

# Design awards presented

## STAFF CORRESPONDENT

DIBRUGARH, Aug 10: The JD Institute of Fashion Technology here organised its Annual Design Awards-2015 at Anvik Lawns, Khalihamari on Sunday where the creations of the students of fashion design and interior design departments on the theme 'pure' were showcased.

International model Matilda walked the ramp for the evening presenting the creations by the students. Matilda is from Europe and has worked with the best of names globally. She has been a part of major fashion weeks across the globe and having a very successful career in countries like Greece.

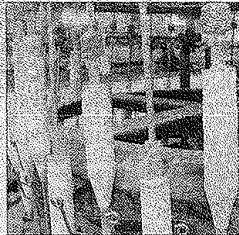
In the interior design department, the most commercially viable award went to Snigdha Sen and Rittika Jain, the most innovative award was given to Varsha Agarwal and the best collection award was bagged by Chetna Maloo and Surajit Gohain. In the fashion design department, Munmi Gogoi, Bharoti Gogoi, Sumi Phukan and Hrishikesh Dutta grabbed the most commercially viable award. Monashree Tamuli along with Pratisha Chutia and Sajida Begum along with Priyashree Chetia received the most innovative award jointly. The best collection award went to the duo of Manmeet Kaur and Pinky Bora as well as the team of Purnima Gogoi and Rimi Gogoi.

## Tirupur Mills About the Internet of Things

Bharani Valtheesvaran  
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**Chennai:** Thousands of energy readers will silently start to hum in spinning mills in one of the country's largest textile hubs, Tirupur, in a project to leverage the Internet of Things concept to see if power consumed can be cut through real-time monitoring and analytics. For yarn spinners, nearly 40% of the cost of conversion from cotton to yarn is taken up by power expenses. Spinning mills in Tirupur have also run into rough weather with Indian exports appearing weak in the global market and Tamil Nadu trailing when compared to Gujarat and Andhra Pradesh in subsidising textile units.

For mills, power costs are a nightmare because the origin



Spinning a tech story

of problem lies in the malfunction of machinery. A dislodged belt, a wobbling pulley, or a worn out motor could result in more power being drawn without the problem being detected. A mid-size textile mill in Tirupur will run 200-300 machines, meaning in production terms, a capacity of 80,000 spindles.

"We came to now it is possible

to capture power data real-time, and from individual machines. The pilot will have meters fitted with wireless transmitters to every machine. All the data collated will be analysed and made available to us in the form of graphs," says Karthick Durai, managing director of Sowmya Mills.

A centralised software to sense of the voltage data can flag machines that guzzle, alerting the electrical engineer in charge through an SMS. Unattended, the message is escalated.

Elmeasure, which has bagged the contract to execute this system in 71 firms in Tirupur, has bagged 400 such contracts so far nationally. Textile units in Gujarat, which competes with Tamil Nadu in yarn spinning, have already seen the advent of Internet of Things in manufacturing.

## युआन के असर से उत्तर भारत में खलबली

नई दिल्ली (अमर उजाला नेटवर्क)। चीन की मुद्रा युआन के अवमूल्यन ने उत्तर भारत के उद्योग-कारोबार की चिंता बढ़ा दी है। आगरा-कानपुर के सालाना 8 हजार करोड़ के चमड़ा उद्योग में प्रतिस्पर्धा और बढ़ेगी वहीं मुजफ्फरनगर के इस्पात उद्योग से जुड़े 60 हजार लोग अभी से बेचैन हैं।

आगरा व  
कानपुर के  
चमड़ा और  
जूता उद्योग  
में बढ़ेगी  
प्रतिस्पर्धा

लुधियाना के निर्यातकों के सामने भी बड़ी चुनौती है। माना जा रहा है कि इसका सीधा असर निर्यात की जाने वाली वस्तुओं और उससे जुड़े कारोबार पर पड़ेगा। कानपुर से 3 और आगरा से 5 हजार

करोड़ का चमड़े का कारोबार होता है। चमड़ा कारोबारी असद कमाल मानते हैं कि चीन यदि अपने उत्पादों की कीमत बढ़ा देता है, तो यह हमारे लिए घाटे का सौदा हो सकता है। आगरा फुटवियर मैन्यूफैक्चर्स एंड एक्सपोर्ट्स चैंबर के अध्यक्ष पूरन डाबर का कहना है कि इससे विश्व के बाजार में चीन का उत्पाद सस्ता होगा और जूते के बाजार में प्रतिस्पर्धा बढ़ जाएगी।

# मथुरा के साड़ी उद्योग को भी चाहिए काशी जैसी मेहरबानी

अजय खंडेलवाल

मथुरा। मथुरा की साड़ियों को काशी जैसी कृपा की दरकार है। एनजीटी के जीरो फीसदी डिस्चार्ज आदेश के बाद के दशकों पुराने साड़ी उद्योग पर संकट छाने लगा है। जिले के कारोबारी गुजरात का रुख करने लगे हैं। अगर ऐसा हुआ तो प्रदेश को 15 हजार करोड़ रुपये के सालाना कारोबार से हाथ धोना पड़ सकता है।

राष्ट्रीय हरित प्राधिकरण ने आदेश दिया है कि उद्योग डिस्चार्ज जल को दुबारा उपयोग योग्य बनाएं और दिसंबर 2016 तक जीरो फीसदी डिस्चार्ज सुनिश्चित करें। एनजीटी का आदेश जून 2015 में



- एनजीटी के जीरो फीसदी डिस्चार्ज आदेश से दशकों पुराने साड़ी उद्योग पर संकट
- डिस्चार्ज जल की रिसाइकलिंग के प्लांट की लागत 60 लाख से एक करोड़ रुपये तक

जारी हुआ और नोटिस जारी हो गए हैं। नोटिस ने यहां के साड़ी उद्यमियों को बेचैन कर दिया है। जिले में खराब बिजली आपूर्ति से पहले ही उद्योग कराह रहे हैं। कारोबारी बताते हैं कि डिस्चार्ज

## वाराणसी में मोदी की वजह से बदले हालात

काशी से पिछले एक दशक में 40 हजार से अधिक बुनकर दूसरे राज्यों में पलायन कर चुके हैं। लेकिन पिछले एक साल में यह सिलसिला कम हुआ है। हालांकि पिछले एक साल में दो हजार से ज्यादा बुनकर कामकाज छोड़कर यहां से जा चुके हैं। पीएम मोदी के संसदीय क्षेत्र के बुनकरों के लिए जहां हैंडलूम मार्क की व्यवस्था हुई है, वहीं जीआई पेटेंट के बाद अब वाराणसी के कारोबारी ही बनारसी साड़ी का कारोबार कर सकेंगे।



जीरो फीसदी डिस्चार्ज

के आदेश के बाद खराब बिजली आपूर्ति और महंगे रिसाइकलिंग प्लांट के चलते आधा दर्जन से अधिक साड़ी इकाइयां गुजरात के सूरत में शिफ्ट होना शुरू हो गई हैं।

-मुकेश अग्रवाल, अध्यक्ष (नेशनल चैंबर ऑफ कॉमर्स, मथुरा)

जल की रिसाइकलिंग के लिए फैक्ट्रियों में लगाए जाने वाले प्लांट की लागत 60 लाख से एक करोड़ रुपये तक है। नेशनल चैंबर ऑफ कॉमर्स मथुरा के वरिष्ठ उपाध्यक्ष राजेश बजाज के अनुसार गुजरात

के सूरत और राजस्थान के बालोत्रा में राज्य सरकारों ने कॉमन इंप्लूमेंट ट्रीटमेंट प्लांट (सीईटीपी) की व्यवस्था कर दी है, जिससे उद्यमियों को सहूलियत मिल जाती है।

## BUSINESS OF FASHION

GAUTAM GUPTA



**WEDDING WOWS:** Designers Abu Jani and Sandeep Khosla's wedding collection at Indian Bridal Fashion Week

ment. Three shows within a span of a month clearly substantiates the future prospects of this segment. Not to mention the infinite numbers of bridal and wedding exhibitions that are being organised. The market still has lot of potential and is the real backbone of Indian fashion.

The increase of the middle and upper middle class families in our country is giving it more foundation. In our country the wedding is the ultimate festival of life and families not only put in their savings and properties into it, but also take loans to fulfill their aspirations.

The emotional saga that follows our Indian weddings doesn't seem to die out and with the over-the-top flamboyance, especially in northern India, during wedding season makes it the most lucrative career option in the Indian fashion scene.

Movies and television work as real influencing factors when it comes to big fat weddings, celebrity weddings and it becomes imperative for 'society' to try and have similar fairytale weddings. We have week-long functions and ceremonies — which means many different unique concepts and designs are needed. In fact it is funny to see that even distant friends and families of bride and groom preparing hard to attend these functions.

Hope this enigma and euphoria of Indian weddings continue as it is really quite the 'need' of the hour — not only for designers, but also for lakhs and lakhs of people whose livelihood is dependent on it.

*(The writer is a Delhi-based fashion designer)*



## **ICE world cotton contract to begin trading in Nov**

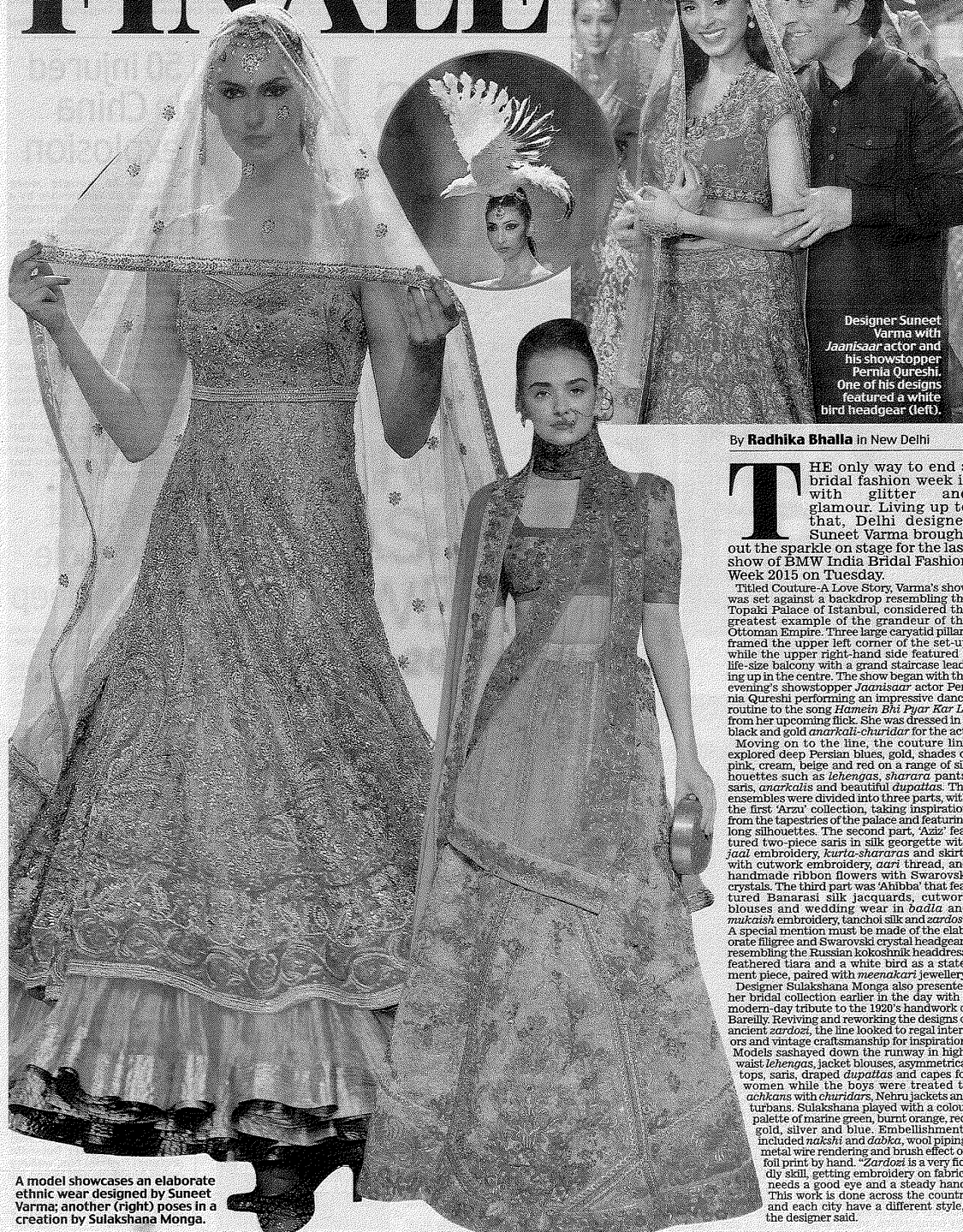
Intercontinental Exchange's world cotton futures contract will begin trading on November 2, 2015, pending regulatory approval, the exchange said on Tuesday, announcing the long-awaited launch of a contract that has met a series of hurdles. Merchants have been pressing for years for a world contract. ICE's cotton No. 2 futures contract, which only allows for delivery of US cotton, has long served as the world benchmark, even though the US has been surpassed as the world's largest grower. Origins will include the US, Australia, Brazil, India, Benin, Burkina Faso, Cameroon, Ivory Coast and Mali, the exchange said. The contract will have 12 delivery points in the United States, Australia, Taiwan and Malaysia.



*Bridal Fashion Week 2015 ends with glitter and glamour*

# A SPARKLING FINALE

PHOTOS: RAMESH SHARMA



Designer Suneet Varma with *Jaanisaaar* actor and his showstopper Pernia Qureshi. One of his designs featured a white bird headgear (left).

By Radhika Bhalla in New Delhi

**T**HE only way to end a bridal fashion week is with glitter and glamour. Living up to that, Delhi designer Suneet Varma brought out the sparkle on stage for the last show of BMW India Bridal Fashion Week 2015 on Tuesday.

Titled *Couture-A Love Story*, Varma's show was set against a backdrop resembling the Topaki Palace of Istanbul, considered the greatest example of the grandeur of the Ottoman Empire. Three large caryatid pillars framed the upper left corner of the set-up while the upper right-hand side featured a life-size balcony with a grand staircase leading up in the centre. The show began with the evening's showstopper *Jaanisaaar* actor Pernia Qureshi performing an impressive dance routine to the song *Hamein Bhi Pyar Kar Le* from her upcoming flick. She was dressed in a black and gold *anarkali-churidar* for the act.

Moving on to the line, the couture line explored deep Persian blues, gold, shades of pink, cream, beige and red on a range of silhouettes such as *lehengas*, *sharara* pants, saris, *anarkalis* and beautiful *dupattas*. The ensembles were divided into three parts, with the first 'Arzu' collection, taking inspiration from the tapestries of the palace and featuring long silhouettes. The second part, 'Aziz' featured two-piece saris in silk georgette with *jaal* embroidery, *kurti-shararas* and skirts with cutwork embroidery, *aari* thread, and handmade ribbon flowers with Swarovski crystals. The third part was 'Ahlabb' that featured Banarasi silk jacquards, cutwork blouses and wedding wear in *badla* and *mukaish* embroidery, *tanchoi* silk and *zardosi*. A special mention must be made of the elaborate filigree and Swarovski crystal headgears resembling the Russian *kokoshnik* headdress, feathered tiara and a white bird as a statement piece, paired with *meenakari* jewellery.

Designer Sulakshana Monga also presented her bridal collection earlier in the day with a modern-day tribute to the 1920's handwork of Bareilly. Reviving and reworking the designs of ancient *zardozi*, the line looked to regal interiors and vintage craftsmanship for inspiration. Models sashayed down the runway in high-waist *lehengas*, jacket blouses, asymmetrical tops, saris, draped *dupattas* and capes for women while the boys were treated to *achkans* with *churidars*, Nehru jackets and turbans. Sulakshana played with a colour palette of marine green, burnt orange, red, gold, silver and blue. Embellishments included *nakshi* and *dabka*, wool piping, metal wire rendering and brush effect on foil print by hand. "Zardozi is a very finely skill, getting embroidery on fabrics needs a good eye and a steady hand. This work is done across the country and each city have a different style," the designer said.

A model showcases an elaborate ethnic wear designed by Suneet Varma; another (right) poses in a creation by Sulakshana Monga.



# Starch makers in dire straits

## Higher costs, lower margins and competition force starch makers to under-utilise capacities

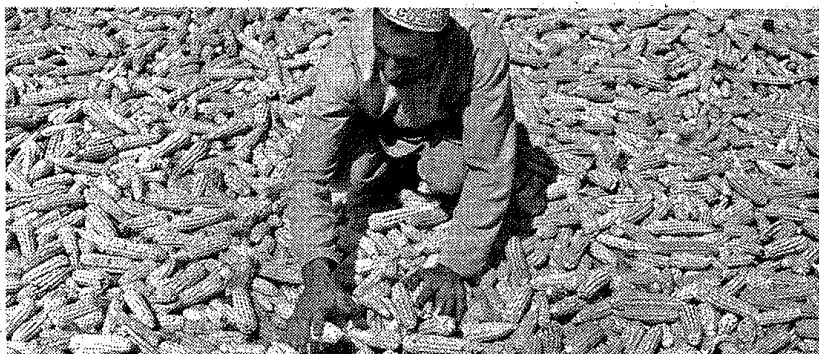
KOMAL AMIT GERA

Chandigarh, 12 August

The sluggish growth in the textile sector is having its impact on starch manufacturers. Many of them have already cut down on their capacity utilisation. The crisis has been aggravated by the recent spike in maize prices, which is the main raw material. Due to the widening of demand-supply gap of starch, the manufacturers are operating at a razor-thin margin. The smaller units are worst hit.

I K Sardana, the president of the All India Starch Manufacturers Association, told Business Standard that a drastic fall in the price of finished good coupled with revision in price of maize had put the manufacturers in a catch-22 situation.

"The maize prices that remained in the range between ₹1,200 and ₹1,300 per quintal in April and May this year have shot up from ₹1,525 per quintal to ₹1,575 per quintal, of late. At the same time, starch prices have dropped 10 per cent to 15 per cent. Starch prices slipped from ₹22,000 per tonne to ₹19,000 per tonne six months to ₹19,000 per tonne. If we buy maize at ₹15,500 per tonne and incur a minimum conversion cost of ₹4,000 per tonne, we do not earn any profit at the present



## MAIZE STATISTICS

Year	Price (In ₹/qtl)	Export	
		(In \$mn)	(In mt)
2012-12	1,400-1,600	1,305.3	4.79
2013-14	1,000-1,200	1,004.2	3.95
2014-45	1,250-1,300	666.7	2.83

Source: DGCIS Annual Export

Compiled by BS Research Bureau

price," said Sardana.

In the last five years, there has been a substantial capacity addition in the industry. Of the total capacity of two million tonnes, 25 per cent is meant for exports. But the slowdown in Europe has created a big dent on the export demand. Exporters are now trying to liquidate their stocks in the domestic market that triggered a price reversal of starch here," he added.

Indian starch makers have been advocating sowing of high quality

maize seed so that the recoveries are better as in the case of US maize. But farmers prefer replanting old seeds year after year. This leads to low yield and poor recovery of starch, said Sardana.

The Indian starch industry is also facing a stiff competition from China. Offering starch at more competitive price than India, Chinese exporters have been able to grab the market share of Indian exporters, said Sardana.



# Raymond's Park Avenue to woo woman with deos

Former Britannia official to head  
Raymond's FMCG firm JK Helen Curtis

**PURVITA CHATTERJEE**

Mumbai, August 12

The ₹5,400-crore Raymond Group's flagship clothing brand Park Avenue will now woo women with its deos.

The textile major may not have made a mark in the woman's segment under Park Avenue clothing, yet it is willing to extend its deos under the same brand for them.

After being a male centric

brand all these years, Park Avenue is now turning to the woman's segment through the group's FMCG company - JK Helen Curtis (JKHC), beginning with deos and later on introduce a range of body, skin and hair care products.

The group is now revamping its FMCG portfolio with deos as the mainstay and stepping up distribution and brand building efforts with

Britannia's former head of Dairy Business, Ashok Namboodiri, as its new Business Director at the helm.

"Our DNA has been in male grooming but now we are embracing the woman's segment to test the waters in terms of the sensorial equity of Park Avenue. While the deo category has seen de-growth in the past 12 quarters there has been some amount of modest growth lately," said Namboodiri.

With sales turnover of nearly ₹500 crore, JKHC is also us-

ing the retail network of 700 stores of Raymond to sell its FMCG portfolio and has reached out its products to an additional 20,000 outlets in the past six months. Park Avenue has male grooming products such as soaps, shampoos and deos in its portfolio.

Considering that parent company Raymond is still trying to reduce its losses, its unlisted subsidiary, JKHC claims to be in the black.

"JKHC is a profitable company and has a seven per cent value share in the ₹1,800-crore

male deo category. We are going to have a sharper focus on the category with a different proposition to bring in younger consumers. The group has decided to step up its investments in its FMCG portfolio and is willing to fund this segment," claims Namboodiri.

However, it is planning to de-focus on its other fragrance led brand 'Premium' in the household segment. "We are taking stock and evaluating the Premium brand which is into the freshener category," said Namboodiri.