

Tweet Picks

I would like to add that GST will also be the best example of cooperative federalism. Together we will take India to new heights of progress.

— **NARENDRA MODI**
Prime Minister



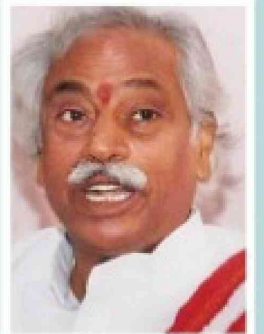
In conversation with @anitadongre for taking forward #IWearHandloom to support our weavers.

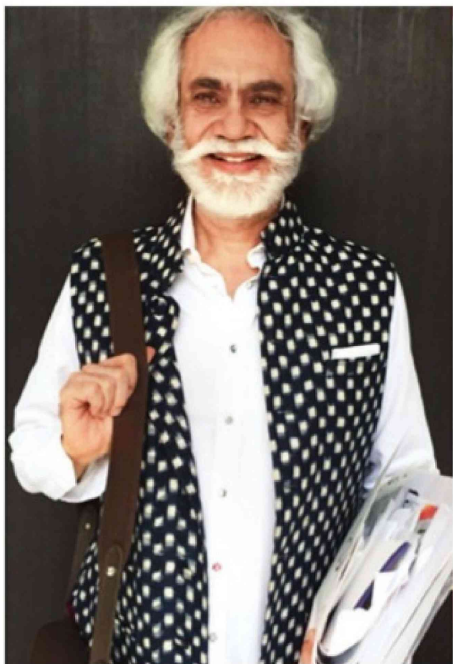
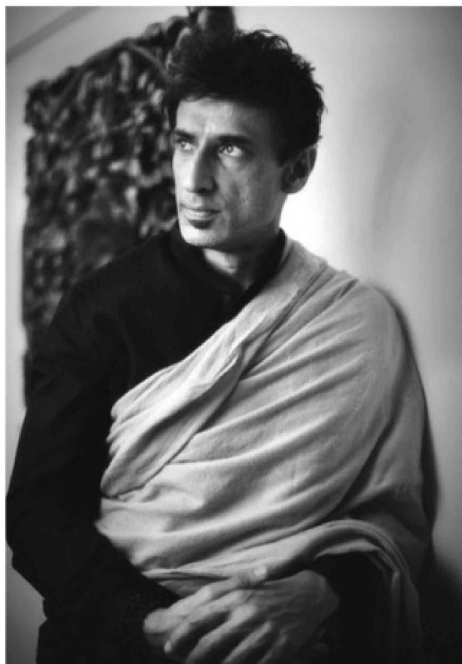
— **SMRITI IRANI**
Textiles Minister



Press Meet regarding PM visit to Telangana along with elected representatives of BJP at ESIC, Adarsh Nagar, Hyderabad.

— **BANDARU DATTATREYA**
Minister for Labour and Employment





Textile *trending*

INDIAN handlooms have long been languishing in the corner of a fast churning fashion cycle, it's historic beauty unravelling in the rush of industry driven trends. When PM Narendra Modi gave the haloed fabric its deserved status last year with the first National Handloom Day on August 7, the future of the fabric looked brighter than it has in decades.

This week, the new minister of textiles Smriti Irani gave it a further fillip with a social campaign that has quickly caught the fancy of industry stalwarts and sharp dressers of the country. The hash-tag #IWearHandloom is the hottest ticket to score style points currently, with everyone from designers to ministers sharing images of themselves in their favourite handloom creation on Twitter and Facebook. Irani took to social media in a blue sari with a red border stating, "Show your support for Indian weavers. Upload your photo with #IWearHandloom on Facebook or Twitter and tag atleast five friends to upload his/her photo wearing Handloom." As expected, the results have been heartening with youngsters urging friends and family to pull out special handloom ensembles from their closets and flaunt them with pride.

As David Abraham of label Abraham & Thakore shares with LIFESTYLE, "I think it is fantastic that the new Textile minister supports and promotes the handloom industry, and is doing her best to bring attention to it." Adding to the discussion, duo Swati & Sunaina share, "The popularity of the initiative on social media has touched a chord with every heart. Handlooms of India are, and can further be a greater success story, provided as an industry we can focus on skill development of new weavers and other handloom production related skills like designing on computer, dyeing etc."

In fact, one of the biggest contributions of the movement is the attention that it will bring to the weavers, as the textiles industry is the second largest employer in the country. As designer Kavita Bhartia states, "There is a huge need to revive handloom because the textile industry is the only industry after agriculture that could generate huge employment for both skilled and unskilled labour."

Adds founder of Ekaya, Bharat Shah, "I think the weavers are finally getting the recognition they need and weaving is seen as a profession now. We

Handlooms are being revived with a focus on young wearers, with softer drapes and sharper silhouettes. The current trend is to post an image on social media

With the second National Handloom Day this weekend on August 7, we take a look at how designers are celebrating the revered material **by Radhika Bhalla**



(Above) Textile minister Smriti Irani started a campaign celebrating handloom fabric; (right) Actress Kangana Ranaut posted a picture with celebrity stylist Ami Patel in an Anavila sari.



hope in the future the weavers will encourage their children to take up weaving as well. Just the way *patan patola*, and *ikat* bounced back, the industry is getting a chance to revive."

Evidently, the dated image of handlooms is undergoing a profound shift in its creative vision, with young designers and innovators giving a new lease of life to the traditional fabric. Predicting the upcoming patterns in

its usage, designer Gautam Gupta says, "Handlooms will be more user-friendly, soft and drape-friendly especially with the work going on at the root level. The patterns and motifs will shift from vintage to a more contemporary oeuvre for fusion wear. Handlooms will now be for younger audience as well." And just like that, the ancient handloom has become the trend *du jour* once again.

SAY TEEJ WITH SMRITI

QAMAR SIBTAIN



**PHOTO
OF THE DAY**

Women take selfies with Union Textiles Minister Smriti Irani on the occasion of Teej festival organised by the Delhi BJP in the Capital on Thursday.



Textile Minister Smriti Irani celebrates Teej festival in New Delhi on Thursday. PTI



Union textiles minister Smriti Irani with artistes at a Teej function, organised by BJP Mahila Morcha, in New Delhi on Thursday.
— BUNNY SMITH

Centre to hand over Indu Mill land soon

Union Cabinet approves conditions to transfer 12 acres for Ambedkar memorial

dna correspondent

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Amid the furore over the demolition of Ambedkar Bhavan in Dadar, the Centre has started taking a final step towards the transfer of the Indu Mill land to the state for construction of a grand memorial of Dr BR Ambedkar.

The Union Cabinet chaired by prime minister Shri Narendra Modi on Wednesday has given its approval for the terms and conditions for transfer of 12 acres of National Textile Corporation (NTC) Indu-6 Mill land in Mumbai to the government of Maharashtra.

Details of terms and conditions were awaited till the time of going to press.

The Union Cabinet had already approved the transfer of the land on payment of compensation as re-

quired under section 11A of the Sick Textile Undertakings (Nationalisation) Amendment Act, 1995 and ratified tripartite Memorandum of Understanding signed between Centre, Maharashtra government and NTC.

Maharashtra government had offered to compensate the NTC with TDR worth Rs1,300 crore. However, the NTC has pegged the land's worth at Rs1,800 crore and has been pushing for cash compensation.



File photo of Indu Mill where Ambedkar memorial will come up

The construction of the memorial is expected to cost Maharashtra exchequer Rs425 crore. Prime minister Narendra Modi had already laid the foundation stone for the memorial in October last year.

The final design of the memorial is pending for the chief minister's approval and hence kept a secret by the social justice department.

As per the tentative design proposed by the architectural firm Shashi Prabhu & Associates, memorial's major attraction would be a 25,000 sqft stupa around a pond. It will also have a 39,622 sqft interactive museum, an underground library, and an auditorium block for cultural events. The firm has proposed 2.50 lakh sqft construction on the land.

Final stage

स्मृति ईरानी ने भाजपा सदस्यों के साथ अपने निवास पर मनाई तीज



नई दिल्ली | गुरुवार को केंद्रीय टैक्सटाइल मंत्री स्मृति ईरानी ने भाजपा सदस्यों के साथ अपने निवास स्थान पर तीज मनाई। इस दौरान आयोजित कार्यक्रम में भाजपा के प्रदेश अध्यक्ष सतीश उपाध्याय भी मौजूद थे।

तीज भारतीय संस्कृति का हिस्सा : ईरानी

नई दिल्ली (ब्यूरो)। प्रदेश भाजपा महिला मोर्चा ने बृहस्पतिवार को तीज पर्व पर केंद्रीय कपड़ा मंत्री स्मृति ईरानी के निवास पर कार्यक्रम आयोजित किया। इसमें स्मृति ईरानी ने भी भाग लिया। मौके पर केंद्रीय मंत्री ने कहा कि तीज और रक्षा बंधन ऐसे त्यौहार हैं, जिसमें महिलाओं का विशेष महत्व है। ये धार्मिक त्यौहार नहीं हैं, बल्कि हमारी सांस्कृतिक विरासत का हिस्सा हैं। इसमें महिलाओं को विशेष स्थान दिया गया है।



केंद्रीय मंत्री स्मृति ईरानी के आवास पर प्रदेश महिला मोर्चा द्वारा आयोजित तीज महोत्सव में नृत्य करती महिलाएं। फोटो : एसएनबी

साड़ी-ड्रेस से एक्साइज ड्यूटी हटाने की मांग

सूरत. एक हजार रुपए से अधिक की ब्रांडेड साड़ी और ड्रेस मटीरियल पर एक्साइज ड्यूटी लगाने के निर्णय से सूरत के कपड़ा व्यापारी परेशान हैं। व्यापारियों की संस्था फैडरेशन ऑफ सूरत टैक्सटाइल ट्रेडर्स एसोसिएशन ने वित्त मंत्री को पत्र लिखकर एक्साइज ड्यूटी हटाने की मांग की है।

फोस्टा ने पत्र में बताया कि सूरत के कपड़ा व्यापारी फैब्रिक के तौर पर कपड़े बेचते हैं। यहां के व्यापारी साड़ी और ड्रेस पर अपनी दुकानों के नाम का स्टिकर ब्रांड के लिए नहीं, बल्कि इसलिए लगाते हैं कि वापसी की सूरत में इनके व्यापारी का पता चल सके। एक्साइज के चैप्टर 54 के अंतर्गत साड़ी और ड्रेस को कर मुक्त किया गया है, लेकिन अधिकारी चैप्टर 61, 62 तथा 63 के अंतर्गत उस पर टैक्स मान रहे हैं।

GST may push up prices of branded apparel

Branded apparels may get costlier as a result of the implementation of the goods and services tax (GST), expected by April 2017. According to industry and experts, tax incidence on branded apparels and other finished textile products could rise at least three-four per cent, assuming textiles come under the merit list of GST.

"We have found that the tax neutral rate in textiles comes to around eight-nine per cent. Once GST comes into play, we are expecting a lower rate of 12 per cent, out of the two slabs of 12 and 18 per cent. But even at a lower rate, the sector will end up paying higher duties, thereby increasing prices. Hence, from the textiles perspective, it will be inflationary," said Prashant Agarwal of Wazir Advisors, a retail consulting firm.

However, according to Jayesh Desai, director and CFO, Arvind Ltd., the company's internal calculations suggest that at a merit rate of 12 per cent for fabric and 16-17 per cent for garments tend to be revenue neutral. "In such a case, it may not have any inflationary pressure

on the garments," said Shah, adding that initial indications of the government seem to hint that apparels could be placed in the merit tax rate.

According to Rahul Mehta, president of Clothing Manufacturers' Association of India (CMAI), there are also talks of branded garments being put under the luxury tax slab, which could be higher than 18 per cent. "We have been making several representations that the current revenue neutral rate of eight-nine per cent, anything more than that will kill the industry. It is being said that branded garments will be taxed as luxury. If that is so, then every labeled garment is branded, which means right from garments worth ₹500 to ₹3000 and above are branded. Smaller players as well as middle class consumers will be impacted the most by GST," said Mehta. However, Agarwal says while the immediate incidence of three-four per cent, assuming a 12 per cent rate and an almost 10 per cent incidence in case of 18 per cent will result in inflationary trends, in the long run consumers would be able to accommodate the same.

VINAY UMARJI

Cotton CONSCIOUSNESS

India has the unique potential of making ecologically sustainable cotton cloth—why then are cotton farmers committing suicide?

BY UZRAMMA

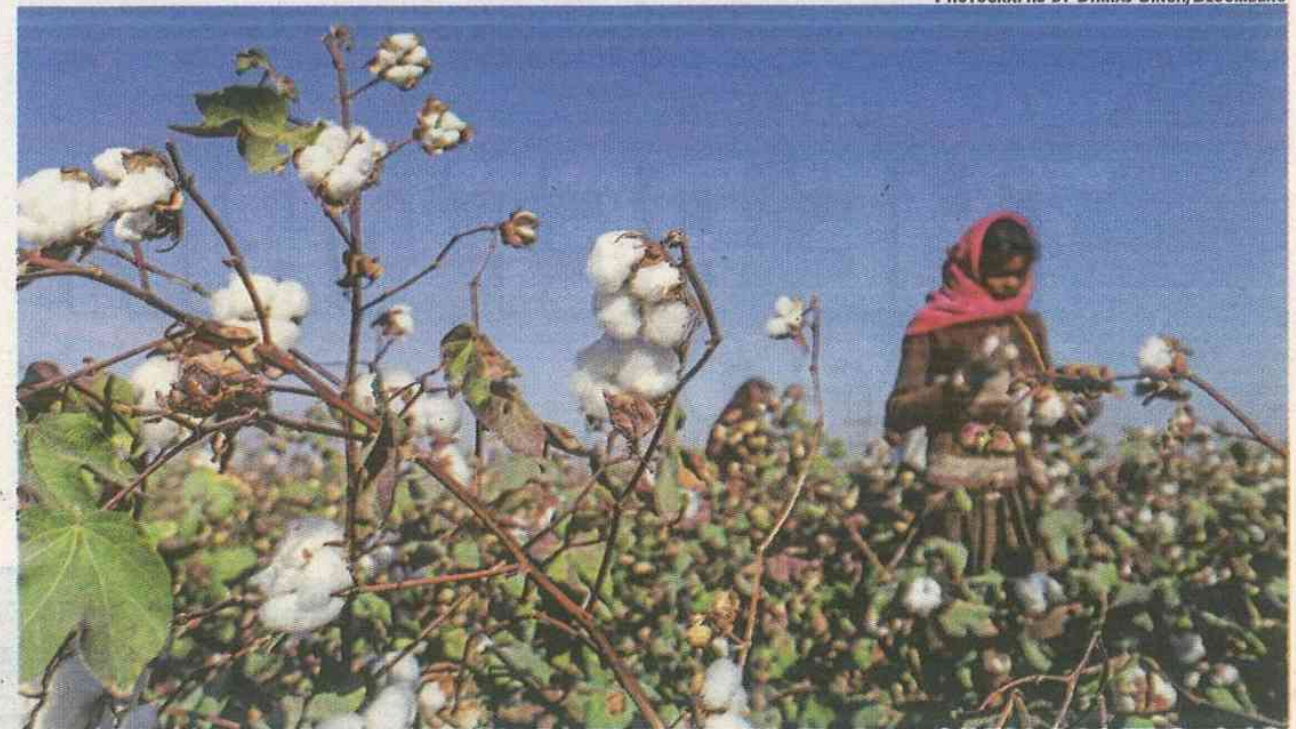
Sometimes a comparison is more revealing than just a fact. But while cotton in the US is grown by large corporations on farms of vast acreage and harvested by mechanical harvesters, cotton here is grown on small landholdings and harvested by hand. As to the handloom: Compared to the rest of the world, India has by far the largest number of working handlooms. In fact, India is home to 95% of the world's handlooms, and hand-weaving is the largest employer in the country after agriculture. India's cotton farmers and weavers together could make a world-beating, handmade, pure-cotton textile industry. The world is looking for handmade goods and India could be the world's handloom cotton fabric supplier.

Why then are cotton farmers committing suicide and weavers leaving looms? Here are two reasons:

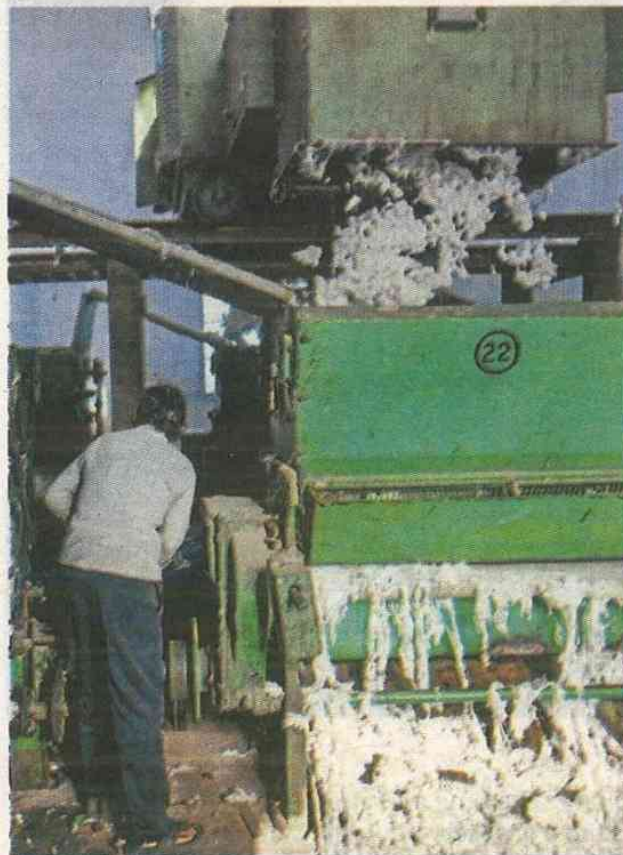
Cotton farming has become a high-risk activity. The farmers are obliged to grow the American variety *Gossypium hirsutum*, rather than the indigenous varieties *Gossypium herbaceum* and *Gossypium arboreum*. This is because our native varieties produced the finest cloth in the past but they are unsuited to the spinning machinery invented 250 years ago in the West and, in a modernized version, still in use today. These machines need the long, strong fibres of American cotton to withstand the heat and stress they generate. India has many different soils and micro-climates, and our native cotton varieties were painstakingly adapted to their local conditions over centuries of experience. The native varieties could withstand the variable Indian climate; the American varieties, with their shallower roots, cannot. The needs of the machine dictate what the farmer must grow, and the risk, if the crop fails, is the farmer's. If one bad harvest is followed by another, the loan burden becomes unbearable and farmers take their lives rather than live with unpaid debt.

For a decade now, a bacillus gene, *Bacillus thuringiensis*, has been inserted into the cotton plant, with the claim that it will keep off one pest—the bollworm. Bt cotton seed is expensive and must be bought each year from licensed companies, increasing the farmer's investment and, therefore, risk. The gene protects against only one particular pest; there are many others on which it has no effect, and, currently, one of these, the whitefly, is devastating cotton fields in Punjab.

One reason weavers are leaving their looms is



PHOTOGRAPHS BY DHIRAJ SINGH/BLOOMBERG



Need of the hour: (above) A cleaning machine at a ginning mill in Gujarat; and a cotton field in Gujarat.

that illegal machine-made copies of handloom fabrics are undercutting handloom demand in the market—most of the power-loom cloth sold in the market is passed off as handloom. This is against the law of the land, the Handloom (Reservation of Articles for Production) Act of 1985, which states that 11 articles, including saris, *dhotis* and *lungis*, are to be made exclusively on the handloom. A handwoven, tie-dyed Sambalpuri sari may cost ₹1,200-2,000 or more, while a printed machine-made copy is available for ₹400. While corporate entities go to court to protect their brands, handloom weavers are unable to do so. The state must enforce the law of the land and ensure that hand-weaving gets the protection to which it is entitled.

Between cotton growing and its weaving into cloth on the handloom stand the spinning mills. The only customers for the farmer's cotton, they demand only one kind of cotton, one that is highly risky for the farmer to grow. From this one cotton variety, the mills turn out the same yarn everywhere. But we need a different kind of spinning machinery, one specifically suited to India's strengths, one that could process different varieties of cotton, one that would produce from those cottons a variety of different yarns that would restore the diversity that was the hallmark of

Indian cotton fabrics.

How can farmers and weavers benefit from growing and weaving cotton cloth? The first step would be for the state and civil society to recognize the value of small farms and hand-weaving. These, with ancillary services for farming and weaving—tool making, pre-weaving yarn preparation, dyeing of yarn and cloth—account for a vast segment engaged in small-scale production. With some encouragement, this could be the basis for dispersed, decentralized, self-owned, democratically managed cotton textile production.

We have the potential for ecologically sustainable cotton cloth-making, unparalleled in the world, a unique advantage in a time of climate crisis; a chance to build democratic, people-owned industries, dispersed throughout the countryside, with the means of production distributed throughout society, not just confined to the very few who can afford to invest in the huge infrastructure needed for mechanized textile production.

It is an opportunity not to be missed.

The writer is the founder of the Decentralised Cotton Yarn Trust and a senior member of the team behind Malkha.

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Arvind consolidated Q1 PAT up 27% at ₹74 cr

Mumbai, Aug 4: Textile and apparel player Arvind on Thursday posted a 27% growth in consolidated profit after tax at ₹74 crore for the quarter ended June 30.

The company's PAT stood at ₹58 crore in the first quarter of preceding fiscal, Arvind Ltd said in a statement issued here.

Arvind's revenue also grew by 18% at ₹2,104 crore for the quarter under review as against ₹1,787 crore in the corresponding quarter of the previous fiscal.

“Our textiles business, which recorded 14 per cent revenue growth, continues to deliver a strong performance as we continue to pursue a calibrated growth strategy. The brands business

continues to demonstrate strong growth with 26% growth in Q1.

“Our established power brands consolidated their market positions. We are also excited about India's first true Omni

‘Our textiles business, which recorded 14% revenue growth, continues to deliver a strong performance’

Channel experience - NNNow.com which we launched during Q1. NNNow.com redefines shopping for Indian consumers by linking online and offline retail shopping experience,”

Arvind Director and CFO Jayesh Shah said.

Meanwhile, shares of textile and apparel player Arvind on Thursday rose by nearly 4% after the company posted 27% growth in profit for the June quarter.

The scrip gained 3.66% to settle at ₹304.10 on BSE. During the day, it surged 4.65% to ₹307.

On NSE, shares of the company went up by 3.68 per cent to end at ₹304.15.

On the volume front, 7.99 lakh shares of the company were traded on BSE and over 57 lakh shares of the company changed hands at NSE during the day.

Arvind posted 27% rise in consolidated profit after tax at ₹74 crore for the quarter ended June 30, 2016-17 fiscal. *PTI*

On last day, SP Apparels IPO oversubscribed 2.63 times

fe Bureau

Mumbai, Aug 4: The initial public offering (IPO) of SP Apparels was subscribed 2.63 times on Thursday, the final day of the issue. The company will raise ₹239 crore with the shares expected to be priced at the top end of the band of ₹258-268.

Till 5 pm on Thursday, bids had been received for 1.72 crore of the 65.56 lakh shares on offer.

Qualified institutional buyers (QIBs) bid for 42.83 lakh of the 19.39 lakh shares on offer, a subscription of 2.21 times. High Net worth Individuals (HNI) bid for 70.64 lakh of the 13.85 lakh shares reserved for them, bidding 5.1 times of their quota.

The retail portion was subscribed by 1.81 times with investors bidding for 58.65 lakh of the total 32.31 lakh shares offered for them.

On Monday, the company raised ₹71.74 crore from anchor investors including DSP BlackRock, Goldman Sachs India, Birla Sun Life Insur-

Warm response

Category	No. of share reserved (in lakh)	Shares bid (in lakh)	No. of time subscribed
QIBs	19,39,905	42,83,290	2.21
HNIs	13,85,010	70,64,695	5.1
RIIs	32,31,690	58,65,420	1.81
Total	65,56,605	17,213,405	2.63

(Till 5 pm)

Source: Stock exchanges

ance, Morgan Stanley Mauritius, UTI-Balanced Equity Fund, UTI-Master Equity Plan Unit Scheme and Principal Trustee Co Pvt Ltd.

The IPO comprises a fresh issue of equity shares aggregating ₹215 crore and an offer

On Monday, the company raised ₹71.74 crore from anchor investors that included DSP BlackRock, Goldman Sachs India and Birla Sun Life Insurance

for sale (OFS) of 9 lakh shares. Private equity player New York Life Investment Management India Fund, which at present holds a 10.5% stake in the company, will make a partial exit by selling half its stake.

For FY 2016, the company reported a net profit of ₹37.85 crore on a total revenue of ₹541 crore. The company proposes to utilise the proceeds of the issue to repay debt, open new stores for the sale of its “Crocodile” brand products and modernise manufacturing plants. The book running lead managers to the issue are Motilal Oswal Investment Advisors Private Limited and Centrum Capital Limited.



Arvind shares up nearly 4% post Q1 earnings

Shares of textile and apparel player Arvind on Thursday rose by nearly 4 per cent after the company posted 27 per cent growth in profit to Rs 74 crore for the June quarter. The scrip gained 3.66 per cent to settle at Rs 304.10 on the BSE.