

AGENDA FOR UCRF INDIA

TO UNDERSTAND THE FASHION INDUSTRY IN INDIA, IT WILL BE BETTER TO SEE IT AS A SYSTEM WITH PRIMARILY TWO SEGMENTS - THE EXPORT INDUSTRY & THE DOMESTIC INDUSTRY. THEIR WAY OF FUNCTIONING AND STRUCTURE ETC. ARE VERY DIFFERENT FROM EACH OTHER. THE EXPORT INDUSTRY IS HIGHLY ORGANISED & EFFICIENT, WHILE THE DOMESTIC INDUSTRY HAS ALL FORMS & WAYS OF PRODUCING, RETAILING & BEYOND - VERY UNIQUE IN THE WORLD. BOTH WITHIN THE EXPORTS AND THE DOMESTIC SEGMENTS, THERE ARE VARIOUS CONSTITUENTS & CONTRIBUTORS, WHICH FORM THE INFRA-STRUCTURE OF THE GARMENT INDUSTRY. THESE OVERLAP BETWEEN BOTH SEGMENTS.

PRE-BRITISH TIMES (STILL EXISTS THOUGH V. REDUCED TODAY)

LOCAL, SLOW & NON-EXCESSIVE WAY OF LIVING	SLOW & INDEGENOUS DESIGNS - DRAPED CLOTH & CUSTOM MADE HAND STITCHED GARMENTS	KHADI & USE OF NATURAL FIBRES	LOCAL HAND CRAFTS & PROCESSING BY HAND	REPAIRS, RECYCLING & ZERO WASTAGE AS PART OF EVERY HOUSEHOLD
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*** We have moved away from a highly sustainable way of living to a more consumerist and fast way of living. However in the highly layered context of India, everything still co-exists and it maybe possible, with concerted efforts, to find a balance in a new way again.**

INDIAN GARMENT INDUSTRY

EXPORTS (ONLY MANUFACTURING - RETAILED OVERSEAS)	DOMESTIC SALES CHANNELS											
INFRA STRUCTURE	UNSTITCHED CLOTH FOR DRAPED GARMENTS	CUSTOMISED GARMENTS MADE BY LOCAL TAILORS	DESIGNERS	ORGANISED BRANDS & MULTI BRAND CHANNELS - ONLINE & OFFLINE	MID & LOW SEGEMENT READYMADE GARMENT MARKETS INCLUDING WEEKLY MARKETS IN VILLAGES	INFORMAL SECOND HAND MARKETS	CRAFT PRODUCTS LED SALES CHANNELS					
INFRA STRUCTURE	INFRA STRUCTURE											
FABRICS, TRIMS ETC. SUPPLIERS	GARMENT MANUFACTURING UNITS	ALL KINDS OF PROCESSING UNITS	EXCESS & WASTE SELLERS	SMALL FABRIC RETAILERS TO MEDIUM AND LARGE SCALE WHOLESAL MILL & POWERLOOM FABRIC & TRIM SUPPLIERS	KHADI & HANDLOOM FABRIC SOCIETIES & SHOPS	LOCAL TAILORS & PROCSSORS FOR DYEING ETC.	SMALL UNITS OF TAILORS	SMALL PROCESSING UNITS	BIGGER, ORGANISED GARMENT MANUFACTURING & PROCESSING UNITS	CRAFTSPEOPLE	NGOs & SOCIETIES FROM THE CRAFTS SECTOR	SYSTEMS OF SECOND HAND COLLECTION & DISSEMINATION
STRENGTHS & OPPORTUNITIES	STRENGTHS & OPPORTUNITIES											
<p>Compliance Strength There is a very clear and strong system of Compliance that is enforced and ensured by most overseas buyers on exporters. Also due to very clear deliverables and deadlines and garve consequences in place, the industry is highly organised and quite efficeint in it's workings, prcesses and payment systems.</p> <p>Scope of work (opportunities):</p> <ol style="list-style-type: none"> Identify the gaps and greenwashing. Work with the respective country's UCRF assembly to highlight the issue to build the collective Activist knowledge ecology and enhance the correct systems knowledge. Work with the International UCRF assembly to ensure Policy at an Internatonal level to safeguard interests of exporters (ref - Buyers cancelled massive orders due to Covid19). <p>Wages Scope of work (opportunities):</p> <ol style="list-style-type: none"> Begin discussions on Living wages vs Daily wages - look at this very complex issue in its entirety. Work with the respective country's UCRF assembly to highlight the issues and collectively work to accelerate the desired outcomes. <p>Known Global Problems related to Consumption and waste Scope of work (opportunities):</p> <ol style="list-style-type: none"> Import of used clothes In the Recycling & waste management sector. Explore and highlight opportunities associated with upcycling and related policy corrections. Work with the respective country's UCRF assembly to highlight the issues and collective work to accelerate the desired outcomes. 	<p>Cultural Practices & Way of Living Strengths Many kinds of Sustainable practices exist as living traditions across the country and would be a part of most households even today.</p> <p>Scope of work (opportunities):</p> <ol style="list-style-type: none"> Recording rural & traditional practices. Cultural practices vs. current practices: Identify sustainable and unsustainable cultural practices in comparison to current practices. Find ways to glorify the resource-efficient and sustainable cultural practices (disconnecting them from frugality). Using available research, find ways to make sustainable practice a part of the new way of living. Help with Circular Model building for various contexts in the Industry - both based on traditional systems & new. Awareness building within Industry and with Consumers: <ul style="list-style-type: none"> * Identifying critical gaps in understanding within consumers and the industry. * Identifying and highlighting greenwashing. * Educating customers & industry alike about all the issues stated in this agenda. * Make Sustainability Fashion aspirational. * Make going back to Slow Fashion aspirational. * Terminology: Identification of commonly (globally) used terminology in the local and national languages and inclusion of local and widely used terminology in the UCRF Glossary to build a shared knowledge base. * Start a dialogue on the relevance of Growth based models of living & earning. <p>Craft Sector Strengths India would easily have the highest number of people associated with the handicrafts sector in the world. Age old practices, highly sustainable ones, have been continued diligently by them over centuries.</p> <p>Scope of work (opportunities):</p> <ol style="list-style-type: none"> Find ways to help the crafts sector to connect with the contemporary fashion consumption system without losing what they bring. This was not an issue in the past - most craftspeople would use their indegenous aesthetics to fulfill the demands of their region and beyond. Globalisation has changed that dramatically because the aesthetic language has moved from an indegenous to a primarily Western one. Have NGOs & other such Agencies make design interventions, which enable the craftspeople to use their indegenous aesthetics AND create that which will sell - practice SLOW Fashion. Train craftspeople to connect with the technical know-how to sell directly and online thereby making them self reliant & prosperous. Post Covid19, find ways to generate work & employment in this sector. <p>Social compliance, wages & the unorganized sector of Resource Consumption, Wastage, and Optimization Strengths Not that there is Compliance in place here (as opposed to the Exports segment), or that people are earning sufficiently... However there is something to be said about the Unorganised Sector... There are very efficient waste collection and recycling systems in place. Used goods are sold a few times over - none of this is stuctured in the way it would be done abroad - but some things do definitely work.</p> <p>Scope of work (opportunities):</p> <ol style="list-style-type: none"> Identification of the gap between the current regulatory environment and the desired state. Presentation of policies in an easily understandable manner. Policy recommendations to improve the sustainability of the sector. Identify the barriers to living wage and solutions. Study to see if the already effective unorganized sector can be better optimised if it were to shift to mainstream organized sector. Use available knowledge and highlight the opportunities. <p>Quality Standards and Life Cycle Responsibilities of Imported Products Strength There are advantages of Developed countries dumping used clothing in the Indian market, however this is a complex issue and this area needs serious consideration.</p> <p>Scope of work (opportunities):</p> <ol style="list-style-type: none"> The gap between need and frequency of the amount dumped. Awareness about standards to increase the demand for their compliance. Policy work in this area. 											

OVERALL & COMMON SCOPE OF WORK

DATA & RESOURCE BUILDING

Issues:
There are multiple stakeholders which have diverse needs of data. Consolidated data regarding size of the industry, different categories of enterprises and ancillary units is not available. Most information is scattered and held by different organisations due to the fragmentation of the system. This also leads to problems in identifying experts. Research in this field is often limited by funding compared to other fields like science, where R&D expenditure is readily allocated by the government. Terms such as "sustainable", "green", "eco-friendly", "fair trade" are often used for greenwashing and might need to have a similar meaning across the industry.

- Scope of work (opportunities):
- Find sources or organizations that collect the data.
 - Find gaps in the collected data.
 - Make recommendations.
 - Find ways to make data easily accessible.
 - Record rural & traditional practices.
 - Translation of local phrases and creation of a glossary of terms specifirally to India.
 - Find the means to raise funds and also rally to the government to allocate funds.

DESIGN EDUCATION

Strength
Design education in India is well established and of late, Design Schools have linked design education with a curriculum to address sustainability.

- Scope of work (opportunities):
- Review the curriculums of various design schools in India.
 - Information and examples of sustainability through design also needs to be well researched and documented.
 - Identify and highlight siloes practices if they exist.
 - Make relevant recommendations in partnership with other UCRF assemblies and experts.

POLICY & REGULATION

Issues:
Policies supporting the industry at the same time addressing environmental concerns do not exist. There is deficiency between commitment and implementation.

- Scope of work (Opportunities):
- Addressing Greenwashing.
 - Education: aligning education with SDG goals.
 - Creating consumer awareness about sustainability.
 - Regulatory controls and governance.
 - Imports - dumping of materials both waste and used products - Unorganised sector dealing with waste management - Fairtrade practice.