

IMPACT SHEET • SWITCH-ASIA PROJECT
**SUSTAINABLE TEXTILES FOR SUSTAINABLE DEVELOPMENT
(SUSTEX)**

Promoting sustainable production and consumption of textiles in India



Realising the potential of a Scheme for Integrated Textile Parks, *SusTex* created 1,500 new jobs and leveraged green finance to a value of EUR 3,416,800



The Challenge

The textile industry is one of the most chemically-intensive industries in the world and the biggest water polluter after agriculture. In Rajasthan, the textile industry produces highly hazardous waste and proper disposal facilities are not available. Although the growth of micro, small and medium enterprises (MSMEs) in this industry has had a positive impact on economic development, it also led to altered production processes resulting in a range of health hazards for workers. With changing market preferences, the traditional craft production processes were altered, resulting in the intensive degradation of natural resources. Additionally, despite the fact that the textile industry is the second largest employer in the country, there had been no investment to address the occupational health and safety issues of the artisans engaged in textile production activities.

Objective

The *SusTex* project sought to promote the production and consumption of eco-friendly textiles and improve employment and working conditions of artisans. The project aimed to reduce effluent at source and developed a set of base standards that the industry and government could adopt to reduce damage to environment and health.



TARGET GROUPS

- Over 500 textile-related SMEs in Rajasthan where block printing is predominant
- 14 textile clusters across 7 states of India
- 30 textile parks set up under the SITP scheme of the Government of India
- Policy Makers – Ministry of Environment and Forests, Planning Commission, Ministry of Textiles
- Consumer organisations



Activities / Strategy



The project promoted sustainable production through the development and promotion of less polluting and resource-efficient products and processes, and sustainable consumption patterns in the crafts and textile industry in India. The project sought to achieve its mandate through various instruments such as research, training, dissemination activities, advocacy and outreach. Advocacy with the government (both at national and state level) and private industry supported best practice for sustainable development in the sector.



Partnerships for SCP

The project brought together a range of partners and stakeholders - including technical service providers, relevant government departments, textile producer groups and MSMEs and non-governmental organisations to conduct action research for low cost technological solutions in order to reduce pollution and mitigate occupational health hazards in textile production. *SusTex* promoted production and consumption of sustainable textiles through awareness raising and capacity building in the private sector.



Strengthening Cleaner Production and Occupational Health and Safety

SusTex worked with textile (printing and dyeing) units, which rank among the worst polluting and resource-intensive industries. SMEs are often not aware of the extent of pollution and the damage that their operations cause. With knowledge products and training programmes, the project increased their awareness towards the use of environmentally-friendly technologies and practice.



Encouraging Demand for Eco-friendly Textiles

On the demand side, the project encouraged effective marketing strategies to promote environment-friendly textiles, which in turn impacted consumers' choice/buying decisions and led to sustainable consumption. This was achieved through awareness raising on the importance of eco-friendly textiles during craft fairs, a radio campaign and through participation in a trade fair.

Scaling-up Strategy



Building a Model Ready to Replicate

Under the project, a model eco-friendly textile park was established as an example to the other textile parks in India. A public-private partnership between the Government and textile manufacturers, organised as the Jaipur Integrated Texcraft Park Private Ltd (JITPPL), funded the infrastructure. The project provided support through research, knowledge and capacity to entrepreneurs and workers. The public-private partnership ensured the acceptance of the eco-park model, and a key project strength was the buy-in of the JITPPL members.



Combination of Action Research and Capacity Building

The project conducted action research to set sector-wide best practice standards for environment compliance and improvement in health and safety for craft and textile workers. The research on low cost technology benefitted an additional 14 textile clusters across India. Piloting low cost technology solutions included interactive workshops and feedback sessions. Over 30 textile parks benefitted from the low cost technology solutions and other project learning know-how through the Toolkit for Sustainable Textile Production (TSTP).¹



Research-based Policy Recommendations

The project conducted a baseline study to assess the environmental and occupational health and safety issues (OHS). Under the policy advocacy component, recommendations were submitted to the Planning Commission, which have been incorporated in the draft 12th Plan (2012-2017). The project maximised impact by educating policy makers and business enterprises on the measures that are required for controlling environmental pollution. Policy papers on water conservation and effluent treatment record evidences for change were disseminated directly to decision and policy makers and also through seminars and consultations.



The textile industry, being the second largest polluter in India, needs numerous critical changes to be environmentally sustainable. SusTex aimed to address several pressing concerns, in particular effluent treatment, production approaches, inadequate OHS provisions and sector-specific policies. SusTex addressed issues along the entire value chain of block printing and offered a platform to demonstrate public-private partnerships (PPP) as a route to scale up piloted technological interventions and disseminate correct information among critical stakeholders and beneficiaries. The project also addressed the needs of the artisans and craft workers by targeting employability and ensuring suitable working conditions and wages.

Ravi Kharka,
Programme Manager



¹) Further information accessible at <http://www.switch-asia.eu/projects/sustex>

Results

Established Model Textile Park
 The project established a model textile park with infrastructure for effluent and sewage treatment (0.5 MLD), water harvesting, water recycling, conservation and solar electricity system, under the public-private partnership of Scheme for Integrated Textile Park (SITP). It ensured appropriate infrastructure for sustainable production of textiles to enable MSMEs to increase their productivity, produce high value-added products and enable them to meet international procurement and environmental standards. Sustainable supply chains were then established.

Outreach Ensured
 The project benefits 14 other craft clusters in India and over 2 000 textile-related MSMEs in Rajasthan where block printing is predominant; craft clusters have benefited from research on low-cost technology, sharing of learning and opportunities for replication. In addition, 26 textile parks under the SITPs, from all parts of India, received knowledge and resources generated under this project.

Sanganer block printing industry was initially a home-based craft with natural colours. However, with the introduction of chemical dyes in the early 1960s, the craft lost the tradition of natural dyeing. There was a considerable increase in the amount of effluent in the communities because of the lack of knowledge of using and disposing of chemical dyes. This project has given not only a new direction and energy to continue this craft in a cleaner manner, but also became a role model for similar craft-based industries. As a printer exporter, I feel that it's our duty to contribute to this industry which employs so many artisans. This project has certainly made the craftsman proud of his/her profession as it has international exposure and thus encourages the younger generation to be motivated to respect hand-crafted textiles.




Vikram Joshi,
 textile technologist
 and SME owner,
 member of JITPPL

Data for Decision-Making is Made Available
 A detailed field-based baseline study was completed to assess the environmental and occupational health and safety (OHS) issues and their impact on local communities. Based on extensive discussions held with various stakeholders, the project also prepared and disseminated manuals and toolkits on OHS. The manual provided recommendations for MSMEs and artisans on OHS measures to be followed during production, contributing to sustainable and safe production practice.







Market Research Enabled Strategising
 The project also conducted market research, looking at the standards for environment-friendly products and the market potential within India and beyond. The study laid the groundwork for formulating effective marketing strategies for eco-friendly products in domestic and international markets. To help manufacturers respond to increasing demand for green products, a market dissemination workshop was conducted to sensitise entrepreneurs about design, pricing, standards, certification and labelling of the eco-friendly products.

Branding Paved the Way for Organic Textiles
 Research revealed 70 different certification schemes available for textiles. Due to the high cost of such labels, the textile manufacturers opted instead to develop an umbrella brand that communicates the positive aspects and environmentally friendliness of the park and its textiles. This brand - called the Jaipur Bloc - connects the producer to the consumer. The umbrella brand has been disseminated via a trade fair show, trade journals and videos. Establishing a strong supply chain was crucial, with each stage examined and designed for best environmental performance. Social criteria also played an important part for sustainability.

Triggered the Re-thinking of Tradition
 A toolkit on Sustainable Textile Production was made available for the 26 textile parks approved by the Indian Government. The activities led the stakeholders to rethink and revamp the actions contributing to SCP of textiles, leveraging the traditional methods and art without compromising the after-effects on the environment. Best practice contributing towards the process of SCP was documented and expected to be replicated by MSMEs at the individual and SITP levels.



Impact in Numbers

<p>Economic Impact</p> 	<ul style="list-style-type: none"> MSMEs now produce 100% eco-friendly products and have reduced costs by around 40% (ca. EUR 3.3 million) of total investment in the Scheme for Integrated Textile Park. New business opportunities include an envisaged 40% increase in sales. A new brand “Jaipur Bloc” was launched that is 100% eco-friendly. 	<p>Green Finance</p> 	<ul style="list-style-type: none"> 20 SME investors were engaged in JITPPL, about 200 investors investors in in Rajasthan (Balotra and Lunkaransar). Information on access to green finance was disseminated to 2 000+ SMEs. The total amount of green finance leveraged for SMEs includes project funds equal to EUR 595 300 and from Government approx. EUR 3 416 800. Types of new financial instruments developed by the project included ETP Subsidies under government schemes and R&D fund allocations under government schemes of the Ministry of Textiles’ 12 FYP (Five Year Plan).
<p>Environmental Impact</p> 	<p>At the four demonstration effluent treatment plants (ETPs):</p> <ul style="list-style-type: none"> The rate of water recycling and reuse is now at least 85% or equals 470 kilo litre per day (KLD). Fresh water accounts for only 15% of total usage; Prior to the project, a minimum of 562.5 KLD was discharged into the vicinity. Now, zero liquid discharge (ZLD) or 100% reduction in ground water contamination has been achieved; Using ZLD standards, nothing is disposed of outside the periphery of the designated land. 100% waste and toxins are disposed away from the neighbourhood; Rain water harvesting, with a storage capacity of 13.5 million litres, and solar energy for electricity were developed; Green belts were developed around the textile parks. 	<p>Target group Engagement</p> 	<ul style="list-style-type: none"> The project directly engaged with 8 830 MSMEs and artisans. Involved more than 2 000 stakeholders, e.g., from Small and Medium Industry Department, State and National Government Department of Textiles, private and government financial institutions, i.e. SIDBI, NABARD, PNB, and SBI. Types of changes initiated in supply chain included adoption of water efficiency techniques, water management and treatment system, and promotion of natural fibre and dyes.
<p>Social Impact</p> 	<ul style="list-style-type: none"> Out of 1 016 trained workers, 79% are now placed or self-employed. JITPPL will create 1 500 new jobs at its full capacity. Health and safety risk reduction measures were introduced to MSMEs, e.g. tool replacement to reduce health hazards. A lowered disease burden through a decrease in contaminated water discharge. 	<p>Policy Development</p> 	<ul style="list-style-type: none"> Participation in 10 state and national level policy events and more than 20 policy drafting meetings. AIACA was part of the steering and working group of the Planning Commission for 12 FYP for the handloom and handicraft sector. At national level, types of policy processes engaged in included policy recommendations on OHS and Social Security of Artisans and Craft Workers, which were adopted in India’s 12 FYP for the handloom and handicraft sector. Submission of recommendations for government schemes, such as the Scheme for Integrated Textile Parks (SITP), as well as engaging with the Pollution Control Board (PCB). Advocated environmental sustainability & green financing schemes, and also e-governance for easy accessibility.



Legend

- Eligible countries where SWITCH-Asia projects are implemented
- Eligible Asian countries for the SWITCH-Asia programme
- Non-eligible Asian countries for the SWITCH-Asia Programme

Project implementation area

- City
- Region
- Country

The boundaries shown on this map do not imply on the part of the European Union any judgment on the legal status of any territory or the endorsement or acceptance of such boundaries.

OBJECTIVES

The objective of the SWITCH-Asia *SusTex* was to promote the production and consumption of eco-friendly textiles and improve employment and working conditions of artisans and their communities.

DURATION



PROJECT TOTAL BUDGET

EUR 2 091 181
(EU contribution: 80%)

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