

THE TEXTILE MAGAZINE

ASIA'S LEADING TEXTILE INDUSTRY MAGAZINE

DAILY NEWS UPDATES FROM THE WORLD OF TEXTILES



Perfection down to the smallest detail.



Piyush Goyal expresses confidence that there will be a big growth in textile sector



Union Minister of Commerce & Industry, Consumer Affairs and Food & Public Distribution, Mr. Piyush Goyal has taken charge of the Ministry of Textiles from the Union Minister of Women and Child Development, Ms. Smriti Zubin Irani. The Minister of State for Textiles, Ms. Darshana Vikram Jardosh also took charge.

Mr. Piyush Goyal thanked Prime Minister Mr. Narendra Modi for giving him this opportunity. Mr. Goyal, praising his predecessor, Ms. Smriti Irani said that she has done lots of good work in the Ministry of Textiles during her tenure and as a result, its profile has increased manifold in recent years. The Minister said that Prime Minister Narendra Modi wants this sector to be strong and become an even bigger support for the economy. He further added that the Prime Minister envisions a synergy between Commerce and Industry and Textiles sectors and that is perhaps the reason that he has been given the charge of this ministry also.

Mr. Goyal said that Textiles is a big sector for employment so this is a big opportunity that through this sector, the Government will try to give a big support to the income of all the people employed in this sector, especially women.

Mr. Goyal further added that the Government wants to promote Brand India and Indian textiles, which have earlier played an important role in building brand India, will again play a key role. The Minister also welcomed the MoS, Ms. Darshana Vikram Jardosh and said that she will be a support pillar and help in the growth of this sector.

The MoS, Ms. Darshana Vikram Jardosh talking to the media said that Prime Minister Mr. Narendra Modi has given her this big opportunity and she will work under the leadership of PM and guidance of Cabinet Minister Mr. Piyush Goyal to help grow and promote the textiles sector and make it a key sector for 'Make in India'.

Levi Strauss & Co joins U.S. Cotton Trust Protocol

The U.S. Cotton Trust Protocol welcomes new members Levi Strauss & Co, one of the most recognizable denim companies worldwide, and their legacy brands Levi's®, Dockers®, Denizen® by Levi's®, and Signature by Levi Strauss & Co.TM

More than 90 percent of Levi Strauss & Co's products are cotton-based. The company has committed to sourcing 100 percent more sustainably grown cotton focusing on decreasing water use, cutting carbon emissions, and reducing fertilizer and pesticide use. This corporate commitment to more sustainable and resilient cotton sourcing is part of a broader internal initiative designed to move the company toward a more sustainable and circular product strategy.

"During the past 35 years, the U.S. cotton industry has made significant progress in reducing our environmental impact and the Trust Protocol is aligned with the 2025 national goals to further those improvements. As a member, Levi Strauss & Co. will receive farm level data which will help them progress their sustainability efforts and achieve their cotton sourcing goals", shared Dr. Gary Adams, president of the U.S. Cotton Trust Protocol.

The Trust Protocol will aid Levi Strauss & Co.'s efforts by providing verified data on sustainability practices from U.S. cotton growers and access to aggregate year-over-year data on critical metrics including water use, greenhouse gas emissions, energy use, soil carbon, soil loss and land use efficiency.

Levi Strauss & Co will also participate in the pilot phase of the Protocol Credit Management System which provides its members with complete supply chain transparency through use of TextileGenesis' blockchain technology.

The Trust Protocol has welcomed more than 450 brand, retailer, mill and manufacturer members since its launch in 2020. This includes Gap Inc. and its collection of purpose-led lifestyle brands Old Navy, Gap, Banana Republic and Athleta as well as global apparel manufacturer Gildan.

