

City VIBES

TEXTILE EDITION

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MSMEs expect favourable policies in Union Budget 2020-21

Introduction of favourable policies, allocation of substantial funds for growth, rollout of government-sponsored Fund of Funds (FoF), and investment in spreading the expanse of digital infrastructure are among the expectations of micro, small and medium enterprises (MSMEs) from Union finance minister Nirmala Sitharaman when she presents budget on February 1. India is on one of the largest and the fastest-growing markets for digital consumers and accounts for the world's second-largest internet

market. With easy access to data and digital proliferation across the country, an increasing number of online shoppers from smaller cities and towns are boosting business prospects for MSMEs. "We hope Union Budget 2020-21 to include announcement on investment in spreading the expanse of digital infrastructure and enable consumers from small towns to have better access to e-commerce. Measures to increase disposable income will further enhance the digital economy. A level playing field between

retailers will see increased participation of MSMEs and aid in growth of small retailers in India. There are over 6 crore MSMEs in India, which together account for around 29 per cent of the country's GDP. Hence, it is expected that the government will introduce favourable policies and allocate substantial funds for the growth of MSMEs. "Presently, out of 32,385 applications filed by MSMEs, 2,031 applications have been disposed of by the government under the delayed payment monitoring system

called MSME Samadhaan. Apart from lack of access to capital, infrastructure, skilled labour and power supply issues are some of the problems that plague MSMEs in India. Therefore, Indian entrepreneurs hopes that upcoming budget will provide some long-term benefits to the MSME sector with better access to credit and lenient taxation policies. In June last year, the Reserve Bank of India (RBI) had recommended a government-sponsored fund of Rs10,000 crore to support investments made in MSMEs. "It's

time to roll-out the government sponsored FoF to resolve the funding issues of the MSMEs in apparel, retail, and other sectors. Secondly, for better funding support from venture capitalists and private equity firms, policies need to be clarified on crowdfunding and other possible

financial routes. On the other hand, to drive market demand, the finance minister should present a comprehensive yet clear e-commerce policy. Some motivational schemes must be introduced for the young and aspiring women entrepreneurs of India, so that their knowledge and skills may get utilised.

GARMEK EXPO BEGINS IN VARANASI

Expo Asia is organizing 17th edition of its series of Garmek exhibitions all over India wherein exhibitors from all over India and overseas display their range of latest technology in Printing, Embroidery, Knitting, Textile, Laundry, Finishing machinery. Manoj Sinha, organizer of the show told that such exhibitions

will help provide latest technical know how to the local industry, which in turn will lead to increased business and increased employment opportunities for the local people. He invited all the clothing industry people to come and visit the exhibition that will remain open from 11:00 am to 7:00 pm from February 1 to February 3.



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FORTHCOMING TRADE SHOWS

11th Feb, 2020 to 14th Feb, 2020 at Vdnkh Ekspo, Moscow, Russia Textilegprom Federal Trade fair is an event promoting the textile and fabrics industries. This event is simply a stage where several substantial solutions and products are to be put on the show. These will be about Fashion, Fabrics, Apparel, Clothing, and Textile.

20th Feb, 2020 to 23rd Feb, 2020 at International Convention City Bashundhara (ICCB) Dhaka Int'l Textile & Garment Machinery Exhibition is the largest-ever trade fair of its kind in Bangladesh. This event will showcase a variety of equipment, products, technologies as well as services and information concerning all the textile & garment processing and production aspects.

25th Feb, 2020 to 27th Feb, 2020 at CIC Exhibition Center, Algiers, Algeria Textyle-Expo 2020 is essentially dedicated to trades and partially to the public for its accessories part. Participants may be present at meetings to exchange the latest information about weaving and dyeing industry, the creativity and the latest production technology.

4th Mar, 2020 to 6th Mar, 2020 at EXCO, Daegu, South Korea Korea International Textile Machinery Exhibition showcases products like winding machine, hank to cone machine, rewinder, soft-winder, assembler winder, warping machine, pirn winder, jumbo winder etc. in the Textile, Fabrics & Yarns industry.

4th Mar, 2020 to 7th Mar, 2020 at National Convention & Exhibition Center, Shanghai, China Shanghai APPPEXPO is the one-stop solution for the advertising and sign industry. It brings inkjet, printing, cutting, engraving, display and exhibition method altogether and creates a personalized project across the technology platform. APPPEXPO shows the advertising concept and exquisite creative design that are emerged in the SHIAF. Digital printing equipment & Supplies, Digital textile printing, Media, Substrates & Inks, Engraving Machines, Signs, and Digital Signage, Exhibition Displays, LED Products, corrugated box, and color box wrapping, etc also creates project across technology platform. It forms

the complete system from inspiration conception, creative design to content implementation.

5th Mar, 2020 to 8th Mar, 2020 at Cairo International Exhibition Center, Cairo, Egypt STITCH & TEX 2020 EXPO - The Textiles Technologies Edition will including Weaving, Spinning, Knitting, and Dyeing Machinery, Technologies and Spare Parts. This show will take place at the luxurious venue Cairo International Convention Center on 27 February - 1 March 2020.

5th Mar, 2020 to 7th Mar, 2020 at Sri Lanka Exhibition & Convention Centre (SLECC), Colombo - Sri Lanka '11th Textech Sri Lanka 2020' will be focusing on the entire Textile and Apparel Industry of Sri Lanka and will be a great B2B platform and a unique opportunity to further promote Textile & Apparel Technology & Machinery, Dyes & Chemicals and Yarn & Fabric in Sri Lanka, assembling worldwide manufacturers and distributors, agencies from all over Sri Lanka.

5th Mar, 2020 to 8th Mar, 2020 at Shenzhen World Exhibition & Convention Center SCISMA - South China

International Sewing Machinery & Accessories Show 2020 boasts itself as one of the three biggest shows in the world sewing industry to promote trade cooperation and technology exchange. The main motive of the event is to explore the world's latest sewing machines and accessories and facilitate the structural adjustment and upgrading of Chinese industry.

25th Mar, 2020 to 28th Mar, 2020 at La Foire Internationale de Casablanca, Casablanca, Morocco Morocco Textile Machinery - 5. Morocco International Textile Machinery Fair will be opening doors exhibition between 25 - 28 March 2020, organized by the international 24 years old experience and expertise of Pyramids Group welcoming the industry professionals. With the participation of domestic and international textile machine professionals Morocco Textile Machinery presents high quality products. Through Pyramid Group's strongest network in Europe, Middle East and North Africa Morocco Textile Machinery will be attracting thousands of visitors from Middle East, the Arabian Gulf, Europe, Russia & CIS

Countries. **28th Mar, 2020 to 30th Mar, 2020 at Karachi Expo Center University Rd, Karachi Pakistan** Textile Asia Trade Exhibition is the most promising and enduring biannual Textile Industry Show in Pakistan to be held at Karachi Expo Centre & Lahore Expo Centre. The Exhibition aims to focus on the immense buying selling potential of textile & garment machinery, Clothing Textiles Accessories, Textile Raw Material Supplies, Textile Dyes Chemicals, Embroidery Machines, Power & Air Compressors for Textile Industry and Textile Allied Services. The event is being organized at the most opportune time when the government is looking forward to

modernize and upgrade the textile sector of the country for the better quality products and enhanced productivity.

2nd Apr, 2020 to 4th Apr, 2020 at GEC Convention Centre 6th Bangladesh Intl Garment & Textile Machinery Expo to be held Chittagong, Bangladesh. will help Foreign Manufacturer, Dealers & Suppliers to Showcase their products, where Chittagong Textile Factory Owners & Apparel Exporters can get in touch with them. This Event will obviously encourage local manufacturers & producers to export their goods to foreign markets. Foreign buyers will also visit to check new trends & quality Garment & Textile Types of machinery.

Equipment, Technology & Accessories. Till date BIGTEX is the Biggest & Oldest Garment & Textile Machinery Exhibition of Chattogram.

2nd Apr, 2020 to 4th Apr, 2020 at GEC Convention Centre With around 180 exhibitors, Bangladesh International Garment & Textile Machinery Expo - Chittagong is planned to cater national and international visitors from the entire garment and textile industry. Garment

and textile machinery, equipment, technology and accessories manufacturers, dealers, suppliers and importers from home and abroad will showcase their products and services at this exhibition. Leading garment, textile and apparel associations will participate in this exhibition presenting some useful seminars targeting the industry. Bangladesh textile factory owners and apparel exporters will be the main target audience.

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VARANASI - THE HUB OF TEXTILE DESIGNING

Banaras/ Varanasi or Kashi has an ancient history of textile designing. The most exquisite brocades in silk and gold are woven by the weavers on silk pit loom. The weavers of Varanasi are best known for their skill in brocade weaving and known as *Kinkhabs*. There are many exquisite designs in this variety and it is even impossible to copy or imitate the saris as the loom is very intricate in construction. The origin of this old technique has been obscured by time, but the Moghul influence is seen in the motifs, which often depict floral patterns and hunting scenes.

Pre-Mogul Period Banaras is famous for its socio-economic and religious importance all over the world. The city is equally

Varanasi, a religious city and a center of weaving flourished as the capital of the Kasi Kingdom in the days when Buddha was yet alive. In Sutasra, it is mentioned that when Prince Siddharth become a bonze, he took off luxurious silk clothes of courtly state of Kasi and wore instead earth-cikiyred robe namely kasayani vastrani. Clothes permitted to bonze in those days were made of cloths woven of waste silk fibres from wild silkworms, what was called 'bark fibre' cloths then, and those of hemp. There is also a story in Sutra of a person who becomes to embrace Buddhist faith by making offering to Buddha of cloths interwoven with gold threads. In "Jataka", the Kasi Kingdom is men-

Akbar. From the period clearly proves the existence and importance of the Banaras silk industry in the contemporary history. Bishop Heber had described that "it had a very considerable silk, cotton and woolen manufacture of its own". These included some expensive types and probably zari and brocades. Mrs Colin

Post-Mogul Period However, the ancient and mogul

period description about the Banaras silk industry is not complete and hence creates a doubt about the silk industry of the city. With regards to the Banaras zari and brocades, the first time well recorded description was made by several British

travelers to Banaras during British rule in India. George viscount Valentia, in his travel-account furnished some interesting information about Banaras textiles in early 19th century. Valentia held a Durbar in Banaras; some textile traders also attended the Durbar and displayed some very good examples of zari and brocades. Valentia remarks that the brocades showed close patterns and were quite expensive, so that they were worn only on important occasions. Valentia rightly observed that the prosperity of the Banaras people mainly rested on its brocades and zari manufacture and trade as these textiles were popular items of export to Europe. The description of Valentia not only provided the historical existence of the silk industry of Banaras but also explained how the socio-economic aspect of the people is influenced by textiles industry during that period (Voyage and travels of Lord Valentia Part-I, London 1811). The historical evidence of the post Mogul

The Mogul Period The historical evidence depicts that the Banaras weaving industry reached its peak during the mogul period due to the patronage of mogul emperor like

Masckenzie, a traveler to Banaras in 1847 A. D. records some interesting information about the zari and brocade textiles. She



described that an Indian prince who visited their party wore "wide trousers of cloth of gold" or brocade. This seems to be

very popular among the gentry of Banaras, which is corroborated by her later account and also by the surviving examples of that period. The brocade weaving of the Banaras is cluster based and scattered all over the Banaras district and some adjacent districts. The Banaras city is the main center of weaving. The maximum weavers of the product belong to the city only. Yet the other production centers of the districts cannot be over looked so far as the production and the employment is concerned. The main centers of

the brocade weavings are at Varanasi, Azamgarh, Mirzapur, Bhadohi (Sant Ravidas Nagar), Chandoli, Chunar and Chakia. With such an impressive history associated with the city and its weaving skills, it is no surprise that the skills and talent has been inherited by

generations. With the Indian government taking more steps towards promotion of handloom crafts, and the new found interest and appreciation for the product among this generation, we can look forward to add more to the already glorious history of the city and its craft.

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important as a **Brocade Weaving Centre** throughout the country. The weaving industry, which flourished during the Vedic period and touched its peak at the time of mogul period, explains how the act of weaving was a part and parcel of the life of the Banaras people. Whether it is the religious activity or earning of livelihood for the population, the weaving activity surpassed all other occupations. From the historical perspectives, the textile industry has found place from rig Vedic literature to post independent India.

Since the Rig Vedic times, we hear about several kinds of textiles among which figures out the cloth of gold (the Hiranya) as a distinguished type, the god in their resplendent grandeur wear it, as they drive in their stately chariots. The Hiranya cloth has been usually interpreted as the earliest equivalent for the present day zari work or the kimkhab (brocades). We also find specific reference to the embroidery in the Vedic literature.

tioned as a principal center of manufacturing cotton as well as those of silk in the 5th century or 6th century B. C. Cotton cloths of Kasi were exquisitely woven, smooth, bleached completely white, and their fibres were fine and soft. Tradition says that when Buddha died, his remains purified with balm were wrapped with brand new cotton cloths of Kasi. (Textile art of India, Koko Hatanaka Collection Page No.361). Richard Lanmoy in his book "Banaras seen from within" has mentioned that the Buddhist jatakas (3rd-2nd B.C) are a mine of information about life in ancient India. It has been mentioned that Banaras was a cotton growing region and famous for producing thread of a fine and soft texture. The city was equally reputed for its silk and wool.

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THE ROUTE TO SIX YARDS

This platform is ideal to debate the whole *Handloom* story. While all of us have and are contributing in our own ways it's also important to understand how this entire system works. The beauty of our country and its heritage is reflected in the fact that each state has its own weaving cluster. The weaves have a rich cultural and geographical influence in addition to religion influence that noticed in the motifs, etc Having worked with weaver's day in and day out and practically lived with them to understand how this industry has grown there are a few insights that I can share.

Starting with the very basics, the handspun yarn was the only thing that existed before the industrial revolution. The number of weavers was significantly large second only to farming as an occupation. People had simple living. The silks and brocades were woven for royalty and the Zamindars and the weaver was a much respected part of the community.

Circa Modern times – The Britishers came and exported nearly 40% of the cotton produced in India to other British colonies. Mechanization happened and people got exposed to modern fabrics and machine woven yarns that were cheaper and much faster to produce. Also alternate and better paying professions emerged.

Unlike spinning where large industrial units have been set up by business houses, weaving still remains much of a cottage industry with multiple layers. The person actually sitting on the looms in almost all cases is a daily wager earning anything from Rs. 250/- a day to Rs. 1000/- a day depending on his experience, skill and complexity of design.

This person at the lowest level in hierarchy does not own a loom and works for someone who owns a large number of looms – often called as a master weaver. It is this master weaver who makes significant investment on the looms and the taani

bana or the yarn. They often have different arrangements with different weavers. In some cases it's only a daily wage that they pay and provide the yarn and zari as well while in some it's more of a partnership where the weaver buys the yarn etc himself and the design is given by the master weaver.

In addition to the weaver and the master weaver there is also a **Grapher** or **Nakshaband** who is very critical part of this ecosystem. The **Nakshaband** puts down the design concept on paper and gives a visual look as well works on the colors. The grapher gets design ideas from the retailers or designers who follow fashion trends or work on reviving the art. Once the graph is ready it is then translated in the form of a punch card or a jacquard as it is commonly known as. It is through this **Jacquard (patta)** that the threads pass through and the patterns are woven.

Then there is the **Yarn shop retailer**. Most yarn is now imported from China by stockists who sell through the **dhaagawalas** in different clusters. The yarn is sold by weight, quality, and the denier (density). The **dhaagawala** sells both the yarn as well as the zari. From here it's the **dyer** who comes into a picture playing an extremely important role in the whole cycle. Silks and cottons are dyed and then woven and fabrics like chiffons and gorgettes are dyed after weaving.

The warping of the loom or tying the Warp is another intricate process that involves specialists. All Weavers do not do warping themselves and seek help from these specialists. The women folk in most households help in making the spindles for the weft and are involved in the weaving process.

Then there are people who make the **charkha**



for spinning the spindles and the people making the spindles or bobbins.

The weaving itself starts after 4-5 such processes and is the most time consuming and intricate of all. The finished product is then sent for polishing and roll press as it is called in the local language.

The finished textile / saree is then deposited with the retailer or **gaddidar** or designer who does a QC and pays the master weaver as per agreed payment terms or credit

arrangements.

The investments by and large are done by the retailer, the master weaver and the designer and all possible losses wrt the saree having stains or getting spoilt during the weaving process are also absorbed at these 2 layers. The weaver by and large is protected from all of this and more.

Also another very important factor is that a weaver cannot make every design. He is skilled in a particular are form and therefore cannot provide the variety a cus-

tommer may really be looking for. He is often dependent on the master weaver for designs and fashion trends.

So yes, in this whole cycle the weaver is only one end of the spectrum. The sector touches many lives. Also the government is taking a lot of interest in this sector and setting up skill development centers in all weaving clusters and also regulating the labour rates. The weaver is very central to all initiatives and has a keen focus from all parties.

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