

# MMF, Covid and Textiles

The world is moving toward Work from Home (WFM) culture, thanks to Covid 19... WFM gave people the liberty to dress for work in their own way. WFM also leads to increase awareness of Fitness and health. This resulted in the growth of athletic and leisurewear, Sportswear, Nightwear / Sleepwear, Home textile, Medical Textile industry. MMF Fibres which is used for stretch quality, water resister, performance wear has increased consumption due to the rise in the application industry.

Production Linked Incentive (PLI) scheme focus on MMF fabrics/garments and Technical textile will again increase consumption for synthetic fibers. PLI is a production-based incentive that will enhance domestic production and reduce dependency on imports. MMF fibers consumption is on rising and growth path due to natural resources is diminishes and Man-Made is made by "Human" which can take control of production. Man-Made Fabrics application is huge as it can be made versatile and applied in various industries like apparel, home, intimate wear, technical textiles various segments. Technical Textile is the niche segment for India in consumption as compared to other advanced countries, where technical textile is part of their culture. Synthetic or Natural fibers both have their own stand in the industry, both give comfort and style in different ways, application of each fiber matters which makes a whole different world.

We wish the industry to take benefit of PLI scheme, make the country self-reliant, boost the employment of the industry. Wish you a productive year ahead...!

## JIGNA SHAH

**EDITOR AND PUBLISHER**

## SUBSCRIPTION

Digital + Print Copy issue

1 Year : 12 issues : Rs. 800

2 Years : 24 issues : Rs. 1500

3 years : 36 issues : Rs. 2100

### Online Registration

<https://textilevaluechain.in/subscription/>

### Subscription Enquiry

Ms. Vaibhavi Kokane

+91-9869634305 ; textilevaluechain123@gmail.com

### Marketing and Advertising enquiry

Mohammad Tanweer

+91-9167986305 ; sales@textilevaluechain.com

## EDITORIAL TEAM

### EDITOR AND PUBLISHER

Ms. Jigna Shah

### RESEARCH ANALYST

Mrs. Radhika Boddu

### CONTENT WRITER

Ms. Kshipra Gadey

### CREATIVE DESIGNER

Ms. Manali Bhanushali

### REGISTERED OFFICE

Innovative Media and  
Information Company  
189/5263, Sanmati, Pantnagar,  
Ghatkopar (East), Mumbai 400075.  
Maharashtra, INDIA.  
Cell: +91-9769442239 /  
+91. 9860634305  
Email: info@textilevaluechain.com  
innovativemedia012@gmail.com  
Web: www.textilevaluechain.com

### OWNER, PUBLISHER,

PRINTER AND EDITOR -MS.

JIGNA SHAH Printed and

Processed by her at, Impression  
Graphics,

Gala no.13, Shivai Industrial

Estate, Andheri Kurla Road,

Sakinaka, Andheri (East),

Mumbai 400072,

Maharashtra, India.

All rights reserved Worldwide: Reproduction of any of the content from this issue is prohibited without explicit written permission of the publisher. Every effort has been made to ensure and present factual and accurate information. The views expressed in the articles published in this magazine are that of the respective authors and not necessarily that of the publisher. Textile Value chain is not responsible for any unlikely errors that might occur or any steps taken based in the information provided herewith.