Critical Study of Impact of Fast Fashion on Tailoring Profession and Environment in India

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***Abstract*—The phrase "fast fashion" mainly means clothing styles that are rapidly transferred from the runway to stores to make use of the trend. Clothes shown at Fashion Week or worn by stars usually serve as the starting point for collections. Fast fashion makes it possible for the normal customer to get the hottest new style or product at a reasonable price The effect of fast fashion on the environment has also become a topic of heated discussion. Fast fashion is a major contributor to the global fashion industry's share of carbon emissions, which is between 8 and 10%. A low-cost production, a preference for synthetic materials, chemicals, and lax pollution control methods lead to excess waste. The features of fast fashion include rapid production and delivery, better prices, increased customer demand for up-to-date fashion, and improved consumer purchasing power, especially among young people, to fulfil this desire for instant satisfaction. Due to these factors, fast fashion undermines the regular and seasonal unveiling of new collections and product lines by well-known clothing brands. Actually, fast fashion is usually behind it. The full history of fast fashion, in fact, runs back to the time of the industrial revolution. As a result of the invention of a sewing machine capable of mass production of clothing at an extremely fast pace, garments could be sold at much lower prices because of the much-reduced time and labor input for manufacturing. As a result, there was a 60s fashion change; people's desire for designer clothes overtook the need for functional ones. The fashion industry is always changing. It is quite interesting to see how different periods in history have influenced people's dressing and appearance. Therefore, the long skirts and the veiled headwear, very popular in the Victorian period, have given way to today's culture of jeans and very small/fitting dresses.**

I. INTRODUCATION TO FAST FASHION

Clothes designs that are swiftly transferred from the runway to retail establishments in order to capitalize on trends are referred to as "fast fashion". Collections are frequently inspired by items that celebrities or Fashion Week models wear. The typical customer with fast fashion may affordably buy the newest, trendiest style or next major product. Fast fashion Debates have been centred on the impacts of rapid fashion on the environment. Fast fashion accounts for about 8 to 10% of the annual carbon emissions of the global fashion sector. Cheap production, low choice of synthetic fabrics and chemicals and lack of advanced pollution control methods are all blamed for excess waste. Fast fashion has grown in popularity because of quicker production and delivery times, cheaper prices, higher consumer desire for fashionable clothes, and rising purchasing power, especially among millennials who are more in need of instant gratification. For all these reasons, fast fashion endangers traditional clothing companies that release new collections and product lines on a seasonal and methodical basis. Actually, fast fashion is most often cause.

II. LITERATURE REVIEW

HISTORY OF FAST FASHION-

Fast fashion has its roots going back to the industrial revolution. For the fact that less time and labour were required for production after the invention of the sewing machine, clothing could be produced far more rapidly and sold at a much lower price. As a result, in the 1960s, the function of clothes underwent a change, with a greater emphasis being placed on fashion.

The fashion industry is continuously changing. It is fascinating to see how historical incidents have influenced and altered peoples looks and ways of dressing through time. Hence, it is with fashion that

the stodgy Victorian-era long skirts and veiled headgear have given way to the current trends of jeans and mini-dresses. Before the industrial revolution, clothes were sewn at home. To meet the increasing demand for clothes, manufacturing methods had to be altered, leading to the launch of textile factories in Europe and the US. Factories brought in new automated techniques to produce garment at the rate demand required. Indeed, with this change, textile mills having a larger workforce produced more output. Around the world, garment manufacturers began to flourish, especially in Bangladesh and China. Now, Bangladesh is one of the leading countries that make clothes, with an average yearly worker pay of $3,304. 56 USD. These countries have very low wages, which allows them to manufacture and sell clothing for less money than ever before. The term "fast fashion" was first used by the New York Times in the '90s, after Zara changed to a new, faster system of producing clothes. Their clothes move from the design phase to the store at a much faster pace than before. Back then, Zara's aim was to have clothing in shops 15 days after the design was finalized. Even if many buyers know how these companies do their production, they still continue buying clothes from them. Tomlinson, who is well aware of these factories' reputations, still finds herself buying from them. "In fact, most of the companies I buy clothes from use very low-quality production methods, "Shein probably at least has their clothes at lower price levels than Nike or Zara, " Tomlinson shared. Others decide to buy clothes in a more conscious way, for example by going to second-hand stores. Katy Babcock, who is a senior, finds value in saving money. "For me, thrifting is much better than buying new items that have to be through the entire manufacturing process because it's more environment-friendly and I can also reuse pre-made clothes, " Babcock explains. Currently, one of the most common shopping habits is fast fashion. However, as the consumers get more aware, they often choose to spend their money on more ethically sound options such as thrift shopping or online clothing resale. By making these choices, you can help reduce the portion of money coming to these fast-fashion companies and improve the clothing industry.

EMPLOYMENT GENERATED BY FAST FASHION INDUSTRY:

Fast fashion is widely acknowledged within the clothing industry for creating a vast amount of work opportunities. The main feature of this production method is the swift delivery of cheap garments that are in keeping with the latest fashion trends. The following are some ways in which fast fashion creates jobs:

MANUFACTURING:

1) Fast fashion brands often outsource their production to countries with lower labor costs, thus creating jobs in garment and accessory manufacturing sectors.
2) Retail: Fast fashion businesses always rely on a large number of employees to run their stores, many of which are in high-footfall malls. A few such positions are store managers, visual merchandisers, and sales associates.
3) Supply chain: Fast fashion supply chains consist of distribution, logistics, and transportation. These aspects lead to creation of employment opportunities for supply chain managers, warehouse workers, and truck drivers among others.
4) Product design and development: Fast fashion players are constantly updating their product lines through new designs and styles. This creates job opportunities for stylists, product developers, and fashion designers.
5) Marketing and advertising: Marketing is a huge component of fast fashion companies' growth and success. It involves roles in social media management, advertising, and digital marketing.
6) Ecommerce: As the trend of buying online continues to grow, fast fashion firms are investing in their online presence and need to hire competent web developers, content writers, and customer care executives.
7) Sustainability and ethical practices: More and more fast-fashion brands are focusing on ethical and sustainable practices. This shift has led to the creation of jobs in the development of eco-friendly products and sustainability management.

However, it must be pointed out that fast fashion has been blamed for its negative impacts on the environment and society, such as the use of

sweatshop labour in some cases and the manufacture of clothes mainly for consumer appeal... The question is, will this move towards more ethical and sustainable fashion methods really continue to grow? It could, and if it does, it might have quite a significant impact on the employment patterns of the industry.

THE ENVIRONMENTAL EFFECT OF FAST FASHION:

Rapid resource depletion pollution waste generation, microfibre contamination, high carbon emissions, labour exploitation, and overconsumption are just some of the consequences of the clothing industry. This sector emits harmful substances and dyes into the atmosphere and rivers, and at the same time, it consumes a great deal of raw materials, energy, and water. Large quantities of textile waste resulting from disposable clothing end up in landfills, in most cases. The fast fashion model, on top of that, drives overconsumption, thereby sustaining the overconsumption cycle. Customers can lessen their environmental footprint by buying less, investing in great-quality products, participating in recycling programmes, and backing ethical and sustainable companies. In addition to energy and water consumption, fast fashion heavily contributes to greenhouse gas emissions and the depletion of non-renewable resources. The main water consumer after agriculture worldwide is the fashion sector, which is responsible for making one single cotton shirt with 700 gallons and a single pair of jeans with 2,000 gallons. The second major global water polluter after agricultural runoff is textile dyeing, where excess water is dumped into ditches, streams, or rivers. Washing synthetic fabrics such as polyester results in 35 percent of microplastics in water, while synthetic fibres like acrylic, nylon, and polyester need hundreds of years to decompose. About 80 billion brand new garments are consumed globally every year, a 400% increase from 20 years ago, and on average, an American discards 82 pounds of textile waste. Tanning is one of the most dangerous steps in the fashion supply chain as it emits particles and volatile chemicals into the air and pollutes water sources. Manufacturing plastic fibers for the textile sector requires high energy consumption, an abundance of petroleum, and leads to the production of acids and volatile particles. Ideally, the most iconic fast fashion item cotton is not environmentally friendly to produce and depends on pesticides to thrive. Fast fashion had a bit of a lull due to the pandemic. But as the world expands, it becomes increasingly important to address the social and environmental impacts of fashion. Fashion production has grown tremendously during 2000s and it is estimated that by 2050, it will be four times bigger. Polyester is used in fast fashion and cheap sportswear and according to the American Chemical Society, polyester productions have increased by nine times over the last 50 years. Because they are so cheap, 20% of clothing in the US and even 50% in the UK are discarded without much thought. Making the whole situation worse is how online shopping has made it very easy to do impulsive buying and returning of products.

III. MAJOR CHALLENGES OF THE FASHION INDUSTRY:

Intensifying global competition Even now, companies primarily American and European multinationals have discovered a completely unexplored market in Asia which if tapped into has the capacity to even change your financial situation. Only when Asian SMEs and businesses begin diversifying from the manufacturing roles and selling to end customers directly, we can expect new issues to arise. Very few internationally known companies have already started to emerge from the supply chains of Asias multinational organizations, and this trend is expected to continue significantly next year. Worker exploitation the textile workers' poor working conditions in emerging countries is a problem that does not have a straightforward solution. Fast fashion retailers usually work with low-cost manufacturers to produce their goods and this way underpay the workers and also create the conditions for the workers in the factories to be abused and working in dangerous environments. The question of forced labor is even more unclear than the issue of poor working conditions by the subcontractors. Layers two and three of the fashion supply chain are the ones in which forced labor and human trafficking are very high. Competition Ultimately, it is the growth, prices, and quality that get affected as a result of the rising competition among the manufacturers, designers, and other players of the fashion industry. Even though it

is the second largest contributor to pollution in the world, sustainability continues to be the leading problem that the fashion industry is facing today. Many raw materials are required to make clothing while large quantities of toxic waste are directly disposed of in waterways. Fast fashion companies have conditioned customers to perceive clothes as throwaway objects which has led to textiles being discarded almost after a couple of uses. These companies earn a lot of money, but the environment gets badly affected. Manufacturing problems Apparel fabric production is among the most resource-demanding industries worldwide. Most popular textiles currently used require a huge number of natural resources for their production. Cotton-growing regions experience drought as the water required for cotton production remains the same whether the cotton is organic or not. People living near cotton-growing regions get exposed to negative health impacts because of the heavy use of pesticides in cotton farming that can lead to cancer, skin disorders and loss of cognitive functions, among others. Technology-related issues: The fashion industry has failed to keep pace with the latest technological innovations. Fashion manufacturers seem to have little interest in automation and technical innovations, which has resulted in fashion becoming one of the most labour- and resource-intensive industries. The large fashion stores are still facing similar problems. Increased pollution the pollution resulting from the operations of garment dyeing facilities is yet another problem. Textile dyeing is a major source of toxic waste. Since the largest apparel companies in the world are not prepared to change their facilities to meet the demand for ethically produced clothing, partly because they are not sufficiently flexible to adopt sustainable manufacturing on a large scale, they could be at a disadvantage. Customer worries Fast fashion consumption contributes to worsening environmental problems by treating clothes as fast-moving consumer goods like other products. It is this industry that makes money by selling plenty of clothes that are only worn 1 or 2 times before they get thrown away. Old clothes either get dumped in landfill or are sold in developing countries at cheap prices where no one wants to buy it. Definitely, since experts are mostly not aware of what is happening in the value chain, it seems almost impossible for consumers to change the industry alone.

To sum up, the fashion industry is a tough, interesting and profitable one. There will always be a need for clothes as the basic necessity of human being doesn't change, so if the people in the industry only make the right choice, they will always find ways to provide the garments at good prices for their customers.

Study of Indian tradition of recycling –

The following are some highlights from a study on the longstanding practice of recycling old clothing among Indians:

In India, upcycling and recycling of old garments can be considered a deeply rooted tradition, through a number of ways from time to time, these methods being passed on from generations.

Jugaad, or the frugal innovation is a sort of feature of Indian culture where people come up with creative ways of recycling and reusing things. -Used garments are often altered, recycled, or their pieces are used to create new items. Like cleaning rags, bags, and quilts. The old Indian darning technique, i. e. patching is indeed one of the most popular ways of clothing life extension. -In many Indian households, used garments are often collected and sold to kabadiwalas or junk dealers who then sort and sell these items to recycling plants.

Upcycling and recycling as a matter of old clothing are biggest activities of the unorganized sector of Indias recycling industry consisting of small-scale businesses and artisans who mainly operate at the level of local-oriented production. -Recycling of used clothing in India not only helps the environment but also provides many women and others the means of livelihood.

There are some most famous folklores in India of recycling used clothing –

1. Kambli (quilt making): old fabrics are stitched together to make new quilts;
2. Raddi (recycling) markets: old clothing items are sold and resold. The National Institute of Fashion Technology (NIFT) was engaged in the study of "Kambli" quilting, a tradition kept alive in parts of India, that is stitching together worn-out clothes to make new quilts. Besides being a leisure activity, this art form was developed as a survival strategy

to encourage resourcefulness and sustainability. Researchers from the Indian Institute of Technology (IIT) have analysed the traditional

3. Gudri patchwork technique that is usually used to make new items like bags, purses, and clothes by stitching pieces of old garments together. This tradition has been in existence in India since time immemorial to advocate recycling and reduce waste.

The University of Delhi conducted a study on the Indian Raddi markets, which are places where used clothing is first collected, then sorted and finally resold. This informal mode of recycling has for generations provided a sustainable solution to the problem of textile waste. The Indian Institute of Craft and Design (IICD) carried out a study on the traditional Indian method of darning and patching the torn clothes. For many years, people have been using this method to extend the life of clothes, thereby reducing waste and promoting a sustainable way of living. Such research highlights the ingenuity and originality of Indian traditional ways of reusing garments that are still relevant today. They further emphasize the importance of preserving and promoting these time-honoured practices as a green method of dealing with textile waste.

An overview of contemporary programmes and tools for recycling textiles in India is provided below:

1) Mechanical Recycling: Some firms like Reloop and ReFashion convert old garments into raw materials such as fibres. These fibres, in turn, are reprocessed to make new yarns.
2) Chemical recycling: Companies like Textile4Textile and Fabrika use chemical recycling to transform old clothes into new fibers with the aim of reducing the need for virgin materials.
3) Digital platforms: Consumers can leave their old clothes and pick up new ones at online marketplaces such as Recycle My Clothes and ClothSwap.
4) Collection initiatives: Besides holding clothing collections and encouraging people to deposit their used items in certain bins, companies such as H&M and ITC are also organizing these events.
5) Upcycling and repurposing: Used garments serve as material for designers and entrepreneurs to craft new accessories, handbags, and home dcor items.
6) Textile recycling equipment: To enhance recycling effectiveness, inventors develop machines that can automatically separate, shred, and process textile waste.
7) Recycling apps: Applications such as WasteLess and RecycleKaro link users with recycling companies, thereby facilitating the disposal of used clothes.
8) Partnerships and collaborations: To design closed-loop systems and promote textile recycling, the players of the industry work jointly with the recycling companies, non-governmental organizations, and governments.
9) Education and Awareness: Initiatives like the India Textile Recycling Association (ITRA) play a vital role in educating the producers, consumers and lawmakers about the importance of textile recycling.
10) Policy Support: The Government of India for promoting textile recycling, enact legislation and provide financial assistance for building of recycling facilities.

Through encouraging sustainability and minimizing waste in the sector, these advanced programmes and technologies could totally transform the textile recycling landscape of India.

Given the large textile industry and the waste generation that is increasing in India, sustainable management of textile waste is a must.

The following are some methods for managing textile waste sustainably in India:

1) Reduce: Support manufacturers and designers in using environmentally friendly materials, minimizing waste, and designing sustainable collections.
2) Reuse: Support upcycling, organizing clothes swaps and encouraging the use of the rental system.
3) Recycle: Develop closed-loop systems, combine mechanical and chemical recycling methods, and ensure that the necessary infrastructure for textile recycling is in place.
4) Compost: Encourage the use of biodegradable materials and the conversion of organic waste through composting.
5) Education and Awareness: Organize seminars, publicity campaigns, and workshops for policymakers, manufacturers, and consumers.

6) Policy Support: Formulate and implement legislation and policies that support the environmentally sustainable management of textile waste.
7) Cooperation: Facilitate partnerships between government agencies, NGOs, and industry players.
8) Adoption of Technology: Encourage innovation and the use of environmentally friendly technology.
9) Extended Producer Responsibility (EPR): Enact EPR legislation and make producers responsible for textile waste management.
10) Research and Development: Regularly allocate funds for and undertake research on environmentally friendly methods and tools for textile waste management.

By implementing these ideas, India has the potential to lead the world in responsible textile management, promote sustainability and reduce textile waste.

IV. CHALLENGES

1. Limited infrastructure including inadequate garbage collection systems and recycling facilities.
2. Unorganised sector: The major part of textile recycling is done by this sector. Therefore, it becomes difficult to impose regulations and standards.
3. Technological constraints: old systems and lack of funds to implement modern recycling techniques.
4. High cost: Sometimes, recycling is even more expensive than producing new fabrics.
5. Lack of awareness: Consumers are not well informed about the importance of textile recycling.
6. Policies and regulations framework: There are weak guidelines and legal rules to support the recycling of textiles.
7. Law in competition to cheaper import products: Cheaply priced import textiles are causing difficulties for the development of the recycling industry.
8. Waste quality: Low-quality textile waste is more difficult to recycle.

V. OPPORTUNITIES

1. Increasing interest in environmentally-friendly textiles
2. Enhancing customer awareness about environmental impacts
3. Government policies and programmes promoting recycling
4. Economic growth and job creation possibilities
5. Opportunity for technological investment and innovation
6. Untapped potential for recycling post-consumer waste
7. Potential for closed-loop production and circular economy models
8. Export potential of recycled fabrics

The Indian textile recycling industry is capable of playing a major role in the country's economic growth and sustainability if it overcomes its challenges and takes advantage of the opportunities.

Promoting sustainable textile waste management requires raising public awareness and educating people about the recycling of used clothing. Here are a few tactics to spread knowledge and increase awareness:

1) Workshops and Seminars: To inform stakeholders, manufacturers and customers about textile recycling, hold workshops and seminars.
2) Social media campaigns: Utilize social media platforms to spread the message about the importance of recycling used clothing.
3) Programmes for schools and colleges: Incorporate the topic of textile recycling within the curricula of educational institutions.
4) Public Activities: To get the community involved, organize events such as clothes drives, clothing swap meetings and repair cafes.
5) Work with Influencers: To promote textile recycling, partner with celebrities and social media influencers.
6) Infographics and Videos: Create explanatory images and videos that depict the recycling process and its benefits.
7) Labelling and Certification: Push producers to label green products and give recycling information on product labels.
8) Community Outreach: Use posters, leaflets and door-to-door campaigns to engage nearby communities.
9) Education Centres: Establish museums or educational centers to present the benefits and technology of textile recycling.

10) Policy Support: Encourage lawmakers to develop and implement regulations that enhance awareness and education about textile recycling.

Raising awareness and educating people about recycling used clothing is the first step towards a more sustainable textile sector. One effective way of doing this is by implementing the above measures.

Promoting biodegradable textiles is essential for managing textile waste in a sustainable manner. The following are some tactics for encouraging biodegradable textiles:

1. Spreading Awareness and Education: Inform producers, retailers, and designers about the benefits of biodegradable fabrics.
2. Policy Incentives: Support makers of biodegradable textiles through measures like tax exemptions, subsidies, or other forms of rewards.
3. Certification and Labelling: Get certification programmes and labels (such as "Biodegradable Textile") set up to mark and promote biodegradable textiles.
4. Allocate funds for research and development (R&D) to design new technologies and materials that can naturally biodegrade.
5. Design for Degradation: Increase the biodegradability of textiles through their design.
6. Support the supply chain by encouraging vendors to choose biodegradable materials.
7. Consumer Demand: Inspire consumers to go for biodegradable fabrics.
8. Cooperation and Partnerships: Encourage the formation of partnerships between governmental entities, NGOs, and industry players.
9. Regulatory Framework: Enact laws that favor naturally decomposing textiles.
10. Closed-Loop Production: Encourage manufacturers to adopt closed-loop production techniques, whereby used textiles are collected and transformed into new, biodegradable textiles.

We can encourage biodegradable textiles, cut down on waste from synthetic textiles, and develop a more sustainable textile sector by putting these tactics into practice.

The Indian government has launched a number of programmes to promote the manufacture and application of biodegradable textiles, including:

1. India's 2019 National Textile Policy encourages use of eco-friendly and sustainable textile methods, including biodegradable textile.
2. Ministry of Textiles (MoT): Supports biodegradable textile development and research financially.
3. Textile Recycling Committee: Works towards the progress of biodegradable textiles and textile recycling.
4. Financial assistance is given for the progress of biodegradable textile technology through the Biodegradable Textile Technology Development Scheme.
5. Eco-Labeling Scheme: Supports the producers to adopt eco-friendly practices such as the use of biodegradable fabrics.
6. GST Exemption: Biodegradable textiles are exempted from the Goods and Services Tax (GST) aiming to boost their use.
7. Research Grants: Government-directed research projects primarily focus on the advancement of biodegradable textiles.
8. Industry- Academia Collaborations: Encourage joint efforts between industry and academia to come up with novel biodegradable textiles.
9. The 2019 Textile Waste Management Rules encouragement the use of biodegradable textiles and mandate the recycling of textile waste.
10. Made in India Campaign: Promotes local production of biodegradable textiles. Implementing these initiatives, the Indian Government is supporting the production of biodegradable textiles with less environmental damage and helping sustainability in the textile sector grow.

Through a number of programmes, the Indian government significantly contributes to the recycling of used clothing:

1. The 2019 National Textile Policy is encouraging the recycling and reuse of textiles.
2. Textile Recycling Committee: A committee working for textile recycling through developing infrastructure and promoting textile recycling.
3. Recycling technology Development Scheme: Grants research funds to develop innovative recycling technology.

4. Waste Management Rules (2019): Comes to the support of sustainable practices and makes the recycling of textile waste mandatory.
5. Swachh Bharat Abhiyan: Promotes recycling and waste management, especially of textile waste.
6. Extended Producer Responsibility (EPR): Through this, the producers will be responsible for the management of textile waste.
7. Setting up Recycling Centres: The government provides support to the setting up of recycling centres and collecting stations.
8. Awareness programmes: Conducts campaigns to educate people about the benefits of recycling textiles.
9. Tax Incentives: Gives tax concessions to producers who incorporate recycled material in their production and firms engaged in recycling.
10. Working with NGOs: Back recycling efforts and promote textile recycling by collaborating with NGOs. By implementing such measures, the Indian government not only supports recycling and reducing their waste but also assists the growth of the textile recycling industry.

The Indian government's Sustainable Textile Mission is an endeavour to advance sustainable practices
from the point of production to the point of consumption in the textile value chain.

The mission is centred around:

1. Sustainable Fibre Production: Supporting use of recycled and more sustainable types of cotton as well as organic cotton.
2. Sustainable production: Motivating recycling, waste cutting, and introduction of environment friendly methods of production.
3. Sustainable Consumption: Recycling of old cloths as well as buying eco-friendly fabrics should be some of the main ways to encourage the use of sustainable garments.
4. Textile Waste Management: Developing a system for collection, sorting, and recycling of textile waste.
5. Skill Development: Training workers in environment-friendly textile methods and also motivating them to improve their capacity.
6. Research and Development: Encouraging innovation in green textile methods and technologies.
7. International Cooperation: Collaborating with international organisations to adopt the best sustainable textile practices.
8. Policy Support: Formulating and executing policies that will promote eco-friendly textile practices.

The mission's objectives are to:

The Sustainable Textile Mission aims to create an ethical and sustainable textile sector in India through the achievement of these goals.

The Green Technology Scheme, launched by the Indian government, aims to encourage the textile sector to embrace environmentally friendly technology. The programme offers funding to textile companies that make investments in environmentally friendly technology, including:

1. Equipment that uses less energy
2. Systems of renewable energy (solar, wind, biomass)
3. Systems for recycling and conserving water
4. Technologies for recycling and waste reduction
5. Greener methods of manufacturing

The programme seeks to:

1. Lower the carbon impact of the sector
2. Preserve natural resources (energy, water)
3. Reduce pollution and waste
4. Encourage environmentally friendly textile methods
5. Promote green technology innovation

Among the scheme's advantages are:

1. Financial support (interest and capital subsidies)
2. Technical support and instruction
3. Acknowledgment and certification for using environmentally friendly technology
4. Availability of bank and financial institution funding
5. Enhanced market competitiveness and brand image

From various departments and bodies like the Confederation of the Indian Textile Industry, the Indian Textile Industry Association, and the Textile Committee, the Ministry of Textiles, Government of India is managing the implementation of the scheme.

The Indian government's Eco Labelling Scheme, popularly referred to as the "Eco mark" scheme, is a voluntary certification programme that honours eco-friendly goods, including textiles.

The programme, developed on the basis of ISO 14024, is under the supervision of the Ministry of Environment, Forests, and Climate Change (MOEFCC). Eco mark label is given to products that fulfill certain environmental criteria, such as:

1. Low levels of waste production and pollution
2. Natural resource use at its best
3. The effectiveness of energy
4. Biodegradability
5. Non-toxic
6. Capability to Recycle

The following textile goods are eligible to qualify for the Eco mark label:

1. Textiles
2. Clothes
3. Textiles for the home
4. Textile technology

The Eco mark designation has the following advantages:

1. Acknowledgment as an ecologically conscious product
2. A rise in demand and commercial acceptability
3. An edge over competitors
4. Adherence to global eco-labelling guidelines
5. Assistance from the Indian authorities

In order to qualify for the Eco label, textile manufacturers must first apply and be assessed. This procedure covers:

1. Application and product details submission
2. Assessment of the environmental effect
3. Audits and inspections of factories
4. Product assessment and testing
5. Certification and label awarding

The Eco Mark programme lessens the textile industry's environmental effect and helps sustainable development by promoting eco-friendly fabrics.

The Indian government made the Textile Waste Management Rules public in 2019. The rules are designed to guide textile waste in an eco-friendly way. The rules cover:

1. Manufacturers of textiles
2. Merchandisers
3. Manufacturers of goods
4. Merchants
5. Shoppers

Important clauses:

1. Extended Producer Responsibility (EPR): Importers and manufacturers will be responsible for textile waste collection and recycling.
2. Waste Management Hierarchy: Priority should be given in the order of energy recovery recycling reusing and waste reduction.
3. Waste Segregation: Identify textile waste with separate tags such as wool, synthetic and cotton.
4. Collection Mechanism: Waste textiles collection methods should be implemented.
5. Recycling Objectives: Set target: 20% recycling by 2022, 30% by 2025 and 40% by 2030
6. Labelling: Waste management rules should be mentioned on product labels.
7. Annual Reports: Your trash management activities should be made known via yearly reports.
8. Penalties: Non-compliance leads to fines and penalties.

The guidelines are designed to:

1. Curtail the generation of textile waste
2. Motivate reuse and recycling
3. Minimize the environmental footprint
4. Encourage sustainable textile production India, by adopting these rules, aims at decreasing the environmental footprint and effectively handling the textile waste.

Our responsibilities as accountable Indian citizens with respect to recycling old clothes are as under:

1. Segregate: Don't mix normal wastes and old clothes.
2. Collection: Gather old clothes and store them in a special place.
3. Donate: Distribute good old clothes to non-profits, thrift shops, or local charity.
4. Recycle: Donate unwanted clothes to designated recycling facilities or drop-off points.
5. Participate: Get involved in textile recycling community-related activities, events, and programmes.
6. Spread the word: Let your family, neighbours, and friends know the importance of recycling textiles.
7. Encourage and support businesses and brands using sustainable textile methods.
8. Reduce: Purchase second-hand, ethical, and sustainable garments to decrease your personal textile waste.

9. Reuse: Get creative in turning old clothes into new ones e. g. by up cycling or recycling old fabric.
10. Dispose of Waste Correctly: Ensure no recyclable textile waste is disposed of only using authorized channels.

By fulfilling your duties, you foster a circular economy, reduce waste, and contribute to the sustainability of the textile industry.

Youth may be involved in the recycling of used clothing through various channels, their contribution being a way of imparting the notions of responsibility and sustainability to them. Kids get to do one or more of the activities listed below depending on their age:

1. Sorting: Help outing kids to sort the clothes into different groups like dresses, shirts, and trousers.
2. Gathering: Encourage children to collect second-hand clothes from friends and family.
3. Giving: Help kids donate well-kept clothes to charity shops or local charities.
4. Creative Reuse: Motivate children to use their old clothes for crafts such as - Making patchwork blankets or quilts - Creating dolls or stuffed animals - Discovering new styles of accessories (like hats and scarves)
5. Recycling Bin: Guide children to dispose of unwanted clothes in the proper clothing recycling bins.
6. Education: Teach children about the importance of reusing textiles, the environmental impact of fashion, and the benefits of wearing sustainable clothing.
7. Including Friends: Encourage children to involve their friends in recycling or clothes drive activities.
8. Art Projects: Transform old clothes to make fabric collages, decoupage and other art projects.
9. Fashion Shows: Organize events or fashion shows featuring clothing made from recycled or repurposed materials.
10. Family Involvement: Discuss sustainable fashion practices with children and engage them in making decisions as a family.

Through garment recycling, children can learn creativity, social responsibility, and environmentally-friendly behaviour.

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