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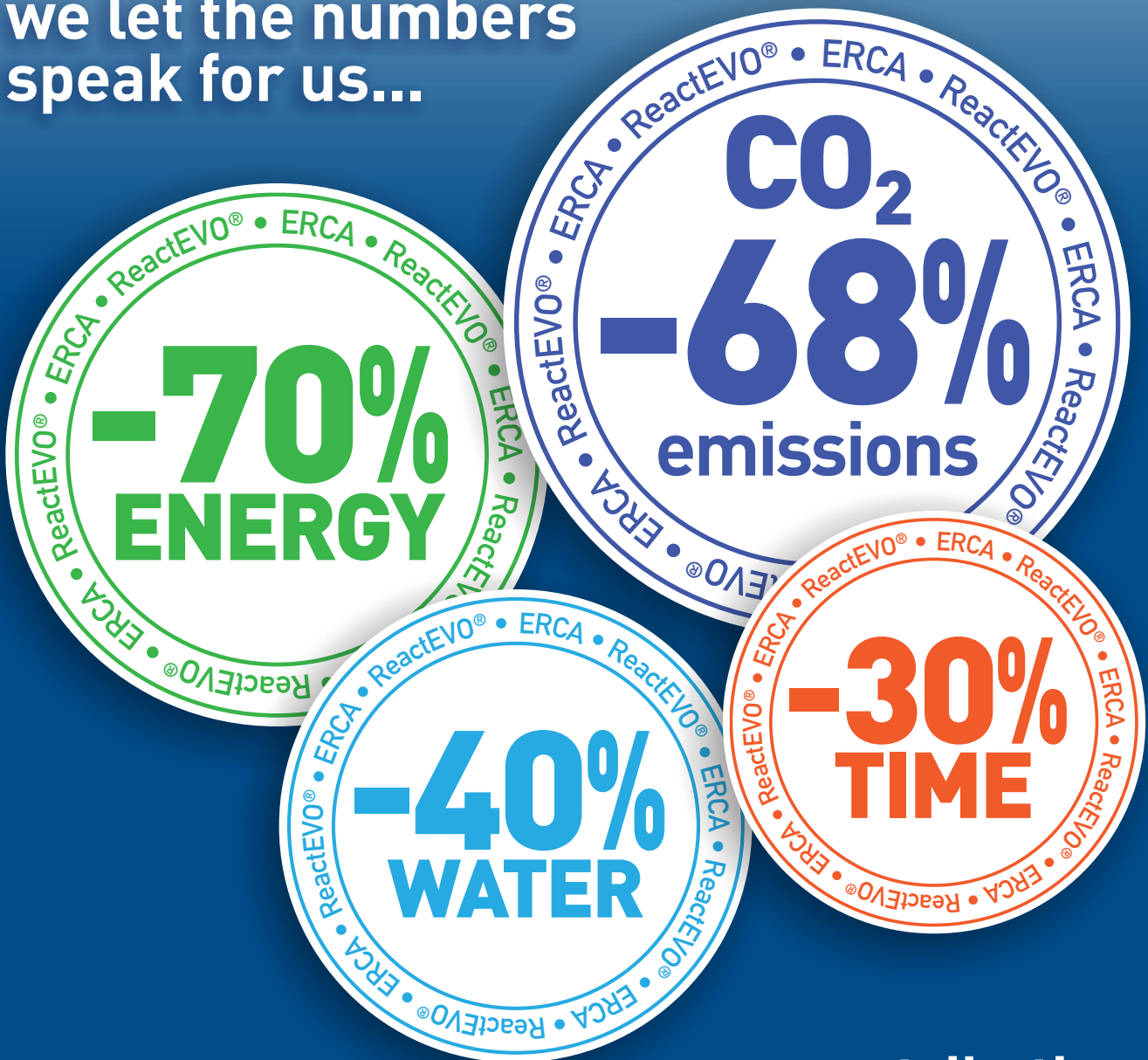




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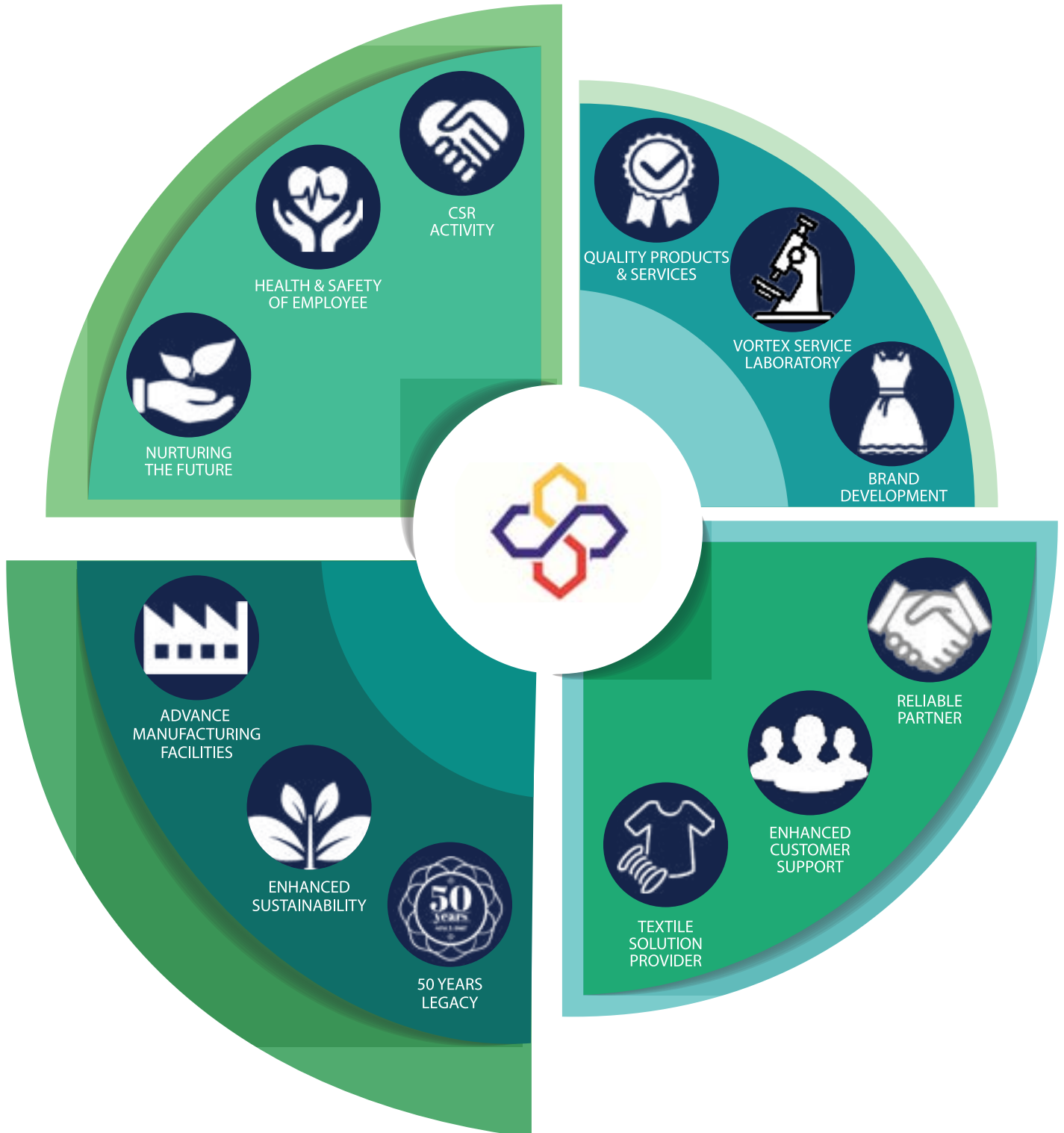
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How to protect your business from Corona-impact!

Tareq Amin

Coronavirus and resulting disease Covid-19 is now a global pandemic, it is a reality. Digging out the causes that resulted in this epidemic is one way that will help us to find out the reasons for the sheer failure of the global mechanism which could not resist its spread and yet could not find out a cure for the disease.

Now we are in a situation to take both aware and cautious efforts to protect us and our businesses and also of course not letting out the thinking the causes why today the world is in this situation.

While reflecting on the core reason of today's reality, we need to understand the fact that 'quarantine' and 'isolation' is not the same though the dictionary shows you these are synonyms. Mankind cannot survive in isolation, society as a whole could be quarantined but all its activities (at least basic) must be continued.

An individual or hospital or home could be carefully separated to resist spread over but basic needs must be fulfilled. A city and country should have been quarantined but all citizen services must be kept functional. If China could have done this right person must not leave their city/country the disease must not have spread all over the world today.

Further back if we look at the possible sources (as per global media) of the first human contamination, we still can understand that it was a sheer mistake to approach a research without human necessity (need

for solving a human problem) but only with the motif of profit-making, is also a wrong thing done.

However, in this reality today, we need to protect (Corona-protect) us or live with the reality (Corona-lifestyle) by adopting some principal in our lifestyle. We need to revisit our business strategies as well. This article will try to depict some way outs, which can be implemented in the short run but benefits could be achieved in both the short and long run.

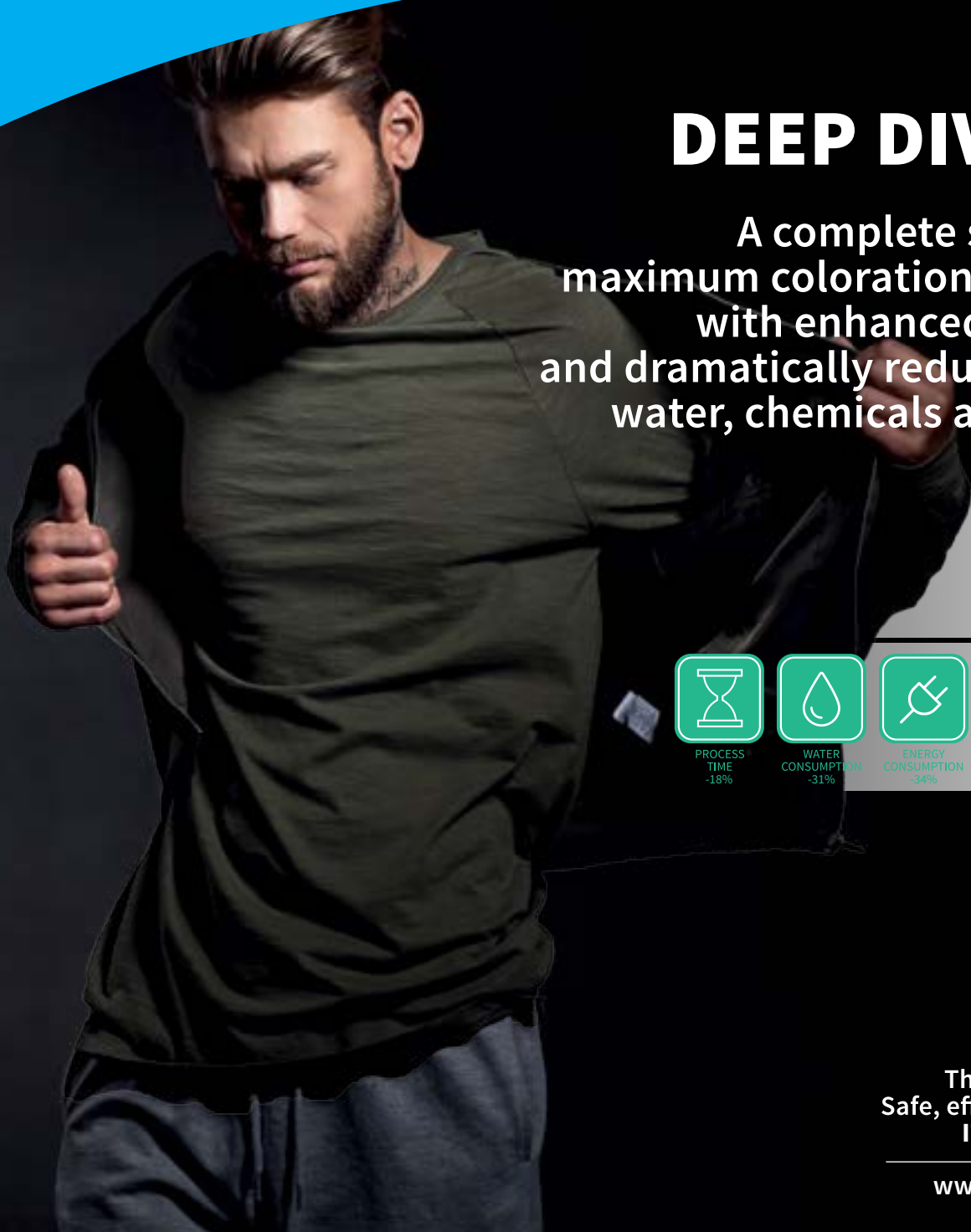
Do not panic, stay aware

The rational mind does not work while you are panicked. Do not allow the sources of panic to come into you, rather attach yourself to the sources where you would get tranquility and assurance.

However, it does not mean you put your hand in a fire in a cold mind without awareness. You need to remain very cautious and attentive as a human being always should be. Reflecting on the beliefs of mankind will give the strength to overcome any such situation.

Keep trust that Corona still is only a virus and humankind can overcome it. It is only science and there is some knowledge available already, so we need to practice them. We need to take responsibility for the people in our business. We need to make them aware to live a Corona-lifestyle. Business premises may have Corona-drills like fire-drills we do.

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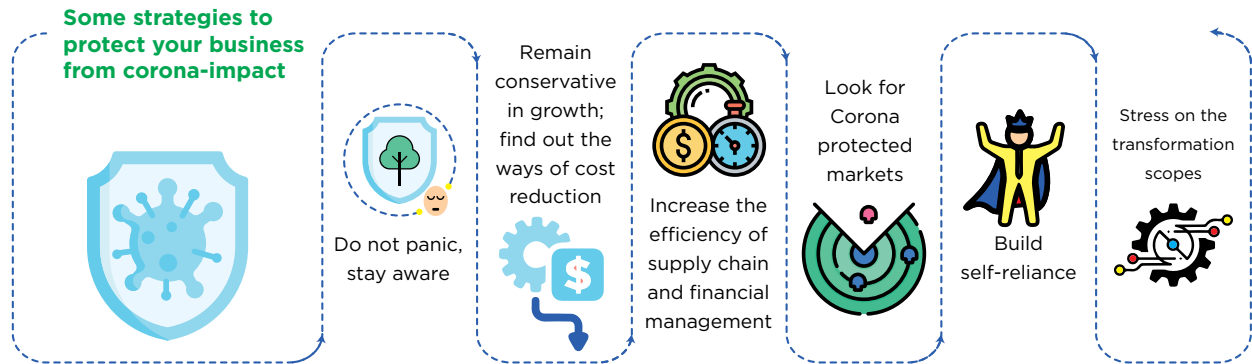


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Remain conservative in growth; find out the ways of cost reduction

In this reality, we should not be aggressive in pursuing growth in revenue we need to be very strategic as we can increase our profit as if we can survive the turmoil time. Global exports surely will shrink and so its impact will surely touch the export-oriented textile and apparel industry.

At this point, we need to focus on our strengths and need to reduce risk. Without being desperate on taking junk orders we should rely on trustworthy business lines. Remember if the situation worsens in Europe and the US, the trust and commitments of your customers will be tested. All the contracts you are making; please make sure that the clauses protect you. If your mainstream client base shrinks, you also need to adopt a contraction policy.

However, of course, this is always still an opportunity to find out suitable alternative (must be safe) market, which will bring diversity in your portfolio.

This is a time to concentrate on cutting costs further not by squeezing the people of your company but by engaging and motivating them to combat the challenging time. The survival instincts of people will find out the ways. So this is still the best time to implement your efficiency tools which you could not implement till now through your better days.

Increase the efficiency of supply chain and financial management

Most importantly look at your cash flows, do not become defaulter in this difficult time, remember most likely now you will not get enough support from your banks and other financial institutions. If you have a good business, concentrate on building relationships and trust in your supply chain, now you will get benefits from your supply partners.

If till now you have not given value to your suppliers in achieving their trust, please do from now onward. Keep the lowest possible inventory and increase the

efficiency of your supply chain. Business mostly fails due to wrong financial management; this is the time you may reflect on this and improve your financial efficiency.

Do the pre and post costing properly and review the financial and supply aspects of orders and set your preferences in which orders are suitable for your business. Better you may go order-less to reduce your loss. At this juncture, businesses will fall mainly due to financial indiscipline and mismanagement.

Look for Corona-protected markets

Give careful study on the markets in all directions- horizontal or vertical, in geographically or in a product category. Its true that fast fashion is not a basic commodity but still, apparel and textile is. The 'Corona lifestyle' may bring new market opportunities. In a quarantined situation, the spending capacity of people will go down.

At the same time sales of online platforms will increase while physical stores are likely to lose business further. With a careful study on the market, this is the time you may go for necessary innovations in products and manufacturing processes.

Many dream developments which you could not do in your good time (due to priority miss), now you have more time to concentrate there. As some of the global manufacturing bases like China, Vietnam, and South Korea have been badly hit by Coronavirus; still you would have some spaces in the global market.

But in medium to long run, China will revive and if the market in Europe and the USA do not revive you will need to bring big changes in your product portfolio.

Build self-reliance

Today we can realize that a business is more sustainable if its raw materials and market are in its control. It is always true an industry like our textile and apparel is very much prone to global or regional shakes. So, a smart businessman will have medium to a long-term plan to reduce the global dependence of

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China's production share in selected industries, 2018			
Industry	% Share of Global Production in China, 2018	Industry's Exports Share, % of total 2018	Impact on Global Supply Chain
Household goods	35%	33%	High
Hi-tech goods	46%	27%	High
Textiles and apparel	54%	23%	High
Machinery	38%	14%	Moderate
Rubber and plastic	38%	8%	Moderate
Pharmaceuticals and medical goods	29%	8%	Moderate
Chemical products	42%	7%	Moderate

his business.

If not full at least for a segment of business should be safe from such parasite business model. Now not only in Bangladesh everybody including the European and the USA all are adopting strategies to become more self-reliant. It is always good to realize that Bangladesh has a very big population and its consumption will always continue to rise.

And also, the country is located in a place, while there is a huge market (population) around it. For the supply of the raw materials, the businesses which add more value addition stages in-house are safer today. However internal integration of businesses in the country will help overcome the situation.

Stress on the transformation scopes

There are always ways to overcome it. Some you like some you may not like. Maybe you are habituated doing business in a comfort zone. The reality today

may help you come out from the comfort zone creating new opportunities. We just need to be honest in finding out transformation scopes keeping all eyes open by remaining aware and open.

Bangladesh Textile Today has initiated a project called 'Setting Transformation Blueprint' for the textile and apparel industry to help the sector and its businesses to craft the ways to transformation. Today we are in the 'Maturity to Decline' stage, if we do not find out a way of transformation, we will not find a path to sustain and grow further.

Transformation means conscious substantial change. It would have been good if you did it in a time of abundance. However, most people do not opt for transformation unless it falls into difficulties. So, better late than never, take the transformation deal. You may join Bangladesh Textile Today, STB initiative which will help you find a realistic way of transformation amid this crisis.

Vietnam apparel manufacturing battling Coronavirus

Desk Report

Apparel manufacturing in Vietnam is facing mammoth challenges as the coronavirus outbreak hampers material imports from China - from where 60% of textile materials are sourced.

according to the Vietnam's General Statistics Office (GSO), in January, Vietnam's imports of fabric from China fell 18.1% to \$950 million. Textiles export, in all markets fell by 21% year on year to \$2.6 billion in January. At the same time, footwear export fell by 9.7% to \$1.6 billion.

"Many medium to small textile producers will expire of feedstock by the end of this month and may have to close down next month," said Truong Van Cam, Deputy Chairman

of Vietnam Textile and Apparel Association (VITAS), in a recent forum.

"These companies, which account for around 90% of the industry, have lessened working hours, with supply orders remaining upset due to the Coronavirus, Truong Van explained.

According to a report in a Vietnamese newspaper, some Vietnamese factories have either run out of raw material stock, some companies' stock will last a few weeks more, and some have enough raw material for a few months. Given the current condition of China, ordering more stock has little scope.

Many garment factories are

running at minimum capacity as staffs are quarantined in Binh Xuyen District of northern Vinh Phuc Province, where a lockdown order to hold the spread of the virus.

On the other hand, Vietnam export to China is also suffering. Vietnam Cotton and Spinning Association (VCOSA) said a record number of producers had informed plunging cotton orders from the country, and are worried about this year's profits.

A 23.5% fall in Vietnam's textile exports in January year-on-year, while imports fell 28.5%.

"The industry has never seen such a steep drop," stressed Truong Van.

The time to reflect on today's reality and crafting the future outlook of the industry

Tareq Amin

The world is undergoing an unprecedented crisis due to the attack of the Novel Coronavirus resulting in a widespread pandemic of Covid 19. A major part of the world is already undergoing lockdown and other places are almost obvious to follow as well.

Humanity can never survive like this in the long run, activities must come back. As the creator has created this disease, so he must have created the cure as well, the medicine and vaccine, of course, will be discovered. The virus itself will become weak day by day and down the line within a certain month (if not weeks) and so we hope we will be able to get rid of this situation for sure.

But another obvious thing is the impact of the current incident which for sure going to put an enormous impact on future lifestyle and the industry as well. The industry will never be as it has been these days. At this point, all of us have a bit more time to



think about the life. Getting out of anxiety and fear, we should reflect on how life has been and how the industry has been.

Viewpoint towards life is the fundamental of everything. A belief of maximizing life (profit) is a complete unachievable (never-

Globalization and Fast Fashion only have made the life difficult and restless mounting the people and the businesses with pressure (not excitement always) and stress (of expected growth), created an unprecedentedly unsustainable economic world. Eventually, climate and social life also got unsustainable. The restless competition of increasing production efficiency resulted in accumulation and disparity of wealth distribution.

ending desire) thing that creates dissatisfaction and destruction all around. Freedom is another unrealistic thing the world has been pursuing throughout the century. We all should reflect now the necessity of guidance, the necessity of responsibility. A guided world where all are bonded and built on their responsibility will be much different than the one of today.

Globalization and Fast Fashion only have made the life difficult and restless mounting the people and the businesses with pressure (not excitement always) and stress (of expected growth), created an unprecedentedly unsustainable economic world. Eventually, climate and social life also got unsustainable. The restless competition of increasing production efficiency resulted in accumulation and disparity of wealth distribution.

The current size of the global economy is nowhere near close to the real asset the earth has. It is already swelled many times and so today it cannot survive the shock of shut down of one month or so. The western economy which has been the beneficiary of globalization and fast fashion in an environment of neocolonialism today is under the highest risk of fall. The empires/ bailout of trillion dollars may not be useful when you don't have real economic production in place. Unprecedented bailout programs declared by western governments most likely won't be enough to protect the current economic order.

The rest of the world has been following the same trend (of globalization and fast fashion) and has become the victim of it. The Coronavirus is going to affect the export industry badly connected with globalization and fast fashion. Bangladesh is one of them. If western retailers get the bailout support from their governments (from printed fiat currency), definitely they are not going to give compensation to the manufacturers in Bangladesh. Many Bangladeshi companies will just die and the banking sector may plunge alongside them.

When the world will get the vaccine and medicine of the virus and disease, people will revive the economy and then the future world must not be

the same anymore. The world should be built on a real economy that will provide progress and prosperity with stability. An industry in which raw materials and markets are not under its control can never be defined as an industry. Such industry (like the apparel industry in Bangladesh) is always vulnerable to many global incidents. So, this is the high time to realize the necessity of real and independent industry building.

How a buyer can cancel the orders of goods that are ready for shipment already! In the last few days, many of the western brands have canceled and suspended many orders for which Bangladeshi manufacturers already have spent about a billion dollars or more. Where these factories will now go seeking resolution? how they will be compensated?

In the coming days, the country should look into its resources and strengths to build a much more self-reliant manufacturing industry. We must put a value on ourselves, on our resources on our materials. All these resources could be utilized for much more value for many more outcomes providing a better and secure life. We are looking forward to a great future onward.



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Brands sending letters to the manufacturers canceling and slashing orders

69 member companies of BGMEA have faced worth USD 93 million of order cancellation till Wednesday (18 March). Also, worth USD 7.38 million work orders have been suspended

Textile Today Analysis

Some of the clothing retailers and brands have started delivering letters to the local manufacturers asking them for cancellation and slashing of work orders as the clothing stores are shut down in Italy and Spain due to the Coronavirus.

The buyers said until Monday they waited for the signals from their headquarters about the cancellation and slashing down of the work orders as many stores have been shut down in the US and Europe, especially in Italy and Spain.

“Finally, I served letters to our local business on canceling some upcoming work orders on Monday, 16-03-2020. I waited for some days and when the situation has been turning severe my headquarters instructed me to slash work orders to some extent,” said a Country Manager of a European retail giant asking not to be named.

However, he did not mention the amount of which he has planned to slash or cancel the work orders. The amount of cancellation and slashing of work orders is depending on the severity of the spread of Coronavirus in the main European and US markets.

If the situation prolongs, the amount of cancellation of work orders may be more and if the situation improves soon the amount will be very low, he said.

A good number of clothing retail stores in Italy and Spain, two major markets of clothing brands have been shut down. As a result, the presence of customers in the shopping malls is very low and sales is also low.

However, the manager said his company asked the local manufacturers to continue the making of the goods of which have already been cut for making the apparel.

The main pressure on work orders will be noticed from next month as many of the factories, especially the small and medium ones will have a fewer number of work orders, but at the same time, they will have to pay their workers.

“However, if the situation improves my company will place even more work orders in Bangladeshi garment factories,” he also said.



Figure: The BGMEA last month sought special financial assistance from the central bank to steer clear of any negative impact of the Coronavirus on the garment supply chain.

Another Country Manager of a European retailer also said his company is also planning to cancel the work orders in Bangladesh due to the Coronavirus.

“Many of the stores have been shut down in Europe for the thin presence of customers. If the sale is low then there is no need for further production because of a shortage of storage facility,” the Manager also said.

A garment manufacturer said some 40 percent work orders have been slashed down in his factory because of Corona. “My buyer has already served a notice to me in this regard. I am worried about the future of my business,” said a leading garment exporter on 18 march.

Bangladesh Garment Manufacturers and Exporters Association (BGMEA) has already sent a letter to Bangladesh Bank seeking financial assistance to face the fallouts of Coronavirus in the garment sector.

The BGMEA last month sought special financial assistance from the central bank to steer clear of any negative impact of the Coronavirus on the garment supply chain.

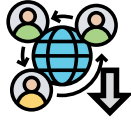
The supply chain of fabrics and other raw materials has been affected badly due to the outbreak as Bangladeshi apparel makers source 46% of their raw materials from China, the BGMEA said in a letter to the Bangladesh Bank.

Top Story



A good number of clothing retail stores have been shut down

Globally consumer demands falling everyday



In fiscal 2018-19, imports from China amounted to \$13.63 billion, \$5.02 billion of which were textiles.

"Given the dependence of the garment sector on China for its raw materials and the fact that the epidemic may linger, it could prove fatal for the industry as the supply chain will be paralyzed," the letter read.

Overall imports from China plummeted 21% in January from a year earlier, and plunged further to 37% in the first week of February, according to data from the National Board of Revenue and the BGMEA.

Against this backdrop, the BGMEA called for support in the form of disaster assistance fund, credit guarantee scheme and amendment to the back-to-back letter of credit (LCs) rules.

While exporters will negotiate with buyers, banks should be willing to extend the credit term by 30-60 days due to the late arrival of raw materials and increased costs for the extended period.

"Given the scenario that there could be potential delays to recover from this crisis, the central bank may consider a special credit guarantee scheme to encourage commercial banks so that they can continue to support the industry."

Since goods from Chinese suppliers would be delayed, Bangladesh Bank may issue policy directives to the scheduled banks to amend the respective clauses in the back-to-back LCs to make the payments to suppliers conditional and justified, according to the BGMEA letter.

The association also asked its member factories to raise awareness among workers about the virus and opened a 'BGMEA Coronavirus control room' at its head office.

Meanwhile, a survey by Hong Kong-based QIMA said after the Coronavirus, Bangladesh will benefit from the fallout of the Coronavirus as most of the globally renowned companies are planning to shift work orders from China to other Asian countries, including Bangladesh.

Nine out of 10 businesses report being affected by the Covid-19 epidemic, with US-based respondents more likely to be hit than EU-based companies and the regions reliant on Chinese suppliers feeling the most impact.

INNOVATION:
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Canton Vaud, Switzerland, 1982: Daniel Borel's pc mouse invention goes into series production, connecting humans intuitively with their computers. Several billion of these ingenious little devices now click and glide through countless functions and applications.

Why will Vietnam overtake Bangladesh in RMG export?

Textile Today Analysis

Bangladesh has been struggling to retain its position as the second-largest garment exporter worldwide as Vietnam is performing well in recent months. Currently, Bangladesh is the second-largest garment exporter worldwide by grabbing 6.4 percent market share while Vietnam is in the third position holding 6.2 percent.

Current position of Bangladesh as the garment exporter worldwide

However, over the last year, Vietnam's export has been rising rapidly and it is expecting that the shipment of apparel items will cross \$40 billion at the end of the year. To achieve this target, the industry needs export value growth of at least 11-12 percent for the rest of the year.

So, Bangladesh might lose its position to Vietnam as the country might not achieve the target at the end of the year.

Bangladesh exported garment items worth \$21.84 billion between July and February, the first eight months of the current fiscal year. The export declined by 5.53 percent year-on-year, according to data from the Export Promotion Bureau (EPB).

The receipt from the garment export is also 13.45 percent below the target for eight months at \$25.24 billion, the data also said. Between July and February, Bangladesh fetched \$10.89 billion from the shipment of knitwear products and \$10.94 billion from the woven product shipments, according to data.

The slowdown in export growth is a reflection of the decaying competitiveness of Bangladesh's RMG industry.

Bangladesh's RMG export dipped by 7.74% during July-November of FY2019-20, whereas as per the latest information Vietnam's export grew by 6.41% during July-October 2019.

Major reasons behind such slowdown in export could be -

Stronger currency exchange rate

Policy incentives by competitor countries which are why they are being able to get more business by lowering prices. Honorable Prime Minister has kindly granted few policies support for the RMG industry and most of those are yet to be materialized.

Increase in production cost which is significantly fueled by a minimum wage increase in December last year

Poor efficiency and relatively higher cost of doing business (evident by the Doing Business Index) are significant drawbacks to our trade competitiveness.



Figure: Vietnam has been performing strongly as this country has more advantages than Bangladesh.

Over concentration of the industry to a few product items ranging in the lower tier of price and over-concentration of markets are also among the top-rated challenges.

During January-November 2019 several 61 factories have been shut down that resulted in a job cut of 31600 workers.

Why is Vietnam performing strong?

Vietnam has been performing strongly as this country has more advantages than Bangladesh. Vietnam has recently signed the landmark Free Trade Agreement (FTA) with the EU, which has allowed Vietnam to enjoy the zero-duty benefit to this largest trading bloc of the world.

Since the EU and Vietnam signed the FTA, Bangladesh has been facing a challenge from Vietnam as both countries have been producing the same kinds of products. However, Vietnam has the diversified goods at a competitive price, which Bangladesh cannot afford.

Geographically, Vietnam is closer to the EU and other western countries, Bangladesh does not have such an advantage of geographical location. So, Vietnamese garment manufacturers can easily ship the goods with lower lead time.

Bangladesh needs a long lead time to the EU and the US. So, in the case of air shipment of goods, Bangladeshi manufacturers need to pay high cost to the airliners, but Vietnamese manufacturers can easily ship the goods with airliners at lower costs.

Vietnam has a lot of Chinese investment, which is a big plus point for this country. Higher productivity

in the factories of Vietnam is also a big advantage of them. As for Vietnam, which is now almost at par with Bangladesh, the investors are mostly from China.

Many Chinese investors have factories in Vietnam in addition to those they run in mainland China. As a result, the benefits of product development in China also trickle down to Vietnam. This makes the job of sourcing by buyers easier in Vietnam. This is the main reason why Vietnam is doing so well in RMG exports in recent times.

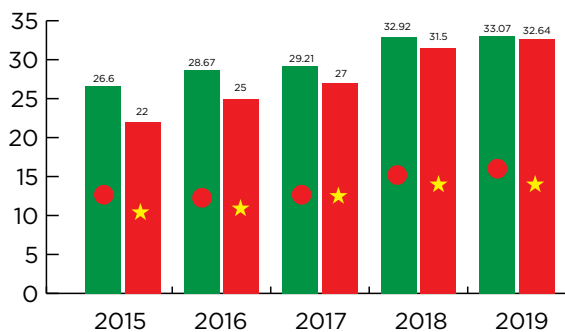
While Bangladesh is a popular destination for manufacturing low-end items at the cheapest rate globally, Vietnam produces high-end apparel with a strong backward linkage industry and educated workforce.

But the latest ease of doing business index reveals that Vietnam is still a better choice for investment than Bangladesh. The World Bank report published in October last year shows that Vietnam fell one notch down to 70th and Bangladesh moved eight notches up to 168th in the global ranking.

Even after four decades, Bangladesh's garment sector is still trapped in basic items. Still, almost 75 percent of the shipments consist of T-shirts, trousers, sweaters, formal shirts and jackets.

There has been slow graduation towards value-added and high-end garment items for upscale

Clothing exports by Bangladesh and Vietnam in billions of USD



Sources: WTO and EPB

customers in the Western world.

Bangladesh is still lagging in the production of technical and smart clothing items, due to which it could not tap into the global market for hospital clothing, school uniforms and armed forces, worth billions of dollars.

Moreover, the Vietnamese government assists the entrepreneurs of this country in different ways like food subsidy to the workers, social benefits, medical benefits and housing assistance. The efficiency level of Vietnamese workers is higher than Bangladeshi workers because of the improved supply of gas and electricity, working environment and infrastructures.

BGMEA protests New York Times misleading report

Desk Report

A report by Elizabeth Paton titled 'After Factory Disaster, Bangladesh Made Big Safety Strides. Are the Bad Days Coming Back?' published in the New York Times is misleading, and depicts a wrong image of Bangladesh textile and apparel industry. Already New York Times has updated that report changing few points as per the Bangladesh Garment Manufacturers and Exporters Association (BGMEA) protests.

Bangladesh's leading trade body BGMEA condemned the report on several points.

1. It mentioned that the Readymade Garments Sustainability Council (RSC) would be legally binding, but actually, it is not. RSC will not subscribe to any backsliding that will impact the safety of the sector. Proposed building codes are for all sector, not

only RMG. As far as RMG goes, there won't be any backsliding or compromise or amended protocol which poses any risk for workers' safety. Much has been achieved and it's time to sustain all that's been achieved so far.

2. The new proposed BNBC offers a slashing category. For RMG, BGMEA is sticking to its base. BGMEA is not going to be complying with any lesser standards. So, the headline makes little or no sense.
3. The report cites Rubana Huq, President of Bangladesh Garment Manufacturers and Exporters Association (BGMEA) owns lingerie and sweater factories. Rather she owns shirts, sweaters and briefs factories.
4. Nirapon, with whom BGMEA now is having discussions, has appointed 26 agents, with differing costs and eligibility.

BGMEA is simply looking at the costs and negotiating with the agents offering the services.

5. The report cites the comment of Peter McAllister, the executive director of the Ethical Trading Initiative and has always had the best things right say about our process and BGMEA is sure that that one line that suited its requirement was the only one to be printed.
6. The accident mentioned at the outset of the report has nothing to do with the boiler. It was a completely different explosion of a cylinder of CNG that was in the factory and is often used for multiple purposes and users throughout Bangladesh.
7. Also, Walmart has accepted Accord's safety standard and has incorporated in its supplier guidelines issued in Dec 2019 that any factory that is in good standing with Accord will be ok.

Apparel export earning dips 5.53% in July-February of FY20

Staff Correspondent

According to the Export Promotion Bureau (EPB) data, earnings from RMG (Ready-made Garments) export for July-February of FY 2019-20 is USD21.84 billion.

Export earnings from apparel items dipped 5.53% compared to the same period of FY 2018-19 July-February.

Earning from woven garments fell by 5.88% to \$10.948 billion in July-February of FY20 from \$11.633 billion in the same period of last fiscal year. On the other hand, knitwear export fell by 5.17% to \$10.898 billion from \$11.493 billion.

The global pandemic Coronavirus and resulting disease Covid-19 played a significant role in the downtrend of apparel export.

Rubana Huq, President, Bangladesh Garment Manufacturers and Exporters Association (BGMEA) said, "It is extraordinarily alarming for the economy that the country's export was negative for six out of eight months of the current financial year 2019-20."

"The challenges and weaknesses remain, and the sector has lost its competitive edge as the price continues to decline, a mandatory annual increment of wages has taken place, and our currency remains stronger compared to other currencies against the US dollar," Rubana added.

On top of that, the price of electricity has gone up by 4.9 percent, said the BGMEA President, adding that coronavirus outbreak was also predicted to have a certain impact on the industry in terms of delay in



Figure: Export earnings from apparel items dipped 5.53% compared to the same period of FY 2018-19 July-February.

imports, production and shipment hold back, cash flow crisis, and slump in retail sales.

"The retail market is also not trending well. US clothing retail sales in January went down by 3.1 percent, which is the worst in the last 10 years. Shopping malls in few big cities have already started facing the effect of coronavirus," Rubana said.

She termed the present time as extremely challenging and said, "There was no better time than now to support the country's readymade garment sector for its survival."

The export of the home textile sector witnessed a steep decline of 7.47% - the sector exported USD 0.526 billion.

Other than apparel product the export earnings from Jute and jute goods in July-February of FY20 went up by 24.45% to \$0.697 billion from \$0.560 billion in the same period of last fiscal year.

Bangladeshi apparel industry leaders opined to have localization of material-components with a mid-long-term focus in mind to tackle this type of global instability.

Apparel export performance for July-Feb. 2019-20

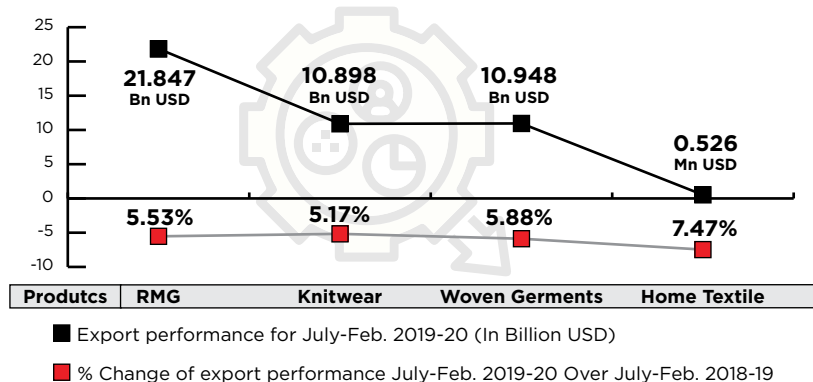


Figure: Export earnings from apparel items dipped 5.53% compared to the same period of FY 2018-19 July-February.

Smart textile: the new frontier in apparel sector

Sabbir Rahman Khan

The apparel sector is undergoing a fusion led by technology, automation and interactive manufacturing. While Artificial Intelligence (AI) is spiraling in the factory domain, consumers are looking for wearable those can serve few attributes of their daily life.

Say, for instance, we are looking for a t-shirt that monitor can our heart, measure the chemical composition of our body fluids. And, here comes the concept of Smart Textiles. Please do not confuse it with the sci-fi costumes riveted with wires and zigzag circuits, it is simply a comfy attire with few technical features.

On a lighter note: the days for bullet-proof vests are going to an end and, now it's time to embrace technology-proof vests otherwise spelled as Smart Textile.

Smart textiles are defined as textiles that can sense and react via an active control mechanism to environmental conditions or stimuli from mechanical, thermal, chemical, electrical or magnetic sources. The majority of the smart textile applications being concentrated in 4 main fields: protection & defense, sports & fitness, industrial and technical applications (transportation, architecture) and medical & healthcare (European Union, 2019). Moreover, smart textiles provide a convenient means of gathering data about consumers which, in turn, can provide brands and retailers with invaluable insight into the lifestyles of consumers and how products are used after the point of sale.

Currently, there are many producing companies in the world Smart Textile industry, especially



Figure: Soldiers' uniforms could soon use electrically conducting yarn woven directly into the clothing, replacing cumbersome batteries and cabling.

in Europe and North America. The main market players are Textronics, Peratech, DuPont, Clothing+, Outlast, etc. North America is the largest supplier of Smart Textile. The second place is Europe; following North America with the production market share of 30.5% and the sales market share over 30%. Asia (e.g., China) is another important market of Smart Textile, enjoying a 5% production market share and 14% sales market share (Global Smart Textile Market Report, 2019).

It is very evident that significant strides have been made in the mainstreaming and commercialization of wearable technologies such as fitness trackers and smart watches, and such developments prompted innovation in smart textiles and clothing. The world market for smart textiles stood at US\$2.75

billion in 2016, (US\$1.67 billion in the US alone). According to industry insiders, the rapid adoption of smart textile technology in the apparel and fashion industries is set to give a US\$130 billion boost to the apparel market by 2025.

There are myriad fronts of smart textiles. E-textile is the most happening term within this domain. It is also spelled as smart clothing, smart garments, electronic textiles, intelligent textiles, etc. The main catch of smart textiles is - it is versatile and offers cutting-edge features to look at textiles and technology. It is a branch of technical textile, therefore, fabrics of smart textiles are developed and manufactured to include technologies that provide the wearer with a flavor of increased functionality and interactive usage. So, it is much anticipated that smart textiles may spearhead revolutionary change since it can do many things that traditional fabrics cannot, including communicate, transform, conduct energy and even grow.

Theoretically, smart textiles can be classified into two categories. One is aesthetic and another is performance-enhancing. Aesthetic examples entail everything from fabrics, say, for instance, the chromatic appearance of a wearable meaning change of original color. Additionally, some fabrics can gather energy from the environment by harnessing vibrations, sound or heat.

On the other hand, performance-enhancing smart textiles is much evident in the domains of the athletic, extreme sports sector and military industries. One cutting-

edge feature within performance-enhancing smart textiles is - it is possible to maintain constant body temperature using phase-change technology.

Smart textiles also widely used as protective clothing to guard against extreme environmental hazards like radiation and the effects of space travel. In this connection, the health and beauty industry is reportedly taking advantage of these innovations.

Furthermore, smart clothing serves an important role in remote monitoring of chronically ill patients or those undergoing rehabilitation since it promotes the concept of preventative healthcare. Moreover, smart textiles are also used for fashion purposes.

Technology(s) involved in smart textiles:

Various technological domains are commonly used in smart textiles. Common and important ones are given below:



and, over time, in applications such as transportation, etc.

- Over the forecast period, increasing opportunities will exist for active smart materials containing low-power sensors, electronics, and energy sources and energy harvesting capability
- E-textiles with power and data distribution capabilities will emerge and find opportunities in such areas as military uniforms
- There will be increasing opportunities to implement advanced materials (such as

textiles must be comfortable, their technology must be unobtrusive, they must withstand a difficult and variable environment and, particularly for medical and emergency applications, they must be reliable.

Ensuring these requires sufficient research is said to be the major shortcoming till now and it must be overcome to realize the considerable benefits and lucrative market potential of smart textiles and intelligent fabrics (STIF). In reality, smart fabrics need to be more than 'cool technology' and

Fiber optics	Phase change materials	Nanotechnologies for fiber and fabric coating	Thermochromic materials	Organic or plastic electronics
Conductive fibers and yarns - metals, wires & conductive polymers	Quantum tunneling composites for switching devices	Biomaterials	Piezoelectric resistance	Light-emitting polymers & diodes
Photovoltaic and solar cells	Photoluminescence	Plasma technologies	Photochromic materials	Holography
Shape memory alloys and polymers	Radiofrequency identification (RFID) tags	Global positioning and wireless communications	Microelectronic mechanical systems (MEMS)	Microencapsulation for therapy delivery

Key takeaways and recommendations

- Smart textiles are finding expanding opportunities in key application segments, such as personal protective clothing, military & defense, fashion and entertainment, healthcare, and so on
- Key growth markets for smart textiles include sports & fitness, healthcare as well as military/defense. There are also opportunities for smart textiles in such areas as personal protective equipment for first responders,

carbon nanotubes or embedded optical fibers), and fibers that provide an energy source

- It is recommended that smart textile developers or providers focus on making the manufacture of textiles and electronics more compatible
- Smart textile developers can also benefit from creatively focusing on addressing a market need, rather than developing technology in search of an application.

It is worth remembering that smart

have to be prepared for fulfilling cutting edge needs and provide a smart solution.

However, some technical issues have yet to be addressed. Key challenges facing the industry include the complexity of manufacturing smart textile and clothing products and the need for small and extremely efficient power sources. The successful commercialization of smart textiles demands to enable the textile infrastructure and electrical components to work together, and establishing appropriate standards.

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New electricity tariff to eat up RMG sector's competitiveness in global market

Textile Today Analysis

The new electricity tariff rate will badly hit the country's export-oriented apparel sector, the \$34 billion industry and lifeline of economy, by eating up the competitiveness in the global export markets.

Bangladesh Energy Regulatory Commission (BERC) once again has increased the prices of electricity for retail by 5.3% to TK7.13 per unit and bulk consumers by 8.4% to Tk5.17 a unit. The new rate has been made effective from March, 1, 2020.

When the supply chain of Bangladesh's textile and readymade garments (RMG) sector is taking a hit as its main sourcing destination, China, is the epicenter of the recent coronavirus outbreak. Prices of all garment accessories, including yarn and sewing threads, have already gone up.

Also, worldwide apparel brands are shutting down their stores and halting their productions those leading work order cancellation with Bangladesh apparel maker.

The apparel sector also fears the sharp rise in production cost, which will leave the exporters in tougher competition in the global export markets to its competitors.

"With the existing prices, the sector is struggling to survive and to retain the competitiveness in the global markets," Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA) First Vice President Mohammad Hatem told Textile Today.

According to him, if the 8.4% increased rate is implemented; it will increase the cost of a single

unit by Tk37800, which now pays TK4.5 lakh per month.

The new rate would rub salt on the wound of the manufacturers, who are going through a tough time to rise in production cost caused by the rise in gas and electricity prices as well as the implementation of the new wage structure, said Hatem, also Managing Director of MB Knit Limited.

What expert says

"Bangladeshi apparel manufacturers enjoy better competitiveness due to lower electricity prices. It will be great pressure on the business people as the production cost went up erasing the competitive edge to the global markets," said AB Mirza Azizul Islam, an economist to Textile Today.

It would be difficult to absorb the new cost, when the profit, as well as the business, is in a declining trend, he added.

Manufacturers unable to bear production cost

Talking on the issue, Bangladesh Garment Manufacturers and Exporters Association (BGMEA) President opined that the sector cannot bear the load of further rise

of electricity prices.

"Since our production costs have gone up by almost 29.40% in the last 4 years and products prices have steadily gone down, there's no way we can afford any increase of any sort of price hike of electricity," BGMEA President Rubana Huq told Textile Today.

This will not be beneficial for the industry, she added.

Keeping prices reasonable for biz people

Experts as well as the business people call for increasing efficiency of power generation companies and to stop corruption.

The stock of gas is indeed reducing but still, 50% power generation is from the gas. So why should we hike electricity tariff, when we are importing at a lower rate from India, questioned Ahsan H Mansur.

The government needs to increase electricity tariff to cut subsidies or losses but this should be in phases and give a plan with rate how much it will enhance in every year, while the quality supply of electricity should be ensured, Dhaka Chamber of Commerce and Industry (DCCI) president Shams Mahmud said.



Steps to make power sector more industry friendly



Long time planning - so the business people can devise business plans accordingly



Increasing efficiency of power generation



Government should curb corruption in the sector

Woolen 'shawl' and hilly people's livelihood

Shafiun Nahar Elma

Introduction

Bangladesh is a developing country where a large number of people live under the poverty line and most of them earn their livelihood working in various manufacturing companies. The garments sector is very broad here as a vast amount of people from different areas are connected to this sector somehow.

History of Bangladesh clothing industry

The study of the history of clothing and textiles traces the development, use, and availability of clothing and textiles over human history. Clothing and textiles reflect the materials and technologies available in different civilizations at different times. The variety and distribution of clothing and textiles within a society reveal social customs and culture.

The wearing of clothing is exclusively a human characteristic and is a feature of most human societies, though it is not known exactly when various peoples began wearing clothes. Anthropologists believe that animal skins and vegetation were adapted into coverings as protection from cold, heat and rain, especially as humans migrated to new climates.

The textile industry of Bangladesh is more than 500 years old. It is one of the oldest and most successful industries with its rich history. Moreover, in recent years there has been a substantial development in yarn and fabric production.



Figure 1: Kashmir shawls are highly prized for their fine wool, skilled weaving and embroidery, and soft texture.

There is a significant effect of globalization on international textile and apparel trade. Today, the developed countries are hugely dependent on the developing nations for textile and garment manufacturing. At present, Bangladesh ranks second in the world as the largest apparel producer with a \$34 billion business.

There are three fundamental factors which have boosted the growth of textile in Bangladesh. The country has plenty of natural and human resources, opportunities, and beneficial government policies. In Bangladesh, a large number of labor workers can be found.

Also, the prices of natural gas and the cost of energy are cheap. With a huge population, labor is abundant, and Bangladesh has an advantage in producing labor-intensive products.

History of 'shawl' and 'pashmina'

The words 'shawl' and 'pashmina' come from Kashmir, but originate from Hamedan, Iran. Sources report cashmere crafts were introduced by Sayeed Ali Hamadani, when the 14th century came to Ladakh, homeland of pashmina goats, where, for the first time in history, he found that the Ladakhi Kashmiri goats produced soft wool.

He took some of this goat wool and made socks which he gave as a gift to the king of Kashmir, Sultan Qutabdin.

Afterwards, Hamadani suggested to the king that they started a shawl weaving industry in Kashmir using this wool. That is how pashmina shawls began. The United Nations agency UNESCO reported in 2014 that Ali Hamadani was one of the principal historical

Traditional Textile

figures who shaped the culture of Kashmir, both architecturally and through the flourishing of arts and crafts, and hence the economy, in Kashmir. The skills and knowledge that he brought to Kashmir gave rise to an entire industry.

Kim didi- a struggling woman

Here is the story of 'Kim didi' who lives in Bogalake para, Ruma; Bandarban with her family. They are a small family of three members includes her husband 'Pui Bom', she and her little daughter Lily. They also have three dogs. In Bogalake most of the native people have cottage businesses for tourists, which is their main livelihood, but few families cannot afford this business.

They make 'Shawl' for their livelihood. They prepare 'Shawl' from wool (one kind of yarn). They buy these different colors of wool from Ruma Bazar, 15 km far from their place. Ruma Bazar is their local market. They use motorbike or jeep in the risky hilly roads.

The 'Shawls' look very simple in design because it is fully handmade. It takes a minimum of two days for a 'Shawl' to make and sells it only 400 takas each. They use a couple of bamboo sticks for making structures to sew the 'Shawl'; for a different design, they change the bamboo arrangement. Normally they do not have electricity available and so they mostly work in daylight.

They want their children to be higher educated but it is quite impossible because schools are minimum 40-50 km away from their home and the hilly roads are very risky and deadly. As a result, their children are grown up without proper education.

Life in remote and rural areas such as Bogalake para is hard and struggling. Woolen 'Shawls' and few other items of clothing such as 'Taata' can be made without the



Figure 2: The shawl weaving gave birth to an industry in Kashmir. Courtesy: Priyanka Parashar/Mint. Courtesy: Priyanka Parashar/Mint

use of heavier machinery, it allows these people to practice this labor some craft and earn a necessary livelihood out of it by selling these traditional clothing to the tourists that gather here every year.

1.6 million people are living in the hill tracts. The region covers 10% of Bangladesh's land area but accounts for only 1% of the population.

About half of the population are from 13 small ethnic groups. These religious and ethnic minorities have been living in hill tracts for many generations. The other half, about 53%, are Bengalees. Most of the people live in scattered

habitats known as 'Para'.

The Chittagong Hill Tracts (CHT) communities suffer from many deprivations due to challenges posed by its unique demography, socio-economic situations and diversities in culture and customs. There is also not enough infrastructure, human resources and integration of CHT context in development planning, which all limit effective coverage of basic services.

If the government takes care of these matters, people of CHT will get a bright future having proper basic needs and livelihood earnings.



Figure 3: The people of Bandarban earn their livelihood through weaving woolen 'Shawls' and few other items of clothing such as 'Taata'.



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For a more lively life

Artificial turf can be a new business prospect

Rafiul Islam

Artificial Turf is a synthetic grassland that looks like natural grass. It is used in stadiums for sports that are usually played on grass. However, it is now being used for residential and commercial purposes. The main reason for the use of artificial turf is its durability. Domed or partially covered stadiums may require artificial turf because the grass does not get enough sunlight to stay fresh.

The artificial turf first gained popularity 54 years ago in 1996, when it was installed on the unpopular-year-old astrodome. The product used at the time was 'Chemgrass', developed by Monsanto, which is now re-branded as Astro Turf.

In that decade, first-generation turf systems were replaced by second and third generation turf systems. Second-generation synthetic turf systems feature long fibers, and third-generation systems, now widely used, provide refills that are a mix of recyclable rubber sand and grains.

Artificial turf offers numerous benefits over natural grass. Artificial turf costs much less maintenance than natural grass. As a result, other benefits, such as versatility, readiness, and weather utilities, lead to more artificial turf adoption.

These turfs have a less environmental impact because they are recyclable, require less water, and reduce fertilizer and pesticide use, resulting in the growing application of artificial turfs across rooms, homes, golf courses, businesses and public spaces.

Growing urbanization is another major factor that helps the artificial turf market positively. This factor is especially evident in developing countries, where artificial turf is increasingly being used for landscaping.

History

David Chaney joined the North Carolina State University College of Textiles as the dean of the North Carolina State University of Raleigh, leading the research team at Triangle Park, the first research artificial turf maker.

The artificial turf was first installed at the Moses Brown School Playground in Providence, Rhode



Island, in 1964. After the Astro Turf was installed at the Astrodome in Houston, Texas, the material became popular with the public in 1966.

In the state's industrial stadium, it initially tried to use natural grass, but it failed and the field conditions were severely inadequate in the second half of the season, the dead grass painted green. The infield was installed just before the Houston Astros home opener on April 7 due to a limited supply of artificial grass. The outfield was set up during an extended Astro Road trip in early summer and first used after the All-Star break in July.

By the end of the decade, the use of Astro Turf and similar surfaces in the United States and Canada was widespread, with both indoor and outdoor stadiums used for baseball and soccer. According to the Synthetic Turf Council, more than 5.6 artificial turf playing fields were set up in the United States on May 25.

Artificial turf was first used in Major League Baseball at the Houston Astrodome in 1966.

Uses of artificial turf

Growing urbanization is another major factor that helps the artificial turf market positively. This factor is especially evident in developing countries where artificial turf is increasingly being used for landscaping. Dead stadiums have two main reasons

for the artificial turf market growth.

For example, new artificial turf was installed at US Bank Stadium on May 25, which was purchased for \$1.6 million. Similarly, Boise State University's Athletic Stadium, a new blue artificial turf, was set up on May 25 and cost US\$5-1 million.



It is also used in several sectors like:

1. Baseball stadium
2. Football stadium
3. Hockey stadium
4. Tennis court
5. Golf grounds
6. Landscaping
7. Airport etc.

Global market

Europe is the largest production of Artificial Grass Turf, with a production value market share nearly 33.09% in 2016.

The artificial turf market was US\$ 3.5 billion in 2019, and it will reach \$8.5 billion in 2026 at a CAGR by 10.5% between 2019 and 2026, according to ResearchAndMarkets.com.

In recent years, artificial turfs have been applied across the surfaces of sports stadiums and commercial playgrounds.

These turfs have a less environmental impact because they are recyclable, require less water, and reduce fertilizer and pesticide use, resulting in the growing application of artificial turfs across rooms, homes, golf courses, businesses and public spaces.

Growth in the number of sports events across the world and stadiums switching to artificial turfs are two prominent factors complimenting the artificial turf market growth. For instance, US Bank Stadium installed a new artificial turf in 2019.

Reports suggest that the current turf was purchased for US\$1.5 million. Similarly, Boise State University's athletic stadium installed a new blue artificial turf at the stadium in 2019. The installation cost was almost US\$600,000 to \$1 million.



In August 2019, Labosport (France) has acquired TGMS Ltd (UK) a sports surface consultancy that is into the design and management of artificial turf and natural sports pitches in the UK. The acquisition will help the company to increase sales in the UK as TGMS Ltd is one of the major competitors in artificial turf in the UK.

In August 2019, AstroTurf Corporation (U.S.) acquired Nagle Athletic Surfaces, Inc., (U.S.) specialized in track and outdoor court installation. The acquisition will help the company to increase its market share as Nagle Athletic Surfaces, Inc. is providing a wide range of products.

Some global organizations who provides artificial turf are Ten Cate, Shaw Sports Turf, FieldTurf (Tarkett), CoCreation Grass, Polytan GmbH, Domo Sports Grass, ACT Global Sports, SIS Pitches, Limonta Sport, Edel Grass B.V., Unisport-Saltex Oy, GreenVision / Mattex, Mondo S.p.A., Juta, Condor Grass, Nurteks, Taishan, Victoria PLC, ForestGrass, Forbex, etc.

Bangladesh producing artificial turf

To see the promising future of the products many Bangladeshi entrepreneurs are producing artificial turf. Some Bangladeshi companies are producing artificial turf along with other products especially garments. Some of the companies that are producing these turfs are:

1. Trade edge
2. Shelter A.G.
3. Resha International
4. AN Leather Ltd

These Bangladeshi companies are exporting artificial turf to many regions worldwide including North America, Eastern Europe, South America, Oceania, Central America, Western Europe, Middle East, etc. Bangladesh has huge scope to expand its prospect in this business. When many industry experts are urging to diversify Bangladesh's export products, artificial turf can be a good business prospect here in this regard.



We are building Bangladesh together

BTT Interview

Shams Mahmud is the Managing Director of Shasha Denims Ltd. He has introduced innovative production management, incentive systems and marketing approaches for the company. Besides this, he has previously served as Director in Dutch Bangla Chamber of Commerce and Industry (DBCCI) Bangladesh Textile Mills Association (BTMA) and was Vice President of Bangladesh Philippines Chamber of Commerce and Industry (BPCCI). Mahmud is also a Capstone Fellow of the National Defence College and holds the

distinction of becoming the youngest diplomat in Bangladesh at the age of 34 when he was appointed as the Honorary Consul of FDR Ethiopia to Bangladesh.

Recently Mahmud has been appointed President of the Dhaka Chamber of Commerce and Industry (DCCI), the largest private-sector chamber in Bangladesh with over 4000 members, for 2020.

In a conversation with Textile Today, Shams Mahmud shared his goal as a President of the

Dhaka Chamber of Commerce and Industry (DCCI), the impact of Coronavirus outbreak, Foreign Direct Investment, etc.

Textile Today: As the President of the Dhaka Chamber of Commerce and Industry (DCCI) what is your goal? In what policies do you want to help with the government, which will be helpful for the other businesses in the long run?

Shams Mahmud: DCCI is the largest chamber in Bangladesh with 4000 active members and 16000 passive members. This chamber also is spread across 32 sectors. Dhaka Chamber is

the voice of small and medium businesses. The Chamber has played a crucial part in the development of the private sector and we have always been the voice of the private sector in Bangladesh.

DCCI is always vocal and gives suggestions to the government and pursues the government in the areas where the private sector business community sees scope for the government to do more to help create a booming business environment.

In a way, DCCI is the other hand of the government for the private sector where inputs are taken for budgetary, economic, taxation, business diplomacy policies, etc. along with the new avenues like the blue economy, infrastructure bonds, etc.

We have seen in last year the private sector showed constriction with below 9% growth. Public sector borrowing increased many folds on the other hand. And whenever the business community put forward the issue of bringing more FDI, the infrastructure development issue stood as a barrier. It is like a double-edged sword; we want infrastructure development first or FDI?

The govt. has taken steps to develop infrastructure for which we witness a squeeze in the private sector. But private-sector growth is a must for the country to grow. That is why this year DCCI has given a proposal where the government will create a mechanism to launch infrastructure bonds in the market to get funds to implement infrastructure projects. Private companies can buy these bonds and be a part of the country's development. Here it will give a win-win situation for both parties. The government will get the necessary fund from – like US\$ 1 to 10 billion. Then in return, the private companies will get a corporate tax waiver as per the invested amount. If we can make this model project successful, the infrastructure development funding will not be an issue anymore which

will help banks to inject more funds into the private sector.

Textile Today: Tell something about the impact of Coronavirus.

Shams Mahmud: Bangladesh's export basket is heavily reliant on RMG and textiles. Right now, we have reached a critical stage today. Because of Coronavirus, we are seeing our major export markets like the European Union, UK, USA going into lockdown, where mobility of people is being restricted through quarantine etc. As a safety measure stores are being shut down and business and

DCCI is always vocal and gives suggestions to the government and pursues the government in the areas where the private sector business community sees scope for the government to do more to help create a booming business environment.

economic activities are coming to a grinding stop. This means the major export markets of Bangladesh overnight are going through a period of turmoil. This will also lead people to have less disposable income. As a result, RMG, textiles, shoes, leather, frozen food, flower, vegetable export sectors will be badly affected.

We hope the situation will be bought under control within 6 months and things will get back to normal. The Government of Bangladesh, especially Bangladesh Bank has to provide monetary and

fiscal relief packages for all export-oriented sectors and also at the same time to businesses who import goods to Bangladesh.

In the long run, I believe Bangladesh has an advantage here compared to other competitive RMG manufacturing countries like Vietnam, Cambodia. Bangladesh has a strong backward linkage. Our competing countries do not have textile and apparel backward linkage industries, they are 90% or more than reliant on China for raw materials.

On the other hand, our strong backward linkage industry will help RMG manufacturers to keep the wheel of garments export running.

Textile Today: In the current scenario of the critical banking sector and other trade barriers in the country, do you think new investments or FDI's will be encouraged? And from your vantage position what are your vision and steps to move forward?

Shams Mahmud: We are working closely with the Bangladesh Investment Development Authority and other related trade bodies to remove trade barriers and welcome more and more FDI. Everyone is positive and everyone wants the best in the country.

As for the barriers, two things hinder FDI most. Number one is high taxation and the absence of long-term policies for electricity prices. The government should have a long-term policy to increase energy prices. So, the investors can come and invest in the long-term vision and plan.

As for the new investors, most of our investors follow a typical path. Suppose if one manufacturer goes for a green factory then others also follow and start making green factories without understanding the whole system. Our investors should come out of this mindset. I would recommend, before starting any investment, a businessman should first go to the Commerce Ministry for the HS code and other related data to see which sector is performing well and which sector

is better to do the investment. Also, they can go to any freight forwarders to see which factories are delivering on time, export amount, destinations to get the exact figure and get a true picture of the scenario for investment.

Another obstacle is that most of the investors are doing the same type of products or in the same type of categories. This kills the price margin and ultimately destroys an industry. This practice is not sustainable at all.

We should have a policy where FDI, in new sectors, should be welcomed with open arms. There should be a transfer of technology and also knowledge.

Textile Today: We know your factory Shasha Denims Ltd. When other factories are providing denim with \$2 or less, you are giving the U.S. 2.6 dollars price tag per denim. Give your suggestion for other denim factories.

Shams Mahmud: Everything has a cost. Cost of Research and Development (R&D) for product development, management, workers, etc. I should include the costs of these things. Once a manufacturer reduces the price, then he cannot increase the prices in the future. We have to be very rigid on certain things to keep the company healthy. I have faith in my company and that the products we are coming up with commands the premium.

Right now, the main competition in terms of business Shasha Denims faces are from mills in Turkey, Spain and Italy. We have invested heavily in research and development, and slowly but surely it's beginning to pay off.

One has to decide if he wants to be a big fish in a small pond or a small fish in a big pond at the end of the day.

Textile Today: How do you deal with your workers as they become motivated and committed to contributing more?

Shams Mahmud: We see everyone involved with Shasha Denims Ltd as one big family working towards a common goal. We believe that every individual from the work they do has an important role in this journey. Everyone in Shasha has a sense of ownership in the company. We have encouraged people to share their thoughts and always come up with innovative and best practice solutions. We encourage a linear management style where everyone is answerable and accountable.

We encourage people to develop themselves professionally and be abreast of the latest industry news, trends, technology. If anyone wants to do any courses in abroad, Shasha encourages this and we bear the financial expenses for it.

Manufacturers need to come out of the copy-paste mentality and invest heavily in R&D and the design team plays a crucial role.

We want everyone to also grow.

One particular aspect of the industry in Bangladesh which disturbs me and whereas a businessman I feel we have failed is that we have not invested enough to help people grow professionally. That is the reason we make it a point in Shasha that people need to keep learning. I feel proud when these people come up with new solutions and innovations with their newly acquired knowledge. This creates a symbiotic relationship between Shasha and its family members.

Textile Today: The textile and apparel industry of Bangladesh mostly works with cotton and

cotton blend fibers. The industry as a whole is looking at the synthetic fiber sector. How do you evaluate this?

Shams Mahmud: Everyone has their philosophy for making certain kinds of products. At the end of the day, everybody has to develop research and development, new products to get a better advantage in the global apparel market. The synthetic fiber sector is almost non-existent in Bangladesh at the moment. FDI should be encouraged in this sector.

Manufacturers need to come out of the copy-paste mentality and invest heavily in R&D and the design team plays a crucial role. Keeping the SDG goals in mind and making progress aligning with the goals is vital for the world. Adopting new technologies to minimize the usage of water consumption and energy should also be part of the company philosophy.

Textile Today: We have made a study where it shows that if a denim factory increases 7-8% annual efficiency of workers then it can earn 35 to 36 crores more annually. What is your view regarding human capital transformation to increase workers' efficiency?

Shams Mahmud: It has been almost 20 years for Shasha Denims Ltd and we have 98% efficiency. One of the reasons behind that is we share our profit every month. Annually we share 5% profit with the workers from top to bottom. We are the only textile mill in Bangladesh to do so. Besides this, we also provide 4 bonuses annually. We all need to work for human capital transformation to increase efficiency. At the end of the day, we are one family and it is because of the hard work and dedication of everyone in Shasha, we are what we are today and have reached new milestones and are contributing to the beautiful story of Made in Bangladesh. At the end of the day, Bangladesh is building Bangladesh.

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Denim emerges as major potential export item for Bangladesh

Textile Today Analysis

Among all the diversified garment products in Bangladesh in recent years, denim emerged as a foremost potential item for the country. Nowadays, Bangladeshi denim is the much-talked-about items worldwide, especially in European countries.

Not only the highest supplier to the EU, but Bangladesh is also the third-largest denim supplier to the US in a year. Bangladesh exports nearly \$1billion worth of denim products to the European countries in a year.

Bangladesh matters in world denim markets

In Europe, one in every three persons wears the Bangladeshi denim items. Even, Bangladesh

overtook China in denim supply to the EU countries because of quality products at competitive prices.

Also, to the US, Bangladesh exports nearly \$400million worth of denim in a year registering nearly 15 percent market share while China's share is 24 percent and Mexico's share is 20 percent.

It will not be an exaggeration if we say Bangladesh's next business is denim because the demand for this specialized kind of clothing item is on the rise worldwide due to changes in fashion and style both by the males and females.

With the huge demand from the global retailers and brands, the local entrepreneurs have also

established 32 mills where they invested more than \$1billion in the country so far. The millers have been meeting more than 40 percent demand for fabrics from the garment makers. The remaining demand is met through import mainly from China, India, Turkey and Pakistan.

If we analyze the trend of establishing denim mills, we can see most of the modern mills were set up over the last 10 years with higher production capacity. Previously denim products were not so much known items to the local textile millers and garment makers. As a result, mainly Turkey, India, Pakistan and China were leaders in the global denim markets.

Bangladesh is relatively a new entrant in the global denim markets, which is currently nearly \$60 billion. However, until now the share of Bangladesh in the global denim market is very low at \$3 billion in a year.

But the prospect is very high for Bangladesh as the globally renowned retailers and brands are flocking in Bangladesh for the quality denim products at competitive prices. Bangladeshi garment makers are expecting that the total denim export will reach \$7 billion by the end of 2021 for the higher demand for the products.

Globally renowned retailers and brands like H&M, C&A, JC Penney, Best Seller, Tesco, Zara, Li & Fung,



Figure 1: Denim emerged as a foremost potential export item in Bangladesh.



Figure 2: Bangladesh denim industry scenario.

K-Mart Australia, K-Mart USA, Takko, G-Star, Inditex, Only & Sons, Only, Pull & Bear, Barmoda, Nosiy May, LPP and New Look source denim garment items from Bangladesh.

Use of modern technologies for washing denim fabrics

The high-water consumption by denim manufacturing is a major concern for Bangladesh. Previously, more than 270 liters of water was needed to make a kilogram (kg) of denim fabrics. Due to focus re-shift towards sustainability Bangladeshi denim fabric makers dramatically reduced water consumption over the last few years with the adoption of the latest technologies in production, opined a leading machine supplier and producer recently.

The majority of the denim fabrics producing companies could reduce more than 50 percent of water consumption by using the latest technologies, said the industry people. And the target is to the reduce of water consumption by 80 percent in the denim making process.

Now some of the world's leading factories in Bangladesh can wash a kg of denim fabrics with only 15 to 16 liters of water on average. The

top-notch digital technologies of different companies could reduce not only water consumption but also reduce the time significantly.

Number of denim users is on the rise worldwide

With the rising use of denim, the demand for the product is also increasing worldwide. Almost 70 percent of the population in the US wear denim products regularly. An average consumer owns seven denim products at any given time.

In the UK each consumer owns an average of 17 denim garments. Annually 2.1 billion pieces of denim are sold globally. The denim sector will grow by 15 percent year-on-year until 2020. It is also predicted that the size of the global denim market will reach \$64.1billion by the end of 2021.

As mentioned above, Bangladeshi entrepreneurs supply denim to major global retailers and brands. So, an increase in both trendy fashion and multi-cultural designs are suggesting for more denim business for Bangladeshi entrepreneurs.

Why Bangladesh should focus on the denim

Mainly for two significant reasons Bangladesh should go all-out in

the denim manufacturing business. The reasons are ever-changing style and fashion and for the growing demand for the denim garment worldwide.

Let us talk about fashion first. The fashion trend analysts are saying denim has become the main garment for both men and women due to its wider range of usability. Although the denim garment was not so much adorned item even 50 years ago. Now it turned the most favored item to the people. The denim garment can be used both as formal and casual dresses. Nowadays from wearable garments denim has diversified into many things like quilts, pillow, cover bed sheets and even showpieces are also made from denim fabrics. So, the uses of denim products widened in human life. As for the design segment, it is never-ending.

The China factor

China is the largest supplier of clothing items worldwide. However, the country is losing its market share to other players like Bangladesh, Vietnam, Cambodia, Pakistan and India. Basically, China has been leaving the garment business for two reasons including the country is shifting to the high-end garment items and a dearth



Growing demand for the denim garment worldwide



China has been leaving garment business and buyers are shifting towards other countries



Bangladesh denim manufacturers developed own design studios to add value-addition



\$64.1 billion, global denim market

Figure 3: Why Bangladesh should focus on the denim more.

of skilled workers as the cost of production has gone very high in China. So, most of the work orders are shifting to Bangladesh and Vietnam and to some extent to Myanmar a new entrant to the apparel trade.

The flip sides

There is no doubt that Bangladesh has a lot of work orders for denim products. However, the country should also do some home works for grabbing more market share.

First of all, the Bangladesh government should ensure an adequate supply of gas and power to the industrial units improving the infrastructures and the capacity of the country's premier Chattogram port.

Both the businessmen and the government high-up's should improve the diplomatic relationship with the major markets like the US and the EU so that the trade privileges that the country has been enjoying remains intact.

The government and businessmen must keep a constant eye in the market dynamics in fashions and demand so that they can replenish the changes according to the market dynamics.

In 2015 the demand for clothing items worldwide declined by more than 7 percent because of

increases in the use of electronic gadgets like smart mobile and other appliances. So, western consumers reduced spending on clothing items and the impact of such changes in consumer behavior has been felt by Bangladeshi manufacturers. If there is a market

Annually 2.1 billion pieces of denim are sold globally. The denim sector will grow by 15 percent year-on-year until 2020. It is also predicted that the size of the global denim market will reach \$64.1 billion by the end of 2021.

trend analysis the manufacturers can take well-thought-out decisions in their business.

Similarly, the election in major EU countries including The Netherlands, Germany and France has impacted negatively on the export of Bangladeshi products to the EU as the consumers and businessmen in those countries

were in wait and see mood due to the election.

The Brexit has also impacted negatively the export of apparel items to the UK the third largest export destination of Bangladesh. Despite some internal and externalities, the future of Bangladeshi denim is bright. Bangladeshi denim manufacturers can grab more market share now. This is the high-time to grab more denim business shares.

Sayed Ahmad Chowdhury, General Manager (Operations) of Square Denims, said the investment in the denim industry will continue as the demand from the international buyers has been increasing. For instance, currently, a lot of work orders from China have been coming to Bangladesh because of the China-US trade war.

It is expected that by 2021, nearly 50 percent of denim work orders will come to Bangladesh from China because of the trade war and for the high cost of production in China, Sayeed Ahmad said.

The sale of denim to the EU from Bangladesh slowed down to a bit because of the silent recession in the EU nations. However, the buyers are not paying proper prices to the manufacturers. We need to emphasize to enhance our negotiation skills, Ahmad added.

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“We should plan smartly to face the pandemic coronavirus”

Cotton and yarn update: Yarn price may go down by 15-20 cents per kg in next month



Future of retail- Paradigm shift in RMG Business



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Future of retail- Paradigm shift in RMG business

Engr. Anisul Hoque Ansari

Maintaining a Continuous lean situation in RMG orders and regular shut down of RMG Industries became the talk of the town. Also, factories are facing a severe cost-benefit crisis while wages and utility costs are increased in many folds. In one word, everybody is focusing on immediate efficiency improvements in factories.

Eventually, entrepreneurs are looking forward to several tech adoptions in MIS control, manufacturing control and machines. Consequently, we vastly are talking about sustainability, productivity waste minimization, etc but getting no big changes in negative financial statements. The root cause is not the inefficiency of operational processes, rather it is the transformation of business model due to the disruptive changes happening in retail business.

What is disruptive changes in Retail fashion market and Why can't we avoid it: Other than prominent existing brands, new brands have been entering into the market with a new trend called online retailing since 5-6 years and disruptively this trend became no. 1 choice for the end customers.

These e-commerce platforms could reach the end customers in a massive way by adopting Artificial intelligence and Augmented realities in their platform to search, sort and offer fashion trends required by the customers.

Thus the market research became easy globally to understand demand trends of fashion by community across the globe. The online players were able to reach to the end customer precisely according to their demands in the fastest possible way. Their business trend were following pull rather than modified push marketing (Previous model).

Finally, it created a massive impact in entire supply



Figure: A little smart move towards the rapid change in the retail business may lead to the number one manufacturing hub for the apparel business.

chain and manufacturing processes of existing brands leaving them far behind in fashion trends, innovation, information and technology. For example-

Impact to the existing fashion brands: Existing prominent brands are dependent on their store business where customer has to visit physically and choose their product from available stock. Brands do their survey and demand planning according to sales and physical marketing which is much slower than the new trend.

Eventually many of them lost their business share to the new brands/retailers within a short time. And they had to close thousands of stores, shrink business, destroy stock garments, etc. 81 brands became bankrupt in the last 5 years and many other

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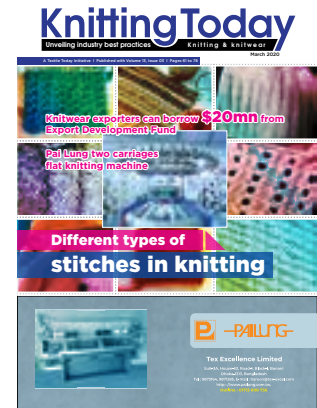
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On the Cover: Advertisement strip showing Rayon Fiber solution

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On the Cover: Advertisement strip showing Knitting Technology Solution

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brands closed a good number of stores.

This impact is felt most in BD because BD does fast fashion brands and they produce based on projections and implant stock garments analysis which comes from the forecasts made by the physical stores.

So, nowadays every fashion brand are transforming business to online marketing and selling, virtual designing and even rental business in some cases too.

Impact to supply chain and manufacturing hub:

Consequently, a couple of changes became a priority to the entire supply chain processes. Few of them are-

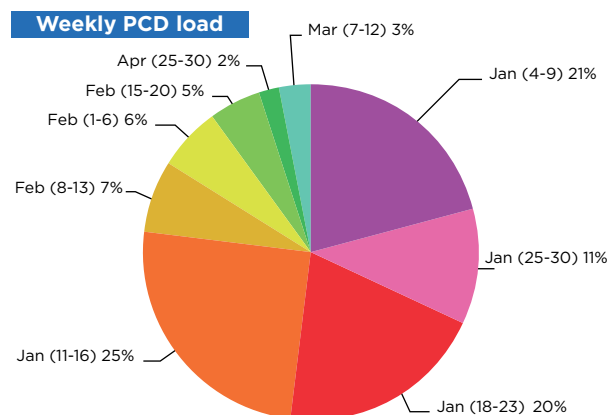
1. Adaptability to change fashion faster and flexibility to produce multiple product ranges
2. Ability to deliver 2/3 times fastest than before
3. Consistent quality to comply with the market competition

Impact on the manufacturing factories in BD: As the entire BD RMG manufacturing hub is developed based on fast fashion and mass production with price-sensitive brands, the manufacturing model is a bigger production line.

The development team are smaller and are used to develop samples with 7-14 days of lead time. They literally have no centralized R&D center which includes making garments/washing etc.

The existing production model requires higher product volume and lower style mixes to get maximum efficiency. Consequently, majority of the factories had to face an extreme lean situation continuously for these few years.

Impact of this lean has led the big groups to reduce prices nakedly to survive their big factories and consequently small/medium factories remain lean. Thousands of sub-contract dependent factories became empty. And thus hundreds of factories already closed and few are in pipeline.



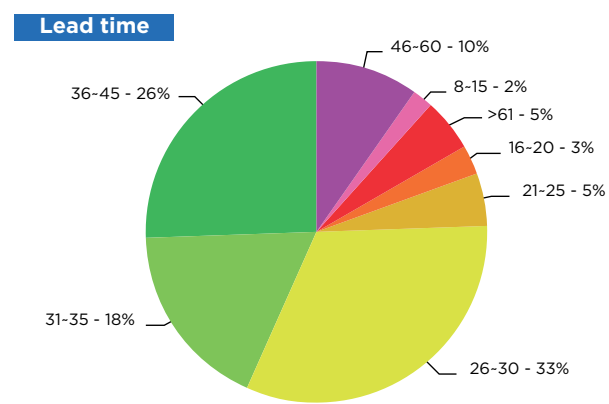
To survive the existing millions of garments in pipelines, fast fashions became rigid with quality and it is also imposing additional pressure to the factories who were not used to with such tight quality requirements from fast fashions.

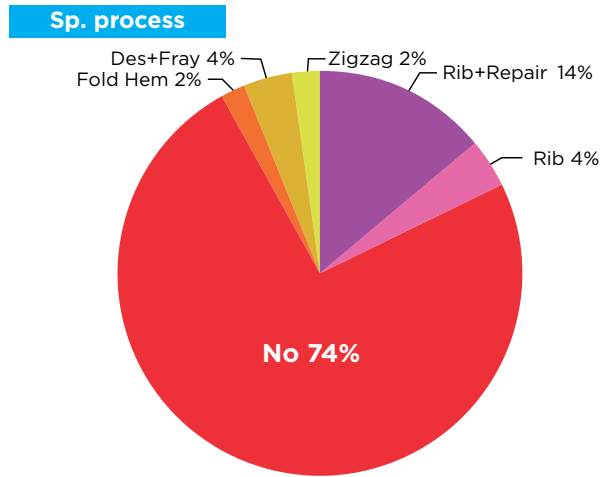
Other than adapting the retail changes, suppliers mostly jumped into improving efficiency by adapting high tech machines, data automation in manufacturing, etc. which will really not help anyway.

Road map for BD RMG to adopt and survive with positive growth: Despite of many arguments and analysis on the action roadmaps, couple of strategy can be considered based on the demand from supply chain process as mentioned above. Let us try to co-relate and find a way to satisfy each need from above three:

Adaptability to change fashion faster and flexibility to produce multiple product ranges: There is not many privileges of getting different lead time for fast fashion/low volume high-end products. We are in an Era where Speed is the first thing to adopt. Thus, we need couple of adjustments in upstream process in operations which are:

Marketing and Merchandising: A strong marketing and merchandising/development team is needed separated from supply chain/production follow-up which is regular trend in BD. If merchants do supply chain and production, follow up then they will be kicked out from today's disruptive market without fail. They should be equipped with Software to track their tiny activities daily in marketing and merchandising both. Smart analysis of market data and regular merchandising data will help them, as well as management, to track the effectiveness of efforts and efficiency of peoples. Merchandisers should be able to see the future and they should be trained to do so by giving them an exposure of the root where fashion is created. The French fashion show are the places where creation is done. Suppliers should do their innovative presentations there. If not the fashion creator, but BD suppliers can be the first followers- in this way they can take





PCD Analysis

Real time PCD tracker. Version 2.01

Mer.Can cut/PPM Date Buyer #

All Periods Months ▼

2020

Jan Feb Mar Apr

◀

2020

▶

A Brand

B Brand

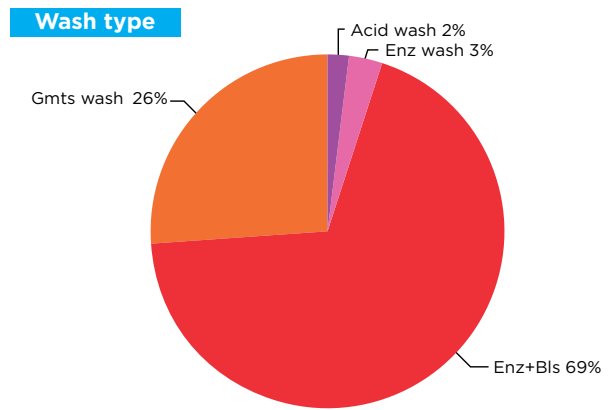
C Brand

D Brand

the cream of selling in the implantation stage. Also, buyers come to factories and visits industry who make fastest fashion brands because- they can sense a feel of what is going to be launched in the retail after 3-4 months - so these footsteps can be followed by our designers as well.

Sampling and R&D: Sampling and R&D should stand alone with all facilities in closer places (Making, washing, testing) with 5 times capacity than existing as order sizes have reduced up to 10 times lower and style variance has increased up to 10-15 times higher than before. These sections must be equipped with synchronized software, augmented reality to track the progress and activities in real-time as multiple cross matrix functions are included in these areas. These combined activities will reduce re-processing. Chances of mistakes and improve the FPY yield in sample submissions. The sampling and R&D section should be facilitated with a number of good industrial engineers to add values to the products which is most critical to the production effectiveness and efficiency.

Design studio: Factories having design studio will



get further preferences to enter to the market with unique footsteps.

Central Planning: It is the most important segment in the RMG supply chain which is underutilized still in BD. Most successful factories in the world are planning driven and this is proven since the starting of the RMG retailing. Couple of good software are vital to do enormous data analysis and planning in different complex SKU and matrix.

Strategic planning team: This is the most important segment in Operations strategy and execution. Central planning team are the heart of the organizations that analyze the optimum capacity of individual factories into the group and guide for an optimum best mix of product ranges for individual factories to achieve the best possible revenue from each. There should be a product mix with some percentage of basic product, some percentage of value added product and at least 10% new innovative product. Basic products will run the factory and carry their overhead costs, Value added product will make the profit because it will be price driven and the innovative products will keep the factory moving in to the new era. Planning team will combine all and guide merchants to set their marketing strategy and continuously work closely with marketing and merchandising team.

Operational planning team: This team works with the merchandised orders and work closely with supply chain and finance team to prepare course of actions related to feeding the individual factories and set optimum order allocations and pre-production support systems to the factories.

Ability to deliver 2/3 times fastest than before: Manufacturing facilities are designed for bulk productions with lower product mixes and higher volume. This model will not sustain anymore and need to break it down TODAY itself! Modular layout and process design is mandatory in each of the production segments as below as examples:

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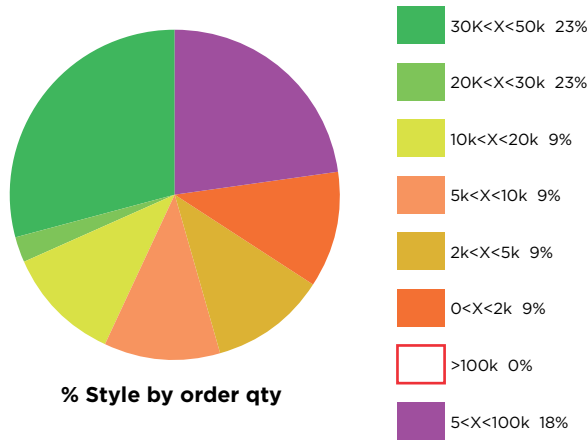
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- Inventory • Purchasing • Business Intelligence
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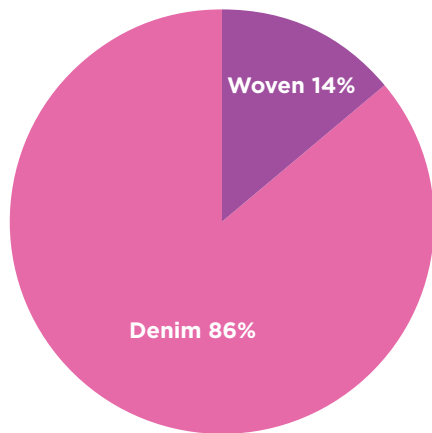


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% Style by order qty



%Style by fabrications

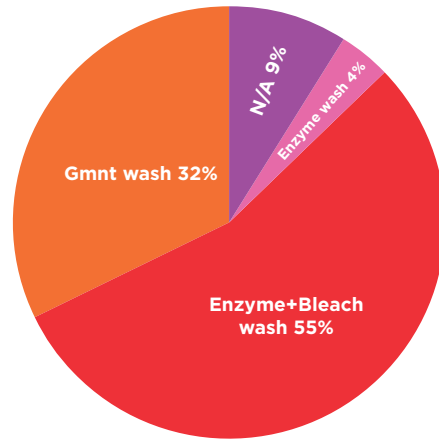
i. Weaving/knitting/dying/print/embroidery:

Need to increase number of machines in different variations which may increase establishment cost but if proper marketing is done the ROI will be less than two years from the establishment. It will help uninterrupted fabric flow from marketing to till bulk productions. Number of sample machines need to increase up to 3 / 4 times than existing.

ii. Garment manufacturing factory: Garment making factory need to adopt the most effective changes as everything is stuck here which plays a vital role ultimately. A few of them are described as below.

Factory warehouse: A factory warehouse is the key of all problems in factory operations and the processes here are most critical which is literally invisible in BD. They should be equipped with proper software to track daily entry exit of materials, inventories, stocks, movements of materials inside the factory etc. Still in many big groups Warehouse is maintained either manually or ineffective amateur software. Optimistic and pessimistic approaches in lead time's management should be avoided and stock age should be calculated and held accountable to turn it to cash.

Fabric inspection: 75% of the FOB value is



% Style by wash type

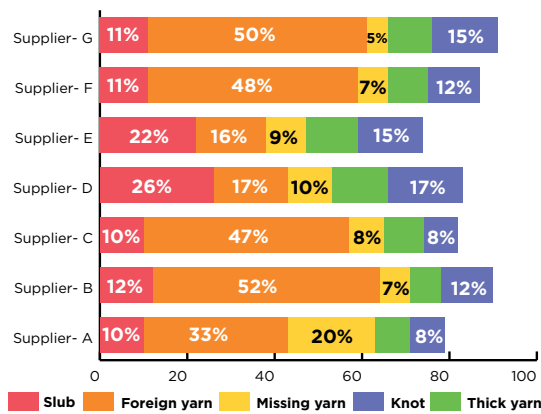
fabrics usually. Thus this area should be designed precisely to inspect, track and find potential issues through analysis of smart database and dynamic analysis system to continuously give feedback to production floor as well as to the supply chain. A fabric inspection team should also be equipped with sample washing machine, rubbing, strength etc. testing equipment either. For example, a factory has consumed 100k yard fabrics in a month which were passed in 4 point inspections but got 1.5% rejected garments due to fabrics problems. While this contradictory data occurs then analysis of the defects points found in fabric inspections may indicate to find the root cause. Example: -

Above fabrics are passed under a 4-point inspection system yet it has higher ranges of three types of particular defects which actually creates fabric holes and rejections after wash. Thus, this real time analysis of daily inspection will help factory to voice out daily basis and take necessary actions on the spot, not after a month while disaster has already occurred.

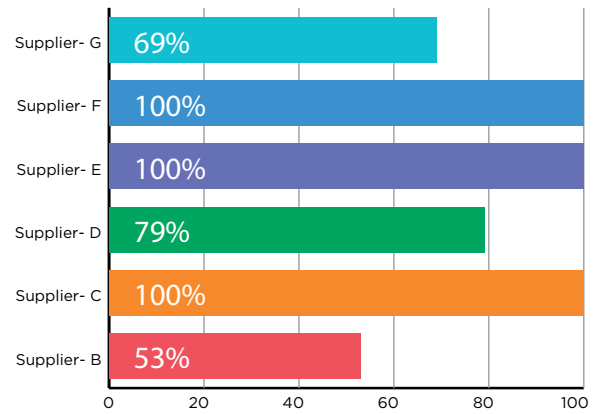
Pre-production: A strong pre-production setup with a capacity of making 10 different pre-production samples daily and a separate Pilot run team is essential for pre-production production testing. These should be separated from bulk production lines to set all necessary plans, bulletins, machines, folders, needles, threads, patterns etc. for smooth bulk operations without interruption. This section should be equipped with actual bulk machines with utmost quality, strong IE and technical team and an extraordinary mechanic team in this section. And daily activities of this section has to be monitored precisely in real time which is very critical. Usually, this is the weakest link in BD operations.

Cutting and finishing sections: These two sections should be equipped with 20% more capacity than that of sewing production lines to ensure zero interruption of sewing or shipments respectively in these areas with necessary quality control and engineering checkpoints. (CAD efficiency, Risk

Defect contribution % from suppliers



Mat shade 1st pass rate (%)



analysis and Layout design)

Sewing production: We have to consider modular sewing lines for quick changeover of styles with small qty per style. Thus smart automation is must to reduce manpower and machine demand. Some factories are using Co-Bots (Robotic hands for pick up and dispose in some critical automatic machine processes which can be programmed to run 24 hours without any interruptions either. Centralized parts unit (CPU) with small assembly line designed for quick change-over is basic need in today's demand. U shape layout, group layout, unit synchro layout, Face to face layouts are quite popular modular system. Cut to pack production floor can also ensure reducing back and forth communications in different sections and a straight flow with minimum throughput time until packing. It also helps to reduce man: machine ratio as well as reduces 20%-25% throughput time in productions and reduces the chances of NPT up to 10% either.

Industrial engineering and planning: A factory has to have their individual PPC and IE team who needs to work precisely for every single style allocated for bulk production and shipments. These two team has to be designed and equipped, same as the Central team and they will have to have a simple real time communication system to track the actual with the previously forecasted plan by central team. Usually top managements in best organizations manage PPC and IE team of the entire company usually. Based on accurate data and analysis in regular basis, they decide the future course of actions to improve or adopt or change.

Real-time tracking of manufacturing processes: Real time manufacturing tracking is a regular need for today's volatile business where as not more than 1% of BD factories adopted this old technology. World has gone to Automatic guided vehicles for transferring materials, AI enabled automatic hanger system to reduce manpower dependency for feeding and line balancing, RFID enables tracking

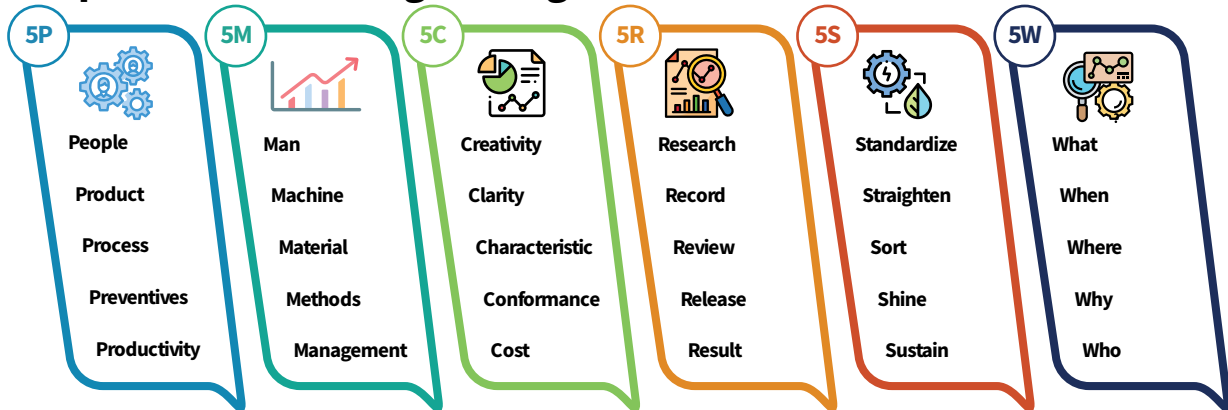
system to track every single piece of garments under processing. Washable RFID enables tracking of garments by color, size and destinations outside of the sewing factory too. Real time quality control data can help management to find the potential problem area within a minute and take immediate actions. This is the least developed area in BD RMG operations till now which need to be addressed immediately.

iii. Washing factory: Washing is one of the most critical area of expertise, diversity and innovations towards savings, new fashions and taking market lead. Many of the dry processes can be automated by laser technology, garment dying can be done without water as well as washing innovations with extremely less water is possible in today's fashion trends. Vast range of sampling and R&D facilities, adequate technicians and ultra-modern machines can give a rapid change towards productive adoption to the new fashion trends. ETP, innovative sludge management, wastewater recycling plans, green technologies and least carbon emissions are the tweaking areas where you can add value to the product and as well ask extra price for this, and there is willingness to pay if it saves the environment. On the other hand, it is reducing prices subsequently, but it requires a massive investment but a well analyzed calculative attempt may give a ROI of 2-3 years on such investments. PLC driven software can track chemical dozing to machine running and control from central point which enables monitoring of actual production progress and controlling quality and efficiency of machines and manpower in washing. Most of the washing facilities couldn't adopt these latest technologies which is keeping us behind in the fancy fashion demand and from survival as the fittest.

Consistent quality to comply with the market competition: Quality control is the most controversial area yet in BD garment manufacturing. As per best practices, quality control means,

Scope of Industrial Engineering

Industrial engineers are 6 stars engineers



“reducing process variations” and Adopting “Precision” then “Accuracy”. It starts from the upstream whereas we jump into quality control while bulk production starts which is the last stage and we have literally nothing to do other than troubleshooting and fixing and, in some cases, hiding from customers. Ultimately poor consistency in quality puts an impact in-store return, clearance sales and it comes back as a boomerang to the factories through order cut down or price reduction to offset the store returns and clearance sales. Often we forget that productivity is just a consequence of consistent quality in processes and to ensure this we have to successfully reduce the variations in processes.

Making 1000 garments with 20% alteration is worse than making 900 garments with a 1% alteration. Cost of quality is yet untouched in general in BD RMG arena. We must put our best effort immediately.

Take outs:

- If we see above, we can find the necessity of strong data management system and tactical strategy making ability in each segments. Thus we need to set right young peoples to the right place. New ideas with new trends are the cup of tea for the young stars. If we can blend the experiences of old generations with their young, fresh mindset the immediate paradigm shift is possible and that is the only way out to survive.
- We need to have transparent HR policy to attract best peoples and right strategy to develop them towards well derived goals through training coaching and motivations through performance appraisals.
- We need to adopt Artificial intelligence, Co-Bots, IoT technologies which is rapidly being adopted in many brands and manufacturing factories over the globe. Top management should focus only on getting real time authentic data first, second, analyses them well and see them in an effective manner to find the top five areas to improve immediately and take actions step by step.

- Factory owners should take immediate actions on setting up marketing and sample making hub in core business countries like France, Italy, Hong Kong, China and different countries in Europe to get into the market in daily basis. Sitting here and expecting to learn actual retail demand is a daydream only.
- BGMEA/BKMEA leaders need to find a way to improve currency flexibility, stability of exchange rates and port flexibility to import and export goods with shortest possible time.
- Strive to create a forward and back ward linkage by being vertically integrated at all levels from yarn production to containing hanging shipment.
- Try producing Value added functional products like lingerie, fire safe garments, work wear, WR, WF, Seamless WKT, sportswear etc.

Conclusions: A little smart move towards the Rapid change in the retail business may Lead us to the No. 01 manufacturing hub for the Apparel Business. Let us not forget that Nokia has died doing nothing wrong 8/10 years back. RMG retailing is in a similar paradigm shift which will need to be addressed wisely and work on adaptability to survive first and grow with a long-term sustainability mindset.

Author



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Cotton and yarn update: Yarn price may go down by 15-20 cents per kg in next month

Abdul Wadud
CEO & Management Consultant
TRANSFORM

Local spinning mills are booked forward and some are even booking the rest quantity of April'20 delivery. Now 100% cotton Ne 30/s card knit yarn now is selling at USD 2.95-3.05 per kg. So, 100% cotton spinning mills are now operating with too good margin.

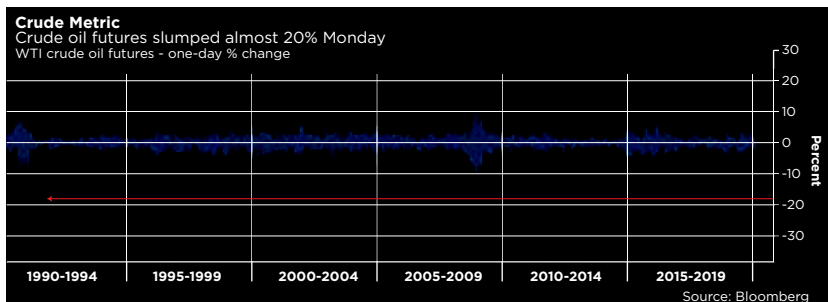
But as cotton price has gone down by another 7-8 cents per lb (Now at 15:52 Bangladesh time on 13-03-2020 ICE July'20 is selling at 60.30), and spinning market is competitive, it is most likely that yarn price would go down by 15-20 cents per kg by next month. However, bottom line is to operate with a philosophy that ensures win-win situation across the clothing value chain with the rapid changes resulting from the global healthcare pandemic.

Coronavirus and its impact on textile in China

China is the leading textile

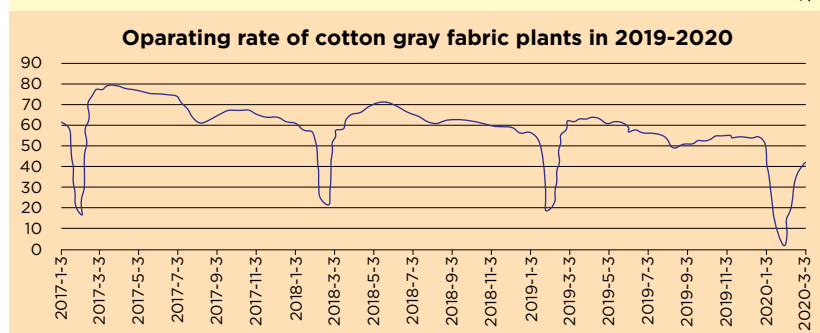
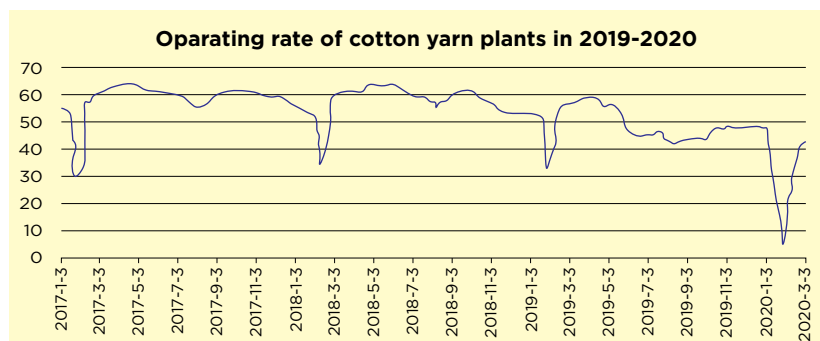


Figure: Due to the effect of Coronavirus the global cotton has greatly affected.



manufacturer in the world. The cotton consumption in China has harshly been affected as spinning

mills operation was shutdown or cut down since Coronavirus outbreak in China.



Due to the effect of Coronavirus the cotton gray fabric production was also affected.

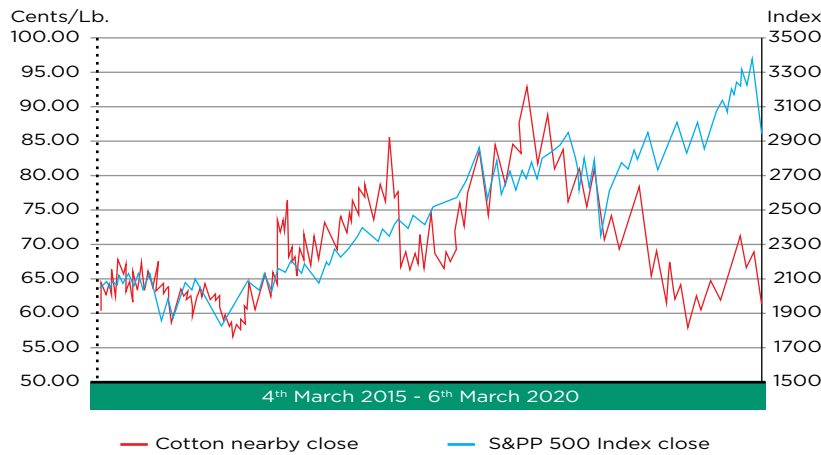
Oil price

Oil prices crashed on 9th March, suffering the biggest daily loss since the 1991 Gulf War, sparked by the collapse of an OPEC supply agreement that now threatens to overwhelm the world with oil.

S&P 500 Index

The slump in oil price and heightened fear of a global reassertion due to virus outbreak caused the benchmark S&P 500 Index to tumble 7%, temporarily halting the trading.

S&P 500 index daily close versus ICE cotton nearby futures settlement



Fixation strategy

ICE would remain volatile with the changes of plantation intentions of different countries, world demand for cotton and the changes of weather in the coming months. But the key to the trend of ICE lies with the import demand of cotton from China and the recovery of global clothing demand and economy.

So, mills may fix the immediate shipments at the current level. For the future shipments of 2019/2020 crop may fix at current level with

The 'Buffet Indicator' which compares the Wilshire total market capitalization to US GDP was at all time high at 157% in early February this year, easily surpassing the dot.com bubble peak of the late 1990s. It is still at 140% and significantly overvalued by 35-40%.

The stock market bubble which was mainly fueled by ultra-cheap money, stock buy-backs and indexing, has masked what was going on in the real economy and lulled many investors into a false sense of security.

ICE Index

S&P Index and oil price has impacted ICE cotton index to further go down by 7-8 cents, reaching 59-60 cents per pound. As a matter of fact, ICE Cotton

Stops

Checking the circuit breaker for S&P 500



Index volatility is more linked with global demand for clothing with the outbreak of Coronavirus, cotton import demand from China, cotton plantation by major producers, weather, fund movement and currency.

some distant puts. For 2020/2021 crop, look to fix the price at current level of some percentage of total quantity if available at suitable level.

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“ We should plan smartly to face the pandemic coronavirus

Maheer Mannan
Deputy Managing Director, Shangu Tex Ltd.



Shangu Tex Ltd is one of the pioneer companies in woven garments manufacturing in Bangladesh established by M. A. Mannan (1967 – 2010), late Chairman of Shangu Tex Ltd. He started this company with a vision in 2001. After his death, Mrs. Hasina Mannan took the reins of the company and built upon Mr. Mannan’s legacy.

Now Maheer Mannan, the son of M.A. Mannan has been leading the company from the front successfully as Deputy Managing Director. Recently Textile Today FT Team had an exclusive interview with him.

Textile Today: Global business is right now a bit unstable for the Coronavirus outbreak, how is your company considering this situation?

Maheer Mannan: The world is experiencing a pandemic virus which is very new for all of us.

The whole world economy has been slowed down. Economic and manufacturing giant country China first experienced the terrible situation and now it is everywhere! In the first phase of this global situation, we have survived quite well.

As a company, we have shipped our fabrics and other raw materials from China before the Chinese New Year. We are also sourcing locally and from Indonesia, trying to source from India, Pakistan, Turkey etc. for the new orders. But it is still difficult for the industry because we source mainly from China and let’s see what’s the situation coming next. We should plan smartly to face this pandemic.

Textile Today: Bangladesh is still lagging in woven sector’s backward linkage supply chain, how it can be mitigated?

Maheer Mannan: When we talk about denim and knitting, we have surpassed the world already. But still, we are lagging in the weaving sector and this is an infant industry considering others. Maybe we

don’t have enough expertise in this sector but we can build. We also have to keep in mind the cost-effectiveness. The same fabric we procure from China with say 95cents, but it is 1.30 dollars here in Bangladesh. Buyers always try to squeeze the price and literally they do. So, we should be more careful in raw material sourcing, manufacturing cost and other factors to be cost-effective.

At the same time, our owners should balance in investing. Because we should have the capacity in all sectors.

Textile Today: Why woven sector is not growing much compare to knit sector? What are the main obstacles and way-outs?

Maheer Mannan: My straight answer is knit fabric is easier to manufacture than woven fabrics. Another major cause is knit fabric can be rectified, if there are any problems but woven is more delicate to produce. Here, risk factors are more acute and that’s why entrepreneurs don’t feel



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confident to invest.

We are also doing knitted garments from the beginning and that gives us much more confidence and definitely, our expertise also has grown up in this sector.

In terms of revenue, from woven garments, we can make double or triple revenue. Before that, we have to make ourselves ready. If we don't try, we cannot gain expertise. If we want to fetch more value-added buyers, we have to make ready and smooth our woven sector supply chain. We should not rely much on other countries.

Textile Today: Shangu Tex Ltd is doing business successfully for more than 17 years, what are the growth plan of Shangu Tex in the next 10 years?

Maheer Mannan: As a company, we believe in diversification. Though we do woven tops mainly, but we want to put eggs in

Maheer Mannan at a glance!



Loves to playing football and guitars.



Go to attire: Sneakers, Chinos and Polo Shirt



Sleeps 5-6 hours a day



Favorite food: mom's cooked beef



Helping: To run a Scholarship platform for primary school students called AlterYouth.



Dreams: To own an Aston Martin!

different baskets as the plan of a sustainable business model. We do not plan just staying in the woven sector or we are not planning to go in knits. What we are planning is to do the big value addition garments in the garments industry.

From last year we are manufacturing swimwear for an American brand. In Bangladesh there are not more

than 7-8 factories producing swimwear, here we are seeing the opportunity. We have the plan to diversify our product ranges so that we can offer a buyer whatever they need. That is why we are expanding our capacity; within the next few years we want to have more than 50 lines and also our team is very enthusiastic and eager to learn.

ZDHC MRSL submission platform launched

Desk Report

Submissions made via the platform will be considered for the next ZDHC MRSL update. A transparent process and clear set of standards will also ensure the objective evaluation of chemicals.

They were created by an independent MRSL Advisory Council (MAC), which makes the final decisions on substances and limit values.

“The channels are always open for any stakeholder to provide objective, scientific evidence to support a request for chemical restrictions,” said Phil Patterson, Chair of the MRSL Advisory Council (MAC).

The Submission Platform offers an easy way to contribute to the ZDHC MRSL, while incorporating important measures to ensure the transparency and consistency of

any updates.

To protect data integrity, users are given a set of clear instructions, via a link to the ZDHC MRSL Update Principles and Procedures.

This important document describes the information required to successfully submit a proposed new substance to be considered for inclusion in the ZDHC MRSL. It also outlines the process for doing so.

ZDHC Programme Director, Scott Echols, notes how the Submission Platform adds value for the entire industry.

“The release of the ZDHC MRSL Submission Platform is an exciting milestone for the Roadmap to Zero Programme. It will allow people to submit their suggestions for additions to the ZDHC MRSL quickly

and easily,” told Scott Echols.

“Transparency and continuous improvement towards reducing the use of harmful chemicals in fashion are central to the mission of the Roadmap to Zero Programme. This platform will provide a transparent mechanism for chemical substances to be added to the ZDHC MRSL,” Echols concluded.

To help users get started, ZDHC is providing an online demonstration, which offers a step-by-step guide to adding substances or amending information on the Submission Platform.

The ZDHC MRSL Submission Platform is available now. To access it, simply visit the following link <http://mrslsubmission.roadmaptozero.com/>.

Asia Pacific Rayon to expand viscose rayon market in Bangladesh

APR Story

Asia Pacific Rayon (APR), a fully integrated viscose rayon producer in Asia, is looking to strengthen its presence in Bangladesh as one of its core markets.

The company, which set up a commercial operation here last year, is eyeing the big market potential in the country which has a growing Muslim population reaching about 164 million. APR also expects robust demand for viscose rayon in Bangladesh as a sustainable textile fiber.

“As the world’s second-largest apparel exporter for Western fashion brands, Bangladesh is a priority market for us. Our goal is to support the country in producing sustainable textiles to meet rising demand by consumers for environmentally-friendly garments. As a vertically integrated producer, from plantation to viscose, we provide our customers with the essential stability they require, in terms of supply, price, service and quality,” said Ben Poon, APR’s Business Head.

Viscose rayon - A natural fiber of choice

Viscose rayon is widely acknowledged as a sustainable alternative to cotton. The raw material is made of cellulose fibers from acacia and eucalyptus trees grown on renewable plantations that are certified to internationally recognized industry standards. Viscose rayon is natural, biodegradable, and has unique end-product qualities such as softness, good drape and high absorbency.

Although it started operations barely a year ago, APR has already established its sustainability credentials in the industry. It is



Figure 1: President of Indonesia Joko Widodo inaugurated APR, the country’s largest integrated viscose rayon production facility.

the first viscose manufacturer in Indonesia to obtain the Sustainable Textile Production (STeP) certification from OEKO-TEX®, an independent Swiss-based certification organization for the responsible manufacturing of viscose staple fiber.

The company has also invested in clean manufacturing technology that utilizes energy from renewable biomass and a robust chemical recovery system that delivers performance comparable to EU Best Available Technologies (EU BAT).

Presidential endorsement

APR’s 240,000-ton production facility in Indonesia was officially inaugurated by the country’s President, Joko Widodo, in February this year. At the inauguration, President Widodo lauded the company for helping to advance the development of sustainable fashion industry. He also welcomed APR’s investment in boosting the country’s economy through export and job creation. The role of the private sector is influential in driving economic growth, alongside the stimulus provided by the Government, he said.

APR’s facility, which represents a

total investment of approximately USD1.1 billion, is sited next to its pulp supplier, allowing APR to have good control of product quality and full visibility of its pulp sourcing which is visible on its proprietary blockchain-based mobile app, Follow-Our-Fibre.

The inauguration ceremony included the signing of a plaque by President Widodo and the symbolic sealing by the President of an export container with 10,190 tons of viscose rayon fiber for shipment to APR’s export markets.

APR’s products are exported to 14 countries including key textile centers such as Bangladesh, Pakistan, Vietnam, and Brazil.



Figure 2: The symbolic sealing by the President of an export container.

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Knitting Today

Unveiling industry best practices

Knitting & knitwear

March 2020

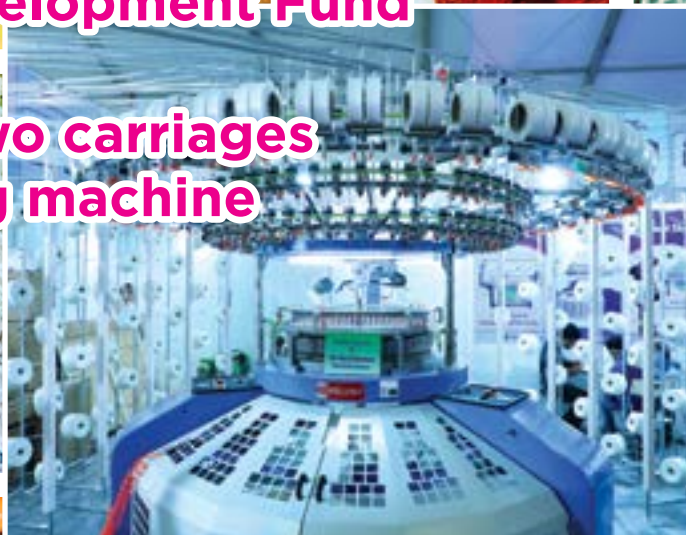
A Textile Today Initiative | Published with Volume 13, Issue 03 | Pages 61 to 78



Knitwear exporters can borrow \$20mn from Export Development Fund



Pai Lung two carriages flat knitting machine



Different types of stitches in knitting



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Tex Excellence Limited

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Dhaka-1213, Bangladesh

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Tex Excellence Limited

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Pai Lung two-carriages flat knitting machine

Pai Lung Story

The latest Pai Lung's PLF-IC2 two carriage system machine series is one of the most popular high productive models especially in collar, cuff, and lower hem of gown manufacture.

Standard function

Two separated carriages can be worked individually or in tandem.

The 60" machine max. work width:

50"xl. (unit: piece)

The 80" machine max. work width:

70"xl. (unit: piece)



Each carriage can control up to 6 different colors on three working rails. With semi-jacquard system of a combination of high and low butt needles and step jacks. This machine is ready for popular collar design including plain, striper, vertical line, bird eyes, squares, rib or some simple pattern.



Maintain window design for easy maintain service and clean.

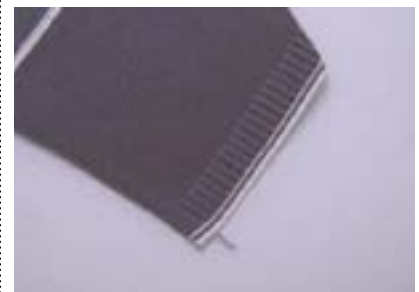


Friendly color LCD control panel for easy programming, operating message, racking control, error



detect, maintain action check, racking, stitch and other control. Inside memory allows 24 pieces of key in files saving, and n add an optional USB device with PC software or program edition.

New 6 various strokes in pattern design- The machine can be added the optional function for 6 different section of strokes in making some special pattern or button holes in pattern design. This function can be used in labor work saving for easy yarn ending in basic yarn ending in basic collar production without needle hook back in yarn ed hidden work.

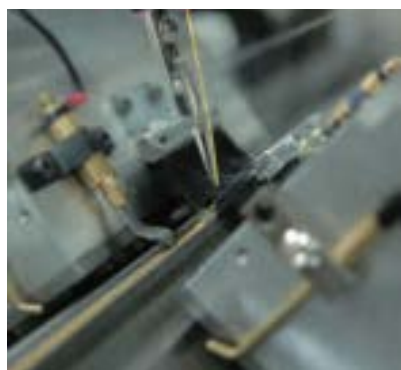


The whole side tension includes the auxiliary feeding device for better yarn tension control and smooth feeding; which can help in knitting speed up and less edge broken problem.



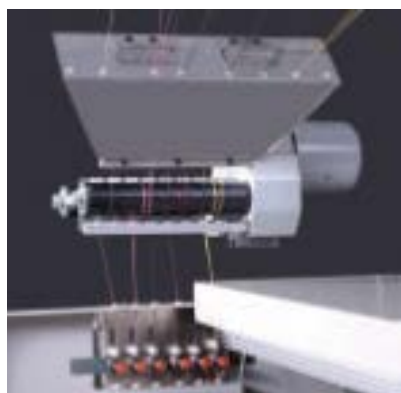
Options

Air nozzle system with pressure regulator Specially for heavy dirt



clean periodically and in knitting area accident deduction.

Direct waxing feeding device- To deal with hard yarn feeding problem, which ca help in less edge broken situation and u machine working speed.



USB device and software for PC edition for more program storage and easy edition in PC platform.



Segment plate type needle bed- Depends on demand.

Positive yarn tension feeder system-For stable and quicker spandex feeding.

Spandex stroke saving device- Improving spandex work feeding efficiency.

Specifications

Optional device:

Plating yarn carrier

USB device and edition software
air nozzle clean system variety

strokes function

Basic lycra feeding device positive lycra feeding device direct waxing device

Lycra stroke saving device

Needle segment plate bed

*Above equipment maybe changed without notice.



Gauge	7G, 10G, 12G, 14G, 16G, 18G
Knitting Width	60"/ 152cm (max. 26"x2 pc - 50"x1 pc). 80"/ 203cm (max. 36"x2 pc - 70"x1 pc).
Carriages	2 units with individual or tandem function (1+1 sys.).
Camming	3 tech ways for needle and one butt jack control.
Knitting speed	Max. 1.2m/s depends on yarn materials & tension.
Stitch control	0-99 levels by stepping control.
Racking system	1/2 needle each pitch stepped right or left by program.
Rail system	3 units.
Yarn carriers	1 carriage controls 6 units. Total 12 units.
Side Tension	6 units/ each side.
Top Tension	60"- 16 units, 80"- 20 units.
Auxiliary yarn feeding with wax device	2 units.
Take down	Combined rubber rollers with motor control and adjustment.
Auto stop device	Yarn broken, knobs, Anti-rewind, needle detect, shock stop and program error.
Operating lamp	Green-Normal. Yellow- work completed. Red- abnormal.
Controller	Color LCD for program input and 24 files storage allowed.
Program	English & Chinese version. Other language is possible.
Backup power	When power stop, carriages can complete current course then wait power back for continue work.
Emergency stop	Two emergency buttons for quick power stop.
Secured platform	Transparent covers for noise reduction and personal safety.
Safety	Full covey & illumination.
Power input	Single phase AC 220+/- 10%, 50-60 Hz.

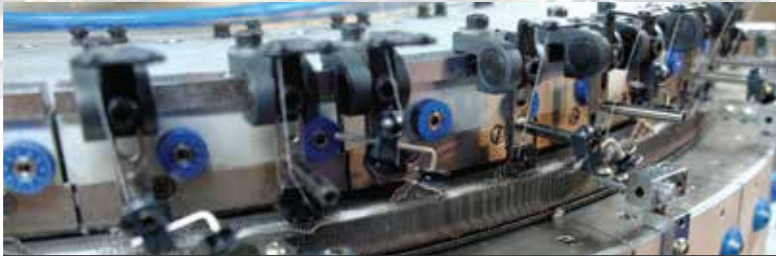


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UNITEX or United Texmac Pte Ltd is a Singapore company specializing in the manufacturing of premium circular knitting machines, which was established in Singapore since 1996.

Ever since the company's incorporation, our top management has been actively marketing our products in the Indian and Bangladesh market by frequent customers visits, building strong bonds and friendships over two or more generations.

"I am always directly in touch with the customers, knowing their challenges and trying our best to continuously value add on our products to ensure our customers stay competitive and relevant in the market", said Mr Benny Pua, our Managing Director.

Over the years, we strive to understand our customer's vision and have managed to grow together with our customers as we continue the journey to mutual success.

The first Unitex machines that have been installed in 1996 can still be found in operation. We have been sustaining a service center for more than 20 years and thoroughly implementing a sales network through whole India.

Until today Unitex is completely in line with latest market demand, and we have become the market leader for fleece machines.

Our customers have been using Unitex circular knitting machines over decades and are satisfied with the performance. Unitex has been right there, supporting projects locally in India and Bangladesh wherever and whenever needed. Unitex is known for unfailing service and became preferred supplier and greatly appreciated for the efficiency in providing value for money products and services.

By 2018, we have been installing more than 8000 machines in India and Bangladesh, and the country can be considered as one of our key markets.

UNITED TEXMAC PTE LTD

AZ @ Paya Lebar,
140 Paya Lebar Road #05-14/15 Singapore 409015

Tel: (65) 6897 8123 Email: marketing@unitex.com.sg
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Different types of stitches in knitting

Arif-Uz-Zaman

Knitting is not a modern thing rather it uses the same principals of using needles to form interconnecting loops to make fabrics from long ago, can be dated back to the 11th and 14th centuries AD, according to the historians. In the past, knitting was practiced for the necessity of warm and durable cloths where today it is merely a hobby. Before getting into the knitting game let's know the different types of stitches.

Some of the most basic types of knitting stitches are given below:

1. The garter stitch: This one is the simplest pattern of knitting stitches and must-know for the beginners. Before getting down to learn how to purl you need to learn knitting every stitch of every row. Most of the beginner start with garter stitch to make scarf though hot pad, a washcloth, etc. can also be chosen.

2. The stockinette stitch: This is also one of the simplest types of knitting stitches which involve knitting one row and purling the next and alternating the same manner. When people consider knitting they think of this pattern of knitting and more than a hundred fancy knitting pattern can be conjured from the stockinette.

3. The fair isle stitch: This is one of the most unique knitting stitches and also known as colorful knitting because in this type you need to alternate colors which create stunning and gorgeous pieces. It is mostly consist of two colors in every row and the vital part of this knitting stitch pattern is that the color changes need to occur over just a few stitches.

4. The ribbing stitch: You need to start learning alternate knitting and purling the same row if you



have mastered the art of knitting. Rib stitch is the most basic knit-purl stitch pattern to learn. In ribbing the knits and purls line up consistently across rows to give you beautiful columns that alternate across your fabric. It is important to pay attention in this knitting pattern that the number of stitches you cast on need to match the number of stitches required.

5. The moss stitch: It is one of the easiest knitting stitch to learn. It works in the same manner as ribbing for two rows. It does not curls as there is a balance of knit and purl stitches. That's why it is perfect for making scarves, blankets, etc. where you see both side of the fabric.

6. The eyelet stitch: If you want to know what is the most popular incredible lacing knitting stitch than it is the eyelet stitch, which mostly works by altering garter stitch ridges and stockinette eyelets. It is used creating a unique meshed fabric for scarves, shawls and blankets. This should be your go-to knitting pattern if you are into the fashion trend.

7. Intrasia knitting: It is a color work knitting pattern unlike the fair isle knitting which involves working colors in section. In this pattern colors are not carried

along the back rather they work in the sections. It is perfect to create motif.

8. The cable stitch: It may be seemed complicated at first look but you will find that it is one of the most straightforward knitting patterns. Cables are formed of using same knit and purls. The only varying factor is that you need to twist one row of the stitches.

9. The seed stitch: It work in the same way as ribbing but looks like a moss stitch. But each row is off by one stitch unlike the rib stitch. These types of stitches can bring lot of texture effortlessly. It is perfect for scarfs and blankets.

10. The linen stitch: It is also known as fabric stitch which is one of the most stunning stitch pattern resulting various looks by just altering the color scheme. If you are fashion enthusiasts, then it is perfect to help you creating a variety of unique scarf and sweater design.

These are some basic types of stitches among hundreds of stitch types. For the new knitter, learning some of the stitches might seem very critical but once you learn the basics, the most complex patterns and alternate stitches can be done, which will be fashion-worthy and stunning.

Textile Today Question of the Month

Bangladesh Energy Regulatory Commission (BERC) has increased the bulk electricity price on a weighted average by 8.4% to Tk5.17 from Tk4.77. When the supply chain of Bangladesh's textile and readymade garments (RMG) sector is taking a hit as its main sourcing destination, China, is the epicenter of the recent coronavirus outbreak. Prices of all garment accessories, including yarn and sewing threads, have already gone up.

In this remaining reality, how will this increased electricity price affect your business competitiveness?



Samit Hassan
Director
Silver Line Group

The increased price of electricity will affect the competitiveness of the business in many ways. The competitiveness will decrease because the company will have to increase the prices of the garments that it delivers into the marketplace. Increased prices mean the firm's product would be less attractive compared to others that are provided by competitors in the global market. If the business is not careful, it could be pushed out of the market due to decreased competitiveness in the marketplace.

Industry associations should have consultations with the government about the cost of electricity and the impact as the government could consider offering subsidies to the garment companies who sell their products to the international market.



Sheikh Shaheenul Islam
Director (Marketing & Merchandising)
Windy Group

The increase in electricity definitely will affect in garments sector as well as another sector. But if the government can ensure uninterrupted energy supply to Textile industries then textile industries can even pay more to the government as enterprisers can save capital investment from generations. Also, some big textile industries are generating own electricity which is sometimes excess than they require so the government can make a policy to buy the excess electricity and use it in the national grid. So by making proper policy and for excess electricity from industries and make sure 100% energy to run the industries to save foreign currency from generators, the industry can pay to the government the reasonable price by saving capital beside new industries can set up as by that way factory set up cost will be lower.



Shahidullah Azim
Managing Director
Classic Group

Due to coronavirus, the overall apparel sector is facing a critical moment. Moreover, buyers are canceling orders. My one shipment approval is pending worth US\$ 350k. Production clearance is pending 175k in UK and US. Production cost is increasing but the price is being decreased. If regularly energy price increases, it is not possible to survive. We need support from the government to reduce energy prices.

Bangladesh attains largest growth with 73% increase in GOTS certification

In terms of number and growth (%) rate Bangladesh attained the first position in GOTS-certification in 2019.

Akhi Akter

7765 certified facilities worldwide, an increase of 35% with more than 3 million workers covered under GOTS in 2019.

In 2019, the number of GOTS certified facilities globally grew by 35%, from 5,760 to 7,765 located in 70 countries. The number demonstrates that GOTS successfully serves as a sustainable solution. The required certified organic fibers protect the climate by absorbing CO2 and every processing step – from field to fashion – has to meet stringent social and environmental criteria before a finished product is allowed to carry the GOTS label.

This huge leap forward was seen in both, production and consuming regions.

Countries with largest growth in GOTS-certification in percentage in 2019 are: Bangladesh (73%), Netherlands (73%), Spain (71%), and Turkey (65%). In terms of total numbers of certified facilities, the highest increase is reported from Bangladesh (+505), followed by India (+438) and Europe (+396).

The top ten countries in terms of total numbers of GOTS-certified facilities in 2019 are: India (2411), Bangladesh (1194), Turkey (858), Germany (565), China (448), Italy (444), Portugal (301), Pakistan (276), USA (147), and the UK (75).

“The enormous growth shows that GOTS successfully serves as a sustainable solution from certified organic fiber to finished product. With more and more GOTS certified operations and products we altogether substantially contribute to sustainable development.” Claudia Kersten,

Countries with largest growth in GOTS-certification in 2019 percentage.



GOTS Managing Director.

GOTS certification helps to ensure compliance with each of the 17 UN Sustainable Development Goals.

More than 3 Million workers working in GOTS-certified facilities were reported in 2019 by the 17 accredited independent Certification Bodies.

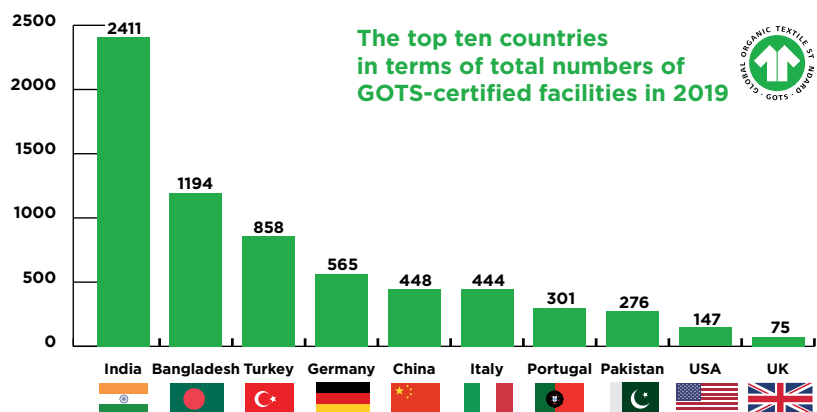
2019 was also a GOTS revision year resulting in the new GOTS Version 6.0, due to be released in spring 2020.

In the past five years, local exporters and international organizations have heavily invested in improving environmental and social conditions in Bangladesh. Bangladesh showed one of the highest growths this year with a

73% increase in GOTS certified facilities. The high level of interest in the GOTS Bangladesh Seminar 2019 is also reflected in the number of certified facilities.

India has been at the top position with the highest number of GOTS certified facilities since 2008. This year, there was an increase of 438 GOTS-certified facilities in India. “With the whole supply chain from farm to retail, along with suppliers of GOTS Approved Chemical Inputs, India has a unique position in the organic textile industry.

More than 10 Indian brands are offering GOTS labeled goods in Indian retail, while few others are using GOTS as a risk management tool and may start labeling in the future,” Sumit Gupta, GOTS Representative in India and Bangladesh.



The top ten countries in terms of total numbers of GOTS-certified facilities in 2019

Kidswear: new frontier in fashion

Sayed Abdullah

Kidswear fashion market has gained a lot in recent years. According to Statista, the global childrenswear market was a whopping US\$ 203.4 billion in 2017. Parents raising awareness on kids has been counted as main force behind this steep rise.



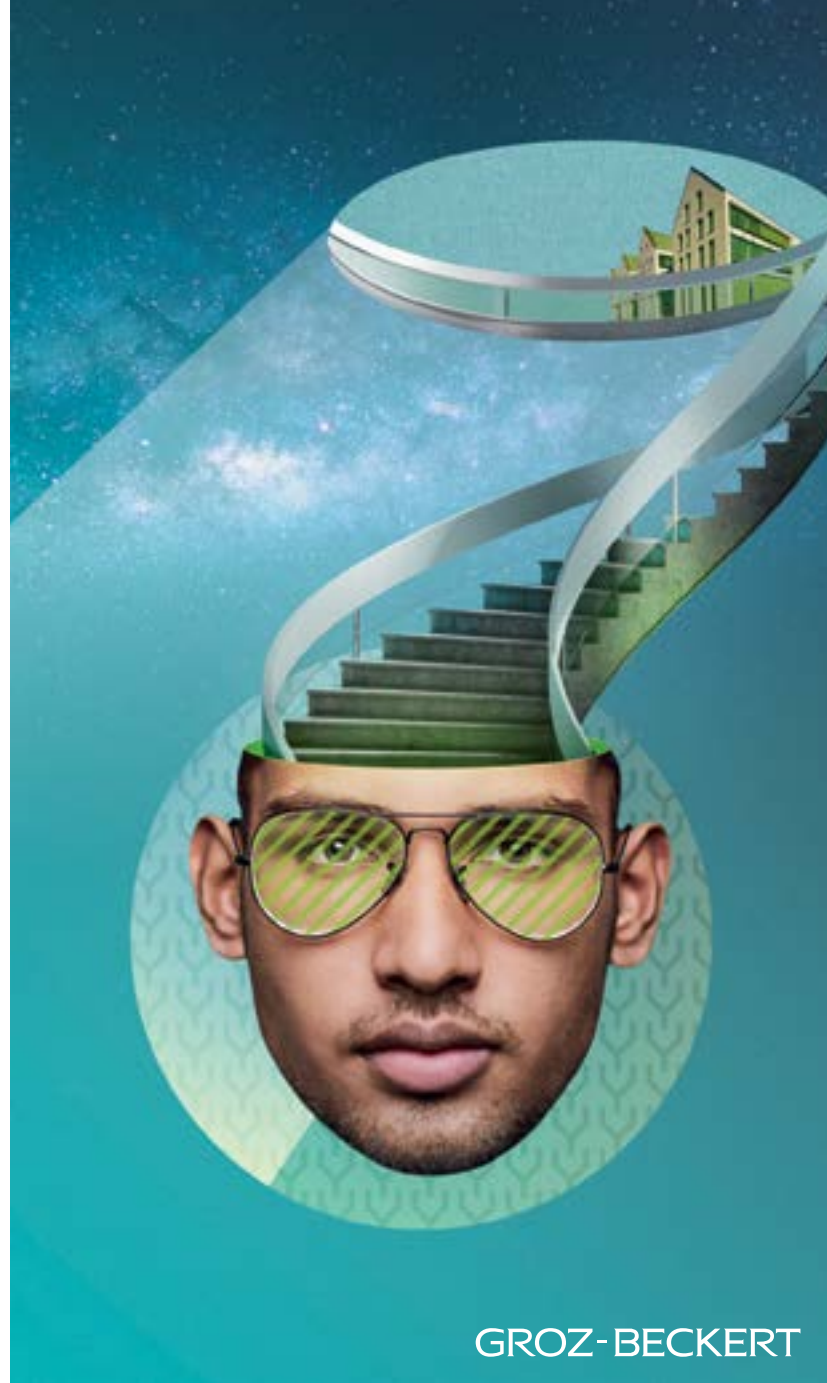
Figure: Kidswear fashion market has gained a lot in recent years.

In this age of social media, influencing medium's like Instagram, Facebook celebrities pull a heavy weight in kidswear fashion. Along with the rise of urbanization the upper to middle class are self-conscious to inflate the market.

This rise has not gone unnoticed by major brands. Who are at wits end to increase fashion business against the recent shrink in the global apparel market consumption. Luxury fashion houses dressed the influential celebrity kids or elite children with most exquisite collections imaginable.

Suri Cruise, Kourtney Kardashian for all, Parisian luxury brand Bonpoint is trusted by the crème de la crème of the society. It has 110 stores in 29 countries which speak of French elegance, timeless tradition and the highest quality. Other names like Carrement Beau, which draws inspiration from its French roots and produces clothing with typical Parisian elegance and Il Gufo, a leading Italian luxury clothing brand for childrenswear, which specialises in designing for children from 0 to 14 years. Molo is a fashion label characterized by a passion for children. Pants, T-shirts, dresses and jackets are designed the way kids like it: loose, airy and casually comfortable, while Monnalisa presents collections that are trend-conscious, unique and cartoon-printed, strongly inspired by the runway style of the major fashion shows in the world.

Children clothing is constantly getting refilled as they grow out of clothes quickly, there is a constant demand for new items, resulting in high profitability.



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SM Sourcing steps up for green building project

Staff Correspondent



Figure 1: Team SM Sourcing and 360 TSL were present at the signing ceremony.

SM Sourcing, a 100% export-oriented garments manufacturing company, was established in 2013 with a vision to contribute towards the growth of Bangladesh as the second-largest textile industry in the world. Now, SM has decided to go green. SM Sourcing's commitment to environmental sustainability is unprecedented and the entire group has decided to go for USGBC (LEED) certification.

A Memorandum of Understanding (MoU) signing ceremony was held on 2nd March 2020 at 360 TSL office between SM sourcing and 360 TSL Green Consultancy Services for USGBC (LEED) certifications.

SM Sourcing, a company that mainly works with several reputed buyers from Europe and Japan have partnered with several other vendors as their production partner is committed to quality. SM recently received the prestigious

“Best Supplier of The Year” award from one of Europe’s largest and fastest-growing retail brands.

“Carbon emission can be identified as our planet’s number one enemy. Reducing carbon from the environment is a global challenge. Despite being a garment factory, our commitment towards the wellbeing and safety of our planet is uncompromisable. Our buyers and vendors, both are equally concerned deeply about our environment. Going Green, will not only ensure reducing energy and water usage along with lower operating costs but also improved indoor air quality and increased employee productivity,” said Mirza Shams Mahmud Shakti, CEO, SM Sourcing.

“Our employee’s health is a top priority for us. I hope that our factory will get the platinum certificate within a short period of time with the help and support from 360 TSL,” said, Mirza Shams.

“More and more of the brands, factories and suppliers are focusing on sustainability in production, producing products that are environmentally sustainable. Going green is not just a buyer’s requirement, it’s important that we understand it’s our responsibility towards our future generation as well. Going green will not just add value to our product, but also add value to SM as a brand,” said G.S. Badruddin Ahmed (Rahi), Partner, SM Sourcing.

“We are ready to offer Green Partnership & Turnkey solution services. We can make your establishment 25%+ more energy efficient and make your workforce 20% more productive,” said Ananta Ahmed, Managing Director of 360 Total Solution Limited.

“Out of our current 170 odd ongoing projects, most are garment factories. We have already visited SM sourcing



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factory and hope that they will get Platinum point with our consultancy,” continued Ananta Ahmed.

Md. Ashrafal Haque, Partner; Md. Saiful Islam, Partner; Md. Mostofa Mahmud, Group CO, SM sourcing; Nakib Hossain Shoron, CFO, SM Sourcing; Rafiqul Islam, Head of Compliance, SM sourcing; Tofael Ahmed, CEO, SSG Solar; Krithikha Mithukrishnan, Partner and Principal Consultant, Green Sketch; Shafayat Hosen, USGBC LEED Project Coordinator of 360 Total Solution Limited were present at the signing ceremony.



Figure 2: The MOU signing was held on 2 March at 360 TSL office between SM sourcing and 360 TSL for USGBC (LEED) certifications.

Knitwear exporters can borrow \$20m from Export Development Fund

Staff Correspondent

From now on, the export-oriented manufacturers of knitwear products would be able to borrow \$20 million from Export Development Fund (EDF) against their foreign currency financing to manufacturer-exporters for input procurement Bangladesh Bank increased the limit to give a cushion to them.

Earlier, Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA) member factory could borrow a maximum of \$15 million from EDF against their foreign currency financing to manufacturer-exporters for input procurement.

In a circular issued on February 25, the central bank stated the loan ceiling for the knitwear factories has been raised from \$15 million to \$20 million, which will be effective immediately.

It has now been decided to enhance the limit of \$15 million to \$20 million for member mills of BKMEA. Other instructions contained in the said circular shall remain unchanged, said the circular.

“Increasing the amount of EDF



Figure: From now on, the export-oriented manufacturers of knitwear products would be able to borrow \$20 million.

for the knitwear sector was a longstanding demand and we welcome the decision as it would the manufacturers to get better support during fund constraint,” BKMEA First Vice President Mohammad Hatem told Textile Today.

Due to the fund crunch, a good number of exporters are facing difficulties and increasing the limit will help to expand the business, said Hatem.

In the first seven months of the current fiscal year, export earnings from knitwear goods have seen

a 5.13% fall to \$9.62 billion, which was \$10.14 billion in the same period a year ago.

Bangladesh Bank has increased the size of the Export Development Fund (EDF) by 16.7% to \$3.5 billion from \$3 billion to cater to more exporters.

EDF was introduced by the central bank in 1988 with a capacity of \$30 million, which is gradually increased over time.

Currently, the EDF interest rate is fixed at 2.5%, plus Libor (London Interbank Offered Rate). Businesses from various sectors, including garments, can take loans up to \$25 million for a maximum of 180 days.

Under the existing provision, the EDF financing is allowed for input procurements against back-to-back import letters of credit or inland back-to-back LCs in foreign exchange by manufacturers producing final output for direct export.

The EDF loans from the central bank are payable by the banks upon receipt of export proceeds within 180 days from the date of disbursement.

How the intelligent Truetzschler Card TC 19i improving quality and productivity of Badsha Textiles Ltd?

FT Research Team

Badsha Textiles Ltd., a world class yarn manufacturer of grey fabrics and leading textile conglomerate in Bangladesh has a turnover of \$258 million. This company has always tried to equip itself with state-of-the-art machinery and technology to produce karded yarn (knitted), slub/ fancy yarn, core yarn, ring denim and open-end yarn which are its main products. In order to continue the legacy of their quality yarn spinning, Badsha Textiles Ltd. chose Truetzschler, a German machinery industry company's latest development of carding machine- TC 19i. In 2019, they first imported this machine and within this short period of time they have experienced great advantages. To know more about the machine and the experience with it, Textile Today has recently talked with Mr. Herbert Mehl, Country Manager (Bangladesh and Vietnam), Truetzschler, also visited Badsha Textiles Ltd and met Md. Mashur Rahman, General Manager to know about their carding line.

Textile Today: Tell us something about The intelligent Truetzschler Card TC 19i.

Herbert Mehl: Over the years we have developed a great team in Bangladesh to assist our customers. We provide customers with wire management, troubleshooting, customer training and all the technical supports. The new carding machine Truetzschler Card TC 19i is an absolutely wonderful machine for the spinners as it is unbelievably economical and give them the



right benefit.

One of the exclusive features of the new machine is an automatic waste collection, which will minimize the cost of waste collection and only the right fibers will get into the carding machine. No good fibers will be lost in the licker-in. Truetzschler Doffer Suctionhood is designed to catch the flies on the doffer resulting in reducing 50% yarn cut thus minimizing waste.

One of another wonderful features is Gap Optimizer T-GO : Maintaining An optimal and precise carding gap even under changing production conditions. And the Gap Optimizer T-GO process is fully automatic and it takes only 10 seconds.

Nep Control is another feature to be mentioned. Nep Control ensures permanent nep level control in carding web and transfer of monitoring data of multiple cards for easier and faster cleaning.

Truetzschler has developed the new MAGNOTOP 3 system together with Truetzschler Card Clothing. MAGNOTOP 3 eliminates the need for a flats workshop and prolongs the service life by one grinding cycle. Another revolutionary include is the automatic fast flat setting system where everything will be done automatically.

For the operator, the most important instruments for controlling the TC 19i are:

Spinning Today

- Multi-touchscreen
- LED remote display
- RFDI sensor for identification

The operator can read the operating status of the machines at a glance from the T-LED remote display over large distances.

Textile Today: How is Truetzschler Card TC 19i improving quality and productivity of your factory?

Md. Mashiur Rahman: In the arena of carding, Truetzschler's latest development- TC 19i is a fantastic machine. Those who are doing ring spinning with Truetzschler have unparalleled production to others as it has some striking features. The gap between cylinder and flat is very crucial for maintaining quality. Before using TC 19i, the gap was optimized manually by skilled hands after dismantling the machine. But now it is done using software efficiently and precisely.

In conventional machines, the minimum gap which we could get was 3 thou (thousandth of an inch). Now it is possible to get 1 thou in TC 19i which is a great step forward. The advantage of quality adjustment in a running carding machine was quite unimaginable before. But in TC 19i it can be done effortlessly. In terms of productivity, we can increase the production per kg without less hassle compared to the previous



Figure: Md. Mashiur Rahman, General Manager, Badsha Textiles Ltd.

versions where we had to consider several factors. Now we don't need to stop the machine for maintaining the quality which helps us to save time and as a result we have reached higher productivity.

Textile Today: Can you please share the advantages you are getting after using Truetzschler card TC 19i?

Md. Mashiur Rahman: When the wastage goes to licker in, many good fibre also goes with it. This loss is not always possible to control. But Truetzschler has equipped such a technology which senses the good fibres and plays

the knife setting automatically. Thus, fibre loss tendency has been decreased. In the doffer side they have developed neps control sensor which is not available in other carding machines. If any industry doesn't have USTER or AFIS, they can easily check and guess their output quality. How web comes, how much Neps, seed coat, fly are in the web can be monitored here. Thus, it can produce quality sliver. For their development in the doffer side, the short card has been decreased from 30-50 percent which has a great impact in the output quality.

Textile Today: How does Truetzschler support you while facing any difficulties to operate their machine?

Md. Mashiur Rahman: They come and take care of their products routinely. Their product and service both are outstanding.

Textile Today: What makes TC 19i different from others?

Md. Mashiur Rahman: The difference between other machines and Truetzschler are very big in terms of blow room and carding. Truetzschler is gradually gaining their place in the factories.

Textile Today: Do you recommend TC 19i for other spinners in Bangladesh?

Md. Mashiur Rahman: Of course. The ones who want to make quality product, Truetzschler Card TC 19i is for them. It's also recommended for higher production. For instance, our machine line capacity is 1000 kg/hr, we are running 1200-1300 kg/hr without compromising the quality.

Textile Today: Do you have plan to order more TC 19i in recent future?

Md. Mashiur Rahman: Yes, after a meeting with our MD, we have already decided to buy 12 more TC 19i in near future. We hope this will benefit us more in terms of quality and production.



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5 clothing brands that are preaching sustainability

Kazi Farhan Hossain Purba

Sustainability is an indispensable aspect considering all the effects of our fast fashion's perfunctory movements over the decades. Without even knowing the environmental impacts of fast fashion, the mass people celebrated it and took it gracefully into their lifestyles. But the impacts of it came at a cost; became obvious with evidence of environmental and health degradation backed by plethora of studies and researches.

According to Business Insider, the fashion industry emits more carbon than international flights and maritime shipping combined! It produces 10% of all humanity's carbon emissions, is the second-largest consumer of the world's water supply, and pollutes the oceans with microplastics. So, the movement for sustainability is now a must to save our only habitation-the earth.

Now we will talk about such 5 clothing brands that have emerged and dedicated themselves to ethical and sustainable practices for a greener world and a better future!

Patagonia

Since 1985, Patagonia, a US



Figure: Sustainability in the fashion industry is the need of the hour.

company, has pledged 1% of sales to the preservation and restoration of the natural environment. It is one of the earliest defenders of environmental ethics in the activewear fashion industry, and one of the first adopters of using recycled materials and switching to organic cotton. This company which is mainly celebrated for its fair trade outdoor clothing is expanding its commitment to labor ethics as well by working with Fair Trade Certified factories in India, Sri Lanka, and Los Angeles.

This company sells women's and men's outdoor apparel, swimwear, activewear, etc. Their alliance for business called '1% for the Planet' focuses on the necessity of protecting the natural environment. By contributing 1% of total annual sales to grassroots environmental groups, members

of 1% for the Planet are trying to affect real change. The brand's tagline is- 'We are in business to save our home planet.'

Pact

Pact, based in Colorado, USA, is pretty obsessed with making clothes that make the world a better place. The Fair Trade Certified, organic cotton, B Corp goes to great lengths to make sure their entire supply chain, from the growing and harvesting of the organic cotton to the final sewing and all the processes in between, are as clean and responsible as possible.

The company is well known for its fair-trade organic cotton basics. They produce women's, men's and children's basics and activewear. The brand claims that their tees, dresses, and underwear are 100



percent cotton. 'The non-GMO cotton is great for you and the farmers growing it'- they say. The company's motto is- 'Those who make are equal to those who wear'. They also claim that they are building the world's first guilt-free fashion brand.

Reformation

Reformation, based in California, USA, offers on-trend pieces that will still be stylish well after the season is over for the sustainable fashionista. Thus it is promoting slow fashion. This brand uses sustainable fabrics, purchases carbon offsets and pays living wages. They mostly use TENCEL™, X REFIBRA™, Viscose, TENCEL™ Modal, Linen, Recycled cotton, Organic cotton, etc. fibers.

Reformation's activities for sustainable production are extensively explained on their website. They also embed a description of each item's environmental footprint. Their core focus is on on-trend eco-friendly clothing and their products range from women's apparel, outerwear to bridal clothing. Their bold and unabashed tagline is- 'Being naked is the number one most sustainable option, we are number two.'

Everlane

For 'radical transparency' in everything from pricing to using innovative materials, Everlane, an American clothing retailer, has become a popular choice. This brand spends months hunting for the best ethical factories around the world. Then they build strong personal relationships with factory owners to ensure their factory's integrity and to maintain ethical production practices at every step of the process.

They believe customers have the right to know what their products cost to make and where they were manufactured. They reveal their true costs and share the factory and production stories behind each piece of clothing. They produce women's apparel, men's apparel, accessories and shoes. They are celebrated for their

affordable ethical clothing line.






Alternative Apparel

Alternative Apparel, a certified Green Business based in Georgia, USA, is an ethical and sustainable brand. This brand adopts principles, policies and practices that improve the quality of life for their customers, employees, communities, and the planet. It respects and values the rights of workers in all countries and believes in the right to fair and safe workplace conditions.

Their factories operate in accordance with the Fair Labor Association Workplace Code of Conduct and they make over 70% of their garments with sustainable materials and processes. They use heavyweight recycled cotton, hemp-blend, OEKO-TEX and GOTS (Global Organic Textile Standard)-certified organic cotton. This company produces women's and men's apparel, activewear. Their tagline is 'Soft. Simple. (even more) Sustainable.'

Charlotte West, Director at Business in the Community, a responsible business network in the UK said, "We can genuinely make the world a better place by practically embedding purpose in our brands. And a good, resilient purpose should have sustainability at its heart." The above-mentioned brands are doing it. Not only these, but there also are a lot of other brands which are taking sustainability very seriously. And day by day, more and more brands are emerging with a view to promoting sustainability for the sake of every party, most importantly for the sake of making our world a better place.

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Direct sublimation printing- the advanced printing in terms of quality and sustainability

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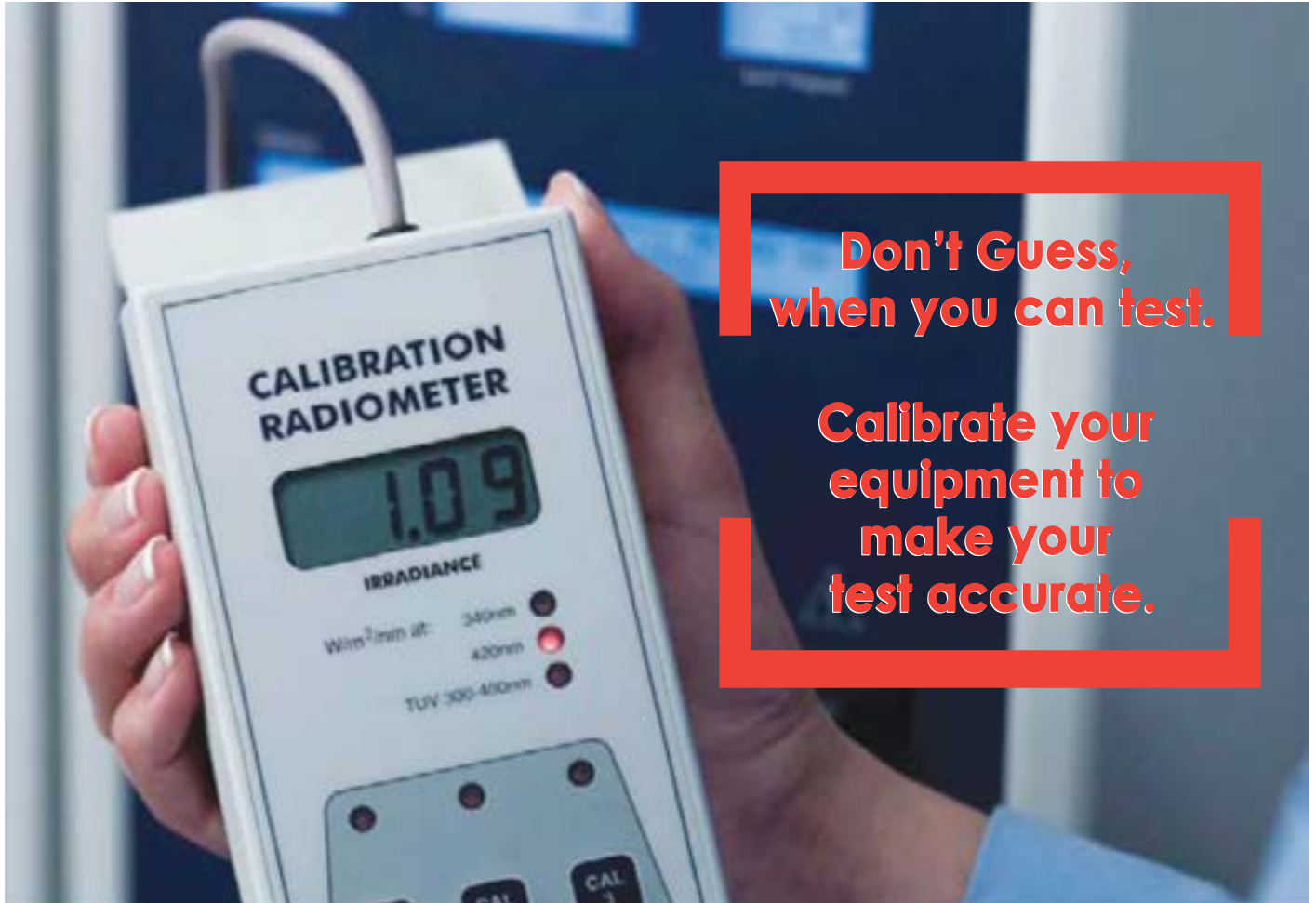
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Latest innovations in Digital Printing

Sayed Abdullah

Digital textile printing is described as any ink jet based method of printing colorants onto fabric. The fashion industry is one of the markets benefiting from advances in inkjet printing on textiles. Since its inception in ITMA 1991, textile inkjet printers were an innovative coloration process marketed for sampling and high-end short runs because of the low production speed of 10 meters per hour (m/h).

After 30 years of this technology, textile inkjet printers reached speeds of 90 meters per minute (m/min), making this technology now exceedingly competitive with rotary screen printing.

With speeds equaling and, in some cases, surpassing rotary printers, textile inkjet printing have a competitive advantage because it eradicates the screen preparation process and offers the capability to clasp print information in a digital format up till production.

By eradicating the screen and jetting the colorant, inkjet printing allows for more suppleness in the print repeat size, enables an increase in the number of colors without increasing cost, provides the capability for finer line detail, and reduces water and energy consumption.

Inkjet printing is driving digital technology as manufacturers are looking for ways to bring products to market faster to quickly respond to consumer demand.

Latest digital printers' varieties

Faster inkjet printer is credited to changes in the configuration of the printhead system, which allowed an increase in nozzles.



Figure: Inkjet printing is driving digital technology as manufacturers are looking for ways to bring products to market faster to quickly respond to consumer demand.

Scan-type printers function by moving the printhead carriage back and forth across the substrate. Although significantly faster than previous once, the upper limit of scan-type printers is typically about 300 m/h, except for the Mini Lario — manufactured by Italy-based MS Printing Solutions S.r.l. — which can print up to 600 m/h.

Single-pass printers print at higher speeds because the print head system is arranged such that the fabric is fed under a fixed print unit and the fabric moves under the print bars at a constant speed building up the print image across the full width of the substrate by one stroke or pass of vertical image.

In single-pass printing, each printhead station jets one color of cyan, magenta, yellow, or black (CMYK) with the ability to add up to four additional stations of colors such as blue, green, violet, grey, red, or orange.

The footprint of single-pass printers is considerably larger than scanning mode printers, though the speed of single-pass printers often validates

the large square footage.

Five single-pass printers were displayed at ITMA 2019. Currently, numerous single-pass printers are installed globally.

Italy-based EFI Reggiani — a division of Electronics for Imaging (EFI) Inc., Fremont, Calif. — introduced the newest single pass printer, the 1.8-meter-wide Reggiani BOLT, which can achieve print speeds of 90 m/min at a 600 x 600 dots per inch (dpi) resolution.

The printhead has capability of variable drop sizes ranging from 5 to 30 picolitres (pL). An innovative, optional, feature of the Bolt printer is that one or more integrated analog printing stations can be included to be used for special effects such as a metallic pigment or as a pre-treatment device.

The four others single-pass printers are MS Printing Solutions' Lario, Japan-based Konica Minolta's Nassenger SP-1, the Netherlands-based SPGPrints' Pike, and China-based Atexco's Vega One.

The Lario has production print speeds of 75 m/min for textile substrates — enabling 20,000 to 80,000 meters

per day of printed fabric — and 120 m/min for paper printing.

At ITMA, MS showed an innovative in-line pre-treatment method for reactive inks that consisted of laying a foam onto the belt under the fabric and then adding pressure to the top of the fabric to force penetration of the pretreatment.

Konica Minolta's Nassenger SP-1 has a total of 1,024 channel heads with independent-drive, and variable drop sizes from 6-30 pL.

The company developed its printhead which allows flexibility in the ink adjustment so that dark and light colors may be combined during the printing process. The printer can be configured for up to nine colors with the capability to use reactive, disperse or acid dyes.

The Nassenger SP-1 prints high definition prints with fairly good ink penetration from the face to back of the fabric. Another notable capability of this printer is an automatic printhead cleaning and empty nozzle detection system to maintain stable production and reduced down time.

SPG Prints' Pike printer has printing speeds of 40 to 90 m/h depending on the desired print quality. The Pike uses Samba printheads from Santa Clara, Calif.-based Fujifilm Dimatix Inc. that incorporate a recirculating ink channel system that prevents ink clogging.

Also, the printhead maintains thermal stability for the duration of the print run. This robust design enables SPG to provide 18 months of warranty on the printheads.

A unique feature of the Pike is that it uses the Archer® technology, whereby the head print plates can be positioned 3 to 6 millimeters (mm) away from the substrate, which greatly reduces the risk of a head strike.

Typically, printheads are positioned 2 to 3 mm above the substrate, which poses a risk to the printhead if the fabric is wrinkled. Archer technology can accurately jet across a much greater distance than other printheads while still achieving a native resolution of

1200 x 1200 dpi.

The Pike can be configured with six to nine printing stations, and each print station has a dedicated Archer print bar containing 43 print heads with variable drop sizes from 2-10 pL and a jetting frequency of 32 kilohertz (kHz).

Austria-based Zimmer Austria Inc. showcased its pigment printing capability with the COLARIS 96-3400 — a 3.4-meter-wide digital inkjet printer that can be outfitted with up to 96 printheads.

This flagship printer is suitable for textile applications and allows a capacity beyond 1,000 square meters per hour (m²/h). Zimmer demonstrated an inline drying system with a small footprint that uses a unique infrared technology in combination with a vacuum suction system to cure the pigment.

HP introduced the Stitch series of printers with native 1,200 dpi printhead resolution for vivid colors and deep blacks. This low maintenance printer can print unattended at production speeds of up to 220 m²/h.

The vast majority of textile ink printers on the market use piezoelectric printheads. Generally, thermal printheads are less expensive, but in the past, there were compatibility issues with some types of colorant.

Single pass printers offer swiftness and prices that are competitive with rotary screen printing.

Though the scan-type printers are still the predominant type of textile inkjet printer because the lower cost allows printing service providers to install more printers, with the flexibility of varying colorant type or printer manufacturer within their factories.

Scan-type printers are also suitable for companies starting up an inkjet printing division who don't want a large capital investment before learning how to optimally implement the new technology into their existing manufacturing process.

And of course, the lower cost of these printers still meets the needs of sampling, prototyping and specialty print markets.

Research and development continue in machine technologies such as fabric handling, printhead capability and robustness, quality control mechanisms for nozzle failure and fabric wrinkle detector systems; and chemistry developments in colorant and pre-treatment.

For successful implementation of this technology still needed is an optimization of the printing supply chain for a process, water, energy, and price reduction.



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Direct sublimation printing- advanced printing in terms of quality and sustainability

Jos Notermans, Manager, Digital Textiles, SPGPrints

Awareness around the importance of sustainability is growing rapidly in a lot of industries. The textile industry included. Sustainability is all about meeting society's present needs, without compromising the ability of future generations to meet their own. In other words: we want to preserve our planet, without having to compromise on quality. Solar panels and electric cars are excellent examples of sustainable solutions. But also, in the textile industry, new, more sustainable solutions are on the rise.

In the past, sustainability was in practice always linked to the price of it, and expensive sustainable solutions were often not implemented. Now the environment is more on top of mind, the market demands higher levels of sustainability for future generations. In the textile industry, direct

sublimation printing is an answer to this new, but pressing demand.

Disperse and sublimation printing

A commonly used method to print on polyester textile fabrics is direct disperse printing. This printing process involves pre-treating the fabric with chemicals and it is using a steaming process to bond the ink to the fabric. After that, a washing step is needed to wash off the non-bonded inks. Direct disperse printing is known for its high fastnesses and good through print quality but requires a steaming and washing process, which uses a lot of energy and water. This makes this type of printing less sustainable.

Printing companies looking for a way to increase sustainability in their production process should, therefore, evaluate other printing

methods. In terms of sustainability, paper sublimation printing is a more environmentally friendly printing solution for polyester fabrics, because it does not need steaming and washing, a simple calendaring step is all. This makes sublimation printing a better choice, although this printing method still requires the use of sublimation paper.

The design is being printed on paper first (in mirror) in a sublimation printer. The paper is then fed into a calendar together with the fabric. The calendar uses heat and high pressure to transfer the ink to the fabric. Heat and pressure cause the ink to transition directly from its solid state into gas, which is called sublimation. Hence the name "sublimation printing".

Paper sublimation printing has a few downsides besides the necessity of using paper. This specific printing method does not deliver the same levels of print and fastnesses as direct disperse printing. With sublimation printing, the ink will only stick to one side of the fiber, meaning the print will only be visible on one side of the fabric.

A more sustainable solution

Recently, a more sustainable form of sublimation printing has gained in popularity: direct sublimation printing. Direct sublimation printing combines the sustainability advantages of sublimation printing with the better-quality features of direct disperse printing.



With direct sublimation printing, similar low-energy sublimation inks are printed directly onto the polyester fabric. That fabric then goes directly into the calendar for the sublimation process, without the use of paper.

As the use of paper is being eliminated from the printing process, the process is more environmentally friendly. Besides, direct sublimation printing ensures that the ink can penetrate the fiber in a better way. This significantly improves both the penetration into the fabric as well as the fastnesses of the fabric, although the results of direct disperse printing on these topics are still superior.

Besides the numerous advantages of direct sublimation printing, this specific printing method requires a significant initial investment. Because the fabric has to move through the

printer a more sophisticated sticky belt is needed, as in all direct-to-fabric digital printers.

This belt solution makes the printers more expensive and, therefore, eminently are more suitable for bigger volumes of fabrics. For this specific reason, direct sublimation printing is mainly profitable for larger printing companies and industrial applications. When printing larger volumes, the savings on paper costs outweigh the higher costs of equipment.

Sustainable sportswear

One type of brand, in particular, is seeing the value of direct sublimation printing and the positive impact it has on sustainability: sports brands. Sportswear is mainly made of polyester and is often washed more frequently, which means it requires excellent fastnesses. Therefore,

direct disperse printing has always been the only solution to print sportswear on polyester fabrics.

But recently sports brands like Nike, Puma and Adidas have noticed that their sportswear is increasingly being used as fashion items, rather than their intended purpose as sportswear. That allows these brands to slightly concede on wash fastnesses, to increase the sustainability of their clothing.

Direct sublimation is embraced by the big sports brands and washing requirements are slightly lowered to produce more sustainable clothing. This makes sportswear a wonderful example of the increased awareness around sustainability in the textile printing industry. Hopefully, many more brands will follow their example so together we can create a better future for the next generation.



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Value-added products are need of the hour

BTT Interview

Silver Line Group is the largest conglomerate in the textile and apparel sector in Bangladesh. The Spinning unit of Silver Line Group began operations in 2004. Since its inception, it has been successful in its production and delivery of high quality 100% cotton yarns. The company has also been successful in the export oriented knit fabrics and apparel units. In 2013, the company was able to leap forward by vertically integrating into fabric and garment manufacturing.

By doing this, the company has managed to become a world leader in the business of manufacturing high-quality garments. To shade more light into his ambitions and goals, recently Samit Hassan, Director of Silver Line Group, shared his views to Textile Today.

Textile Today: How did you prepare yourself for the textile and RMG sector?

Samit Hassan: My dad was the owner of a textile company. He used to send me to the factory and help out in a few things so that I can gain experience and learn from the grass-root when I was the age of 17. Slowly I learned to deal with machines and interact with other workers. That is how I was able to gain experience and managed to become a leader who can run the show.

I normally go to the factory to oversee things and have meetings in the conference room. Whenever we have a staff meeting or brainstorming on a particular niche, I encourage everyone to participate. Every idea, suggestion or opinion is essential, that is why I encourage everyone present in the meeting to share their views. I also like to listen



Figure 1: Samit Hassan (Left), Director of Silver Line Group with Deputy Managing Director Mehdi Hassan.

to other workers as it can give me a comprehensive picture.

Textile Today: How do you see the importance of R&D in the textile sector?

Samit Hassan: Research and Development (R&D) is key to the development of any company. Without R&D, the textile and apparel industry cannot progress or grow at a good pace. If the textile sector fails to undertake R&D and product development, then it may fail to offer and come up with new products and ideas in the market. With research and development, the textile will be able to avoid any new surprises that may be presented with different sectors.

I am always looking for what the end consumers want, what difference we can offer to the fashion market. Because if you cannot satisfy your market or the customers, then you cannot sell your products. Everyone will not wear the 40*40 cotton poplin forever. You need to create value-added products.

How long will you sell the basic things and move along? If you are not willing to take the risk of stepping out and trying to invest in

something that you believe in, you are not good enough.

Textile Today: How do you see the second generation who are involved in this industry?

Samit Hassan: There might be some difference in the mind-set among different generations, but the era has also been changed. The challenges we face today are multi-pronged, global, and competitive that have intensified many folds. We are learning and willing to learn to deal with different challenges. We are willing to hear things first and then make a holistic decision. There is a stigma that MD's son has abruptly become the director.

But it is not so easy. If a leader fails to do the groundwork first, the workers will not follow him. Working with your team to solve issues is the ultimate goal. Top-level management needs to talk to the people who are working from ground zero to learn from them. This humble mindset will be an additional strength rather than a threat.

Textile Today: What is your plan for the next five years with the Silver Line group?

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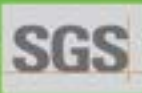
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Figure 2: Samit Hassan along with Silver Line team.

Samit Hassan: We will soon go for a washing plant on a huge scale. We are expanding our garments into bottom categories. Now we only produce tops and zippers/slippers; still, we do not produce bottom categories. But our line is getting expanded. In a couple of months, it will be up and running.

We will also try to get into the market of jackets like light wear, medium-heavy jackets, etc.

Our current production is 1,200,000 per day. Within the next five years, we will increase about a hundred more looms. Our new spinning is coming up for high-quality yarn like the 40s, 50s, 60s, 80s, 120 double, 120 single, etc.

Also, we are adding ten to twenty thousand more spindles. In total, we will have around 50,000 spindles, and we are making it fully automated. So, the manpower will be less. We are renovating the whole spinning mill, and we are making it completely new. So, the structure will be there. But all the machinery from blow room to finishing will be a hundred percent automated.

We have expanded our yarn dyeing sector. We have added other 18-color regions and digital rotary printing. We have also added a new center in the finishing. We also added one more yarn dyeing machine in the weaving preparatory stage. We have five warping machines, of them, four are from Karl Mayer. In our company, we are using a hundred percent branded machine not to compromise with the quality.

You cannot compare our finishing with any finishing floor in Bangladesh and that I can guarantee you.

Textile Today: As you have a vertical set-up, what are your challenges?

Samit Hassan: Now the buyers want vertical set-up along with having our design studio. That is where I see we can prove ourselves compared to other apparel manufacturing nations. When I think about challenges, I keep on asking myself what is next. What will the next fashion trend be? Will the old 90's things come in the future?

We at Silver Line left no stone unturned. From silk to hemp fibers, we are always up for the challenges. To run hemp fiber in a regular production line is nearly impossible. But we are the first company to develop hemp in a factory like that. We are also diversified our product basket. Cause at the end of the day, making value-added products is the need of the hour.

Textile Today: You are a young entrepreneur. What is your suggestion for the new entrepreneurs who want to come to the industry?

Samit Hassan: I will say to the young generation that we have to learn to be humble and work from ground zero to learn to deal and take on challenges. Building relationships with employees/workers is essential. In this regard, entrepreneurs need to listen to people.

You have to be a friend to your people. The person who wants to cope with this business, they have to take things seriously, they have to respect their people, no matter who they are.

Textile Today: How do you see the impact of Coronavirus in the Bangladesh

textile and apparel industry?

Samit Hassan: Currently, it is a danger, but the Coronavirus will not stay for long. Bangladesh textile is becoming big, as China is shutting down its textile factories. China wants to go to the tech industries. Orders are moving to Bangladesh; however, there are lots of challenges as the global apparel market is also shrinking due to the Coronavirus. But we have to work together to tackle this global human health challenge.

Textile Today: How are buyers changing in the textile and apparel industry?

Samit Hassan: Recently, we have experienced a surge in the number of buyers that want us to mass-produce their orders. Besides, the clients are now requesting that we bring them designs so that they can remain trendy and fashionable. For this reason, my company has to multitask, which is something we had not expected in the Bangladeshi textile industry.

Textile Today: How did you receive this demand, and how did you manage to address it?

Samit Hassan: We are always up to the task, and I am always optimistic about any challenge or issue; therefore, I did not panic. Such greed makes me crave more for knowledge. Such demands from the customers push me to bring better designs and also allows me to push them so that together we can push the trends to the people.

Also, I have learned from my marketing team is to never say "No", because once you say "No", you are transferring your negativity to your buyers and you end all possibility of a deal.

Textile Today: What are your last words?

Samit Hassan: I would like to tell the young people who are aspiring to become a businessmen to not fear the failure. As Winston Churchill said, "Success is not final; failure is not fatal: it is the courage to continue that counts."

Customized 3D printing shoes by Vivobarefoot

Desk Report

Sustainable shoemaker Vivobarefoot planning to launch 3D printing shoes in 2020, allowing its clients to get more personalized and customized footwear.

The UK-based business is taking an innovative approach in product development that fits into a range of new services and platforms in the pipeline.

Vivobarefoot's Chief Commercial Officer, Paul Walker said, "We're looking at 3D scanning people's feet and 3D printing shoes, which addresses a few issues."

"We potentially could have 3D printers in major cities around the world, and wherever you live you could send the order to that facility. Also, within a couple of days you could have a personal 3D printed shoe," Walker added.



Walker maintained that Vivobarefoot's shoes fit people's feet "much closer than most other shoes"

He noted, "The reality is we are still selling full-size shoes despite most people having one foot slightly differently sized to another - 3D printing would help address this discrepancy."

The 3D printing fits into three key project areas for 2020 - the others being the re-platforming of its website, planned for June, and the unveiling of a 'ReVivo' initiative,

which will result in the company re-purposing end-of-line shoes and selling them on a dedicated website at a reduced cost.

Walker also revealed the business is keen to move towards becoming a £90 million operation over the next three years, supported primarily by organic growth and further international expansion, rather than via outside investment.

The company says, that conventional shoes hurt the movement of feet. And often demand and production processes that hurt the environment too. Sustainable design has to be fit for purpose and fit for the planet.

Vivobarefoot use natural, recycled and bio-based materials to create highly durable barefoot shoes. Barefoot shoe making is sustainable shoemaking for men, women and kids.

Bando Design champion of BGMEA cup 2020

Rakibul Islam

Bando Design Limited clinched the title of the 5th edition BGMEA Cup football tournament-2020 beating Laila Styles Limited by 4-0 goals in the final match at Bangladesh Army Stadium on 28 February.

Commerce Minister Tipu Munshi, MP handed over the champion and runner up trophies while DNCC Mayor Md. Atiqul Islam, BGMEA Vice Presidents and Directors, former BGMEA Presidents were also present on the occasion.

Imran of Bando was awarded man of the match while Shakil of Bando awarded the best player of the tournament.

BGMEA has been organizing the football tournament since 2016. This year, a total of 16 teams divided into four groups took part in the event held at International



Figure: Bando Design Limited clinched the title of the 5th edition BGMEA Cup football tournament-2020.

Hope School Bangladesh's AstroTurf playground in Uttara.

The participating teams included Epyllion Group, Bando Design, Comfit Composite, Torque Fashions, Laila Styles by Laila Group, Fortis Group, Apparel Industry, Aspire Garments, Musk Trousers, Ali Garments, Self-

Innovative Fashions, Mehnaz Styles and Crafts, Onus Group, Sterling Group, Apparels Village and Tusuka Group.

The event was organized by BGMEA and sponsored by BUFT, SAILOR, DBL Ceramics, TUSUKA and Ananta. Nagorik TV was the broadcast partner with IHSB being the venue partner.



Asutex seminar 'One step forward, towards a sustainable future' held

Staff Correspondent

APLICACIÓN Y SUMINISTROS TEXTILES SA (Asutex) – a company of Bozzetto Group – organized a seminar 'One step forward, towards a sustainable future' on 28 February at a hotel in Dhaka.

The seminar highlighted the recent joining of Asutex with Bozzetto Group on 10 January 2020.

Founded in 1987 and based in Barcelona (Spain), Asutex is a renowned manufacturer of chemical products with applications in various textile industries. The company has grown internationally, reaching more than € 45 MIO (US\$50.15 million) revenues in 2019 in Europe, Asia and Latin America.

Established in Italy in 1919, with more than 100 years of global experience Bozzetto Group has constantly grown up in knowledge, experience, and vision, towards the dynamic global specialty chemical company.

Bozzetto has a well-established network of partners and collaborators enable it to distribute all over the world and

to be present with head office in 8 countries and 3 continents: Italy, Germany, Spain, Poland, Turkey, China, Indonesia, United States.

In the program Enrico Nunziata, honorable ambassador of Italy; Prof. MA Kashem, VC, BUTEX was Chief Guest; Mohammad Mosharraf Hossain - Chairman and Managing Director of Mosharaf Group, Ramón Navarro, Managing Director of Asutex; Shafiqur Rahman, President ITET, the Asuchem team along with various global brands, garment factories, customers, buying house representatives were present.

Asuchem limited, Bangladesh agent of ASUTEX organized the event. Mohammad Anis-Ur Rahman, Country Manager of Asutex gave the welcome speech.

Prof. MA Kashem highlighted the importance of the strong RMG industry in Bangladesh, as this industry brings 80% of export.

Shafiqur Rahman stressed providing sustainable chemical products at a reasonable price.

Ramón Navarro in his speech

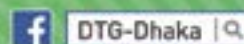
highlighted the merging of Asutex with Bozzetto Group.

Ramón Navarro said, "Asutex development of products and applications are made according to the sustainable processing and brands demand. Along with Bozzetto Group has more than 100 years of global experience. An international specialty chemical entity with a deep know-how in formulation application product performance."

With a total volume of 160000 tons of production, headquartered in Italy Bozzetto has production facilities in the USA, Columbia, Germany, Italy, Spain, Poland, Turkey, China, Morocco, Malaysia and Indonesia, Navarro said.

Stefano Putzu and Xavier Jordana presented the 'Greennovative Solutions' product ranges by Asutex. Where new innovative product ranges like greennovative denim washing, eco-bleach process for black denim, greennovative garment dyeing, pigmentary dyeing system, water-free system, and Asufix DEL displayed.

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Women are now treated equally like men as per their competency

Sumaiya Rozalin Islam, Director, Jamuna Group

Women are struggling to get proper rights from last two centuries. We see International Women's Day has been observed to celebrate the progress made towards achieving gender equality and women's empowerment worldwide on March 8 every year since February 28, 1909. Women in Bangladesh and worldwide are being empowered significantly, though women oppression is also increasing drastically.

Bangladesh Textile and apparel industry, mainly driven by women, is playing an important role to make women economically empowered. One of the country's apex trade bodies BGMEA, a platform of 4.0 million workers and staffs, of which almost 80 % are women, has women representatives on its current board. However, the Dhaka Chamber of Commerce and Industry (DCCI) and Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA) also do not



have any women members on the board. Women representative should be present in each area.

Recently in a conversation with Bangladesh Textile Today Sumaiya Rozalin Islam, Director of Jamuna Group talked about

women entrepreneurship, women employment, their problems and ways to overcome.

Textile Today: Why have you made your career in RMG sector? What was your inspiration behind this?

Sumaiya Rozalin Islam: I want

Women Entrepreneurship

to mention that my education background is information technology. I did my B.Sc & M.Sc from Australia and came back to Bangladesh in 2007. My father was engaged in managing several businesses in RMG sector. Our Jamuna Group is a reknown company since 1992. His activities inspired me and he also encouraged me to look after the business. So, I would like say my father was my inspiration in choosing this career.

Textile Today: What are the barriers do you think that women have to face in RMG sector? And how can they overcome these?

Sumaiya Rozalin Islam: With the pace of time, the mindsets of the people of our country have changed a lot. Women are now treated equally with men according to their capability. That's why we can see the participation of women growing in all sectors, not only RMG. Now families understand that an women can be an asset to their family. But there are still some families which don't support the participation of women in job sector because of their conventional thinking. In those case, women need to make proper communication with their family and never step back in case of flourishing in their career.

Textile Today: What extra facilities do you have for women in your factory?

Sumaiya Rozalin Islam: In our factory, we treat men and women as equal based on their capability. In fact, the number of female workers are more in our factory. Because women are comparatively calm, focused and productive. They simply focus on production and usually don't take part in unrests.

Textile Today: According to a research by Japanese External Trade Organisation, women workers get comparatively lower salary in Bangladesh. How do you see this?

Sumaiya Rozalin Islam: You know that currently many of our low quality factories are being closed. Buyers are now focusing largely on sustainable, compliance, wage structure, worker-friendly environment issues. I can't say anything about the lower quality factories, but in first class factories, it is not possible to give lower salary to women because of these buyers' policies. Women are given proper respect to their service and a lot of extra facilities.

Textile Today: What are the challenges you are currently facing in business? How can you overcome them?

Sumaiya Rozalin Islam: There are a lot of problem-I must say. The major problem is price. Buyers are always coming up with new and updated requirements with every order. But on the contrary they are refusing to increase their price. In this situation, what we can mainly do is to increase our efficiency. We should make sure that our workers are capable of handling multiple machines like Chinese workers. We are also lagging behind because of the lack of quality raw materials i.e. cotton etc.

Another big obstacle is our port congestion. Government should come forward to solve these port related problems, which will be huge beneficial for us.

Textile Today: Any special advice for the upcoming women entrepreneurs?

Sumaiya Rozalin Islam: Women need to change their mindset first. Almost all of our women are now educated. They must know about the scopes of RMG sector and prepare themselves accordingly. There are also many idols, whom they can follow for example Rubana Huq mam, our ambassador for RMG sector of Bangladesh. All women should be inspired from persons like her and make their significant contribution in RMG sector. So that we can move forward as a whole.



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Textile dyestuff market to reach around US\$8 bn by 2026

The demand within the global textile dyestuff market is rising at the back of advancements in the clothing industry. The need for dyeing garments and apparels is amongst the leading drivers of market demand. Furthermore, textile dyeing holds tremendous significance for the chemical industry as it helps in analysis of dye properties.

Textile manufacturers are required to cater to the needs of a heterogeneous mix of consumers. This factor, coupled with the availability of improved dyeing technologies, has played a vital role in market growth.

The problem of sustainability and waste management is a matter of concern within the textile industry. The growing contribution of textile manufacturers to water pollution has been questioned by environmentalists. This factor could hamper the growth of the global textile dyestuff market in the years to follow.

However, research conducted at Texas Tech University offers hope for market vendors. Researchers from the university have developed a method to separate toxic dyes from wastewater. Hence, the global textile dyestuff market is expected to earn sustainable revenues at the back of improvements in waste management technologies.

Chemical engineering has transcended as a lucrative area of growth for regional territories. The importance of textile dyeing in this sector has generated fresh revenues within the market. Furthermore, university graduates and research scholars have shown tremendous interest in the field of textile manufacturing and dyeing. This factor has also played to the advantage of the vendors operating in the global textile dyestuff market.

Dearth of trained engineers across textile manufacturing units has



narrowed down, and this is a positive sign for the market players.

Transparency Market Research (TMR) finds that the global textile dyestuff market would expand at a moderate CAGR of 5% over the period between 2018 and 2026.

Furthermore, the total value of the global textile dyestuff market stood at US\$ 5 bn in 2017, and this figure is expected to increase. The growth of the global textile dyestuff market largely relies on advancements in the clothing and apparel industry.

Popularity of plant-based dyes to drive market demand

The demand for designer clothing is on a rise in recent times. Fashion trends dominate the lifestyles of people, and this factor has closely impacted the growth of the global textile dyestuff market.

Furthermore, as textile manufacturers embrace green manufacturing procedures, investors have shown more confidence in the textile dyestuff industry. Henceforth, the global textile dyestuff market is projected to grow at a stellar pace in the years to follow.

Plant-based textiles have captured

the attention of consumers in recent times. Furthermore, concerns related to the biodegradability of textile dyestuff has also led to increased adoption of plant-based materials.

Buffy, a New York-based bedding company has launched natural dyes made out of plants. The company used fruits and spices to color the bedsheets. This development is expected to drive demand within the global textile dyestuff market.

Efficiency of textile manufacturers in waste management

The global textile dyestuff market is slated to ride along a lucrative growth path. Textile manufacturers have made earnest efforts to improve their waste management procedures. This factor is expected to generate huge-scale revenues within the global textile dyestuff market.

Moreover, the need for dye testing has also created a large playfield of opportunities for market vendors.

Some of the leading vendors in the global textile dyestuff market are BASF SE, Archroma International, Huntsman International LLC., Bozzetto Group, Lanxess AG, and Dystar Group.

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Total Employee: 1500

Exporting Countries: USA, Japan, Europe.

Major compliance certifications: BSCI, SMETA, GOTS, OEKOTEX,

Head Office: House#3/1 (3rd Floor), Road#8, Dhanmondi, Dhaka-1205, Bangladesh.

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Maheer Mannan

Deputy Managing Director
Shangu Tex Ltd.

Shangu Tex Limited: Established in 2001

Location Shangu Tex unit 1: Shomobai complex (1st & 2nd floor) Station Road, Tongi,

Gazipur, Bangladesh

Location Shangu Tex unit 2: Dosaid, Ashulia, Savar, Dhaka, Bangladesh

Production capacity: All types of Woven garments- 950,000 pcs / month, Total production lines- 28. All types of Swimwear garments- 35,000/ month

Production Range: Woven tops, ladies/Men's Shirts, Kids Item, Active and Swimwear.

Total Employee: 3000

Major Customers: Muji, Pierre Cardin, Atlas, Bel&Bo, Right-on, Stripe, NewYorker, Volcom, Vertbaudet, Pepco, Coleman, LPP.

Swimwear Customers: HotTopic, MidNight Hour, Lane Bryant.

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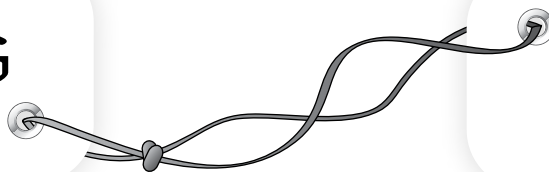
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