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President

Amarjit Singh
Secretary General

Vinit Sethi
Treasurer

Col. S. Kapoor
Director General



FROM PRESIDENT'S DESK

PMS Uppal
President, OGTC

As the dawn descends on 2024, we all look forward to brighter days in 2025. The year gone past has been generally satisfying for our fraternity particularly so since the apparel exports have picked up during the last five months or so. The cumulative RMG exports for April- September 2024 is nearly 8.5% higher over the same period in 2023. Reports of uncertainty in the Bangladesh apparel industry and likely conclusion of FTA with UK in 2025 bodes well for our industry.

On the manufacturing front, we need to incorporate AI in our processes to the extent possible. There is growing focus of most of our buyers not only for quality and timely shipments but also on sustainability including traceability. For us to remain competitive, we need to cut costs and I am pleased to see our members forthcoming in the initiatives taken by OGTC for benchmarking Finishing Department, study on Overhead expenses and MMR --- these will go a long way to help all members. Common Sourcing is another project which I would like OGTC to focus upon in the coming year.

Training is the touch stone for any organization to grow and it is no different for our apparel industry. I urge our members to actively participate in all the training initiatives taken by OGTC. The Training of Trainers (ToT) pilot project was undertaken by M/s Orient Fashion Exports India Pvt Ltd and the feedback has been good; other members may also consider programming the project in the new year. The ToT project will help us develop in-house trainers who can then conduct regular training on as required basis.

I once again take this opportunity to thank all our members who enthusiastically participated in our flagship event, ICAHT-2024, held on 14th September 2024 at AEPC in Gurugram. The theme "Threads of Transformation: Strategic Insights for Global Apparel Leadership" was in-keeping with our drive to promote our exports while remaining sustainable.

As a follow up from the International Conference and evaluating the feedback of the members, OGTC conducted a half day workshop on 'Building High Performing Teams' by Ms. Amandeep Randhawa on 7th December 2024. This workshop, attended by over 60 participants, was very well received by a large cross section of member participants; we look forward to organising many such programmes in the coming year.

Friends, Bhart Tex 2025 is on the anvil scheduled to be held from 14th to 17th February 2025 at Bharat Mandapam, New Delhi. This initiative of the Govt. of India is an excellent opportunity to showcase our products since it is expected that there will be better footfall with more international buyers visiting this exhibition; I would urge maximum participation by our members.

In conclusion, I am sanguine that the coming year would be more productive and engaging for all of us given the growing trends in exports.

Before I sign off, wishing you all and the OGTC fraternity a very Happy 2025.





(Sponsored by Govt. of India, Ministry of Textiles)



Sudhir Sekhri
Chairman, AEPC

MESSAGE

On behalf of AEPC, I extend New Year wishes to OGTC and its members.

OGTC has always been a great example of how a small but energetic organization can achieve big milestones through consistent and meaningful steps. Over the years, OGTC has demonstrated steadfast commitment in driving the change through innovation and research in apparel manufacturing and export industry.

OGTC's initiatives have always been forward-looking, focusing on key global trends and fostering a spirit of collaboration among apparel manufacturers and exporters. Whether it be promoting sustainable practices, or enhancing operational efficiency, or embracing the possibilities of Industry 4.0, OGTC has set high benchmarks for the entire industry. AEPC takes immense pride in its enduring partnership with OGTC and looks forward to continued collaborative efforts to enhance the competitiveness of the Indian apparel export industry.

This financial year has brought positive developments for the apparel export industry. During the period from April 2024 to October 2024, the apparel exports from India have registered a growth of 11.6% over the exports during the same period of last financial year. With the existing trend, apparel exports of India are poised to achieve new heights during this year.

The current year however has witnessed unique challenges too for the apparel industry. Intense global competition, inflationary pressure in many ready-made garment importing countries, geo-political disturbances etc. among others. However, India can also leverage upon the Bangladesh+1 and China+1 strategies to attract global brands to diversify their sourcing.

Looking ahead, Bharat Tex 2025 in February 2025 which is the joint effort of all the Textile EPCs and Associations will be a landmark event. This four-day event from 14th to 17th February 2025 in New Delhi will bring together the entire value chain at one place and highlight India's leadership in global textile ecosystem. The event will feature around 60 sessions focused on contemporary issues, sustainability, and Industry 4.0 with dedicated pavilions on circularity and sustainability.

I firmly believe that OGTC will contribute in the success of this event. I am also confident that OGTC will continue to spearhead initiatives that inspire innovation and growth in the apparel export industry. AEPC remains committed in its support for OGTC's vision and endeavours. We are committed to work together to achieve the Government of India's ambitious apparel export target of US\$40 billion by 2030, reflecting the country's growing prominence in the global textile industry.

Best wishes for another successful year filled with achievements and progress.





ROLE OF INCENTIVES IN IMPROVING PRODUCTIVITY IN THE APPAREL INDUSTRY

Col. S. Kapoor
Director General, OGTC

1. Introduction

The apparel industry is one of the most labour-intensive sectors where productivity significantly determines profitability and competitiveness. In an environment characterised by tight deadlines, high demand variability and complex production processes, employee performance is a critical determinant of success. Incentives play a crucial role in enhancing productivity by motivating workers, fostering engagement and encouraging innovation. A well-designed incentive system can create a “win – win” situation for both the employers and the employee.

2. Understanding Role of Incentives

Incentives are rewards or benefits offered to employees to encourage desired behaviours or outcomes. They can be classified into two main categories: -

- a) Financial Incentives to include bonuses, profit sharing and performance-based pay.
- b) Non-Financial Incentives to include recognition, career advancement opportunities, training and supportive work environment.

3. Key Benefits of Incentives

a) Enhanced Employee Motivation

Incentives act as a powerful motivator for workers to meet and exceed performance expectations. In the apparel industry where tasks such as cutting, sewing and quality checking are repetitive in nature, monotony can reduce worker engagement. Performance-linked bonuses and rewards can encourage workers to maintain high levels of efficiency and accuracy, thereby increasing output.

b) Reduction in Absenteeism and Attrition

High absenteeism and employee attrition are common challenges in the apparel industry. Incentives like attendance bonuses or retention rewards offered by employers can encourage workers to remain committed to their jobs. This stability not only improves productivity but also reduces the cost and time associated with training new employees.

c) Improved Quality Standards

Quality is a critical factor in the apparel industry as defects can lead to customer dissatisfaction and increased costs due to rework. Incentive programs that recognise and reward workers for maintaining high-quality standards can foster a culture of excellence. This approach ensures that employees prioritize quality while meeting production targets.

d) Encouragement of Teamwork

Many processes in the apparel industry require collaboration amongst workers; group-based incentives such as team bonuses for meeting production targets can enhance co-ordination and co-operation. This collective effort leads to smoother workflows, fewer bottlenecks, and higher overall productivity.

e) Innovation and Process Improvement

Incentives for suggesting cost-saving measures or process improvements can stimulate innovation amongst employees, e.g. workers on the factory floor often have firsthand insights into inefficiencies in production. Rewarding their ideas can lead to more efficient practises and a competitive edge in the market.

4. Challenges in Implementing Incentive Programs

While incentives have numerous benefits, their implementation must be carefully managed to avoid potential pitfalls. Poorly designed programs can lead to unhealthy competition, reduced morale, or even unethical practices such as cutting corners to achieve targets. Therefore, it is essential to align incentives with organisational goals and ensure transparency in their administration.

a) Balancing Fairness and Individual Performance

In a diverse workforce, ensuring that incentives are perceived as fair is critical. Disparities in reward distribution can lead to dissatisfaction amongst employees. Employers should consider factors such as skill levels, job complexity and individual contributions when designing incentive schemes.

b) Avoid Overemphasis on Quantity

Incentives focussed only on production volume can compromise quality. A balanced approach that rewards both speed and accuracy is necessary to maintain high standards.

c) Sustainability of Incentive Programs

Incentive programs must be financially sustainable for the Company. Excessive reliance on incentives can strain budgets especially during periods of low profitability. Employers should periodically review and adjust programs to align with business performance.

5. Conclusion

Incentives play a pivotal role in improving productivity in the apparel industry by motivating employees, fostering quality and encouraging innovation. However, their effectiveness depends on thoughtful design and implementation. By adopting a balanced approach that considers both employee needs and organisational goals, companies in the apparel sector can harness the power of incentives to achieve sustained growth and competitiveness. A strategic focus on incentives not only boosts productivity but also enhances employee satisfaction and loyalty, creating a robust foundation for long-term success





“LET'S MEET HALF-WAY” – BALANCING THE AI FACTOR

Amandeep Randhawa

Founder Director

M/s Beyond Basics Learning

As the world propels, faster than ever, towards technology like never before, the huge push to 'simplify' human life is magnified to an extent that the thought that machines backed by AI can replace almost everything human, concretizes. The accelerated evolution of humans is being witnessed like never before. The world has indeed become a smaller place with everything available at the touch of the screen. 'Instant Gratification' as a mindset is given, where results and outcomes are expected as fast as a machine could churn them out. The fact that it's a human who must initiate this decision making and results is being missed, almost completely in some cases.

It is a man vs. machine like never before. While one doesn't need to put up a case on the positives of technology, it is felt that now we do need to highlight 'why humans?' The world is witnessing health epidemics in the form of mental health issues and obesity (and everything that it leads to) at its highest. The dark side of 'quick accessibility' that is so conveniently overlooked. **The humans are thinking and moving far less than ever before!**

In the context of the garment industry, especially for a country like India where labor remains a key factor of the advantages that can be offered, let's explore the above a little. The buyers, most of who are sitting in the so called first world countries, are talking about 'sustainability through product traceability' and are increasingly mandating it as a 'must have' for production houses, are obviously a bit oblivious about the human factor involved here in India. Even though the sheer numbers of human resource should work in its favor, the industry struggles with high attrition, poor quality and delayed timelines. Eventually AI is expected to be the way of life in everything that we do in the coming years.

So how do we prepare our workforce for this inevitable technology (in the form of AI) revolution? I thought I will give it a '**solutions based**' approach. Where through a series of articles, I introduce a user-friendly tool kit that facilitates a better handling of the 'people' resources and help them with this transition by working on the foundation.

The first tool I want to introduce is something called “**CREATING EMOTIONAL BANK BALANCES**”. I was introduced to the tool almost a decade ago and I can confidently say that it works, where a machine doesn't!

The tool is based on the following key factors:

- 1) Acknowledge that the humans are 'feeling beings' and accept that intuition and emotions do play a key role in decision making.
- 2) Taking the right decision at the right time, remains a human privilege.
- 3) The machine takes the command from the human.
- 4) The human synergy remains unlimited in what it can achieve together.
- 5) To imagine, is a human prerogative.

“**EMOTIONAL BANK BALANCE**” works on the same principle of debit and credit as a normal bank balance. What you deposit is what you can withdraw.

Why EMOTIONAL BANK BALANCE?

As emotionally wired beings, it is a primal need of humans to be nurtured emotionally by others around them. This includes the workspaces. While remaining growth oriented and focused on the goals, managing the process, tasks & people, it is imperative to remain connected with each other at a base emotional level. It is this connection that one turns to in times of stretch and distress. An emotionally safe work environment fosters **TRUST, DRIVE, ZEAL, OWNERSHIP AND HIGHER RESULTS**. Loyalty remains as personal and is motivated by emotional connects, rather than cut & dry results.

You want people in your organization to stay and perform, invest in them emotionally!

How to build EMOTIONAL BANK BALANCE?

Its really going back to the simpler things. The following is a good approach:

- 1) Start showing a genuine interest in knowing and understanding people in your teams. An attentive and patient listener, practicing mindfulness and being aware of how you impact others around you are a few techniques.
- 2) Foster the overall feeling of wellbeing by communicating that **'you matter'**. You being there or not, matters.
- 3) Engage in personal growth-based conversations. Address their **'WIIFM'** (What's In It For Me?).
- 4) **"I've got your back"**! Be the mentor and be there.
- 5) Acknowledge that as humans there are good and bad days at a personal level. Go easy on them on the visibly tough days. **Empathy and kindness**, basic as it may sound are extraordinarily powerful.
- 6) Simpler things – “good morning”, “how are you?” “Can I help?”, “Do you need me?” go a long way in communicating that you are invested.
- 7) Let go off the 'war Lord' mentality. **You are because they are...** it's not the other way round.

WHAT HAPPENS THEN?

A slight focus and effort in building the above leads to pure magic! It starts to show in:

- 1) Higher sense of ownership, responsibility and loyalty
- 2) Overall sense of wellbeing leading to better decisions and fewer human errors.
- 3) Motivated to push the bar fueled by a positive emotional drive
- 4) “Joy of working” keeps the energy levels up
- 5) Going that extra mile comes easy.
- 6) “We are in it together” becomes the overarching feeling.
- 7) They feel seen, heard & valued.
- 8) They stay... and grow with you.

So while the inevitable push towards technology and AI continues, be that organization that acknowledges “Humans over Machines”. A crucial step towards **“LET'S MEET HALF-WAY!”**



OGTC ACTIVITIES

WEBINAR ON UNION BUDGET 2024

A webinar on “Union Budget 2024” was organized on 25th July 2024. It was conducted by experts from M/s Lakshmikumaran & Sridharan Attorneys and covered both Direct and Indirect tax proposals. The webinar was attended by a large number of members who immensely benefited from the presentation made by the experts.

MEETING WITH MR. ALOK KUMAR, IAS, PRINCIPAL SECRETARY, GOVT. OF U.P.

A meeting of our owners with Mr. Alok Kumar, IAS, Principal Secretary to UP Govt, Dept of MSME and Export Promotion was organized on 26th July 2024. The purpose of the meeting was to interact and understand the U.P. Govt. proposal on the development of textile park near Hardoi in U.P. The meeting was highly interactive and got some members interested to consider expansion of their manufacturing base particularly in the light of shrinking availability of manpower in NCR.

The meeting was attended by:-

- a) Mr. Tony Uppal – M/s Pee Empro Exports Pvt Ltd
- b) Mr. Vinit Sethi – M/s Orient Fashion Exports India Pvt Ltd
- c) Mr. Vinod Kapur – M/s Radnik Exports Global Pvt Ltd
- d) Mr. Anil Peshawari – M/s Meenu Creation LLP
- e) Mr. Amod Tripathi – M/s Saivana Garments Pvt Ltd
- f) Mr. Rohit Aggarwal and Mr. Viren Aggarwal – M/s Fine Lines
- g) Mr. Animesh Saxena – M/s Neetee Apparel LLP

BENCHMARKING OF FINISHING DEPARTMENT

In this initiative, following members participated:-

- a) M/s Afflatus International
- b) M/s Genus Apparels Ltd
- c) M/s Gudi Exports Pvt Ltd
- d) M/s Matrix Design & Industries Pvt Ltd
- e) M/s Neetee Apparel LLP
- f) M/s Orient Fashion Exports India Pvt Ltd
- g) M/s Pee Empro Exports Pvt Ltd
- h) M/s Pooja International

Mr. Nitesh Burman of M/s Afflatus International and Mr. Manish Sachar of M/s Orient Fashion Exports India Pvt Ltd were instrumental in creating a format which helped benchmark the expenses under various subheads related to the Finishing department.

A series of meetings with the participating members were held before the benchmark findings was presented to the Owners in their meeting on 5th July 2024.

The members agreed that the outcome of the study was very revealing and would certainly help them in their endeavor to benchmark their respective finishing departments, which would ultimately help improve productivity.

OVERHEAD STUDY

In today's Apparel Export market where competition is tough, cost cutting is one of the major initiatives being considered by all manufacturers to remain financially competitive.

Towards this direction, OGTC, keeping in mind the needs of our members, undertook study on Overhead Expenses.

In the first meeting held on 20th August 2024, Mr. Vinit Sethi, M/s Orient Fashion Exports India Pvt Ltd shared brief guidelines to facilitate the comparative study of the data; following members participated: -

- a) M/s Genus Apparel Ltd
- b) M/s Gudi Exports Pvt Ltd
- c) M/s Neetee Apparel LLP
- d) M/s New Delhi Export House
- e) M/s Orient Fashion Exports India Pvt Ltd
- f) M/s Panorama Exports Pvt Ltd
- g) M/s Pee Empro Exports Pvt Ltd
- h) M/s Team Krian
- i) M/s TrendSetters International

Subsequently M/s Afflatus International, M/s Pooja International & M/s Radnik Exports Global Pvt Ltd also joined the study.

During the meeting, a healthy discussion ensued which gave the members insight into where cost reduction can be undertaken with little effort.

This exercise presently is “**work in progress**” and will be reviewed in first fortnight of April 2025.

ZED CERTIFICATION

Of late, ZED certification has assumed great importance since Govt has linked many subsidy/benefits to units having the said certifications. OGTC has repeatedly encouraged its members to apply for and obtain gold certification under ZED. M/s Fashion Futures Consultants Pvt Ltd has been associated with OGTC to facilitate the due process of certification.

As on date over 9 members have achieved Gold Certification.

ASSISTED MIGRATION FOR APPAREL SECTOR (AMAS) PROJECT

OGTC organized a presentation by M/s GreyBeez Private Limited for our members on 20th July 2024 to understand the AMAS Project.

We are now collaborating in this project with a modest beginning of engaging minimal trained operators by our members in Gurugram. It is felt that if this initiative is successful, it will to some extent address the problem of shortage of workers. Subsequently, depending on the success of the Gurugram center, the consultant plans to open training centres in Noida and Faridabad.

CARBON FOOTPRINT INITIATIVE

M/s Onlygood is collaborating with OGTC members to identify Carbon Footprint in our factories. The following members have completed scope-1 and scope-2 levels: -

- M/s Afflatus International
- M/s Genus Apparels Ltd
- M/s Meenu Creation LLP
- M/s Pee Empro Exports Pvt Ltd
- M/s Rainbow Fabart Pvt Ltd
- M/s Radnik Exports Global Pvt Ltd

SWACHHATA PAKHWADA

Swachhata Pakhwada, an initiative of Government of India, was celebrated between 1st – 15th November 2024 under the aegis of Apparel Export Promotion Council (AEPC). During the Pakhwada focus was laid on: -

- Curbing Single Use Plastic
- Display posters/slogans on cleanliness and hygiene
- Committed cleanliness drive within factories and surrounding areas.

As part of this celebration M/s Radnik Exports Global Pvt Ltd and M/s Paramount Products Pvt Ltd also administered oath to their employees for promoting cleanliness.



WORKSHOP ON BUILDING HIGH PERFORMING TEAMS

A workshop for Owners and HR Heads on “Building High Performing Teams” was organized by OGTC at Faridabad on 7th December 2024. Ms. Amandeep Randhawa of M/s Beyond Basics Learning conducted the half-day workshop. Over 60 participants from 17 member companies participated.

The content was well received and gave the participants an insight on building high-performing teams.



GLIMPSES OF CSR ACTIVITIES OF OGTC MEMBER COMPANIES (JULY TO DECEMBER 2024)

SAFETY WEEK CAMPAIGN AT M/S ORIENT FASHION EXPORTS INDIA PVT LTD



INDEPENDENCE DAY CELEBRATION AND PUSHP WARSHA AT M/S ORIENT FASHION EXPORTS INDIA PVT LTD



ENVIRONMENT DAY CELEBRATION AND WOMEN'S DAY CELEBRATION AT M/S ORIENT FASHION EXPORTS INDIA PVT LTD



EYE CHECK UP CAMP AT M/S PANORAMA EXPORTS PVT LTD



INDEPENDENCE DAY CELEBRATION AND BIRTHDAY CELEBRATION AT M/S GENUS APPARELS LTD



COOKING COMPETITION AT M/S GENUS APPARELS LTD



WOMEN'S DAY CELEBRATION AT M/S RADNIK EXPORTS GLOBAL PVT LTD



TEAM BUILDING ACTIVITIES AT M/S RADNIK EXPORTS GLOBAL PVT LTD



DIWALI CELEBRATION AT M/S RADNIK EXPORTS GLOBAL PVT LTD



NAVRATRI POOJA AND BEST SUPERVISORS AT M/S RADNIK EXPORTS GLOBAL PVT LTD



TB FREE MISSION AT M/S PARAMOUNT PRODUCTS PVT LTD



BREAST CANCER AWARENESS AT M/S PARAMOUNT PRODUCTS PVT LTD



EYE CHECKUP CAMP AT M/S RAINBOW FABART PVT LTD



CHILDREN DAY CELEBRATION M/S RAINBOW FABART PVT LTD



DIWALI CELEBRATION AT M/S PEE EMPRO EXPORTS PVT LTD



WOMEN EMPOWERMENT AT M/S PEE EMPRO EXPORTS PVT LTD



RESPONSIBILITY TOWARDS ENVIRONMENT & CLIMATE CHANGE.

Neera Dhawan, Sr. Manager HR & Compliance, M/s Pee Empro Exports (P) Ltd.

At Pee Empro Exports, Environmental sustainability is a core component of our business strategy and corporate philosophy. As Industry Leaders we recognize our responsibility to minimize our environmental footprint and contribute positively to global sustainability efforts. Our commitment spans all aspects of operations, integrating energy efficiency, waste reduction, resource conservation and community engagement.



ETP PLANT WITH MBBR TECHNOLOGY



MIST TYPE TAP

Under our water stewardship program with one of our customers, we have upgraded our ETP Plant to MBBR Technology; by doing this we have reduced ground water by using ETP recycled water for industrial purpose. We have achieved total ground water reduction by 25%, the facility is reusing 90% of industrial waste water in its laundry process.

We have replaced conventional taps with mist type taps by which we are reducing 20% wastage; we have also optimized flush tanks thus reducing water consumption upto 25%.

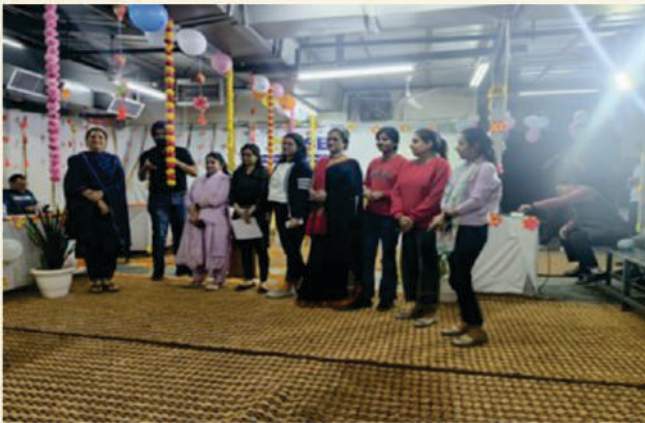
We aim to expand renewable energy, reduce our carbon footprint and achieve zero waste to landfill ensuring a resilient future.

Reimagining Industry to Support Equality (RISE)
“Individually we are one drop, together we are an Ocean.”
By Asha Gahlawat, M/s Pee Empro Exports (P) Ltd.

Social sustainability is at the core of our company's value and practice. By embracing social sustainability we aim to not only thrive as a business but also make a meaningful difference in the lives of our stakeholders and the communities we serve.

At Pee Empro group, we strongly believe that our employees are the foundation of our success and we are committed to providing a positive work environment that foster their growth and well-being.

RISE is a pioneering project started by Gap Inc which aims to empower employees in the supply chain through training and capacity building. We are running this project in our three units, under which we have enrolled 1390 workers of which 850 have graduated and received their certificates. Also as per their confidence and skills, management has promoted 15 Workers to Supervisory roles and they are doing their work effectively.



Success Story:



My name is Maneesha, I am 20 years old and working as operator. I have completed my RISE training, where I learnt that how can I improve my physical and mental health with self-management and also gain knowledge about time management, problem solving skills. I enjoyed energizers and shirt making activities during my training session.

After getting training, I do my daily work more efficiently like having breakfast and reaching office on time and give productivity more than expectation; even I can confidently communicate with my seniors without hesitation. I am proud to express that my management has promoted me to a Supervisory role.

RISE is not just a training program but also a strong foundation that makes employees independent of their roles. It provides them with the necessary skills and knowledge so that they can perform their duties efficiently & confidently.

Such comprehensive training programs are crucial for the growth and productivity of employees.



M/s Methods Apparel Consultancy successfully implemented Training of Trainers (TOT) Program at M/s Orient Fashion Exports (India) Pvt. Ltd.



The Training of Trainers (ToT) program organized by Methods Apparel Consultancy for Orient Fashion, was designed to equip trainers with the necessary skills to effectively train sewing operators in the apparel industry. The program spanned over five weeks including 13 trainers, with the first week dedicated to both theoretical and practical training for the trainers. Each day, the trainers attended **4 hours of each theory classes and practical sessions**. During the theory classes, a wide range of topics relevant to the apparel industry were

covered. The practical sessions were focused on machine operations, where trainers were assigned 28 activities to perform with each day planned meticulously with tasks, activities so that the level of complexity increases each day. They worked with standard times for each task, repeating each activity five times to ensure proficiency. The performance of each trainer was closely monitored and evaluated based on the time taken and the quality of their work, with marks recorded on a marksheet.

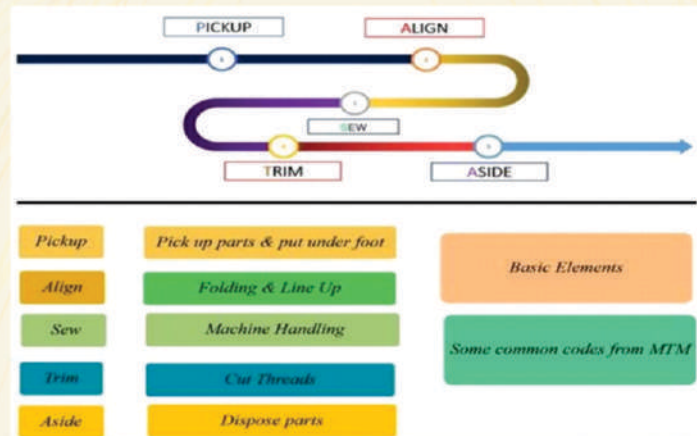
In terms of trainee selection, the company followed a structured approach to assign trainees to trainers. **Each trainer was responsible for a group of 4-5 trainees**, and attendance was monitored on a daily basis. Just as the trainers received their own training from Methods Apparel Consultancy, the trainees received their training from these newly trained trainers. The trainees were taught on the same machines and performed the same 28 activities as the trainers had done earlier, but they were allotted **50% more time than the standard time set for the trainers**. This extra time allowed the trainees to improve their skills gradually, and their progress was tracked on a daily basis. Each trainee was required to complete all 28 activities 10 times during the program, and their performance was marked by the trainers based on both quality and time.

At the end of the program, the trainers graded the trainees according to their performance and the marks they earned. The trainers also prepared final presentations to compare their own performance with that of the trainees, highlighting the differences in activities and progress. To ensure that the training was relevant to the company's needs, Orient Fashion provided a list of critical operations that were commonly performed in the company. These operations were incorporated into the training sessions, and each trainee was assigned specific tasks related to these critical operations. Finally, the trainees were distributed across the production floor based on their grades and the critical operations they had mastered during the training program.

The ToT program at Orient Fashion was a comprehensive training initiative that not only prepared trainers to effectively teach their trainees but also ensured that the trainees acquired the necessary skills for real-world apparel production. The structured approach, along with continuous assessment and grading, ensured that both trainers and trainees progressed steadily, and the program ultimately contributed to improving the overall efficiency and quality of operations within the company. The following areas are the course's main focus:

1. PASTA

Standardizing processes in the garment industry is often seen as difficult due to its labor-intensive nature. Variations in operator efficiency, such as one completing a task at a high efficiency while others cannot, are often caused by inconsistent methods. To address this challenge, the Methods team developed PASTA, a unique tool designed to streamline and standardize processes across the firm, easing the burden on operators.



2. First Time Right

The First Time Right (FTR) module, based on Total Quality Management (TQM), teaches operators to perform tasks correctly the first time, eliminating the need for rework. This approach helps save costs by avoiding errors and corrections, while simultaneously improving quality.



3. 5S

5S is a methodology for organizing and managing a workspace to improve productivity and reduce waste. It teaches operators how to Sort, Set in Order, Shine, Standardize, and Sustain to maintain an efficient and organized work environment.



4. Stamina/Pace building in sewing

Stamina is essential for sewing machine operators, particularly in high-demand environments like garment factories, where maintaining focus and precision for extended periods is required. Building stamina in sewing involves both physical and mental endurance, enabling operators to work efficiently without experiencing fatigue.





Seizing the Opportunity - How to Monetize Sustainability Investments in Apparel Manufacturing

Vivek Mehra
CTO & Co-founder
Onlygood

As the global apparel industry faces increasing pressure from regulations around carbon emissions, sustainability, and corporate social responsibility (CSR), brands are under heightened scrutiny to comply. Many global fashion companies, which have outsourced most of their manufacturing, are pushing the burden of sustainability onto their suppliers. In India, apparel manufacturers can use this pressure as an opportunity to differentiate themselves in the competitive global market, reduce operational costs, and improve energy efficiency while meeting regulatory demands.

The Regulatory Landscape and Compliance Challenges

The European Union (EU) has taken the lead in establishing sustainability regulations that significantly impact apparel manufacturers in India. These regulations, which focus on carbon emissions, energy efficiency, and supply chain transparency, include the Corporate Sustainability Reporting Directive (CSRD) and the Carbon Border Adjustment Mechanism (CBAM).

1. **CSRD (Corporate Sustainability Reporting Directive):** The CSRD mandates EU companies with over 500 employees to disclose detailed sustainability metrics, including carbon emissions and environmental impact. Indian apparel manufacturers exporting to these EU companies must track and report the carbon footprint of their products. This includes the concept of "double materiality," where businesses must evaluate both their external impact on the environment and society, and how environmental issues might affect their business.
2. **CBAM (Carbon Border Adjustment Mechanism):** Starting in 2026, the EU will impose carbon tariffs on goods imported from outside the EU based on their carbon emissions. Indian manufacturers must prepare for this by collecting data on their emissions to avoid potential tariffs.

Though these regulations introduce a compliance burden, they also present an opportunity for Indian manufacturers to become leaders in sustainability, enhance their competitiveness, and access new revenue streams.

Turning Compliance into a Business Opportunity

- **Differentiation Through Sustainability**

Sustainability has become a key differentiator in the apparel market. With growing pressure from consumers, investors, and governments for environmental responsibility, Indian manufacturers can use sustainability to stand out in a crowded market.

- **Advanced Carbon Emission Monitoring:**

Traditional self-reporting methods, such as Higg and Ecovadis, are no longer sufficient. Manufacturers can invest in real-time emissions tracking tools that monitor carbon emissions throughout the supply chain. This provides more accurate data, ensuring compliance and offering transparency to international brands.

- **Transparent Reporting:**

Sustainability reporting is increasingly important to global brands that seek suppliers with visible, verifiable carbon footprints. Manufacturers who adopt advanced reporting tools can build trust and attract premium clients who prioritize ethical sourcing practices.

- **Branding and Marketing:**

By promoting their sustainability efforts, manufacturers can enhance their marketability. A strong commitment to reducing emissions can help attract eco-conscious consumers and secure long-term contracts with global brands that prioritize sustainability.

- **Cost Savings and Energy Efficiency**

In addition to branding benefits, sustainability efforts can lead to significant cost savings. By improving energy efficiency, Indian manufacturers can reduce operational expenses while meeting global sustainability targets.

Energy Audits and Optimization: Many manufacturers still use energy-inefficient practices. Regular energy audits can identify areas where energy use can be optimized, reducing costs and emissions.

- **Renewable Energy:**

Investing in renewable energy sources, such as solar and wind, can lower energy bills in the long run while contributing to sustainability goals. Software tools can help manufacturers determine the optimal level of renewable energy required for each plant.

- **Waste Reduction and Circular Manufacturing:**

The apparel industry generates significant waste, but manufacturers can adopt circular economy practices to minimize waste, improve resource efficiency, and enhance their sustainability credentials. These practices reduce material costs and environmental impact.

- **Building Stronger Relationships with Global Brands**

Many global brands are increasingly focused on aligning with suppliers who meet their sustainability goals. By monitoring carbon emissions and reducing their environmental footprint, Indian manufacturers can build stronger relationships with international brands.

- **Collaborative Sustainability Goals:**

Manufacturers can work closely with global brands to set joint carbon reduction targets, which can lead to long-term partnerships and potentially higher margins, as clients are willing to pay a premium for sustainable products.

- **Supply Chain Resilience:**

Transparent reporting and real-time carbon data make manufacturers more reliable partners. This reduces supply chain risks, enhancing the security of long-term business relationships.

- **Access to Green Financing and Investment Opportunities**

As the global economy shifts toward sustainability, financial institutions and investors are increasingly prioritizing businesses with strong environmental strategies. Indian apparel manufacturers that demonstrate commitment to sustainability can tap into green financing options.

- **Green Bonds and ESG Investments:**

Manufacturers with proven sustainability credentials may qualify for green bonds, which can provide capital for sustainability projects.

Government Incentives and Subsidies: The Indian government and other bodies offer financial incentives for businesses that adopt energy-efficient technologies and reduce carbon emissions. Manufacturers should explore these options to offset the costs of transitioning to greener practices.

Steps to Monetize Sustainability Investments

To fully capitalize on sustainability investments, Indian apparel manufacturers should follow these steps

1. **Invest in Advanced Monitoring Tools:** Leverage sustainability software platforms to track emissions in real time. This will ensure compliance, provide transparent data for clients, and allow manufacturers to meet sustainability targets.
2. **Optimize Energy Use:** Conduct energy audits to reduce waste and increase efficiency. By incorporating renewable energy, manufacturers can lower operational costs while enhancing sustainability.

3. **Establish Transparent Reporting Practices:** Actively report on sustainability efforts and emissions reductions. Transparent reporting builds trust with international brands and consumers, positioning manufacturers as leaders in sustainability.
4. **Collaborate with Global Brands:** Develop joint sustainability initiatives with global clients. These partnerships can lead to new business opportunities and strengthen long-term relationships.
5. **Leverage Financial Incentives:** Explore government incentives and green financing options to support the transition to sustainable practices.

Conclusion

The regulatory burden posed by global sustainability regulations like CBAM and CSRD presents both challenges and opportunities for Indian apparel manufacturers. While compliance may seem complex, manufacturers can view it as a chance to differentiate themselves in a competitive market, reduce energy costs, and strengthen relationships with international brands. By investing in advanced monitoring tools, improving energy efficiency, and adopting circular manufacturing practices, Indian manufacturers can not only meet regulatory requirements but also unlock new sources of revenue and drive strategic growth. In a rapidly evolving global marketplace, those who embrace sustainability will lead the way toward a more sustainable future for the apparel industry.



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CRB's Sustainability Standards Summit Attempts to Translate Global Goals into Actionable Solutions

India's leadership in sustainability took center stage at the 11th edition of the Centre for Responsible Business (CRB)'s annual international sustainability summit, India and Sustainability Standards 2024. The three-day summit, held from November 13 to November 15 at India Habitat Centre, featured a diverse array of discussions like the global initiative EU-India collaboration on sustainability standards to localized efforts such as the importance of promoting circular economy in the textile sector, role of SMEs in net-zero transition, and mangrove stewardship in the Sundarbans.

The 26 sessions in the summit – which brought together both national and international stakeholders, including 135+ speakers, 50+ partners, and more than 1,200 participants – underlined the importance of finding strategic ways to translate global commitments into impactful actions through local interventions to drive meaningful change. This year's theme “Sustainability 2.0: Leveraging Opportunities, Balancing Trade-offs and Navigating Pitfalls” focused on building a common ground for a sustainable future, bringing the private sector, government, academia, policymakers, and communities together on one platform to discuss and align their policies, governance strategies, processes, standards, and narratives

The discussions broadly highlighted the leading position of India in achieving and driving global sustainability commitment, strategic importance of investing in human resources, educational initiatives, green entrepreneurship, accessibility, and effective planning to achieve a sustainable change in the country. Collaboration emerged as a critical driver in addressing pressing challenges such as biodiversity conservation, climate resilience, gender equity, and water security, while ensuring alignment with the Sustainable Development Goals (SDGs). Experts also emphasised the critical role of Small and Medium Enterprises (SMEs) as an important stakeholder for sustainable development. Additionally, the role of big brands and corporations was highlighted, particularly in promoting sustainable practices, fostering accountability, and spearheading transformative, long-term change within the corporate sector.

The summit encompassed diverse sessions addressing critical sustainability themes, including sustainable practices in retail, regenerative agriculture, circular economy, nature-based solutions, decarbonisation in MSMEs, palm oil production, and the interplay between voluntary and mandatory standards. Among the various sectors covered, the textile industry stood out, with three dedicated sessions highlighting its significant environmental impact, particularly as a major contributor to global greenhouse gas emissions.

As India's third-largest exporting industry, the textile sector holds immense potential to drive transformative change. The sessions at the summit, including *"Powering Textile SMEs: Scaling Renewable Energy through Innovation and Collaboration"*, *"Decarbonisation Pathways for SMEs in the Indian Textile Sector"*, and *'Advancing Circularity in Apparel & Textile Sector: Collaborative Roundtable for Developing a Strategic Roadmap'*, explored the critical role of decarbonisation efforts in the textile industry, the role of SMEs in realising net-zero energy transition, and the importance of circular economy in promoting sustainable development in the textile industry. The sessions largely underlined the need for robust Research & Development to drive circularity in the textile sector,

alongside advancements in technology, unlocking capital and innovative financing, knowledge sharing, and collaboration within industry clusters. Key recommendations included launching awareness programmes, developing infrastructure, setting clear targets for energy and water efficiency and sustainable production lines, empowering MSMEs, and fostering a shift in perceptions to embrace sustainable practices at every level.

Rohit Kansal, Additional Secretary, Ministry of Textiles, Government of India, “Indian ethos are replete with the concept of sustainability. It is time that we should reclaim this heritage which is legitimately ours. Today, sustainability has become a key focus area and its concept has undergone a significant change, from wooly ideas of 'being green' to a far more mainstream and encompassing endeavour. It has become an entire systems approach, a way of thinking, moving away from a linear approach to a circular one, thinking about the planet, people, products, the way we produce, the energy we use, the waste we generate, how we dispose of the clothes that we already have. So, it addresses the entire lifecycle. But most importantly, as our ancestors tell us, it is the thought that lies within – about ethics, nature, fairness, living, and behaving responsibly – that drives sustainability and circularity.”



Devyani Hari, Senior Director, Centre for Responsible Business, said, “India is well-poised to take the lead in the sustainable development agenda. It is positioned perfectly to drive sustainable change, innovation, and sends a strong narrative when it comes to sustainable development. We need to find ways to collaborate and involve every stakeholder in our conversations. For the longest time, the conversation around sustainability has remained limited to a few stakeholders; we have sometimes forgotten the most marginalised stakeholders. Now is the time to find ways to place Small and Medium Enterprises (SMEs), farmers, women, and other affected groups on the center stage and listen to their voices to set the narrative.”

The ISS 2024 Summit concluded on a constructive note, underscoring the importance of actionable outcomes, collaborative efforts, and innovative solutions to address pressing sustainability challenges. The discussions highlighted the need for alignment between global frameworks and local initiatives to create impactful and scalable change.

About CRB:

Centre for Responsible Business (CRB) is a leading think tank dedicated to advancing sustainability practices across sectors. Through its research, advocacy, and stakeholder engagement initiatives, CRB strives to build a more inclusive and sustainable future. Visit www.c4rb.org for more information.





Mantra to Survive in Competitive Apparel Industry

Nagendra Chauhan
M/s Meenu Creations LLP

GARMENT INDUSTRY WORKS ON “5M”

- 1st M is money
- 2nd M is machine
- 3rd M is material
- 4th M is man power
- 5th M IS????????

EXPLAINING THE ROLE OF “M”

- In today's industry all garment factories have first four “M”, that is Money, Manpower, Material and Machine.
- Only the last “M” makes a difference from good factory to average factory.

EXPLAINING LAST 5th “M”

- The last “M” is methodology, it is the most important factor, which makes a difference, in this competitive era

METHODOLOGY

Methodology is analysis of all the methods and procedures of the investigation. methodology is applied during the initial stage of the research process to make processes & operations feasible as much as possible.

We all need to focus on this methodology for which we should take regular feedback of ideas from every employee working in respective organisation.

SHARING FEW EXAMPLES OF GOOD METHODOLOGY WHICH WE ARE PRACTICING

- Automation



**USE AUTO CUTTING
& LAYERING MACHINE
FOR BETTER QUALITY
& PRODUCTIVITY**

- Thread trimmers to be used at stitching end line for good quality & productivity



- In-house draw string & piping roll making (big cost saving)



Our esteemed members



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