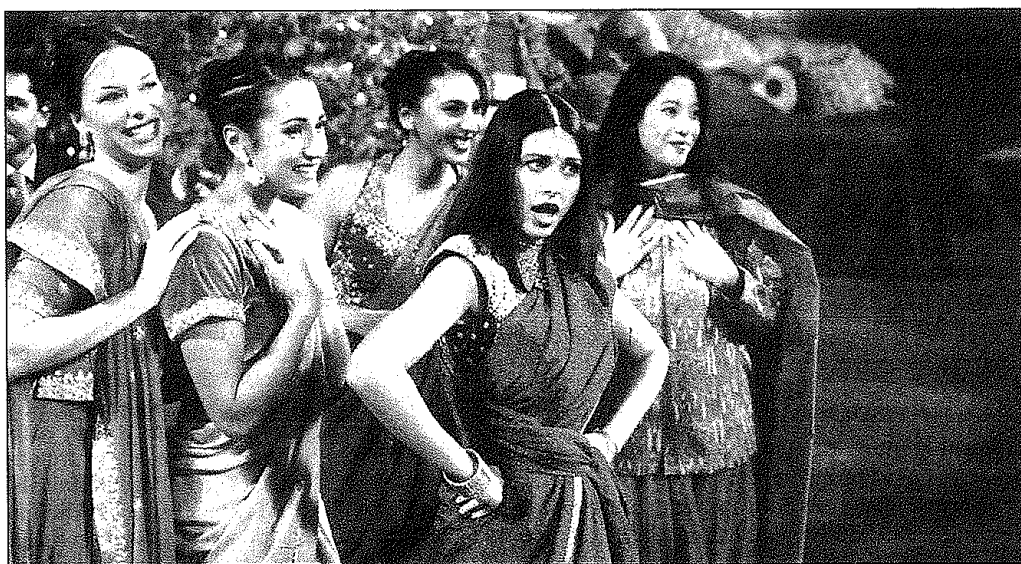


CINEMATHEQUE PROGRAMME

Deepa Mehta retrospective being organised by TIFF



■ A still from Deepa Mehta's film, *Bollywood/Hollywood*, part of a TIFF Cinematheque retrospective.

COURTESY OF FILM REFERENCE LIBRARY

Anirudh Bhattacharyya

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TORONTO: While Indo-Canadian director Deepa Mehta's much anticipated new feature, *Beeba Boys*, will have its theatrical release next Friday, it is being preceded by an event that she describes as "a wonderful compliment": a prestigious retrospective of her feature films being organised in Toronto by TIFF, the parent organisation of the Toronto International Film Festival.

The retrospective, titled *Heaven on Earth: The Films of Deepa Mehta*, commenced on Thursday with one of her better known films, *Fire*, which had provoked protests in India nearly two decades ago. But the selection also includes films that aren't as well known such as her debut feature, *Sam & Me*,

made in 1991, and *Camilla*, Oscar-winning actress Jessica Tandy's final role.

Steve Gravestock, who programmed the retrospective for TIFF Cinematheque, said, "This is, frankly, long overdue. Deepa's got an excellent body of work and it's well worth the appraisal. It's amazing how well a lot of the early work holds up."

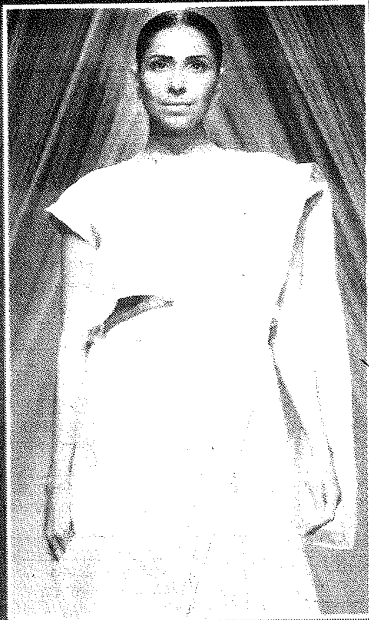
Mehta will also introduce Satyajit Ray's *Apur Sansar* as part of the retrospective as she said, "This ability to share my favourite film of all time with an audience perhaps means more than having my own films showcased."

Many of her films have attracted controversy like *Fire*, and even *Water* and *Midnight's Children*, based on Salman Rushdie's epic novel. The last film couldn't be shot in India due to opposition from fundamentalists,

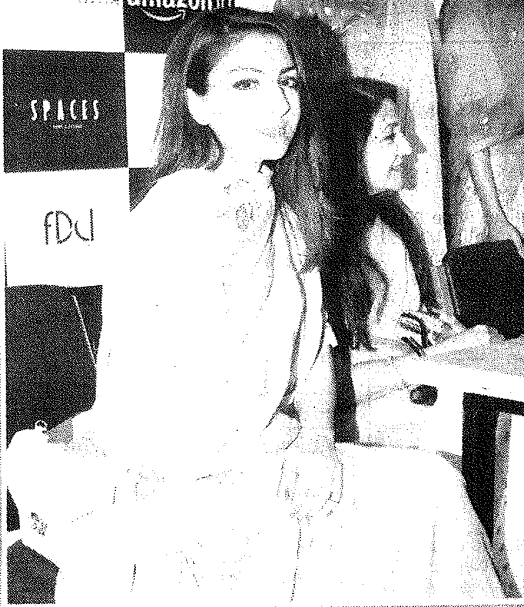
since Mehta has not skirted difficult issues in her films. As Gravestock said, "One of Deepa's great gifts is she has often dealt with controversial material but it's never from a politicised standpoint. It's from a humanist standpoint."

"So much is changing in the world especially with the advent of social media that it's becoming more and more challenging making films without thinking...even fleetingly...of what, in one's content might possibly offend someone else," Mehta mused.

The film screenings will run through mid-November while Mehta's latest movie will also run concurrently in theatres across North America. That was one reason for the timing of this retrospective as the intent was to "feed into the awareness of the new film and to heighten awareness of the earlier work."

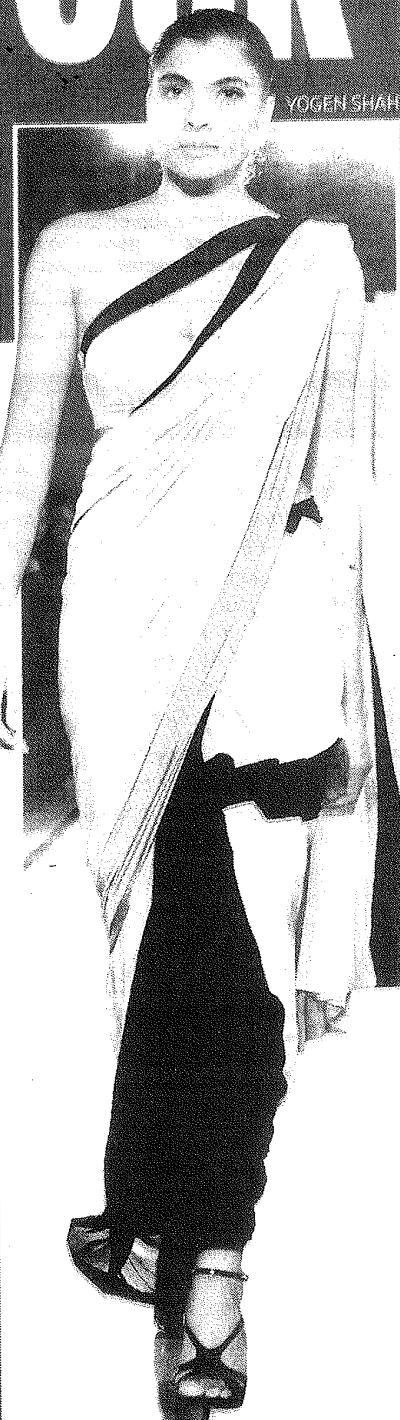


A model sports a handwoven linen sari by Anavila Misra. Earthy hues were a highlight.



M ZHAZO

CELEBRATING OUR TEXTILES



YOGEN SHAH

Amazon India Fashion Week Spring/Summer '16 kicks off with an ode to Indian fabrics

By Radhika Bhalla in New Delhi

THE anticipation running up to day one of the Amazon India Fashion Week Spring/Summer 2016 was met with a spectacular opening show by designer Sanjay Garg of the label Raw Mango on Wednesday afternoon at the NSIC Okhla grounds.

The five-day fashion event began with a colourful ode to Indian textiles, in particular Mashru that combines silk and cotton in a single material. Dotted with motifs, the Mashru displays its Ottoman and Mughal influences, and Garg applied the regal fabric to the full-free drapes of his collection.

Rich golden sheen kurtas with lightly embroidered dupattas formed the majority of the collection, in vivid hues of ranj pink, emerald green, sapphire, royal blue and black with golden work. The use of plain fabric to enhance the impact of the garment was a trend continued from his previous winter/festive 2014 show, while the silhouettes were more deconstructed than before.

The show was accompanied by a live singing and percussion troupe, and spotted in the front row were actors Soha Ali Khan (who wore Garg's creations at her wedding reception), Konkona Sen and Mini Mathur.

The day continued on a sober tone with designer Anavila Misra presenting a range of handwoven linen saris with gold foil detailing on the pall. Earthy hues like beige, soft brown, indigo and ochre were a delight to the eye. The round collar blouse was a welcome detail.

Designer Vaishali S also celebrated the magic of Indian weaves at her show

Model Carol Gracias presents a creation by designer Sanjay Garg during the opening show in the Capital.

RAMPAGE

with a range of asymmetrical dresses, blouses and drapes with diaphanous fabrics finding their way into the designs. Perhaps the most beautiful creation was the sari worn by the designer, a white sari with abstracted blue trees and a long-sleeved textured blouse.

Kavita Bhartia used the check pattern effectively, while Rabani and Rakha presented cocktail wear dresses and saris in white and blue, with tassel fringes.

Delhi-based designer Vineet Bahl — who was the first Indian to retail at online portal Net-a-porter — took to Japanese inspiration for a chic collection of kimono-esque jackets, kurtas and shirts with white cuffs and collars.

The last show of the day took a departure from the emphasis on handloom, with designer-duo Shivan and Narresh's beachwear show with Kohler in the garden area of the Imperial Hotel in Janpath. The beach and holiday-wear collection was inspired by 20th century Mexican artist

Diego Rivera and his paintings found expression on the capes, dresses and throw overs with long tassel fringes for drama.



Shivan and Narresh's beachwear show took a major departure from the emphasis on handloom.

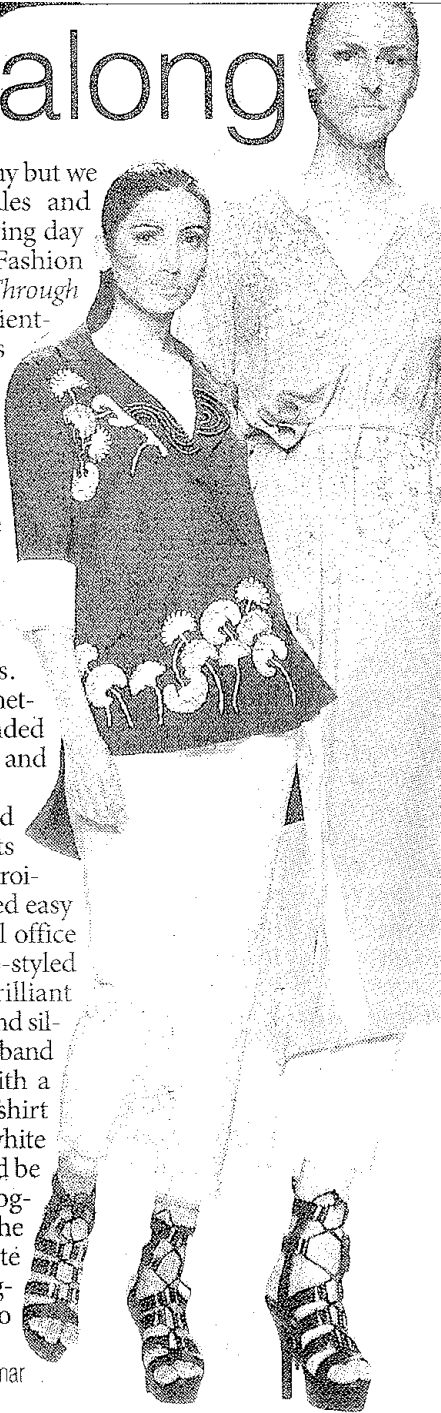
Stride along

Spring might be a little far away but we got a whiff of flowery tales and glimpse of wonderful hues during day one of the Amazon India Fashion Week. Designer Vineet Bahl's *Through the looking glass* was an orient-inspired collection with its Mandarin collared tunics/*kurta*s, Kimono-styled dress *kurta*s with floral and Japanese temple architecture embroidery, *et al*.

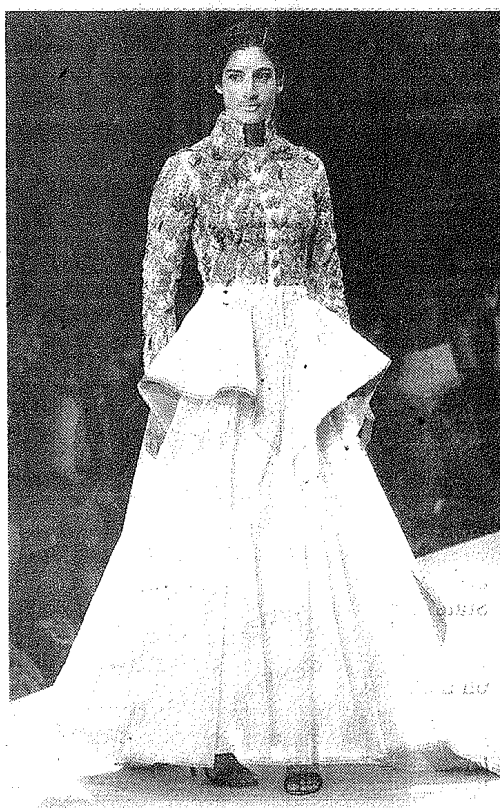
Rolled-up sleeves with white extended cuffs was the common element. The colours of the tunics ranged from Bordeaux with pristine white, bright peach and a hint of scarlet red embroidered birds. Followed by a pale peach asymmetric hemline *kurta* or an extended dress shirt with winged collar and pleated back panel.

The butterscotch ballooned hemline tunic with paneled slits and antique gold and silver embroidery running on the side looked easy to carry especially for a formal office party. The sky blue Kimono-styled dress *kurta* was another brilliant ensemble with minimal white and silver floral embroidery. The waistband clinched the waist high up with a feminine bow. A short Indigo shirt *kurta* with shawl collar and white cotton flower embroidery could be called a perfect blend of androgynous yet feminine look. The tunics were paired with white roomy ankle length as well as cigarette-cut trousers which also had a half-skirt layering.

photos by Sanjeev Kumar

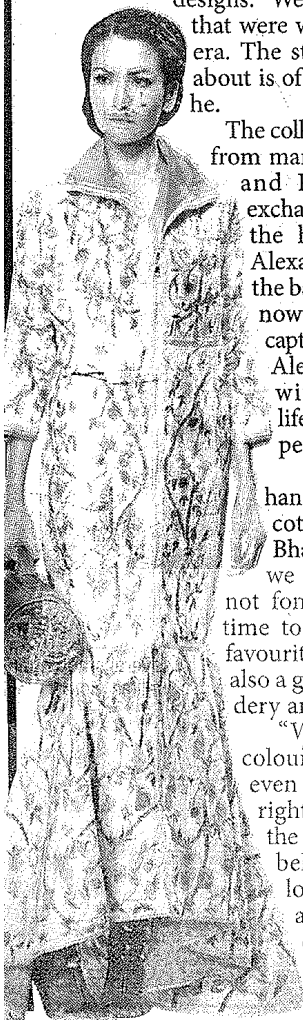


Go Greek!



A model wearing gold Kinnaur's ornament on her face which was carved in Urdu was Persian inspiration for Samant Chauhan's *Kinnaur Queen* collection.

Samant's show was inspired by Alexander's life and the Indo-Greek culture that still prevails in Uttarakhand. The silhouettes were from old school following the way of intricate embroidery heavily influenced by Persian architecture and designs. "We have taken silhouettes that were worn by people of that era. The story that I am talking about is of 350 years ago," shared he.



The collection drew inspiration from many centuries of intense and Indo-Greek cultural exchange. It was inspired by the historic encounter of Alexander with Porus on the banks of river Hydaspes, now known as Jhelum. It captured the deep impact of Alexander's marital ties with Kinnauron, the lifestyle and culture of the people in the region.

The fabric was mainly handwoven silk linens and cotton silk, with a few Bhagalpuri silk drapes. As we know that Chauhan is not fond of colours and this time too has played with his favourite off-white. There were also a good amount of embroidery and *zari* work.

"We don't encourage colour because in my village, even today we don't have the right processor to process the colour and I have always believed that my fabric looks perfect in its natural form," shared the designer who had used a lot of organic colours.

The Grecian gowns were given cuts from the end of the thigh and the skirts were given a voluminous wavy look. "I have heavily used *zardozi* hand woven on silk and linen to give the contemporary look. For the cuts, we have gone with a lot of layering. For the silhouettes, we have preferred simple ready to wear clothes," said the designer.

Lot of flairs, off-whites can be a new trend this spring/summer, added the designer. It took him six months to complete this collection. When we asked the designer about the market that he looking at, he shared, "Sixty per cent of our clients are from middle east and so that is huge market that we are focussing on."

photos by Pankaj Kumar

Glide away



we have many international buyers. It also is price-friendly since it will go for exports as well. It shows modern India in a special way," shared Bhartia after the show.

But why tone the shades down for spring? She explained, "Because we are dressing the international market as well, so we are walking on a very tight rope. The experience that I have after dealing internationally is that they prefer pastel colours, blacks and whites."

An hourglass georgette-silk mesh floor length gown

in shades of pale sky blue is what you can also strut down in on a sunny day at a beach

An ensemble consisting of a sleeveless blouse with a boat neckline hugs the upper part of the torso. An A-line skirt made of woven handloom fabric has inverted box pleats, where the pleats in the centre open up to show the print. A silk tulle kimono sleeved cape, had been infused with a light spray of Chantilly lace which created a stunning adornment for it in self colour.

photos by Sanjeev Kumar

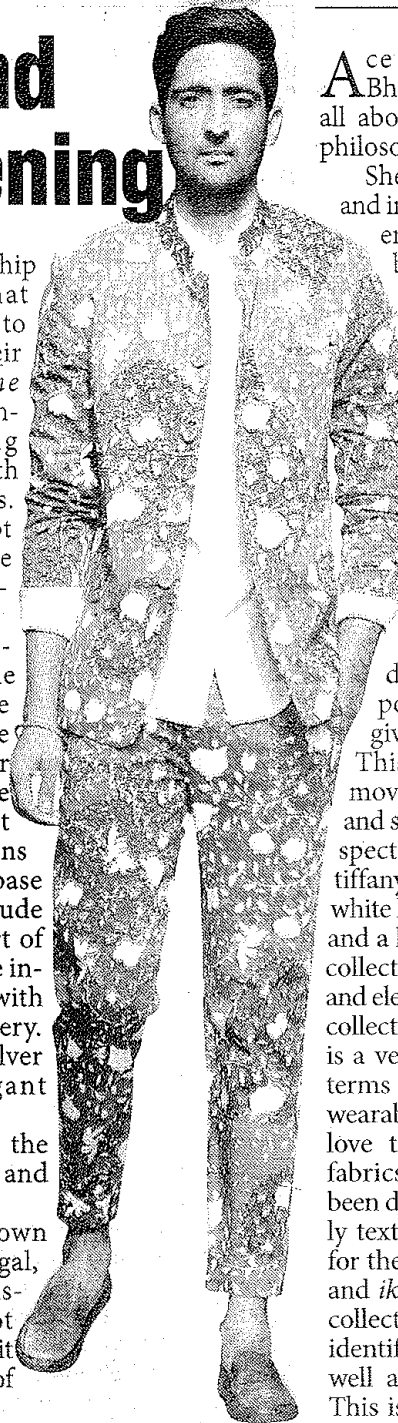
Hip and happening

It's the spirit of hip 1960s culture that inspired Dev R Nil to come up with their collection *The Journey*. The designer duo used big flower motifs with geometrical prints. The designers kept the collection subtle with no body hugging clothes.

Simple monochromes with the burst of tangerine and mango make for a happy summer mood. They have used transparent fabrics like chiffons and organza with base colours to give a nude look. The best part of the collection is the in-house lace work with applique embroidery. The cut work in silver makes its elegant yet chic.

Even for men, the suits have floral and newspaper prints.

Popularly known as the Boys of Bengal, the duo used distinct colours not forgetting to spice it up with a little bit of desi-ness.



ACE designer Kavita Bhartia's *Silent Chaos* is all about her "less is more philosophy".

She revisited tradition and interpreted it in a modern way. She has combined it with an intense use of geometrics, architecture and paisley with contemporary silhouettes.

Paneled skirts, voluminous circular skirts, dresses, crop tops, pleated pants and jackets were part of this very classy collection.

Floating elegant dresses are building in popularity this season giving a romantic look. This season there is a move towards the cooler and softer side of the colour spectrum. Natural beige, tiffany blue, mint green and white highlighted with black and a lot of sparkle gave the collection a beautiful, subtle and elegant charm. "I call this collection *Silent Chaos* and it is a very quiet collection in terms of colours. It is very wearable and romantic. We love to produce our own fabrics so everything has been done by us. It is intensely textured. The inspiration for the embroidery is florals and *ikat*. It is very feminine collection. We have tried to identify the international as well as the Indian market. This is occasional wear and

Khadi clothes to get designer touch

RATHIN DAS

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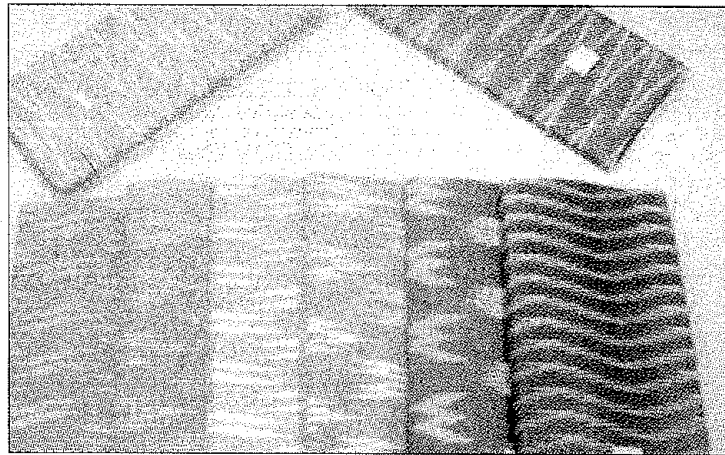
Ahmedabad, 8 October

Probably realising the importance of going with popular trend, the Navajivan Trust founded by Mahatma Gandhi will now be selling Khadi clothes with designer touch.

In order to popularise Khadi among the modern generation, the Navajivan Trust has tied up with NID trained designers for producing stitched clothes suitable for the new generation.

Announcing the opening of an outlet—*Swatva*—in the premises of the Navajivan Trust adjoining the Gujarat Vidyapith, managing trustee Mr Vivek Desai said that the concept of Khadi is not limited to the clothes but is a complete thought in itself.

Acknowledging that Khadi remained less popular among the younger generation due to its fitting and pattern issues, Mr Desai said that NID trained people like Shailaja Pathak,



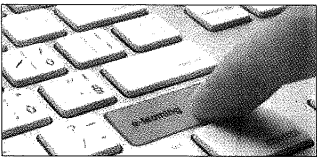
Punya Shah and Renu Mittal have been roped in to give new, modern look to the ready to wear clothes to be sold at the *Swatva* outlet.

He narrated how going with prevailing trend has helped the Navajivan Trust to increase its sales of Gandhian literature. Ever since a café was opened in the premises, the attached book stall which functioned only from 5.30 to 9.30 in the evening has registered much higher sale than the regular retail outlet that remained open whole day for many years.

When some construction work was going on in the premises, a labourer's eight-year-old daughter loitering around had chanced upon a book on Gandhi at the stall in the café. She picked it up, looked at it and kept it back as she couldn't afford to buy the book. Seeing this episode, the manager asked her to read the book there itself if she so desired. She finished the book there itself in next four hours.

Mr Vivek Desai narrated how accessibility can help draw people to entities not regarded as popular.

PLUS POINTS



Digital learning

NIIT Ltd has announced an initiative that brings skilling from NIIT classrooms to every digitally connected Indian, for free, at any time and place of their choice. A disruptive innovation for the education space, NIIT.tv will deliver for the very first time, skill-based live courses as well as on-demand courses to the masses. This initiative promises to meet the vast education, training needs in support of the goals of the Ministry of Skill Development and Entrepreneurship and the National Skill Development Corporation. It can be accessed on a computer, tablet or smartphone with the initial phase, over 20 skill-based training programmes in IT, banking and finance, retail and management. All courses would be delivered through videos plus additional online services in the form of digital courseware, collaboration, assessment, etc. These courses are available to students across NIIT centres in India. To register one can log on to www.NIIT.tv.

Promoting khadi wear

The department of textile science, clothing and fashion studies of JD Birla Institute under Jadavpur



University took an initiative to promote The Khadi Day, which was observed on 1 October. All the students and staff members of the college were encouraged to wear khadi and also a prize was given to the best-dressed student. A bulletin board highlighting latest news on khadi was prepared by students, who also exhibited products and posters related to cotton and silk khadi. A street play, Khadi *Hamara Gaurav* with a fashion show was put-up by them with an endeavour to popularise the fabric. To promote awareness, other fashion institutes participated in an inter-college quiz competition exclusively on khadi and Indian textiles.

Monoprint making

The Indian Institute of Art and Design organised a workshop on the magic of monoprint making at their campus. The focus was on using the process of relief printmaking as a tool for producing complex textures and vivid



layers of imagery and colour for unique artwork. Students of designing department participated covering a range of monoprint techniques that include creating textures with found objects, working with layers and exploring the mix of colours.

“These kinds of workshops should be included on a regular basis, and they not only enhance the skills of students but bring out their latent abilities. A good designer should know how to create things intelligible and memorable, great design should always be memorable,” said Usha Nehru Patel, dean, IIAD.

Rising India

The East-West Center, USA has organised a new generation seminar as Rising India in collaboration with Indian partner KIIT. This marked the programme's historic first visit to India, highlighting the growing economy and rising role in Asia Pacific



regional affairs. The seminar offered Indian leaders and policymakers a chance to examine the key development issues facing countries throughout the region in the 21st century. The Future of Business in India Dilip Piramal, president and Indian Merchants Chamber said, “The need of Indian economy is to match the standards with the trade potential and prospects with the East and Southeast Asia, South Asia and the United States”.

Modi's trusted lieutenants to stay put in battleground Bihar

DHIRENDRA KUMAR

NEW DELHI: The Central Government has come to a standstill with nearly half of the Cabinet colleagues of Prime Minister Narendra Modi campaigning in Bihar for the upcoming Assembly polls, which are being seen as a close contest between the ruling NDA and the regional alliance.

Besides PM Narendra Modi, who will remain in Bihar during his political rallies, Home Minister Rajnath Singh, Finance Minister Arun Jaitley, Foreign Affairs Minister Sushma Swaraj, Transport Minister Nitin Gadkari, Steel Minister Narendra Singh Tomar, Health Minister JP Nadda, Agriculture Minister Radha Mohan Singh, HRD Minister Smriti Irani, Telecom Minister Ravi Shankar Prasad, Chemical and Fertilisers Minister Ananth Kumar, Food and Consumers Minister Ram Vilas Paswan, and MSME Minister Kalraj Mishra are camping in the state.

Apart from Cabinet Ministers,



the ten Ministers of State, including four MoS with independent charge have been deployed to win the crucial state poll. The Ministers of state include Power Minister Piyush Goyal, Skill Development Minister Rajiv Pratap Rudy, Petroleum Minister Dharmendra Pradhan, Textile Minister Santosh Gangwar, MoS Rural Development Ram Kripal Yadav, MoS Railways Manoj Sinha, MoS HRD Upendra Kushwaha, MoS Finance Jayant Sinha, and MoS Food Processing Sadhvi Niranjana Jyoti.

Central Ministers Radha Mohan Singh, Ravi Shankar Prasad, Ananth Kumar, Ram Vilas

Paswan, Dharmendra Pradhan, Rajiv Pratap Rudy, and Ram Kripal Yadav have been deployed on permanent basis till the last phase of the polls.

Prime Minister Modi, who started his campaign with four rallies on Thursday, will stay in Patna for two days to have a real-time assessment of the electioneering process.

Modi on Thursday addressed voters at Munger, Begusarai, Samastipur, and Nawada. Since Modi is the only face that BJP is banking on to make a comeback in the state, the party has planned about 40 rallies of the PM.

‘इंडिया कारपेट एक्सपो’ में शरीक होंगे 300 आयातक

भदोही, 8 अक्टूबर (भाषा)। विश्व के कालीन बाजार में अपनी भागीदारी बढ़ाने

के लिये आगामी 11 अक्टूबर से वाराणसी में शुरू होने वाले ‘इंडिया कारपेट एक्सपो’ में इस बार अमेरिका, फ्रांस, जर्मनी और चीन समेत 48 देशों के 433 कालीन आयातकों को आमंत्रित किया गया है।

कालीन निर्यात संवर्द्धन परिषद के वरिष्ठ उपाध्यक्ष अब्दुल रब अंसारी ने आज यहां संवाददाताओं को बताया कि परिषद वाराणसी के डाक्टर संपूर्णानंद संस्कृत विश्वविद्यालय प्रांगण में आगामी 11 से 14

अक्टूबर तक 30वें इंडिया कारपेट एक्सपो का आयोजन करेगी। उन्होंने बताया कि दुनिया के कालीन बाजार में अपनी भागीदारी बढ़ाने के मकसद से इस बार फ्रांस, अमेरिका, जर्मनी और चीन समेत 48 देशों के 433 कालीन आयातकों को आमंत्रण दिया गया है। उनमें से 300 ने मेले में शिरकत के लिये मंजूरी भी दे दी है।

अंसारी ने बताया कि करीब 11 हजार वर्गमीटर क्षेत्र में लगने वाले कालीन मेले में देश के 300 से ज्यादा कालीन निर्यातक अपने उत्पादों का प्रदर्शन करेंगे। उन्होंने बताया कि परिषद को उम्मीद है कि कालीन मेले के अच्छे नतीजे मिलेंगे। परिषद का लक्ष्य देश के कालीन निर्यात को सात हजार करोड़ रुपए से बढ़ाकर 10 हजार करोड़ रुपए करने का लक्ष्य है।

अंसारी ने बताया कि मौजूदा वक्त में अमेरिका और जर्मनी ही भारत के हस्तनिर्मित कालीनों के सबसे बड़े खरीदार हैं जहां कुल उत्पादन का करीब 40 फीसद निर्यात किया जाता है।

फेस्टिव सीजन पर पेटीएम की ख़ास पेशकश

नई दिल्ली(ब्यूरो)। भारत का सबसे बड़ा मोबाइल कॉमर्स प्लेटफॉर्म पेटीएम अपने सभी उत्पादों को बेमिसाल कीमतों पर पेशकश के साथ अपनी अनोखी फेस्टिव सीजन सेल की शुरुआत कर रहा है। डिस्काउंट से लेकर कैशबैक तक, पेटीएम ग्राहक श्रेष्ठ सौदों की उम्मीद कर सकते हैं, क्योंकि कंपनी अपने मोबाइल मार्केटप्लेस के लांच के बाद से इस तरह की अपनी पहली सेल की पेशकश कर रही है। इलेक्ट्रॉनिक्स, अपैरल, फुटवियर, होम एंड किचन, गिफ्ट्स एंड स्वीट्स, स्पोर्ट्स जैसी विभिन्न श्रेणियों के उत्पाद इस सेल पर उपलब्ध होंगे। पेटीएम के उपाध्यक्ष, बिजनेस सौरभ वशिष्ठ ने कहा कि मोबाइल कॉमर्स प्लेटफॉर्म के तौर पर यह हमारी पहली फेस्टिव सेल है।

विदेशी पूंजी जुटाने को नई नीति

दिग्विजय सिंह, कानपुर

हैंडीक्रॉफ्ट, कारपेट एवं दरी, रेडीमेड गारमेंट आदि उत्पादों के निर्यात को बढ़ावा देने को सूबे में नई निर्यात नीति तैयार की गई है। यह नीति सूक्ष्म, लघु एवं मध्यम उद्यम तथा निर्यात प्रोत्साहन विभाग ने तैयार की है। इसके तहत सूबे में अधिक से अधिक बड़ी व छोटी औद्योगिक इकाइयों की स्थापना की जाएगी। उद्यमियों को नई तकनीक दिलाई जाएगी ताकि वे उच्च गुणवत्ता के उत्पाद तैयार कर सकें। विदेशों में बाजार भी उपलब्ध कराया जाएगा। इसके लिए उत्तर प्रदेश निर्यात संवर्धन परिषद का गठन किया जाएगा।

कानपुर, उन्नाव से चर्म उत्पादों का भारी मात्रा में निर्यात होता है वहीं भदोही, चंदौली, मिर्जापुर से कालीन का। मऊ से साड़ियों की खेप विदेश जाती है तो कन्नौज से इत्र की। सरकार चाहती है कि निर्यात में और बढ़ोत्तरी हो ताकि अधिक से अधिक विदेशी पूंजी आये और रोजगार के अवसर मिलें। इसीलिए सूक्ष्म, लघु एवं मध्यम उद्यम तथा निर्यात प्रोत्साहन विभाग के प्रमुख सचिव सुधीर गर्ग ने उद्योगों की स्थापना करने वाले विभागों के मुखिया को पत्र लिखकर नई नीति के तहत कार्य करने के लिए कहा है।

सूक्ष्म, लघु एवं मध्यम उद्यम
तथा निर्यात प्रोत्साहन विभाग
ने बनाई निर्यात नीति

दक्ष युवा तैयार किये जाएंगे

औद्योगिक इकाइयों में काम करने के लिए कौशल विकास मिशन के तहत युवाओं को विभिन्न ट्रेडों में प्रशिक्षित किया जाएगा ताकि वे जिस कारखाने में काम करें वहां गुणवत्तायुक्त उत्पाद तैयार करें। उद्यमियों को भी समय-समय पर नई तकनीक दी जाएगी। शिल्पकारों, साड़ी, कालीन, बर्तन बनाने वाले कारीगरों को भी प्रशिक्षण दिलाया जाएगा ताकि वे नई डिजाइन के उत्पाद तैयार कर सकें।

इन उत्पादों को बढ़ावा

हैंडीक्रॉफ्ट, कारपेट एवं दरी, लेदर एवं लेदर प्रोडक्ट्स, स्पोर्ट्स गुड्स, आईटी एंड इलेक्ट्रॉनिक्स, हैंडलूम्स, परफ्यूमरी, फ्रेगरेन्सेज एवं एसेंसियल ऑयल, रेडीमेड गारमेंट्स, इंजीनियरिंग गुड्स आदि से संबंधित उत्पादों के निर्यात को और बढ़ाना है। इसके साथ ही अंडे का भी पर्याप्त मात्रा में निर्यात करने का लक्ष्य है।

साप्स

उद्यमी करेंगे विदेश भ्रमण

उद्यमियों को उत्तरी अमेरिका, यूरोप, लैटिन अमेरिका, अफ्रीका, आसियान, साक, सीआईएस, मध्य-पूर्व के देशों में अध्ययन के लिए भेजा जाएगा। हस्त शिल्पियों का अध्ययन दल इन देशों में भ्रमण करेगा और वहां की तकनीक सीखेगा। विदेशों में उत्पादों की ब्रांडिंग सरकार खुद करायेगी।

ये सुविधाएं देने की तैयारी

विदेशों में वेयर हाउस, शोरूम की स्थापना होगी। डिजाइन सेंटर, डिजाइन लैब, डिजाइन बैंक, टूल रूम बनाए जाएंगे। साथ ही अंतर्राष्ट्रीय संस्थाओं द्वारा मान्यता प्राप्त कंपोजिट टेस्टिंग लैब, एक्सपोर्ट पार्क, कॉमन फैसिलिटी सेंटर, रिसोर्स सेंटर, लाइब्रेरी एवं म्यूजियम की स्थापना होगी।

संवर्धन परिषद बनेगा

निर्यात को बढ़ावा देने के लिए सूबे में एक संस्थागत तंत्र की स्थापना की जाएगी। राज्य स्तरीय निर्यात संवर्धन परिषद, निर्यात संवर्धन समिति और जिला स्तरीय निर्यात संवर्धन समिति का गठन होगा। इसमें उद्यमियों को शामिल किया जाएगा।

Chumbak unveils fashion apparel and accessories range Collection One

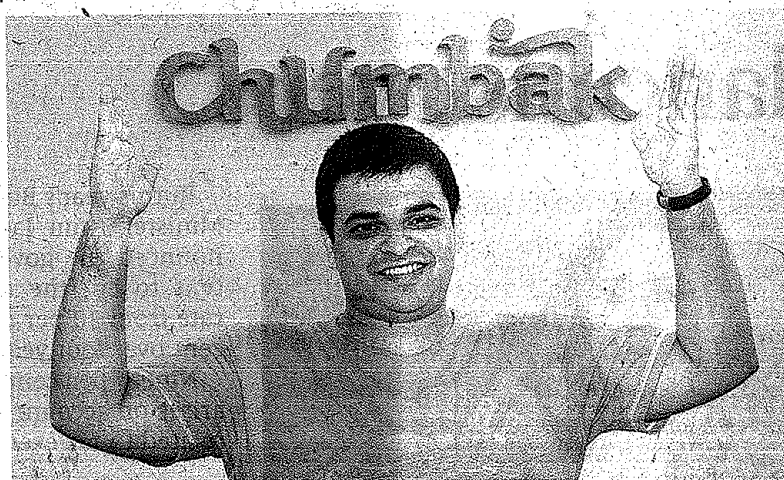
The Fall-Winter western range will be priced ₹395 upwards

OUR BUREAU

Bengaluru, October 8

India-inspired, Bengaluru-based, lifestyle brand Chumbak has entered the lucrative fashion apparel and accessories market with the launch of its 'Collection One' range.

"We started with Accessories in 2010, added Home category in 2014 and have now added Apparel, bringing the trinity of lifestyle under one roof. Collection One, which is our maiden Fall-Winter range of high design western wear will comprise close to 350 styles, catering to the new-age, fashion conscious, global consumer at price points



Vivek Prabhakar, co-founder & CEO, Chumbak

between ₹395 and ₹2,995," said Vivek Prabhakar, co-founder & CEO, Chumbak Design Pvt Ltd.

Collection One will be available through a mix of 11 flagship retail stores in Bengaluru, Delhi, Gurgaon Mumbai, Kochi, Hyde-

rabad and Jaipur; and the online web store Chumbak.com; plus on major online marketplaces such as Flipkart and Amazon and fashion apps like Roposo and Wooplr. While plans are on to take the retail store count

to 25 over the next 12 months, the company has closed many of its pop-up stores and kiosks in high traffic areas like malls.

"...these formats do not showcase our entire range of products...While our online presence brings us scale, our offline presence helps to build and enhance our brand" said Prabhakar.

"Currently, Accessories and Home contribute 40-60 per cent of our total revenue. However, Apparel will contribute to 35 per cent of our revenue in the first quarter ending December 2015 with 65 per cent coming from Accessories and Home," he said.

The company is looking to close Series C funding next year. Chumbak received \$2 million in Series A funding from Seedfund India in 2012.

Louis Philippe to launch watch brand

Mumbai, October 8

Louis Philippe, the premium menswear brand of Aditya Birla Group-owned Madura Fashion and Lifestyle, is set to launch its range of watches under Louis Philippe Time brand.

Besides time-wear, the brand has evaluated eyewear and writing instruments, which it will launch subsequently, a top company executive said today. "We have conducted market research on time-wear for the past 1.5 years, and will launch Louis Philippe Time by the end of this month," Sooraj Bhat, chief operating officer of Louis Philippe, told PTI. Louis Philippe Time watches will be priced between ₹6,999 and ₹23,000 for four or five Swiss-made models. PTI

Textile management students' stir continues

LN REVATHY

Coimbatore, October 8

About 80-odd students of Sardar Vallabhbhai Patel International School of Textiles and Management (SVPISTM) here continued their stir demanding better treatment. The strike entered the third day on Thursday.

Speaking to *BusinessLine* on the condition of anonymity, a section of the striking students highlighted their plight, which related not merely to academics, but sanitary issues as well.

The institute has no proper textile laboratory, apparel design, pattern-making software and testing instruments in the lab, the students alleged.

They also pointed out that the industrial visit programme, which was promised at the time of admis-

sion, was also not organised although a fee of ₹2,000 per semester was collected towards the same.

Lack of experienced teaching staff, leaving just three faculties for eight subjects at present, seems to have added to their misery.

"This, coupled with a promise during the admission process of a dual degree (PGDM-Post Graduate Diploma in Management and MBA), when the institute does not even have AIU (Association of Indian Universities) approval, has added to our woes. "The management has instead tied up with Lingaya's University (Haryana). They are now asking us to pay an extra ₹18,000 for getting the MBA degree. We have already paid ₹2.1 lakh for the PDGM programme and this excludes the hostel fee," the students said.

ABOF.COM

Aditya Birla set to launch online fashion store

Abof.com is likely to go live in the next 30 days, targets Myntra, Jabong but with more exclusive brand options

BY SHRUTIKA VERMA & SUNEERA TANDON

NEW DELHI/BENGALURU

The Aditya Birla Group is set to launch its online fashion store abof.com that will compete with the likes of Myntra, a Flipkart unit, and Rocket Internet-backed Jabong.

Run by Aditya Birla Online Fashion, abof.com is the group's independent fashion e-commerce business currently being piloted in more than 10-15 cities, according to three people familiar with the development.

The portal is expected to go live within the next 30 days and its progress is being closely watched by the group's head Kumar Mangalam Birla, said one of the three people mentioned above.

Abof.com, which is currently in beta stage, lists Aditya Birla's private label under brand name abof and several fashion brands, including Vero Moda, ONLY, United Colors of Benetton (UCB) and NINETEEN.

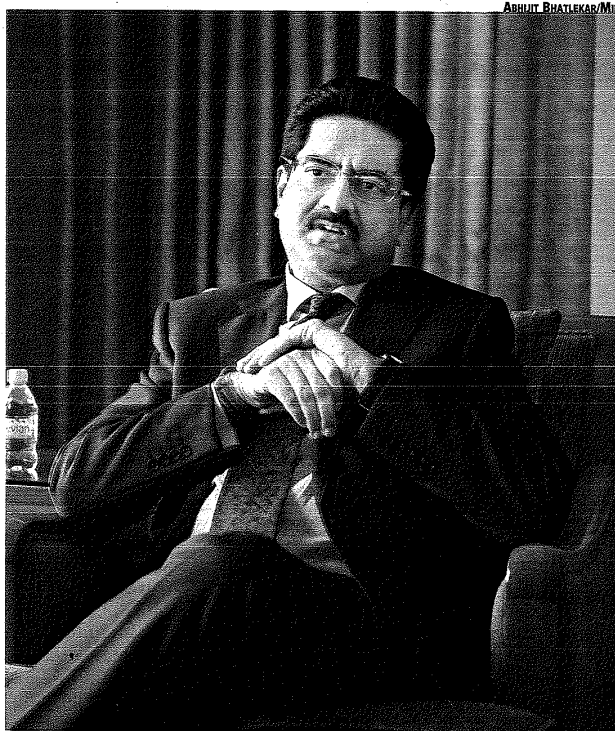
The company is also looking at bringing in some exclusive foreign online retailers in India.

Aditya Birla Group declined to comment on the formation of the new website.

The new venture is being led by Prashant Gupta, president and chief executive of Aditya Birla Group's e-retailing business, along with senior executive Kedar Apshankar and Vikram Bhat, chief product officer who joined the firm from Myntra about a year ago.

"At Aditya Birla Group, I am incubating and building up a portfolio of e-tailing businesses," Gupta says in his LinkedIn bio.

The move comes even as Aditya Birla Group is strengthening its presence across India's \$6 billion online retailing market that is seeing interest from the coun-



Online focus: Aditya Birla Group chairman Kumar Mangalam Birla is closely tracking the progress of the online fashion store.

try's top conglomerates.

Last month, the firm, through its private equity (PE) arm, Aditya Birla Private Equity, picked up a minority stake in Mumbai-based Creative Lifestyles Pvt. Ltd, a women's apparel retailer.

With a valuation of ₹300 crore, Creative Lifestyles has women's fashion labels such as Fusion Beats, 109F and O2xygen. The company, at present, retails through 366 points of sale and large e-commerce portals.

"The company plans to be far more exclusive than a Jabong or a Myntra by focusing on the top 100 labels and brands. They will focus more on the curated options and sell products driven by content and suggestive buying," said one of the three people mentioned above.

Madura Fashion and Lifestyles Ltd, an Aditya Birla group company, also owns an in-house fashion retailing website Trendin that sells the retailer's labels such as Peter England, Allen

Solly, and Van Heusen. However, abof.com will continue to function as a separate entity.

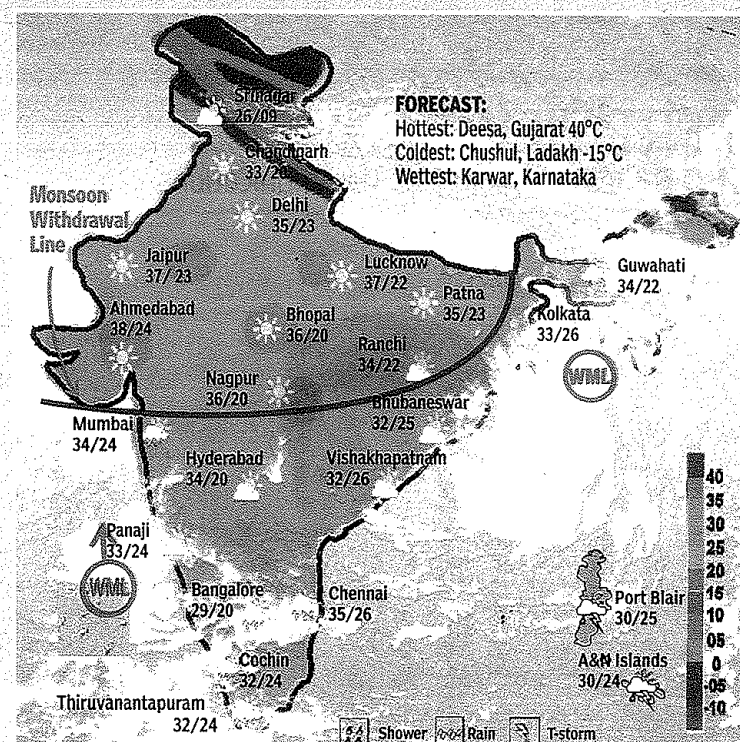
Fashion sales drive margins for online retailers. "Fashion is one category online that is getting heated up as firms are seeing strong repeat buying. People are slowly getting accustomed to buying online," said Harish H.V., partner at Grant Thornton India, a consultancy. "Also, as large groups eye valuation and scale of the Flipkarts and Snapdeals of the world, competition is bound to rise," he added.

Apart from Amazon, Snapdeal and Flipkart, speciality fashion e-tailers, such as LimeRoad, are attracting the attention of investors and customers alike.

Indians bought fashion products worth \$559 million online in 2013. This may increase to \$2.8 billion by 2016, according to an April 2014 report by venture capital firm Accel Partners, an investor in Flipkart.

shrutika.v@livemint.com

WEATHER TO BUY OR SELL



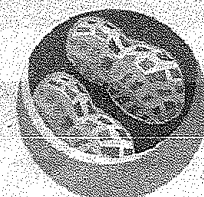
Good rain with isolated heavy fall over NE states, coastal & south Karnataka and Kerala. Scattered rain over Sikkim, WB, Konkan-Goa, Rayalaseema and TN. Isolated rain over Odisha and rest of south Peninsula.

Read as S: Dust Storm CS: Cyclonic Storm D: Depression, DD: Deep Depression
L: Low Pressure, W.D.: Western Disturbance, Copyright Skymet Company 2015. All rights reserved.



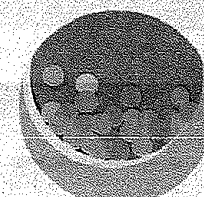
COTTON

Indian cotton prices were flat on limited demand from domestic mills as well as exporters. New arrival of the fibre has started but as the quality is average, buyers are waiting for arrivals of good quality produce. At Rajkot, Gujarat Sankar-6 new cotton traded at Rs 32,500-32,700 per candy of 356 kg and old cotton was quoted at Rs 33,500-33,700.



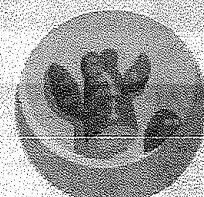
GROUNDNUT

New groundnut arrivals are increasing in the major spot markets of Gujarat state. Increasing arrivals are pressurising the groundnut oil prices, according to the traders of Rajkot market. As demand from local brands and in retail market was poor, at Rajkot market, the prices of groundnut oil traded below Rs 1,800 per tin after a long time.



TUR

Resumption of trucks on the roads and the government's move to issue tenders for importing more arhar dal have arrested the uptrend in prices. However, given lower output of pulse seeds this Kharif season, future of pulse seeds is anticipated to remain bullish. At Indore market, tur (Maharashtra) ruled at Rs 11,000, while tur (Madhya Pradesh) was quoted at Rs 10,500 per quintal.



TURMERIC

Spot turmeric prices were decreased at Erode market due to lack of demand from North India. At the Erode Turmeric Merchants Association sales yard, the finger turmeric was sold at Rs 4,219-7,829 per quintal; the root variety Rs 4,219-7,555. We are not yet received any fresh upcountry orders, said the traders from Erode.

GUAR

According to first advance estimates released by the Commissionerate of Agriculture, Rajasthan, the guar production is pegged at 19.44 lakh tonnes, about 8 lakh tonnes lower than the last year. Currently, the guar crop is ready for harvest in Rajasthan state and the prices are in a downtrend despite concerns about production.

CHICKPEA

Given expected arrival of imported chana next month, any major rise in chana or chickpea prices appears unlikely, according to the commodity analysts. Weak arrival and improved demand have lifted dollar chana with its prices in markets across Madhya Pradesh at Rs 6,500-6,800 per quintal. MP is the major chana producing state.

SOYBEAN

Soya meal export is at a historical low during the current year and reported at 42,743 tonnes in the first six months of 2015-16 year, compared to 1,11,027 tonnes, according to the Solvent Extractors Association (SEA). Soybean crushing has also very much reduced due to continuous disparity in domestic price.

SUGARCANE

Maharashtra government has guaranteed loans worth Rs 180 crores to sugar factories in the state to help them raise finances for this year's crushing season. The move will primarily benefit 22 sugar mills that are in the red. The offer is open only to those that have paid 90% of their dues to farmers in 2014-15.

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CCI to purchase cotton with sub-12% moisture content

Nanda Kasabe

Pune, Oct 8: The Cotton Corporation of India (CCI) has said it will start purchasing cotton if the crop fits into parameters set by the procurement agency in terms of moisture content.

"CCI will first attempt to sell its stock of 17 lakh bales procured during the previous season and then take a call on buying cotton from farmers subject to market conditions," said BKM Mishra, CMD, CCI.

"Today's prices of cotton are around ₹2,500 per quintal, which is above MSP and therefore there is no requirement as yet for cotton procurement. However, as arrivals increase, a possibility could arise for procurement from farmers," Mishra said.

"CCI is setting up purchase centres across the cotton growing regions of the country. Cotton will be purchased if the crop fits into parameters set by CCI in terms of moisture content," he said.

At present, the arrivals that have begun in some parts of the country have a high moisture content ranging between 18-20%. CCI will purchase cotton with moisture content below 12% and the current arrivals are not of good quality, he added.

The agency expects to begin procurement from Telangana this season (2015-16) to be followed by Andhra Pradesh and Maharashtra.

In Telangana, CCI has established 84 purchase centres and expects to open around 330 centres across the cotton growing regions of the country.

State marketing minister T Harish Rao has directed the officials to ensure that the CCI opens its centres before October 17, as the first batch of cotton would hit the markets at that time.

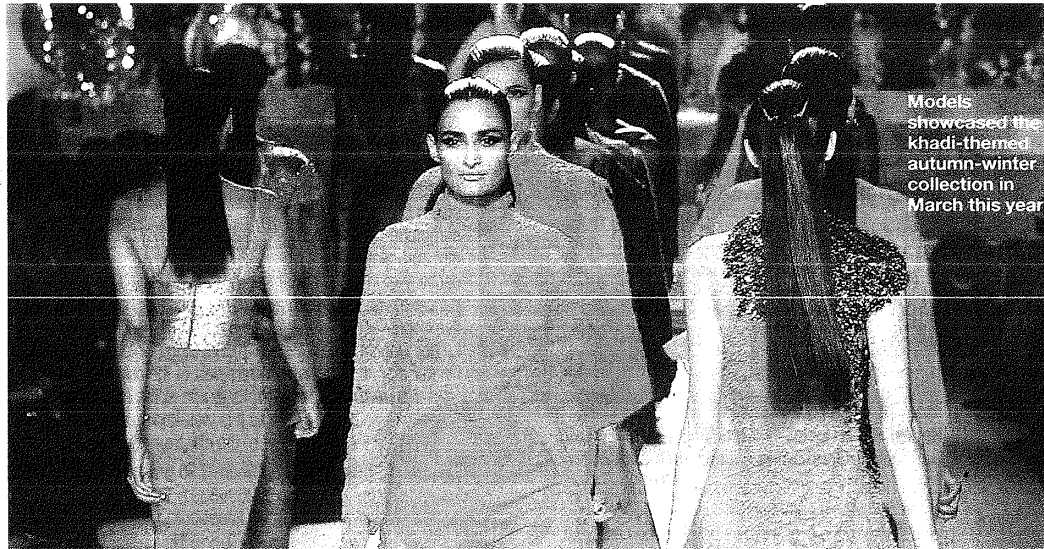
Mishra said that CCI has been preparing for purchase in Telangana because there has been a demand from farmers and the state government as well. In the last two to three days, international prices of cotton have gone up and therefore CCI's purchases will depend on the market conditions, he said. Some farmers from Telangana have demanded an MSP of Rs 5,000 per quintal.

In Maharashtra, the Maharashtra State Cooperative Cotton Growers Federation is learnt to have submitted a proposal to the state government seeking permission to begin cotton purchase from November 15 onwards.

According to Mishra, mills from the country have been purchasing cotton from the corporation and he expected good sale to continue. There is an expected slump in cotton output by 5-10 lakh bales this year because acreage has been affected to the tune of some 20%, he said. In Maharashtra, the cotton output is likely to touch 350-400 lakh quintals.

In the northern region of Punjab, Haryana and Rajasthan, the standing cotton crop has had a whitefly attack problem. Because of this Punjab has allocated a compensation of Rs 10 crore to affected farmers. The price of J-34 roller gin cotton in Punjab is Rs 3,750 spot per maund while in Haryana J-34 r/g was quoted at Rs 3,720 spot per maund.

Efforts on to revive Indian textiles at fashion week



Models showcased the khadi-themed autumn-winter collection in March this year

...CONTINUED FROM PAGE 1

Renowned fashion houses across the world have shown great interest in Indian textile and there have been a few Indian designers consistently working towards promotion of Indian crafts. But what is noteworthy is designers collectively coming forward to promote them. "It is our responsibility as designers to promote our textile traditions. What is happening now should have happened years ago. Some of our craft traditions are on the verge of becoming history now and there may come a time when they will only be a part of archives. So, we all have to make efforts to promote them in India and on a global scale. As a designer, there is so much one can do with Indian craft. A modern interpretation of our textiles

and craft can make way for their revival," says designer Payal Jain.

"We have been making efforts to promote Indian textiles and craft so that we can collectively work towards its revival and also present to the international buyers the treasure that we have. This year, the opening show was all about

the craft tradition of Banaras, which will also be theme of the closing show. Khadi was also the theme of the autumn-winter edition. All these efforts have been self-driven by the design fraternity, without help from government. Our designers have been working towards the revival of craft and textile heritage, as that is what sets us apart from the rest of the world," adds FDCI president Sunil Sethi.

— Divya Kaushik
@timesgroup.com

Some of our craft traditions are on the verge of extinction. We all have to make efforts to promote them within India, and on a global scale

— Designer Payal Jain

rampage

Minimalist elegance

DAY ONE OF AMAZON INDIA FASHION WEEK SAW DESIGNERS INCLUDING VINEET BAHL, KAVITA BHARTIA, ANVILA MISRA AND RABANI AND RAKHA SHOWCASE THEIR SIGNATURE DESIGNS AND PATTERNS GIVING THE FASHION WEEK A SCINTILLATING START

MUTED TONES

Known for her work in sustainable luxurious textiles, designer Anvila Misra brought purely hand-woven and hand detailed earthy, muted tones with a warm glaze to the ramp.

INTRICATE DESIGNS

Cross-stitch embroidery in gold and nudes and asymmetrical silhouettes were prominent in Kavita Bhartia's collection

DREAMY DRAPES

Designer duo Rabani and Rakha presented a collection boasting of 3D butterflies, fringed saris, tulle and lacework accompanied by glittering fabrics. Minimalist white pearl and sheer loaded lehengas and saris ruled the runway

FLORAL FLUIDITY

Known for androgynous and power dressing, designer Vineet Bahl presented a collection focused on the concept of fluidity. This V-neck blue and white ankle hem gown was one of the highlights of his collection and makes use of the floral motifs that are visible in his other garments as well.

PHOTOS: BUNNY SMITH

● Fashion forward

For the love of evergreen six-yard wonder

The Amazon India Fashion Week SS16 opened in a grand way. Day one saw some remarkable creations by some of the popular designers. From elegant gowns to graceful lehengas, the show had it all. But what stole the limelight were the sarees! Here's a sneak peek.

(L-R) Anavila's creation with hints of gold and silver on handwoven linen. Kavita Bhartia's plain dhoti saree made with sheer fabric. Neutral sarees by Vaishali S in handwoven fibre. Pearl beaded saree by Rabani & Rakha. Sanjay Garg's bright creation using Mashru fabric.

