

LEGALFOXES LAW TIMES

A COHERENCE BETWEEN INNOVATIVE AND CONVENTIONAL TEXTILES: THROUGH LENS OF ENTREPRENEURSHIP & SOCIAL SANCTITY

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Abstract

'The Rich Textiles of India': this phrase promulgates our deep-rooted heritage of using natural fibres, vegetable dyes, handlooms, intricate weaving techniques, distinctive craftsmanship and above all our cultural representation. With the insurgence of contemporary machine made fabrics with companies overlooking environmental norms, prominent sustainable and recyclable textiles like Khadi, linen, cotton, silk have lost the crest. Many idiosyncratic companies like FabIndia, Anokhi, Atmosphere have popularised and come around to influence our social choices of choosing eco-friendly textiles over others. Trends like Fast Fashion and Hoarding have made the scenario even conducive with presence of brands like ZARA who use an enormous portion of polyester, acrylic, nylon to make their products cheaper and easier to source. Aggregately, this amounts to huge dumping of textile waste in landfills, further causing environmental degradation and posing issues into the ecosystem.

In the present paper, the focus is relied on need of shift in the business models of manufacturers to a well-balanced, socially-aligned approach to source and discard textiles. Along with promoting inherent native non-polluting textiles which in-turn sprout employment opportunities and economic growth. With spurge in supportive government policies, SME's have received extensive support under the scheme of "Aatma Nirbhar Bharat". The methodology we have adopted here is a concoction of primary and secondary resources. The purpose is inclusion of online platforms and entrepreneurial spirits to re-invent fresh techniques to achieve resilience & social value preservation.

Keywords

Textiles, Innovation, Entrepreneurship, Sustainability.

[A] Decoding Sustainability: An Introduction

Sustainability and its concepts have maintained a core legacy in our society through the years. Be it in form of lifestyle or choices we homo sapiens have time and again juggled to cultivate an equilibrium between both. While the direct meaning of the Latin word defines it as ‘a wish man’, have we really succeeded in mending the abridged gap between our societal settings and environmental needs is an explanation which answers the curiosity around the interpretation of the word ‘sustainability’.

The importance and breadth of this concept can be directly drawn from the objective of the Sustainability Development Goals (SDGs). The United Nations (Department of Economics and Social Affairs) in Rio de Janeiro, Brazil 2012 realized the need to frame a set of goals that “meets the need of the present without compromising the ability of future generations to meet their own needs”.ⁱ

The joint efforts of a resilient society build an inclusive and sustainable future for its people and planet. The developments can only be achieved by harmonising three major elements: Economic growth, Social inclusion and Environmental protection.ⁱⁱ Through the seventeen constituted ‘Global goals’ the organisation aims to behold its agenda across different divisions addressing issues of hunger, education, social protection, inequality, water, energy, economy, consumption and production, climate action, and diversity among a few others.

[B] Sustainability in the context of Textiles

The interplay of Textiles with the concept of sustainability can be inferred by mentioning Goal 7 of the Millennium Development Goals (MDGs)ⁱⁱⁱ which focuses on ensuring environmental sustainability along with Goals 8^{iv} and 12^v of the SDGs which define Economic Growth and Sustainable consumption and production respectively.

The Textile Industry in India has a strong multi-fibre production base, vast pool of skilled personnel and entrepreneurial talent, good export potential and low input content. Production systems are flexible, dynamic and vibrant. However, there is dilution on account of production process disadvantages related to technical and supply chain management deficiencies^{vi}. Where this industry employs semiskilled and unskilled labour providing a competitive advantage to developing countries, it becomes increasingly important to address concerns in regard to labour costs, lead time and flexibility.

India enjoys a natural advantage by capitalising on its strong material base like cotton, man-made fibres, jute, silk etc. With the advent of globalisation and concepts like hoarding in play, easy and cheaper access to fabrics has upsurged owing a major disruption not just to these natural fibres in the reference of the economy but also to maximising concerns related to environmental well-being.^{vii}

Additionally, the role of including textiles under the purview of sustainability extends to their production and consumption among consumers.

[C] Waste Emission and Environmental Degradation

One of the sectors of the global economy that releases the most pollutants is the textile industry. Surveys reveal that textile waste takes up almost 5% of all landfill space. In addition, the processing and dyeing of textiles contribute 20% of all freshwater pollution. The frequent availability of new trends at extremely low rates, or "fast fashion," has significantly increased the amount of clothing manufactured and discarded. The EU intends to hasten the transition to a circular economy in order to address the effects on the environment.

Textile factories discharge toxic waste onto surrounding land. A study was conducted to test the number of metals present in the soil and groundwater near the textile and tanning industry in Haridwar, India. The results showed that all metals, such as chromium, iron, manganese, copper, lead and cadmium, were present in amounts higher than those prescribed as safe by the World Health Organization (WHO). They can cause multiple problems in living beings. Unwanted clothing is now more commonly thrown away than donated, it is another distinct change which shows how every choice we make can affect our future safety.

In addition to land needed to cultivate cotton and other fibres, textile production requires a lot of water. According to estimates, the worldwide textile and apparel sector consumed 79 billion cubic metres of water in 2015, compared to the 266 billion cubic metres of water required by the entire EU economy in 2017. According to estimates, 2,700 litres of fresh water are needed to produce one cotton t-shirt, which is enough to satisfy one person's drinking requirements for 2.5 years. About 20 per cent of the clean water pollution in the world is attributed to the dyeing and finishing of textiles. An estimated 0.5 million tonnes of microfibres per year are released into the ocean during the washing of synthetics.

Thirty-five per cent of the principal micro-plastics discharged into the environment come from washing synthetic clothing. 700,000 micro-plastic fibres from a single polyester washing load

could enter the food chain. Global carbon emissions are attributed to the fashion industry at 10%, which is more than all international travel and maritime freight put together.

Liquid effluents released from the textile industry are the most serious area of concern. This is because the amount of toxic material released by liquid waste is huge. It is made up of chemicals like formaldehyde (HCHO), chlorine and heavy metals. In addition, it is poured into bodies of water reaching distant areas and consumed by large numbers of people for drinking or daily activities. They must be treated to reduce their toxic levels before being released into the aquatic environment.

Air pollution caused by the textile industry is also a concern. Boilers, thermal packs and diesel generators produce pollutants that are released into the air. The pollutants produced include particulate matter (SPM), sulphur dioxide gas, nitrogen oxide gas, etc. Neighbouring areas with the human population are adversely affected by the release of toxic gases into the atmosphere.

Earthy Route is an organisation that sells clothes that are made of sustainable fibres like Lyocell and Linen. In our questionnaire interview with this organisation, the people involved in the organisation expressed their concern over the lack of awareness about sustainable fashion and the challenges of fast fashion in the market. Also, many customers are not willing to pay an extra premium for the sustainability aspect. This organisation sources its raw material from fabric manufacturers and believes in optimum utilisation of those fabrics by repurposing the unsold and waste fabric to make small items like scrunchies, etc. During this research, the respondent mentioned, "We hope that in addition to people buying our products, they also start practising a sustainable lifestyle otherwise as well." A sustainable lifestyle is the future of this society to avoid the negative consequences of environmental degradation caused by untreated textile waste.

[D] Living the GenZ Culture: Entrepreneurship

Entrepreneurship has been a recurring talk over the last couple of decades. From the gigantic affluence of Silicon Valley, California posing its spot across different nations, to countries casting efforts and regulations for small and medium enterprises, the shift has been huge.

In the ambient of textiles, the industry has remained to be classified under two categories, the organised sectors and the unorganised decentralised sector. The organised sector represents the making at mills. On the other hand, the decentralised sector has been heavily dependent on the organised sector for its yarn requirements. This comprises three wide segments viz., Powerloom, Handloom and Hosiery. Thousands of families under this have carried forward their ancestral printing, dyeing and various other production techniques through the years which are now on the

verge of a deluge. With the intrusion of machine-made methods of manufacturing which cost much cheaper, selling and ensuring a potential market for new orders for such decentralised sectors become even harsher.

Where the interference of Entrepreneurship fills the existing holes in the industry is by identifying the technological links and innovation across the value chain. The decentralised sector is marked by an overabundance, which can be altered into a prime strength by making India a major outsourcing hub for foreign manufacturers and retailers with a perpetuated chain of mills and firms as their preferred partners.

Therefore, a strict transposition in the trade is mandated to bring 'The Sustainable Economic Quotient' into view while nourishing the production and manufacturing processes. Taplin and Wintertan (2004)^{viii} made a comprehensive study understanding the restructuring patterns in the textile as a consequence of import penetration.

Additionally, with the technology intensity, a major chunk of the industry is affected by the price competition across nations. Regular systematic analysis of the external and internal environment of an organisation to gain a competitive advantage is by approaching a differentiation strategy^{ix} along with checking the competencies of internal assessment through SWOT analysis.^x

Such sustainable competitive advantage (SCA) attempts to build and maintain a prolonged advantage over competitors which hereby pertains to non-biodegradable textiles and extensive use of machine-made textiles.



Barriers to the Textile Industry are low as the installation cost is minimum. With flowing Foreign Direct Investments (FDI), the fear and challenge have arguably persisted in the ongoing fragmented structure and intense rivalry in the competitive environment.

In the northern upland Philippines, an emerging group of social entrepreneurs are working with Cordillera weavers on an innovative but indigenous mechanism in textiles while responding to the needs of the global market for artisanal goods. These path-setters triumph in business transparency, quality production, producer-buyer relationship and community welfare.^{xi}

Similar upliftment can be brought by using the forces of interdependency between entrepreneurs and artisans in a reciprocal relationship of trust.

Consequently, 'embracing' and coming closer to sustainable methodologies beholds responsibility on the shoulder of existing and upcoming brands to join the movement for greater ecological integrity and social justice. Such a step combats the large carbon footprint on one hand and elongates the source of income for families at the lower end of the pyramid of the industry on the other.

[E] Reformative Business Model - A Comment in a Suggestive Approach

As the paper addresses the subject of sustainability via two themes viz., (i) Extensive inclusion of Natural fibres into the Textile Industry superscribing environmental issues, and (ii) Economical redressal and upliftment of families involved in the years-old practice of textile making and which are interwind intricately across different points of discussion have been elucidated in two sections hereon.

[E.1] Consumption & Production :An Environmental Objective

Are all fabrics created the same? Are they:

- Made to Last?
- Limiting the amount of wasted fabric in production
- Aware of environmental impact from fabric production.

One of the major reasons for letting down the sustainability coherence in brands is an unrelenting pressure for growth summed with consumer demand for cheap and fast fashion. There are still very, very few brands who know where their stuff comes from in the supply chain and even fewer who have entered into active relationships with suppliers to reduce carbon footprint.^{xii} This complexity and lack of transparency in the industry is responsible for 4% (McKinsey and the Global Fashion Agenda) to 10% (U.N) of overall global carbon emission.

To deliver low price points for fast-changing styles, brands like H&M and Zara rely on fossil fuel-based synthetic materials which are cheaper, adaptable and more widely available. This has resulted in polyester taking up half of all global fibre products.

A concept of a "slow design" strategy tries to lengthen a product's lifespan and increase customer happiness. Slow fashion is manufactured with high-quality, high-ethical standards; it is long-lasting and made of sustainable materials. Slow fashion is intended to be used over an extended period.^{xiii}

Professionals in the field are now up for a new evolution in the market. They are choosing garments and materials which are engineered to last longer. Ditching cheap synthetic fabrics like polyester, nylon and spandex for natural fibres like cotton, hemp and linen.

(a) The Hemp Way: Chlorohemp

This startup is working towards the objective to commercialise hemp in India. The idea sprouted when local communities were spotted using hemp fibres in ropes, bags and more. The founders

realised that this fibre brings in a much more sustainable and durable alternative to the traditional commercialised cotton.

Now, the company is marching ahead to develop fully integrated hemp processing units along with creating an effective research database on its varieties.

(b) Flowers to Fashion: phool.com

After encountering flower pollution across places mostly temples in our nation, the founders decided to tackle this flower waste by developing leather.

Another startup trying to re-invent the dyeing procedure in the textile industry through flowers is Something Sustainable which uses them for the natural dyeing of handwoven khaki collection.

(c) To Dye for: Deven Supercriticals

Textiles without colours are almost unimaginable. Unfortunately, that leads to tonnes of toxic dyes being released into water bodies and the involvement of large quantities of water throughout the process. This Mumbai-based company has come up with a way to dye without water. It uses supercritical fluid to conduct the dyeing process. They use the carbon dioxide present in the environment to act as a solvent to infuse the dye.

(d) Recycled Fashion: GreenGold Ecocean

The fabric here is made using 100% PET bottles and other ocean-bound plastic (OBP). Such innovation is sustainable and of high quality. The brand produces casual wear, denim, formals and even home textile segment

(e) Ink, Please!: Gravity Labs

The company has turned the carbon dioxide in the environment into useful materials like polymer and ink which assists in making clothes and sustainable printing on fabrics.

Newer Business models have evolved embracing concepts of (i) Resale (thrift industry); (ii) Rental; (iii) Refining Progress; (iv) Rewriting the Rules.

These companies profit from Indian youth's growing concern for sustainability. On social media, they frequently use common Indians to sell their clothing. They can cultivate a sense of relatability and inclusivity among customers as a result. The majority of these eco-friendly shopping websites offer enduring items that can be altered to suit customers' requirements.

Thus, sustainability in the fashion industry which amounts to a major hoarder of textiles across the country is taking into account the entire supply chain and life cycle of a product. From the origin point of where and how it's made to when it ends up in the landfill, consumers' awareness regarding their purchase habits and their effect on the environment comes to major advantage. Hence, revering goal 12 of the SDG.

[E.2] Economic Growth: Social Objective

The Indian Textile Industry is both complex and unique. First, it employs co-automated technology. Second, dualistic manufacturing structure of decentralisation and vertical integration across the industry. Third, is the existence of large public sector mills. And Fourth, is the predominance of the small-scale sector.

The current structure in the textile and apparel business is focused on quick fashion trend cycles that seek to continuously develop new consumer requirements and products. Product life cycles are getting shorter, and businesses want to replace their items more frequently. According to a Procter & Gamble study, between 1992 and 2002, the life cycle of consumer goods decreased by 50%. Other options for adding new value through sustainability have not yet been identified, even though the supply side of the textile and apparel sector concentrates on obtaining cheap pricing and efficient manufacturing. The supply side has always been the engine of sustainable innovation. A simple lack of demand-side acceptance, which in turn stems from the lack of demand-side consideration in the innovation process, is the primary reason why sustainable technologies frequently remain as inventions rather than evolving into innovations. Successful green products, according to Berchicci and Bodewes (2005), must not only address environmental qualities but also satisfy market demands in a way that is comparable to their non-green counterparts. They also advocate for better consideration of consumers' environmental concerns in product design.^{xiv}

In such a business environment, to hold a competitive advantage against a competitor, companies strive to create valuable, Rare, Inimitable and Non-substitutable goods. They mould them according to the customer focus, lifetime value, product quality, distribution contracts, firm's foot across market segments, brand equity, low-cost production, government-protected monopoly and finally involvement of patents and copyrights.

An organisation's strategy subsequently involves the way an organisation chooses to configure and combine various activities in its value chain.

Murthy^{xv} views shared vision, embedded innovation, reconfiguration for disruptive changes, stakeholder integration, and continuous improvement as resources connected to sustainability. These resources then serve as a foundation for skills such as preventing pollution, cutting waste,

practising product stewardship, utilising clean technology, involving the base of the pyramid, anticipating and supporting legislation, managing green know-how, and collaborating with technology. These competitive advantages are ultimately produced via cost reduction, differentiation, high-performance practises, preemption, future competitive positioning in the market, reputation and legitimacy, as well as long-term growth^{xvi}. It is critical to emphasise that those who pioneer sustainability are likely to take a decisive lead in the market, giving them a long-term competitive advantage. It is thought that as time goes on, it will get increasingly harder to catch up to rivals and take advantage of the benefits that integrated sustainability offers.^{xvii}

To meet the changing consumer and market trends while proliferating the sustainability goals, companies can procreate with artisans and weavers with an ancestral epilogue of eccentric designs to refashion any concept of static 'authenticity' by incorporating textile designs that speak both of modernity and lock indigenous identity.^{xviii}

The cultural and ethical privilege of consumption can thus resolve push-pull tensions to yield from the point of Economic Growth in the industry and becomes responsible for artisan needs. As society is moving towards better eco-friendly options, in future it seems growth and fair chances for both environment and human resources will be there.

Hereupon, we want to shed light on the upliftment of local makers who have prevailed for years in society and have kept our peculiar prints alive. Companies can base their differentiation strategies on such untouched artworks and artisans to produce a customisable and exclusive collection for their customers - a true example of Aatmanirbhar Bharat.

India holds an abundance of such techniques. By encompassing social entrepreneurship, brands can form a resilient society which enfolds and liberalises livelihoods.

Eminent heritage prints like (i) Kalamkari; (ii) Ikat; (iii) Dabu print; (iv) Bandhani; (v) Sambalpuri; have great potential if marketed well. But such ancestry is caveated by cultural boundaries. Additionally, they are rigidly structured into a certain set of variations in clothing or home furnishing which in turn becomes disproportional with consumer needs in the market. Further, one of the major reasons for low sales is the pricing.

Attacking and resolving the above imbalances can help local talents to penetrate global markets.

In the major re-orientation of the textile industry towards the non-clothing application of textiles, known as technical textiles. These have many applications including bed sheets, filtration, furniture, upholstery etc.^{xix}

All in all, prominent strategic management of business conduction and sales is required to keep the economic growth afloat for such industry professionals.

[F] Government Intervention

The special framework of the Indian Textile Industry owes its gratitude to its legacy of tax, labour and other regulated policies that have favoured small-scale, labour-intensive enterprises while discriminating against large-scale, more capital-intensive operations. This framework is a product of historical re-orientation to meet India's predominately low-income domestic consumers rather than the world market.^{xx}

Public reforms and regulations which began in the 1980s and continued into the 1990s have led to a significant gain in efficiency of technology and competition in the international market. However, there is always a scope for improvement. Any additional reform to boost the domestic hidden shrinking market is much welcome.

The role of the industry is crucial to achieving the objective of 'Aatmanirbhar Bharat'. The phrase is directly defined by the principles of self-reliance.

The introduction of recent schemes like focused product investment schemes which aim to procure investment into the sector, especially in man-made fibre and technical segments proves the potential.



A Broad Set of Policy objectives are as follows: OUR SUCCESS™

- (a) Technology Up-gradation Fund Scheme (TUFS)
- (b) Cluster Development
- (c) Human Resource Development
- (d) Special Benefits to Textile Industry

Specialised textile parks, apparel parks, E.O.U.s and E.P.Z.s are being set up with improved infrastructure.

Pieces of evidence on Sustainability of Business through cluster modelling at the grass-root level :

- (a) Despite fierce competition, small firms have strived through collective action often by networking with the state. Such business dynamism has certainly realigned the status of labour and workers. Joint action by entrepreneurs and the state has shifted the focus to

upgrading technology and working standards for similar domestic local groups with all earnestly and vigilance.^{xxi}

- (b) Survival clusters of micro and small-scale enterprises aim their support measures at improving employment opportunities. The challenge here is to create an environment that stimulates and supports learning, innovation and constant upgrading.^{xxii}
- (c) Across the boundaries, European experiences have suggested that local and regional governments can play a crucial role to liberalise the bar of competitiveness among small and medium-sized manufacturers. This has been summarised as 'Triple C' which stands for customer-oriented, collective and cumulative.^{xxiii}
- (d) Specialised structures share the risk of failure associated with our technologies, rapidly diffuse throughout the cluster, encouraged by close proximity, trust and rivalry. The case study of the Faisalabad Textile Cluster can be referred to here. They upgraded their waving technology from power looms to shuttle-less looms.^{xxiv}

All the shreds of the evidence above interpret the merits of working by the method of 'Cluster Development' in the Textile Industry as a reformative action.

Government's initiative to support the development of the textile sector by promoting technology up-gradation, skill development and improved infrastructure. Thus, it states the vision to create a conducive environment for textile manufacturers and provide conditions which boost their sales.

Some of the schemes are^{xxv} :



- (a) Amended Technology Upgradation Fund Scheme (A-TUFS);
- (b) Power - Tex;
- (c) Integrated Textile Parks (SITP);
- (d) Apparel manufacturing units under SITP (SANGAM);
- (e) Capacity building SCBTS (SAMARTH);
- (f) Jute (ICARE - Improved Cultivation and advanced retting exercise);
- (g) Integrated processing development Scheme (IPDS);
- (h) Silk Samagra;
- (i) National Handloom Development Programme
- (j) National Handicraft Development Programme
- (k) Integrated Wool Development Programme (IWDP)
- (l) North East Region Textiles Promotion Scheme (NERTPS)
- (m) Rebate of State and Central Taxes and Levies (ROSCTL)
- (n) Scheme for production and employment linked to support for garmenting units (SPELSGU)
- (o) Weaver's MUDRA Scheme

The government has also approved an outlay of Rs 6000 crores to boost employment generation and exports in the press release of the Ministry of Textiles in 2021.

Implementation of Handloom Marketing Assistance (HMA), a part of the National Handloom Development Programme (NHDP) in the Handloom Sector provides a platform for the handloom weavers/agencies to sell their products directly to consumers.

With the increased digitalisation, the changing landscape in the future of the industry is well recognised by the Indian Government. Several steps have been taken to support the handloom and handicraft sectors by onboarding the domestic player on Government e-Marketplace (GeM), an excellent tool for direct selling to new markets.

Aatmanirbhar Bharat in Textile Industry now is not just a distant admiration but one which will be realised soon given the many empowering threads of actions in the right direction. The textile Industry longed for the ease of business and the creation of domestic ties for mutual growth, and the government has remained successful in implementing the conjectures here. It prospers on futuristic vision and innovation to the textile tradition in India. Through the schemes, the country becomes self-reliant, and the textile industry will spread rapidly through the supporting policy implementations of the government and deepen the roots of the niche market from production to designing.^{xxvi}



[G] E-Commerce And Sustainable Entrepreneurship

Online purchasing has never been more well-liked. The Covid-19 pandemic can be found to have an influence on this increase in popularity, but the e-commerce sector was already well on its way to displacing conventional brick-and-mortar enterprises. Consumers may access a far wider range of providers and products because of the business model.

The Indian online fashion market is anticipated to increase from \$46.2 billion in 2020 to \$111.40 billion by 2025.^{xxvii} According to an IBEF analysis, e-commerce behemoths like Flipkart and Amazon would be largely responsible for this rise. Online apparel purchasing has, however, truly taken off as free shipping and returns become increasingly typical.

Clusters at the lower production level in the textile sector that are not currently utilising internet marketing tools to carry out their marketing strategy are performing poorly in terms of both marketing and finances and must do so as soon as feasible in order to remain competitive and

survive in the long run.^{xxviii} E-commerce can aid in the real change toward sustainability that the fashion industry is about to make. Online purchasing can broaden consumers' exposure to the range of environmentally friendly products that a fashion brand offers. Additionally, it can increase the number of employees for smaller, intensely sustainable businesses.^{xxix}

Due to the current financial strength of venture-funded e-commerce businesses in India, they can continue this strategy. E-commerce businesses would need to begin concentrating more on increasing profitability by lowering operating expenses and enhancing resource efficiency as the sector evolves.

Green business methods can also gain favour with ethical investors, which could be a crucial aspect given that VC money now supports the entire Indian e-commerce market. The majority of Indian e-commerce businesses currently fall into the low-to-medium range on the sustainability quotient matrix. They should actively look for novel approaches to encourage sustainable consumption in addition to attempting to follow best practices so that their business operates at the "high" end of the Sustainability Quotient scale. The vast consumer base that e-commerce commands can be considered its greatest strength. There are currently 26 million customers registered on Flipkart E-commerce businesses can have a big impact on consumer behaviour by encouraging people to make environmentally beneficial decisions.

Many aspects of the economy will become sustainable and economically viable as a result of the formalisation and expansion of e-commerce. It will promote entrepreneurship by giving service providers and sellers of goods commercial options, and it will lower transaction costs (tax leakages, distribution expenses, etc.) by making quality goods and solutions easily accessible. These early entrants have been successful in gaining the attention of a sizable consumer class, despite the fact that the Indian e-commerce business has not yet reached a stable condition.

[H] Conclusion

Expanding at a rapid pace, the Indian Textile Industry is due to a huge revolution with the involvement of digitalisation and sustainability. Both the themes can be tackled by the intrusion of a responsible vivid arena of social entrepreneurship and supporting a resilient society. The paper answers major perspectives of the Textile Industry which govern the economic, social and environmental aspects through the lens of an innovative business model with ancestry at its core. Additionally, the goals of the United Nations have been constantly upheld to preserve the mission. Further, the involvement of government schemes, policies and outlays have further attributed to holding the stance of 'Aatmanirbhar Bharat' in the industry above. It takes the joint effort of society and government to carinate a leading Textile Industry for the globe to draw inspiration from.

Withstanding the claims for ‘Sustainability’, a well-framed ecosystem prepares & carries forward the Indian ancient traditions and elevates the status of its manufacturers towards the global competitors.

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