

GLOBAL LEADERSHIP AWARD IN SUSTAINABLE APPAREL

Pratibha Syntex

Please summarize your initiative in less than 300 words:

Pratibha Syntex has undertaken a holistic approach to reduce water consumption at factory & the farm by tackling challenges existing in current products and processes through below initiatives:

- a) Technological up-gradation, research and investment in separate capacity to produce Allure fabrics that save 85% water and 35% energy.
- b) Increased production of low-water garments made with fibre dyeing, cold-pad-batch dyeing techniques that help reduce water consumption.
- c) Adopting new generation dyestuff that further reduces water and energy consumption during conventional dyeing stage
- d) Pratibha Syntex is India's first textile factory to achieve the stringent "bluesign system partner" status ensuring adherence to chemicals management standards
- e) Reduce normalized water footprint by 53% in 2014-15 from base year 2010-11
- f) Making Drip Irrigation available to farmers
- g) Training provided to farmers adopt water efficient farming techniques e.g. ridge & furrow irrigation

Why have you launched this initiative / project? What problem are you trying to solve?

On the Factory side

Pratibha Syntex is located in a part in India that has witnessed a 'silent' water crises over the past decade. The company caters a burgeoning apparel industry pegged to grow at a rate of 5 % globally and 12% in India¹. Operating with a business-as-usual mindset made no economic, environmental and social sense. This led to implementing a slew of measures aimed at tackling the challenge right at the source of all issues. The stage of wet processing.

On the farming side

Crops like cotton are always facing a competition with food crops and land for other uses. This, along with the challenges of depressing water tables, creates a challenge for agriculture in India. Cotton farming is essential not just for the textile sector, which is the second largest employment provider in India, but also to other related sectors like food & dairy. Pratibha Syntex has been engaging farmers towards organic and sustainable farming since 1999 through its project Vasudha Organic. Working

¹ [The Road to 2025](#), Wazir Advisors

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with them to improve yields and reduce environmental impact has been one of the important tenets of Vasudha.

Who is your target audience(s)?

- Customers interested in great products with low environmental impact
- Fabric manufacturers interested in lowering their environment impact
- Organizational stakeholders that benefit from lower cost of production & better surrounding environment
- Farmers and their families benefitting from low water consumption
- Brands and retailers committed to source sustainable cotton

How do you define success in relation to your initiative? By when?

- Achieving material impact through our operating and sourcing techniques
- Reducing potential risks arising out of water problems by attacking issues at the core of the problem

What actual water improvements have you achieved to date? Please provide evidence to support this.

Factory

- Currently Allure Viscose fabrics forming a small portion of our total fabric production have avoided water usage equivalent to the requirement of ~1800 families.
- These improvements have a direct impact in reducing fresh water consumption by 53% till 2014-15 from base year 2010-11

Farming

- Various water conservation techniques applied at cotton farms have the potential to reduce water consumption substantially.
- The need for irrigation has been reduced to every fortnight from earlier every 7 days interval

How replicable or scalable is your initiative / project? How easy is it for other actors working with the apparel industry to adopt your approach?

Commitment and collaboration can help scale these projects. Making conscious choice of using products that have less water consumption, while ensuring no compromise on the product features is an important factor to keep in mind. Ability to understand one's market, tailoring the product accordingly while keeping the resource constraints in mind is the key to widespread adoption of these initiatives.

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What potential does this initiative / project have to significantly solve the water challenges affecting or caused by the apparel industry? Please be as specific as possible, including calculations or projections if at all possible.

The initiative has the potential to further avoid usage of water through making responsible choices at the product design and development stage. Water dependability can be reduced by a further 1 billion litres by scaling use of already implemented initiatives. Benefits can further be extended to all the 30,000 farmer communities while ensuring responsible and continuous cotton production.

Where can I find more information about your initiative (please include attachments or links to additional information)?

- Allure Viscose brochure
Basic information available [here](#)
- Link: <http://www.sustainabilityoutlook.in/content/green-opportunity-viscose-processing-india> Article by the Sustainability Outlook on the state of viscose processing, challenges and possible solutions
- [Organic Farming Training Centre, Karhi, Madhya Pradesh, India](#) – The link contains images of the training centre located at Karhi and Badwah in the central state of Madhya Pradesh. The training centres are the focal points where each farmer associated with Vasudha Organic are oriented towards the principles of organic and sustainable farming. The centre also serves as a seed and organic input production centre, which are distributed across the region.
- Vasudha Organic: https://www.youtube.com/watch?v=I_lkjgCDdw
Overview of the Vasudha Organic project and farmer speaks
- Pratibha Syntex on the Global Collaboration Map: An interactive platform to find out more about collaboration based achievements and commitments.
<http://map.2degreesnetwork.com/#/markers/524>
- Parivartan Award link: <https://www.youtube.com/watch?v=rRb6sZ1UWgE>
Shreyaskar Chaudhary, Managing Director, Pratibha Syntex Ltd., speaking at Parivartan Sustainable Business Leadership Summit.

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