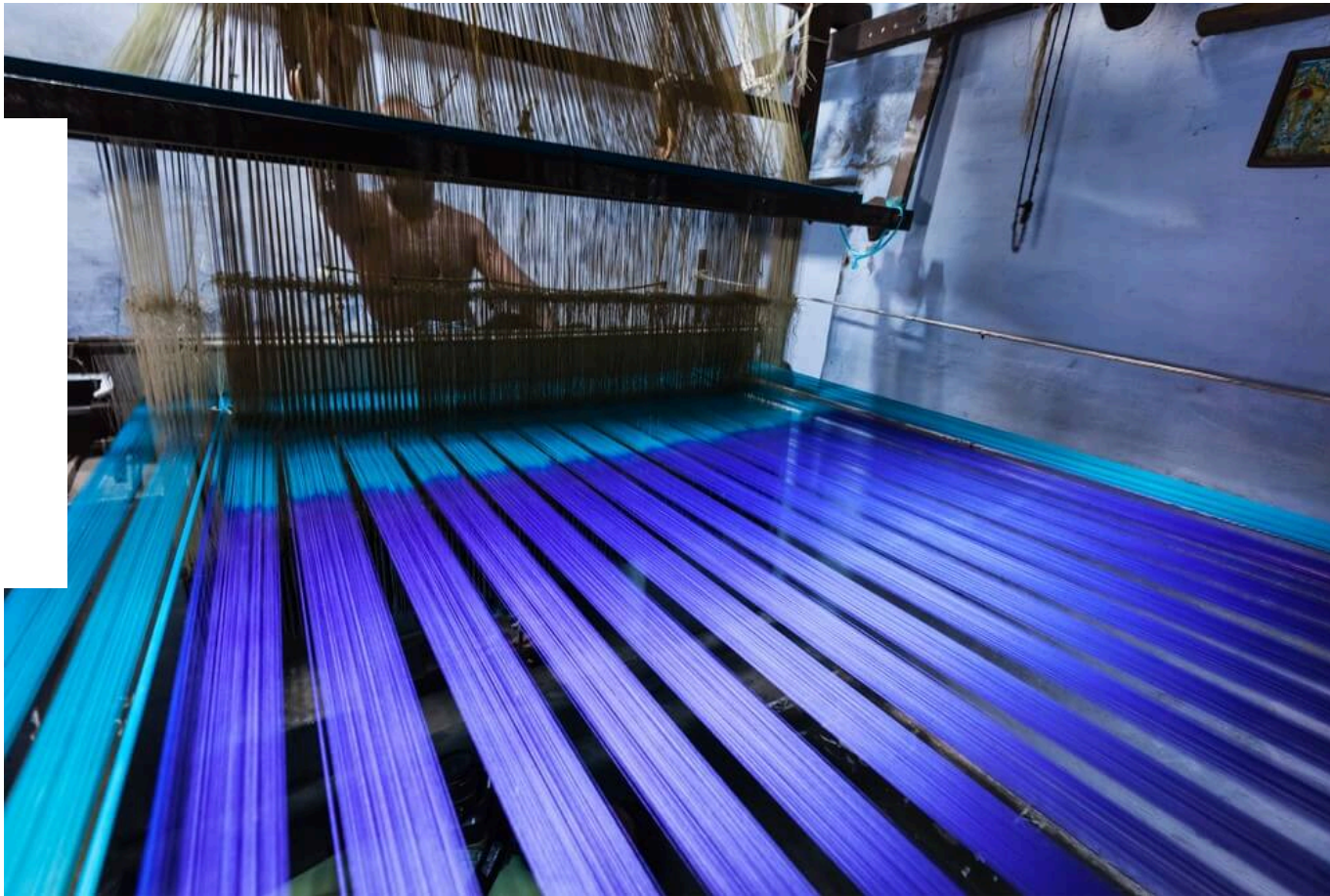


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textile sector for green growth

Manufacturing / By Sanjay Jain / August 8, 2025



Representational picture

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responsibility and long-term growth, it is essential to address the sector's increasingly high resource consumption and waste generation and adopt more sustainable production models.

There are a variety of innovations that textile companies across India are adopting for the future, making sustainability an essential part of every stage of the textile value chain. The circular-economy approach is one of the leading solutions that producers are looking to rely on for long-term sustainability success. The circular production model not only tackles the issue of textile waste (currently the third-largest contributor to municipal waste in India) but also boosts resource efficiency by enabling recycling, reuse, and safe disposal of textiles. These aspects alone have made sustainable design integration well worth the investment for global manufacturers, who are further experimenting with initiatives like textile-to-textile recycling and take-back programs.

Sustainability has long been woven into the fabric of Indian society. I still recall a time when households would exchange old clothes for utensils—a simple yet profound example of reuse and circular value. This informal practice, once common across households, highlights how the idea of giving new life to old products was already ingrained in our daily lives. It speaks to a deep-rooted mindset of resourcefulness and reusability that modern sustainability frameworks now seek to formalize.

Another notable shift has been the return to natural fabrics such as cotton, jute, and hemp. These materials are renewable, biodegradable, and significantly less harmful to the



redefine growth with purpose and values



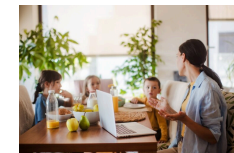
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consumption in factories and minimizing packaging waste, the emphasis must be on building a system that is responsible, resilient, and regenerative.

Today, across textile and apparel manufacturing hubs, companies are actively recycling old garments into new yarns, creating a secondary lifecycle for fabrics that would otherwise contribute to landfill waste. Many brands are also launching programs that encourage customers to return used clothing, fostering a culture of reusability and conscious consumption.

Additionally, companies are adopting diverse strategies to extend the lifecycle of fashion waste. These include end-of-season sales, exporting unsold items to developing countries, partnering with material science and technology firms that provide innovative recycling solutions. Such companies transform unsorted waste and unwanted inventory into new, high-quality products like home décor and store fittings using a sustainable, patent-pending binding agent. These proactive strategies not only eliminate the need for incineration but also foster a circular retail ecosystem and open new revenue streams for brands. As a CEO, my strategic focus is on forging partnerships with companies that specialize in innovative upcycling solutions. In today's dynamic sustainability landscape, this approach presents tremendous opportunities—not only to reduce environmental impact but also to drive long-term value and differentiation for our brand.

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The government has an important role to play in enabling this transition. Initiatives such as the 2024 Textile Policy, the Amended Technology Upgradation Fund Scheme (A-TUFS), and the Pradhan Mantri MITRA Parks scheme have already laid a strong foundation for industry growth. As the sector evolves, future policy measures that support circular economy initiatives and sustainable manufacturing practices will be critical in shaping a globally competitive textile industry.



**Sanjay Jain, Group
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The path forward for India's textiles is clear. To lead the global market, we must embed sustainability into the very fabric of our growth strategy. By innovating at every stage, embracing recycling and reusability, and aligning with both consumer expectations and environmental needs, we have the opportunity to build an industry that is not only successful but also future-proof and responsible.

It is a future that rewards innovation, respects resources, and redefines success for the generations to come.

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