

Aditya Birla Fashion and Retail Ltd.

(ABFRL), is India's leading branded fashion player, with a portfolio of some of the most aspirational brands of the country. It is India's first billion-dollar pure-play fashion powerhouse, with an elegant bouquet of leading fashion brands and retail formats, established for over 25 years. ABFRL is part of the Aditya Birla Group, an Indian multinational in the league of Fortune 500 companies.



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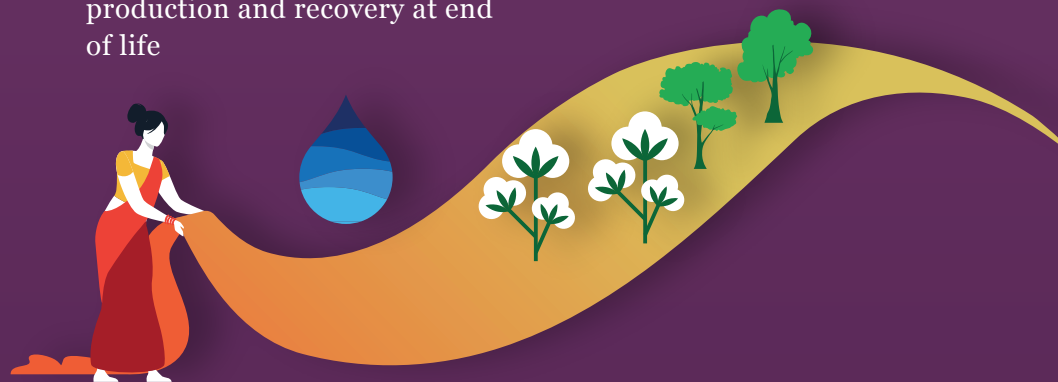
It supports the German Government in the field of international cooperation for sustainable development and international education. For over 60 years, GIZ has been working jointly with Government and private sector partners in India for sustainable economic, ecological, and social development.

DeveloPPP programme, funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), promotes private-sector activities where entrepreneurial opportunities and development policy potential meet.



THE PROBLEM

- ✗ Environmental pollution from production and consumption of textiles, especially synthetic microfibers – such as pollution of land, air and water
- ✗ Nonoptimal use of resources across the value chain - raw material, water, dyes, chemicals, energy, packaging etc.
- ✗ Limited access to fair working conditions and skill enhancement opportunities
- ✗ Inadequate collaboration between industry partners to develop a common vision for sectoral circularity
- ✗ Reduced life of products due to changing trends, low durability and lack of systemic initiatives for life extension etc.
- ✗ Lack of traceability to ensure use of quality material for production and recovery at end of life



OUR APPROACH

The capacities of Indian textile and apparel industry to implement circular approaches in business practices have been strengthened

DEMONSTRATION PROJECTS

RETHINK textile/apparel processes, waste management and circularity standards and **REDUCE** resource consumption across the value chain – **REUSE AND RECYCLE**

CIRCULAR BUSINESS MANIFESTO

REVISE circular business guidelines/policy for textiles and apparel sector and **REDESIGN** material and process innovation into production

- o BENCHMARKING METRICS
- o STAKEHOLDER ENGAGEMENT

CAPACITY BUILDING

REBUILD capacities and collaboration between public and private sector

- o EDUCATIONAL PARTNERSHIPS

KNOWLEDGE DISSEMINATION

REPLENISH knowledge repositories for influencing local and global discourse

- o POLICY BRIEFS
- o PUBLIC-PRIVATE COLLABORATION

OUTCOME INDICATORS



300 TEXTILES OR APPAREL COMPANIES TRAINED ON CIRCULAR BUSINESS ISSUES

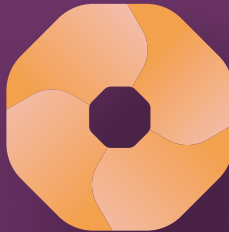


5 TEXTILE INDUSTRY STAKEHOLDERS

PARTICIPATING IN PROJECT ACTIVITIES IMPLEMENTING NEW CIRCULAR SOLUTIONS

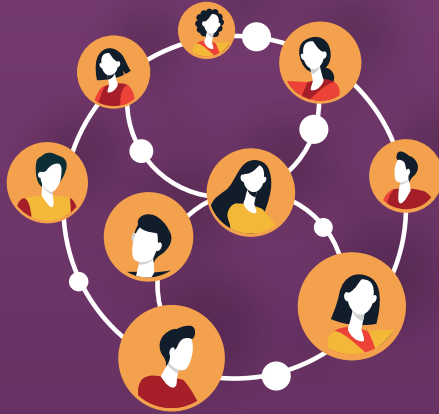


10 INDUSTRY STAKEHOLDERS JOIN WORKING GROUP ON CIRCULAR TEXTILE AND APPAREL INDUSTRY



1 CIRCULAR BUSINESS MANIFESTO AND A COMPENDIUM OF GOOD INDUSTRY PRACTICES SHARED WITH 5000 STAKEHOLDERS





JOIN THE MOVEMENT!

The project calls on innovators, designers and manufacturers
to join the 'Circular Fashion' movement

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