across the fashion and textile product categories. International Sourcing Expo also offers a unique opportunity to access Australia and New Zealand trade buyers who are mainly interested in garments, fashion accessories, made-ups, footwear, home textiles, fabric and handicrafts. This fair provides immediate access to a strong trade buying audience focused on connecting and contracting with international suppliers. As Australia is a large,

growing and stable economy, with strong import growth in fashion and textiles, this fair is organised by one of the world's leading exhibition organisers viz. International Expo Group, Australia who claim to have established a professional platform for connecting with all levels of the Australian fashion and textiles market. ISE is co-located with the Footwear & Leather Show & China Clothing Textile Accessories Expo 2019.

Highlights of Fair reported by Fair Authorities:

Visitor Attendance during 2019 fair:

Total Visits: 4,211 (3.85% less than prior 2018 year fair) Unique Visits: 3,589 (0.93 less than prior 2018 year fair)

Visitor Attendance during 2018 fair:

Total Visits: 4,380 (10.2% higher than prior 2017 year) Unique Visits: 3,623 (13% higher than prior 2017 year)

Exhibitor Participation from around the world:

China, India, Pakistan, Bangladesh, Korea, Hong Kong, Indonesia, Vietnam, Malaysia, Singapore, United States, Fiji, Australia, Turkey, South Africa, Taiwan, Nepal, Serbia, Italy, Thailand.

Number of Exhibitors:

Earlier there used to be near about 400 exhibitors while this edition had somewhere around 700 plus exhibitors from many countries like China, India, and Pakistan etc. while the number of buyers not increased in the similar percentage. Expo occupied 16,500 gross sq.mtr with full spectrum of product and service offerings from off-the-shelf clothing through to made-to-order pieces, fabric and functional textiles.

More than 4000 trade visitors will visit the show.

More than 700 textile, apparel and footwear manufacturers and agents from 20 countries.

Exhibitor participation from India, China, Bangladesh, Pakistan, Hong Kong, Fiji, Indonesia, Vietnam, South Africa, Ethiopia, Taiwan, Turkey, Australia, United States, Peru, Brazil, Mexico, Singapore and United Arab Emirates.

Opening Times:

Tuesday 12 November 2019 10am - 5pm

Wednesday 13 November 2019 10am - 5pm

Thursday 14 November 2019 10am - 4pm

Group participation from India from below Epcs and trade bodies:

1. Federation of Indian Export Organisations
2. Handloom Export Promotion Council India
3. Apparel Export Promotion Council India
4. Council for Leather Exports India

5. Jute Products Development Export Promotion Council
6. Indian Silk Export Promotion Council
7. Export Promotion Council for Handicrafts
8. India National Jute Board India

From other countries below trade bodies were participated:

1. South Africa Footwear and Leather Export Council
2. Taiwan Textile Federation
3. Vietnam Leather and Footwear Association
4. Trade Development Authority of Pakistan
5. Textile Clothing Footwear Council of Fiji
6. Provincial Government of Jakarta

Export Promotion Bureau Bangladesh

1. Apex & Trade Bodies:
2. Hong Kong Trade Council
3. Ethiopian Embassy

INDIA PARTICIPATION:

More Indian textile, apparel, footwear and leather product suppliers than ever before showcased their range and capabilities at the International Sourcing Expo and co-located Footwear & Leather Show this November in Melbourne, Australia.

Federation of Indian Export Organisations (FIEO) with approximately 60 exhibitors following substantial involvement in recent years, and a reputation as being the foundation of most of the Indian participation for higher numbers. Apparel Export Promotion Council will be participated with approximately 20 exhibitors.

Handloom Export Promotion Council participated with 20 exhibitors. Joining the expo for the first time, Jute Product Development Export Promotion Council with 10 exhibitors and the Indian Silk Export Promotion Council featured with 10 exhibitors.

In the Footwear & Leather Show the Council for Leather Exports participate for the fourth year in a row with 30 exhibitors. Total participation by India across the two events was approximately 150 companies.

International Visitor Attendance

New Zealand, China, India, Hong Kong, United States, Bangladesh, Romania, South Korea, Indonesia, Pakistan, Sri Lanka, Vietnam, Western Samoa, Fiji, Bolivia, United Kingdom, Singapore, South Africa, France, Denmark, Brazil, Australia, Italy, Malaysia, Anguilla, Antigua and Barbuda, Germany.

Visitor business profile



The visitors business profile of ISE 2019 include Wholesalers, Distributors, Chain Stores, Hotel Industries, Education, Government/Peak Body Importer, Manufacturers, Media, Retail Chain/Franchise, Retail Online, Retailer, Trade Supplier.

Product profile

International Sourcing Expo featured entire range of Home textiles, handicrafts and handlooms, Luggage, bags and wallets, Giftware, Eyewear and headwear, Small leather goods, Jewellery, Denim, leather, , silk, embroidery, yarn and knitwear, Swimwear, Textiles and Ready-made garments/made ups.

Also included diverse range of products like Accessories, Apparel, Millinery, Leather goods, Lingerie and intimate apparel, Sportswear, outdoor and sporting goods, Womenswear and menswear, Footwear, Workwear/uniforms, Streetwear, Embroidery, trims,

About HEPC's participation in ISE 2019

Handloom Export Promotion Council, under National Handloom Development Programme of Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India, organised participation of 20 members besides Central Promotion stand for HEPC in the International Sourcing Expo, held during 12-14th November 2019 at Melbourne Convention and Exhibition Centre, Melbourne, Australia

Member participants displayed wide range of products viz. handloom made-ups, coir products, Jute products , Coir & rubber blended floor coverings, table cloth, runner, placemats, scarves, stoles, shawls, bath mats, cushion covers, cushions, terry towels, home textiles, quilts, table linen, bed linen, Womenswear Apparels, durries and floor coverings.

HEPC had set-up a Central Promotional Stall during the 3 day event & distributed brochures and pamphlets. Publicity was given for India Handloom Brand through brochures and posters. Consul General Mr.Rajkumar along with other dignitaries from Indian Embassy along with Fair authority representatives inaugurated the India pavilion. EPCH chairman and Director General, AEPC chairman and other council officials participated in the inauguration of HEPC stall & Consul general Mr.Rajkumar visited the HEPC member stalls and enquired about business with Australia.

Feedback from participants: -

HEPC participants informed that even though the overall turnout of buyers in numbers was good but actual buyers who are serious to place orders were limited. Many buyers asking for 50 to 100 pcs order which are not viable for the HEPC participated exporters. As per the feedback received from HEPC participants, there were 304 business visitors came to HEPC members stall and placed spot orders worth **Rs.23.73 lakh & made business enquiries worth Rs.3.41 crore.**

The visitors were mainly from Australia and New Zealand. HEPC's participation was coordinated by Shri. Sundar Murugesan Joint Director. The next edition of International Sourcing Expo will be held during November 2020 (exact dates will be announced by fair authorities later) at Melbourne Convention and Exhibitor Centre, Melbourne, Australia.

Inauguration of India pavilion



Meeting with Fair authority-IEC official CEO & Show director along with EPCH Chairman and Director General



Shri Sundar Murugesan, Joint Director, HEPC

Assam's traditionally woven handloom product 'gamosa' with its distinctive red border and floral motifs has earned the geographical indications (GI) recognition.



ECO-DESIGN: FOCAL POINT OF SUSTAINABLE TEXTILES

With rising awareness of slow fashion, sustainability, new-generation fibres, eco-friendly processing, sustainable packaging and assessment of product life cycles, S Aishwariya and S Greeshma discuss the concept, its merits, new textile fibres and eco-fashion tags.

Sustainable textiles are materials in which every input and output matters. The materials used, processes involved, quality of life led by labourers and the afterlife of the product are evaluated and quantified. The resources and materials used for sustainable textiles are obtained from renewable or recycled sources. Sustainable fabrics are produced with limited impact and can be categorised in the following different ways:

1. **Organic:** Crops cultivated with bio-fertilizers and organic manures without the usage of pesticides, chemicals or synthetic fertilizers
2. **Eco-textiles:** Products manufactured through eco-friendly measures and certified by agencies like Oekotex and IFOAM
3. **Recycled and Biodegradable:** Natural and **synthetic fibres** that are biodegradable are broken down into pieces to produce more textiles or fibres.
4. **Textile Processes and Sustainability:** Fabrics and textiles are produced by taking into consideration each step from cultivation to printing and finishing processes. Lesser the chemicals and effluents, better the environment.

Eco-design

Eco-design refers to design of products with less environmental damage. It is an approach to designing products with special consideration for the environmental impacts of the products during its whole life cycle. In simple terms, the resources and materials used in developing a product are taken into consideration while minimising the negative impacts on the environment.

Eco-designing also increases the aesthetic and functional properties of a product. The method used for assessing the impact on environment and resource consumption is known as life cycle assessment. It starts from raw material to the repair and disposal of the products. Life cycle assessment is considered a tool to support eco-design by giving sustainable choices to the designers.

Principles of eco-design

Eco-design principles involve making a choice for

- Materials: ecological, reusable, recyclable and non-toxic for environment, recoverable
- Environment-friendly technologies, requires little energy consumption, material and fuel
- Dimensions and shape of the products corresponding to optimal and aesthetic functions
- Colour variants not being harmful to the users and the environment.
- Merge mode
- Materials and accessories that are subjected to the ratio price or quality



The approach

Eco design is called 'multi-step' and 'multi-criteria'-part of a global approach. It takes care of specific criteria in different stages like raw material extraction and supply, manufacturing, product distribution, consumer use and end-of-life (recovery and recycling). The major goals include:

- Use of fewer materials and resources for manufacturing
- Use of materials and resources with minimal environmental impact
- Producing the least waste and less pollution

- Reducing the ecological impact of distribution
- To make reuse and recycle easier by an intelligent design that makes disassembly easy

Merits of eco-design

The key aspects of going eco-friendly are:

- **Social responsibility:** Use of chemicals and pesticides pollutes drinking and ground water, fishes, and even humans who consume it. Therefore organic and eco-fibres are produced without chemicals and pesticides.
- **Biodegradable:** Organic and eco-fibres degrade gradually and naturally, whereas synthetic fibres become waste and release a lot of toxins during degradation.
- **Health:** Synthetic fibres are sometimes harsh on the skin and cause allergic reactions. Eco-fibres, on the other hand, are breathable with softness, drape and better feeling against the skin.
- **Absorption:** Clothing with synthetic fibres are worn next to porous skin and the chemicals present in the clothes are absorbed by the skin. Organic fibres are mostly hypoallergenic and anti-bacterial.
- **Popularity:** Due to evolution, organic and eco-friendly fabrics have gained popularity and become an alternative entering mainstream fashion.

Sustainable fibres for eco-design

Any organic or [natural fibre](#) is sustainable whereas synthetic and man-made fibres are rejected in the ground level itself. Sustainability challenges in fibre production vary for different materials and it must be assessed individually.

Factors include:

- Significant use of energy and non-renewable resources
- Emissions and effluents from fibre production
- Impact on water linked to natural fibre production

Some of the sustainable or eco-friendly fibres are:

(i) Bamboo:



Bamboo is a type of grass that needs no fertilizers or pesticides for its growth. It also requires very less amount of water for its rapid growth. The fabric produced from bamboo fibre is silky, has moisture wicking properties and is durable.

(ii) Chitin:

It is made with a blend of viscose and chitin. Chitin is a substance found in the shells of crabs and other crustaceans. Chitin is biodegradable and creates an anti-bacterial and hypoallergenic fabric. It is obtained as a by-product from the food industry, which means that the shellfish are not harmed.



(iii) Fish skin leather:



This is produced from the waste of the food industry from the skins of fish like cod, carp, sturgeon, catfish, salmon, perch and wolf fish. Leather can be used in handbags, belts, clothing, accessories and shoes, furniture and interior decoration.

(iv) **Lotus flower fabric:**

The textile is made from lotus stem fibres, extracted and made into a yarn by hand spinning. It is believed to be one of the most sustainable and sacred fabric in the world and was worn by saints in the olden days. Mostly woven by hand, these handloom textiles resemble the look and feel of silk and linen. These are soft, breathable, wrinkle free, stain repellent and waterproof.



(v) **Byssus:**



Pen shells secrete byssus or sea silk in their lower body. Textiles from this are finer than silk, that a pair of women gloves can fit inside a walnut shell. These are termed as ultra rare fabrics that are impalpable and light in weight. Artisans of Sardinia islands are holding intact the tradition of byssus textiles.



(vi) **Banana fibre:**

This is produced from the stalks of the banana plant. The long fibres are spun into silky threads that are used in rugs and interior textiles.

(vii) **Milk fabric:**



Casein, the milk protein, has incredible properties that makes it a sustainable fabric with pH similar to that of human skin. Similar to milk, the material from milk has the beneficial amino acids that have anti-bacterial and anti-ageing qualities. It is believed to regulate blood circulation and reduce body temperature.

(viii) **Nettle fabric:**

This is made from the stem of stinging nettle plant found abundantly near the Himalayas and popular in Uttarakhand. The plant requires less water and after cultivation, can be layered back in the field to fix the lost nutrients, which makes the plant sustainable. Textiles from these also carry the same merit as these do not use pesticides and are ecofriendly. It is finer, stronger and more elastic than linen and is soft and luxurious in nature. The common end uses include strings, rope, net, bag, sack, jacket, mat, vest, shawl, cattle feed, stuffing in upholstery, fuel and blue dye.



(ix) **Pineapple silk (pina):**



Export Data

A. Productwise Analysis of Handloom Export for the period April 2019-Nov 2019 vis-à-vis April 2018-Nov 2018

Value US\$ million and INR crore

Products	Apl 2018-Nov 2018		Apl 2019-Nov 2019		% growth	
	INR	US \$	INR	US \$	INR	US \$
A) Fabrics						
1. Real Madras Handkerchiefs	0.01	0.00	0.00	0.00	-100.00	-100.00
2. Lungies	6.58	0.96	4.24	0.61	-35.46	-36.74
3. Dhotis	2.34	0.34	2.23	0.32	-4.66	-5.83
4. Sarees	3.64	0.53	3.48	0.49	-4.58	-7.33
5. Other Fabrics	102.61	14.73	115.74	16.45	12.79	11.64
Total (A)	115.18	16.56	125.69	17.86	9.13	7.87
B) Madeups						
1. Bed linen	161.80	23.48	259.68	37.15	60.50	58.21
2. Table linen	128.93	18.65	110.66	15.76	-14.17	-15.50
3. Toilet & kitchen linen	82.52	11.94	64.41	9.18	-21.95	-23.06
4. Cushion covers	116.90	16.94	97.53	13.87	-16.57	-18.10
5. Other Furnishing Articles	219.66	31.74	213.52	30.38	-2.79	-4.27
6. Other Madeups	116.36	16.78	91.03	12.97	-21.77	-22.68
Total (B)	826.16	119.53	836.83	119.32	1.29	-0.17
C) Floor Coverings						
Carpet and Floor coverings including mats & mattings	534.90	77.20	536.24	76.33	0.25	-1.13
D) Clothing Accessories						
Scarves, Stoles, Gloves, Mitts, Mittens etc.	78.24	11.32	81.93	11.62	4.72	2.62
Grand Total (A)+(B)+(C)+(D)	1554.48	224.61	1580.70	225.13	1.69	0.23

B. Top 20 Countries

S.No	Country	April'2018-Nov'18		April'19-Nov'19	
		INR in cr.	USD mn.	INR in cr.	USD mn.
1	U S A	446.36	64.42	482.90	68.67
2	SPAIN	68.79	9.98	180.64	25.88
3	U K	87.30	12.59	82.91	11.80
4	GERMANY	72.18	10.50	68.68	9.77
5	FRANCE	62.08	8.96	59.66	8.50
6	AUSTRALIA	68.49	9.87	54.34	7.73
7	ITALY	73.28	10.64	51.21	7.30
8	U ARAB EMTS	69.71	10.15	48.53	6.91
9	NETHERLAND	57.96	8.39	45.77	6.50
10	SOUTH AFRICA	47.30	6.80	41.63	5.92
11	JAPAN	37.47	5.43	37.79	5.39
12	SWEDEN	22.60	3.26	26.35	3.74
13	GREECE	26.46	3.85	26.24	3.74
14	CANADA	25.17	3.64	23.56	3.35
15	SRI LANKA DSR	16.32	2.35	21.30	3.03
16	BRAZIL	21.51	3.09	18.06	2.58
17	CHILE	27.83	4.02	17.77	2.53
18	SENEGAL	2.47	0.35	16.90	2.41
19	MALAYSIA	15.06	2.16	15.45	2.20
20	PORTUGAL	16.13	2.35	13.16	1.87

- Source : DGCI & S



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