



Webinar on
**New Learnings in Textile Technology
 in the post-COVID World**



Unlocking the power of textiles



— in association with —



— welcome you to —

Join this insightful webinar where experts discuss the improvements Indian fabrics and fibres can do in production, what new features can be added and how using AI and technology can reduce cost and improve efficiency.

Indian Cottons, Global Reach !
www.texprocil.org



INTRODUCTORY REMARKS

Dr. K. V. Srinivasan
 Chairman, TEXPROCIL
 and Managing Director at
 Sree Narasimha Textiles Pvt. Ltd,
 Premier Mills Pvt Ltd. &
 Premier Fine Linens Pvt Ltd.



MODERATOR

Mr. T. E. Narasimhan
 Bureau Incharge,
 Business Standard,
 Chennai

SPEAKERS



Dr. Ashwini K. Agrawal
 Professor at the Department of
 Textiles Technology, Indian Institute
 of Technology (IIT), Delhi



Prof. Asim Tewari
 G. K. Devarajulu Chair Professor in the
 Department of Mechanical Engineering,
 Indian Institute of Technology, Mumbai



Mr. Rohan Patodia
 Co-partner, Ducit Materials
 the Technical Textile division of
 the 'Patodia Group', Mumbai

Tuesday, 30th June 2020, 3.30 om onwards

Registration link - <https://tinyurl.com/TEXPROCIL-BS-June30-webinar>

RSVP:

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Creating High Value Textiles out of Cotton

Dr. Ashwini K. Agrawal

Institute Chair Professor and Head
Department of Textile and Fibre Engineering
IIT Delhi





Global Senario

- Traditional Apparel textiles
 - highly competitive, cost sensitive market
 - moving away from India
- Fashion and Functional Apparels
 - Creating niche markets- local and abroad
 - Better value realization
- Technical Textiles
 - Hometech, mobiletech, meditech



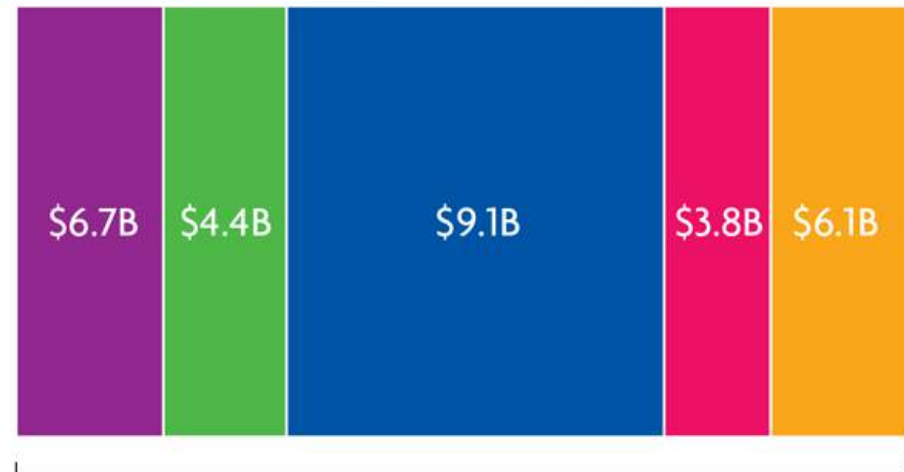


National Council of Textile Organizations (NCTO) USA


- Promoting manufacturing in USA
- Export to other countries



2018 Export Breakdown By Category




\$30.1 Billion

 Cotton, Wool & Fine Animal Hair

 Fabrics

 Apparel

 Yarns

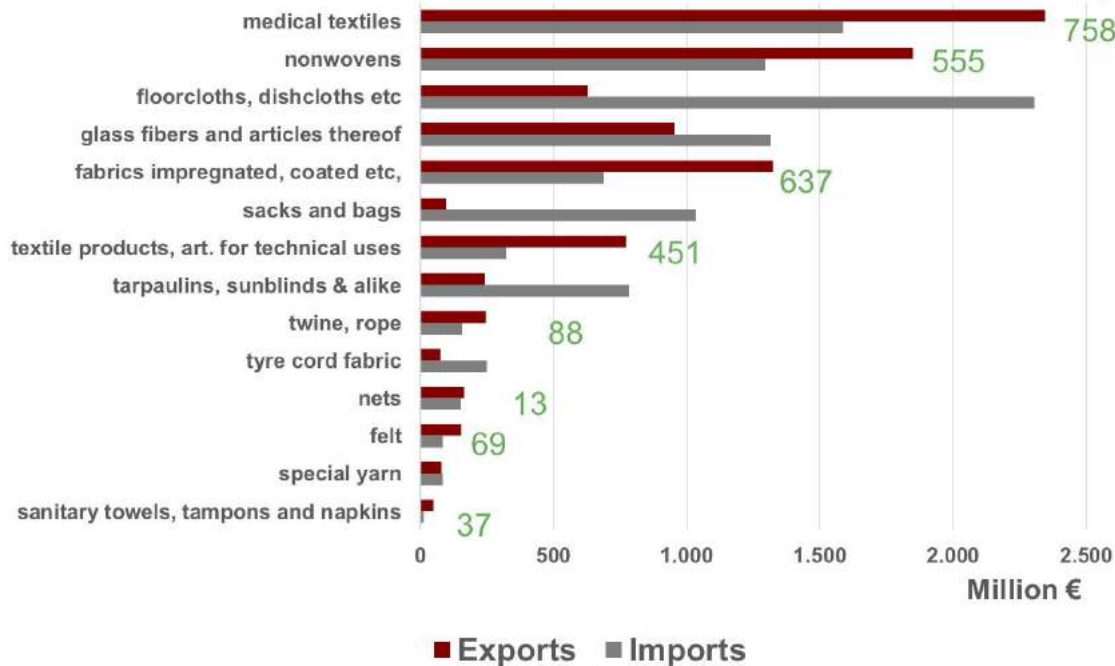
 Home Furnishings, Carpet & Non-Apparel Sewn Products



**Major contributor (27%)
to the EU textile industry.**

EU TRADE WITH THIRD COUNTRIES IN 2018, PRODUCT BREAKDOWN

EU Trade surplus





Factors for Growth

- Fashion and lifestyle
- Rising demand from **new application** areas
- Varying **consumer preferences**
- **Environment**/Climate change and global warming





Case study of GHCL

- Rekoop bedsheets
 - Using **recycled PET** Fibres & mixed with cotton
 - **Tagging** them with DNA
 - (Applied DNA Science, Inc., USA)

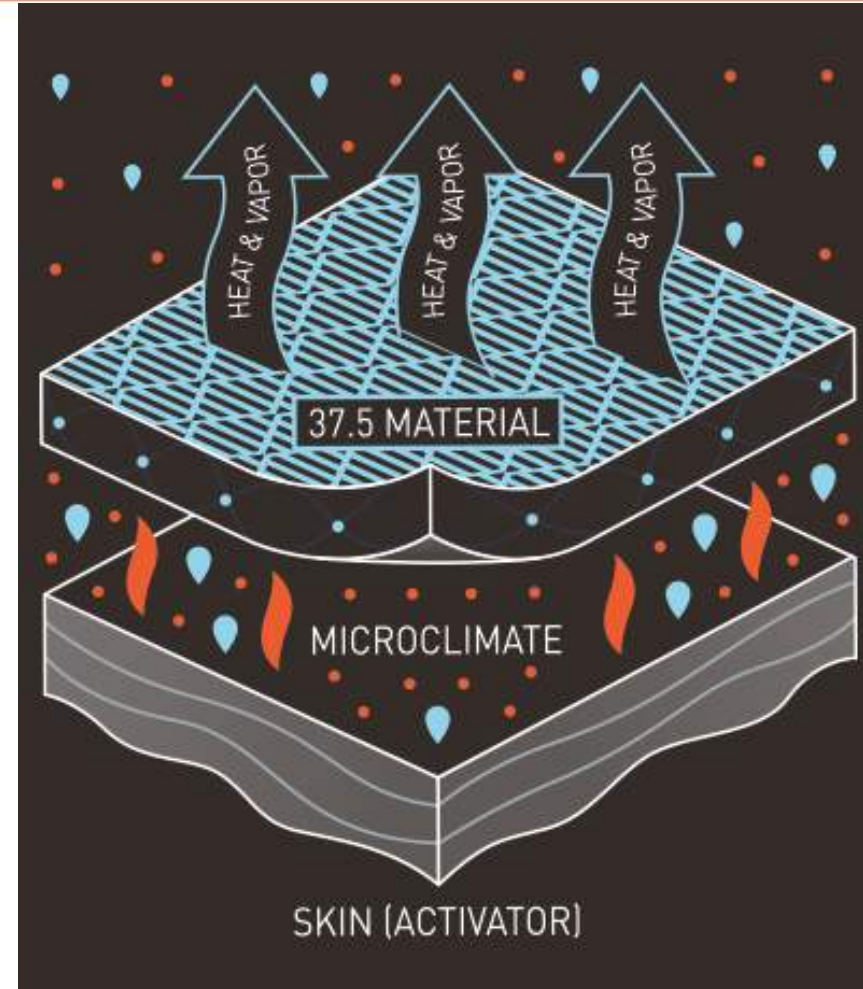
Case Studies





37.5

- Keeping the body cool during activity
- Gives warmth during cool periods
- Odor absorbing
- **Uses Natural materials**
 - volcanic sand





Neeman's

- Natural fibre based (Merino wool)
- Comfortable,
- Washable shoes
- Uses Recycled rubber





- Replaced Elastane

- Poor durability
- Poor drying time
- Odour

- **Recyclable** stretchable yarn

- Yarn texturing technique
- Modified polymer



Under Armour, USA





Antimicrobial Fibres by Birla cellulose

- Fashionable, drapable
- Antiviral & Antibacterial
- Odour resistant
- Wash durable
- Natural, sustainable
- Fibre Tracer technology





Is Cotton Fibre Outdated?





No! it is one of the top fibres

- Inexpensive and versatile
- Breathable and cool
- Soft (non abrasive to skin)
- Nonallergic
- Strong
- Easy washable
- Non static
- Insulating, traps air





- Sustainable material
 - Natural resource
 - Recyclable
 - Non toxic
 - Easy to dispose
- Easy to manufacture
 - processing and dyeing

What does
this mean
to a
company?





- Soft and breathable
 - Comfortable to wear
 - Better night's sleep
- Safe to wear
 - Hypoallergenic
 - non clinging
 - non melting (near heat)

Benefits
to
customer





- Easy care
 - Odor resistant
 - Wear more wash less
 - Low pill problem than polyester

Value
to the
Customer





Why is cotton's share going down?





- **Environmental** issues in Growing cotton
 - Uses insecticides and
 - Uses pesticides
 - Water & energy consumption
- **Social** issues
 - Labour compensation
 - Working conditions

Sustainability
&
Social
challenges...





Technological Challenges...

- **Shrinks** at consumer end
- Poor colour **fastness**
 - wash fastness,
 - light fastness
 - short user life
- Slow **drying**
- Easy to **crease**
- Not seen as a **Fashion** fabric
 - No shine,
 - Does not body hug, shape





New Thinking...creating special space

- Innovation
 - Special effects/
properties
 - Uniqueness
- Sustainability
- Social responsibility
- Verifiable claims
(tracking)
- Branding





Bring in Innovation

- **Novel finishes/effect** to mitigate technological challenges
 - shrink proof, wash/light fast processing
 - coating and laminating;
 - antiviral, antimicrobial
 - water repellent, moisture management
 - Anticrease
- **Fashion driven**



Bring in Sustainability & Social responsibility

- Removing **harmful** chemicals
- Using **natural** materials
- Avoid **social exploitation**
- **Balance** fashion with sustainability





Quality and Reliability

- **International Certifications** for
 - Sustainable manufacturing
 - Durable functional effects
- Tracable markers to
 - Reduce **counterfeiting** (synthetic passed on as natural)
 - Building confidence in customer





Branding based on...

- Environmentally conscious company
- Socially responsible
- Caring for the customers
- Value driven
- Verifiable claims





Case Study: Cotton on Group (Australia)

- Fashion cotton textiles
 - Cotton on kids (9-14 years old),
 - Cotton on body (intimate wear, sleep wear, lifestyle),
 - Factorie (youth fashion),
 - Supre (21st century girl fashion),
 - Ruby (footwear and accessories),
 - Typo (techwear, décor)





Thank you for your kind attention

www.smita-iitd.com

