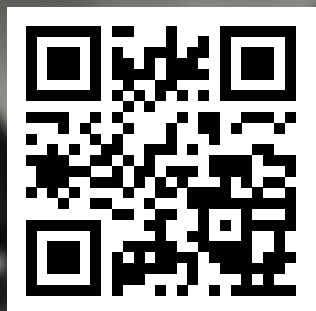


At the
HELM of *RESURGENCE*



A bi-annual issue from Sardar
Vallabhbhai Patel International
School of Textiles and Management.



TEX STRIDES

Stride towards
excellence

Volume 3
Issue 2 June 2021

TEXTILE
TECH

speaks Harini



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WORDS FROM THE CAPTAIN OF THE SHIP



Dear students,

It has been a long time now for all of you, in this environment of uncertainty. But as I write this, the silver lining is visible in the declining casualty rates of those affected by COVID and I hope that the vaccination drive currently on across the globe will sound the death-knell for the virus. Incidentally I hope all of you are either vaccinated or in line to get vaccinated.

Life may be chaotic right now for you, since it is not what you would have expected college life to be as you grew-up. But we may be the lucky ones, since we are still alive. And that is the greatest gift one can get. The COVID-19 pandemic has created an experience that none of us will ever forget, but if viewed with a positive growth mind-set, the belief that ones' skills and qualities can be cultivated through effort and perseverance, it can be life changing.

IN THE COMING PERIOD, LET US FOCUS ON THREE OPPORTUNITIES:

- *Practicing adaptive performance*
- *Engaging in intellectual challenges and*
- *Learning how to manage stress*

PRACTICING ADAPTIVE PERFORMANCE

In today's volatile, complex and uncertain environment, proficiency is not enough. The capability to adjust and excel in response to unexpected changes in environment is the most valuable quality to cultivate. All of you who survived the past 18 months have already gained your first big lesson. Hold on to it and develop on it.

ENGAGING IN INTELLECTUAL CHALLENGES

Ask questions. I have been repeating this in every on-line event where I was present along with you. Ask questions. Seek evidence. An intellectual challenge requires that you get in there and really think about it. Refuse to accept things at face value. But always remember that the final decision or conclusion you arrive at should not interfere with any one's fundamental right.

A person once asked why he can't walk in the middle of the road, when he had paid taxes to build the road. Try and answer that question for him.

LEARNING HOW TO MANAGE STRESS

Life has been hard, very hard for some. But that is the new normal. So what do we have to do? We should try and accept the inevitable, appreciate what we have and always remember that things could have been much much worse. In my own experience I have learnt that remembering the positive things in your life, opens the gate for more positive things to enter your life. And the next important tip is to go for a walk or jog every day. Especially in a area which has greenery.

So my dear students, I wish you all a wonderful life ahead with a positive mindset which will serve you well, not only in the near future but far beyond the timeline of a temporary pandemic.

WISH YOU ALL SUCCESS.

Dr.P.Alli Rani

Director-SVPISTM

ECO-FRIENDLY TEXTILE

Hello everyone, in this fast-paced world, we are all rushing to the next stage of our lives. We were unable to live in harmony with nature throughout this time. Healthy textiles and textile-related goods play a vital role in environmental preservation.

WHAT ARE THE ENVIRONMENTAL IMPACTS OF TEXTILES?


The influential environmental effects of the textile industry are the discharge of large amounts of chemical loads with high water consumption and associated water pollution, high energy dissipation in production processes and related air emissions, packaging and solid waste production issues and the formation of abhorrent odours caused by bleaching, dyeing and printing processes. Noise pollution happens in places where knitting and weaving are done and causes about 80% of deafness for workers here.

To avoid these, we can go for Sustainable Textile, but the sad reality is we can subdue only a few effects like toxic chemical usage, water pollution etc. For knitting and weaving, there is no equivalent for this process.

I've compiled a list of sustainable textile cures to help us keep a positive relationship with our planet.

BLENDING OF KAPOK WITH COTTON

LEAD THE SCENE TO KEEP IT GREEN



In Manufacturing the cotton t-shirt, it requires more amount of water for wet process, we can reduce the water consumption by adding kapok, By the addition of kapok with cotton in the ratio of 7:3(7percent of cotton with 3percent of kapok), we can save up to 3000liters of water.

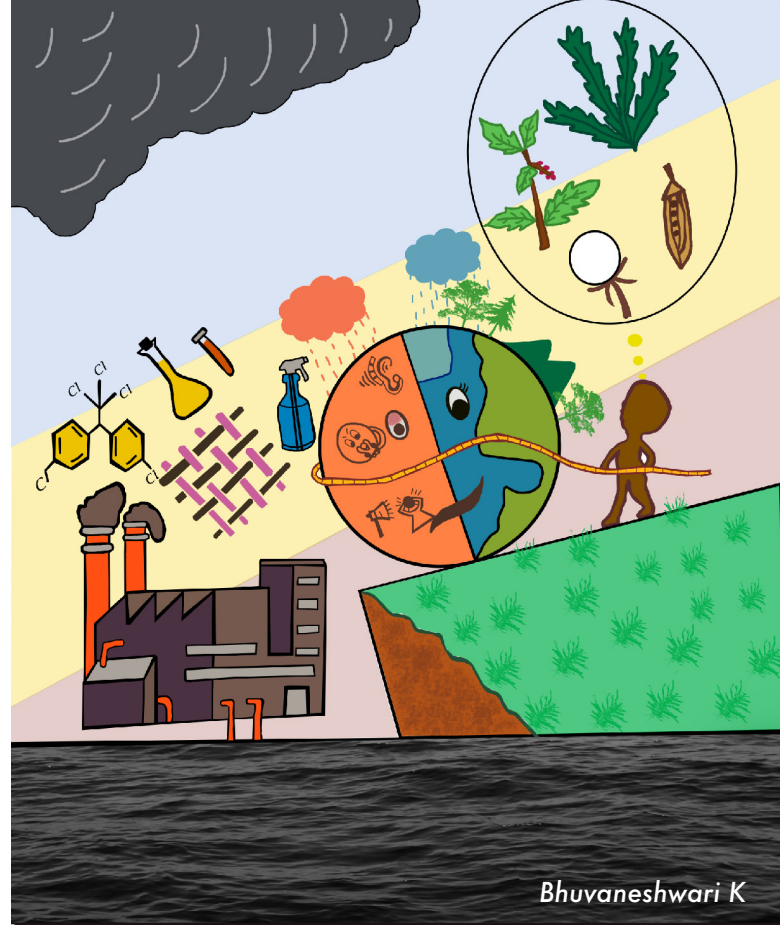
CHOOSING OTHER TYPES OF FIBRES

In the textile industry most of the clothing made from cotton, Cotton requires a high amount of water and a greater number of pesticides. To avoid this problem, we can choose alternative fibres like hemp and stinging nettle which can grow faster with a minimum of water and with no chemicals. These fibres are extremely versatile and nettle clothing keeps us cool in the summer and warm in winter. The cultivation of nettles has made the plant a viable and legal cash crop.

From the commonly available biopolymer 'alginate', even kelp, seaweed, or algae can be transformed into biodegradable yarn that can be made into wearable fabrics.

DURING THE DYEING PROCESS

The use of natural colours will not affect the ecosystem. The concept of using some commercial dyeing methods like RFT in dyeing was framed in 1970. It employs achieving target shade in the first time dyeing itself. In the olden days, the fabric was dyed and then after drying, was checked for a match with the colour given in the shade card of the specification sheet. When a difference arises, the dyeing is repeated which results in added effluent.



Bhuvaneshwari K

Hari haran. P
2nd year B.Sc

INDIAN

Guys, how many of you tried low-hip styles? How many of you tried floral-designed shirts after Maari and Ala Vaikunthapurramuloo? Still, we can see our boys roaming in Dulquer's bohemian kurtas or Nivin Pauly's black shirt and mundu. There are even ladies who still use "Jannal Veitha Jacket" popularly referred to as blouses with open back type, in which the song and the actress Simran popularized it. There can't be any guys without imagining their girlfriends in kurta which Trisha and Samantha wore in 96 and Jaanu. How gorgeous they are!

Cinema inspiring fashion trends isn't something new and it isn't permanent either. Time and again, what is seen on the big screen has been a great inspiration for fashion designers and store owners to dust off what they already have and present it in the way that has been shown on screen to capture the market.

In India, actors are our idols, we follow their styles and fashions. If an actor uses a new style, they are being imitated by their fans. The clothes used by actors come to the mass market the next day and peak their sales. We even imitate their swags and build up within our circle.

CINEMA & FASHION

Indian cinema & fashion



When actors wore it on screen, it inspired more women to do so. It was a very thin material that had floral designs. It was not like cinema brought in a style that was absolutely new. When people saw a particular style of dressing, one that they could easily replicate, then that became the rage.

In the 40s and 50s, the cinema was in grayscale or monochrome where the colors were not important. Gents stayed in white and simple ones while ladies gave importance to sarees with blouses that ended up their waist. Half-saree was preferred.

When the cinemascope era began, colors were emphasized and bright colors emerged. Actors were seen in bright-colored shirts and pants while actresses were glowing in salwars and kurtas. Mostly the shining garments were used like polyester. Nadhiya's hoops and Khusbu's salwar-kameez were popular and were imitated by my moms of those days. Revathy's costume style in Mouna Raagam still flutters our hearts and is being admired even today. Guys wore flowing long hair with funk and their baggy pants. Good old days.

The 90s witnessed the fashion of the west. The 90s saw pants give way to skirts and flaunting skin was no longer taboo. I'm sure every one of '90s kids would've had the velvet turtle-neck dress from Jeans, Kajol's dresses from Minsara Kanavu, and Simran's top and jeans with just the hip line showing. The same goes for hairstyles. The baby Shalini look was all the rage among '90s children, short bob with a front fringe and a headband to hold it in place. Prabhu Deva popularised baggy pants in the 'Oorvasi' song. Also, the T-shirts were quite loose and were longer. This was also the time when men started wearing Bermuda shorts for casual wear. Up until then, for casuals, they'd tuck in their T-shirts, which must've looked ridiculous!

In the 2000s, women had kurtas and jeans but when we saw Jyothika wear them in Kaakha Kaakha, it became a trend. The same goes for Trisha's cotton sarees from Vinnai Thaandi Varuvaaya and Samantha in Ye Maaya Chesave. They were attractive. Guys, on the other hand, gave importance to their physique and fitness rather than fashion.

If you were to notice the style that was seen in some of the 2000s films, none of them could've been reproduced in daily life. For instance, the too-short skirts that we saw in Unakku 20 Enakku 18 and most other movies. These were very consciously done and they never made it to people's wardrobes.

Cinema is a hot box of trends. Quite often it influences what you wear, how you speak and also how you behave. If you were to go through your old memories, you'd find that knowingly or unknowingly you've added a certain type of clothing or a piece of accessory to your wardrobe, inspired by what you saw on the big screen. Funny isn't it?

Javith S

2nd Year B.Sc Textiles

INDUSTRY 4.0

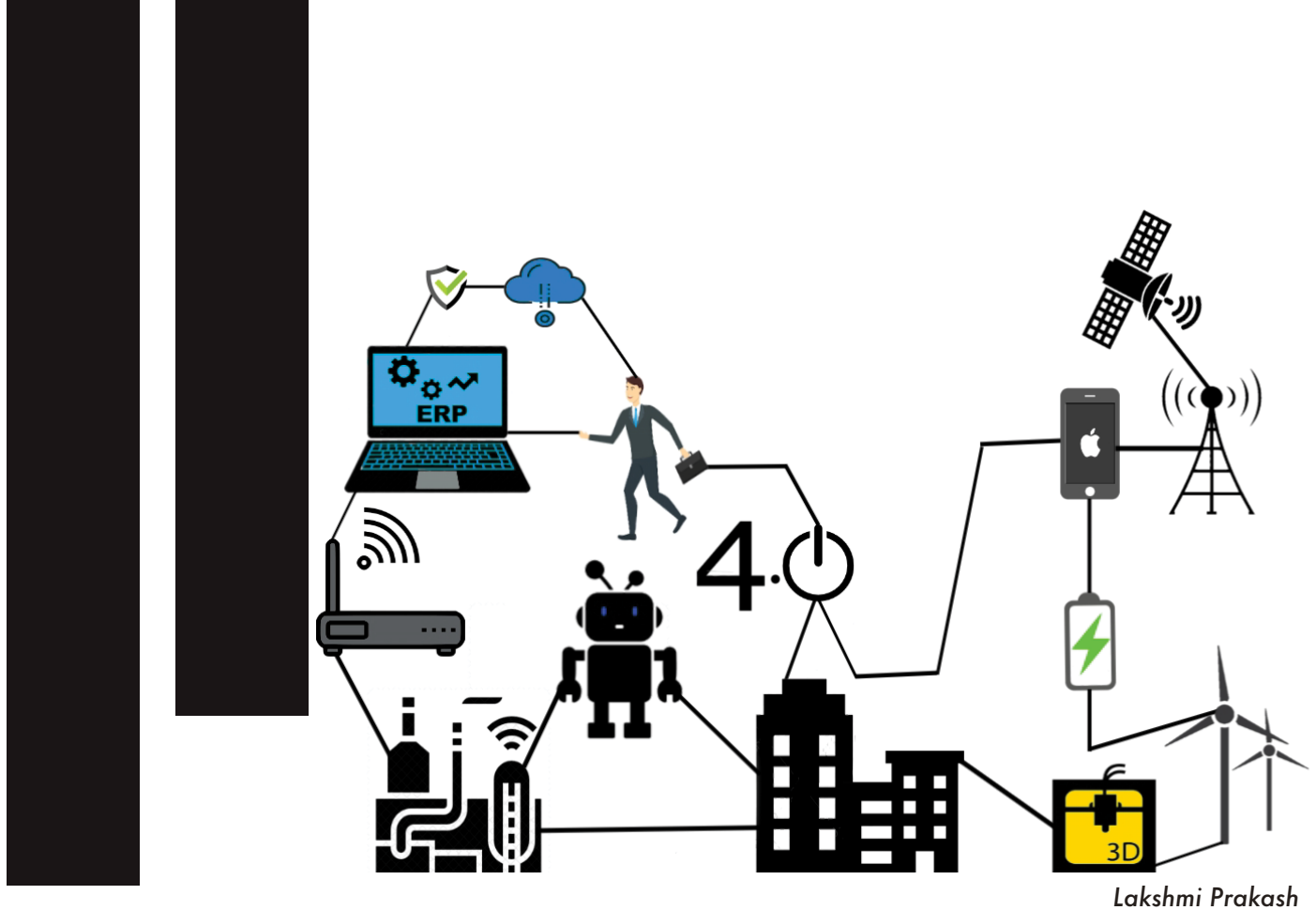
Employee engagement; Way Forward

How to increase GDP in the upcoming IR 4.0 in India focusing on better engagement and happiness of the employees? Can betterment of employee's happiness in Indian organizations boost the GDP in the upcoming IR 4.0 Era?

We are very familiar with industry 4.0, the emergence of AI in the heart of the manufacturing sector, where it doesn't mean that workers are superfluous.

GDP! Every one of us is quite aware of this concept, we know India ranks 7th globally and ranked 14th place in the world's power-ful nations. Of course, it's a pride note. Concurrently, we aren't aware of WHR (World Happiness Report), in which we've ranked 144th place in 2020 March and 139th place in 2021 March. We've increased about 5 positions, but we're remaining in the bottom fifteen group. Whereas, Finland has topped in WHR consecutively for four years and has been ranked 11th place in GDP.

The main reason is the literacy rate and their organization system that involves employees in decision-making. In some of the organizations, employees are allowed to choose working time flexibly. When an employee is in a happy state of mind, he would be more productive than in the normal state. What if an employee is happy and productive, then both the rank in GDP and WHR will increase unquestionably.



Imagine if the Ministry of labour and Employment, India is also releasing OHR (Organizations Happiness Report) annually, and what if it's been released on May 1, which weighs based on the opinions of an organization's employees, taking into account employee's mental health that benefits not only the corporates but also the MSME sector (of course, it's quite complicated for the unorganized sector). This OHR kind of report will make employers arrange bi-annual trips, annual health check-ups for employees, etc. It develops healthy relations among the organization and employees. This kind of analysis will make employees empowered, enabled, engaged, and energized at work. It also acts as a marketing key for organizations which attracts many proactive employees to work in their organizations and in a way makes hiring the easiest work. This will also be a prestigious moment to many organizations that rank first in taking care of employee's mental health, irrespective of their turnovers. The Indian government has already taken initiatives like the OSH code (which replaces 13 old central labour laws). In addition to this, if we take measures to increase the mental health (happiness) of employees eventually, we'll be ahead in WHR 2022. The result will be translated into GDP, though not immediately.

Harshini J
2nd B.Sc.

WHY DO GOVERNMENTS BORROW?

Governments all over the world spend more than what they earn. Usually the income for governments is from taxes and from other sources like royalties, license fees et cetera. Governments spend on various things like welfare schemes, salaries, infrastructure projects and so on. When governments don't earn enough money to spend, they don't limit their spending, instead they borrow and spend. Governments indulge in borrowing because activities of government done for welfare of people cannot, and should not, be stopped for want of money.

WHERE DO GOVERNMENTS BORROW FROM?

Governments usually borrow from people or financial institutions. The borrowing from people can be in the form of saving certificates, gold bonds and so on. Another way of borrowing is borrowing from the market. Governments sell bonds of certain tenure and certain interest rates in the financial markets. Usually financial institutions like banks, mutual funds, and investment funds buy these bonds. How bonds work can be understood from the following example. Suppose the government wants to raise Rs. 100 crore through sale of bonds. It can raise it by selling 1 crore bonds of Rs. 100 face value, 10 year maturity and 4% interest rate. Usually there will be an auction kind of thing while selling. If the demand for bonds is more than supply, then the bonds will sell for more than Rs. 100, it can be Rs. 101 or 102 or anything more than Rs. 100. If the demand for bonds is less than supply then every bond will sell for less than Rs. 100, it can be Rs. 99 or Rs. 98 or anything less than Rs. 100. If demand is less then the government will be able to collect less than Rs. 100 crore. For example if all bonds sell for Rs. 99 then the government will be able generate only Rs. 99 crore instead of Rs. 100 crore it planned. But after 10 years the government has to pay Rs. 100 crore back to bond holders because the face value of bonds sold is Rs. 100. When the bonds sell for less than face value, i.e. less than Rs. 100 for bonds with face value of Rs. 100 then the actual interest government will pay, if calculated, would be more than the interest mentioned in bonds. Because, as per our example, the government will pay 4% interest irrespective of whether bonds sell for Rs. 101 or Rs. 100 or Rs. 99. If the bond had sold for Rs. 99 then government is paying Rs. 4 interest not for Rs. 100 but for Rs. 99, so the actual interest paid by government in percentage terms is more than 4% ($4/99 \times 100$ is the actual percentage). This actual percentage is called as yield. The cost of borrowing for a government should not be calculated from the interest rates which the government is offering for the bonds but from the actual interest rate it is paying or the yield.

WHY IS BORROWING COSTS MORE FOR STATES THAN CENTRE?



Usually the yields for government bonds or any other bond increases when the buyers in the market know that more bonds are going to be sold by the government. Both state governments and central governments issue bonds when their revenue is less than expenditure. Usually the level of risk is assumed to be less for central government bonds than state government bonds. So, the interest offered by state government issued bonds is more than interest rates offered by the central government. The logic is simple, the interest rate or rate of return for any investment depends on the level of risk for that investment.

During times of economic stress, like the one we are experiencing now, the revenue for both central and state governments fall because of decreased economic activity and at the same time expenditure for both the governments increase because the businesses and people need to be supported by the governments to get out of the economic stress. So during these times governments tend to borrow more. So they tend to issue more bonds. Since the buyers in the bond market are also aware about this, i.e. supply is more than demand and buyers are aware about this, buyers demand more returns from the government or in other words the yield for bonds increases during these times.

So, when governments borrow during these times the amount of money which they spend on interest is more in percentage terms when compared to normal times. But this increase in cost does not affect state governments and central governments equally and there is a reason for it.

HOW THE YIELD FOR CENTRAL GOVERNMENT BONDS KEPT LOW?

When the yield of the central government increases, the Reserve Bank of India (RBI), starts buying central government bonds and creates demand for the bonds. This results in yields decreasing for central government bonds. This kind of 'market intervention' is not done by the RBI for state government bonds. So during pandemic times like these yield or cost of borrowing for state government bonds increases resulting in states committing to spend more money on paying interests in future. So, this problem not only affects the present generation but also the future generation.

This problem can be handled if the RBI does 'market intervention' operations and buys state government bonds whenever the yields for state government bonds increase.

DID WE EVER IMAGINE OF MAKING MONEY BEING AT HOME?

Did we really get to know that we would spend a whole year with our families? Did we really know that we would wake up without regular alarms? We say it is the new normal.

Economy acts quirky. Though the workforces, right from corporate companies to small business houses are migrating rapidly, the Global economy strives to attain wholesomeness. People dealt with job security and on the contrary, organisations are staggering without the right workforce.



The notion of Work From Home has re-emerged in the perfect storm. Rapid re-skilling of employment is abruptly performed across the globe. Corporates are opting for temporary workforce instead of full time permanent ones. Businesses are looking for freelancers, short term contractors, independent work-force and they are the professional Giggers prevailing many years and this is most likely called a **Gig Economy**.

Organisations would be able to cut labour costs and capture high skill sets of diversified employees. In recent years sky-rocketing of youth unemployment has broken and proven in increasing successive independent workers, where they perform jobs from wherever they are and with flexible working hours. Working on projects simultaneously for multiple firms tend to increase one's skill and help to grow connection across the globe, that leads to the extension of job opportunities.

Firms like Upwork, Uber, Gigster, Swiggy, Grofers, Rappi, Flipkey, Amazon Flex are most likely to be the pioneers in performing a Gig Economy. 89% of the firms in the world operate **Hybrid workplaces**. This tends to be a super normal work style in 2021.

Our economy is likely to be on the ball. Better late than never.

Gig Economy.

Prithvicharan R 1st MBA

BITCOIN

BUT IT IS NO LONGER A BIT

In today's world, the name bitcoin is fascinating to each and every one who manages to know about it. Why not? As in its birth stage, it is used as a gambling transaction instrument medium termed under illegal bases. But now, it is one of the valued crypto-currencies, traded in the capital markets. Even though the founder is still unknown, it has the power to change the life of a trader/investor as it is accounted as the most reputed and valued crypto-currency in the world. The starting value of it in 2008 was around \$0 but the present value of one bitcoin is approximately \$56000 and the expected future value in 2025 is almost \$100000. It is to be noted that in 2018, the Indian government partially banned the transactions of bitcoin.

MAN BEHIND IT

Generally, everyone desires to make profit in the business they have invested in. Nevertheless, a man was quite unassuming who dreamt to be the accelerator in the realm of capital markets. With his immense interest and inquisitiveness backed by the pleasure in trading, he transformed himself as the catalyst driving the prices of a crypto currency, bitcoin. He is none other than Elon Musk, who is the CEO of an American electric vehicle and clean energy company, TESLA and the Chief designer of SpaceX and also the early-stage investor in crypto currency who is the mastermind behind the greatest surge of bitcoin's value.



HOW WAS BITCOIN ELEVATED BY ELON MUSK?



The foremost adventure was on 29th January, 2021 when Elon Musk first tweeted about the investment in bitcoin as a great idea; the value which is \$32,000 did take a massive surge to \$38,000 within a few minutes of the post.

The second announcement, the acceptance of bitcoin as the mode of payment in return for availing TESLA cars.

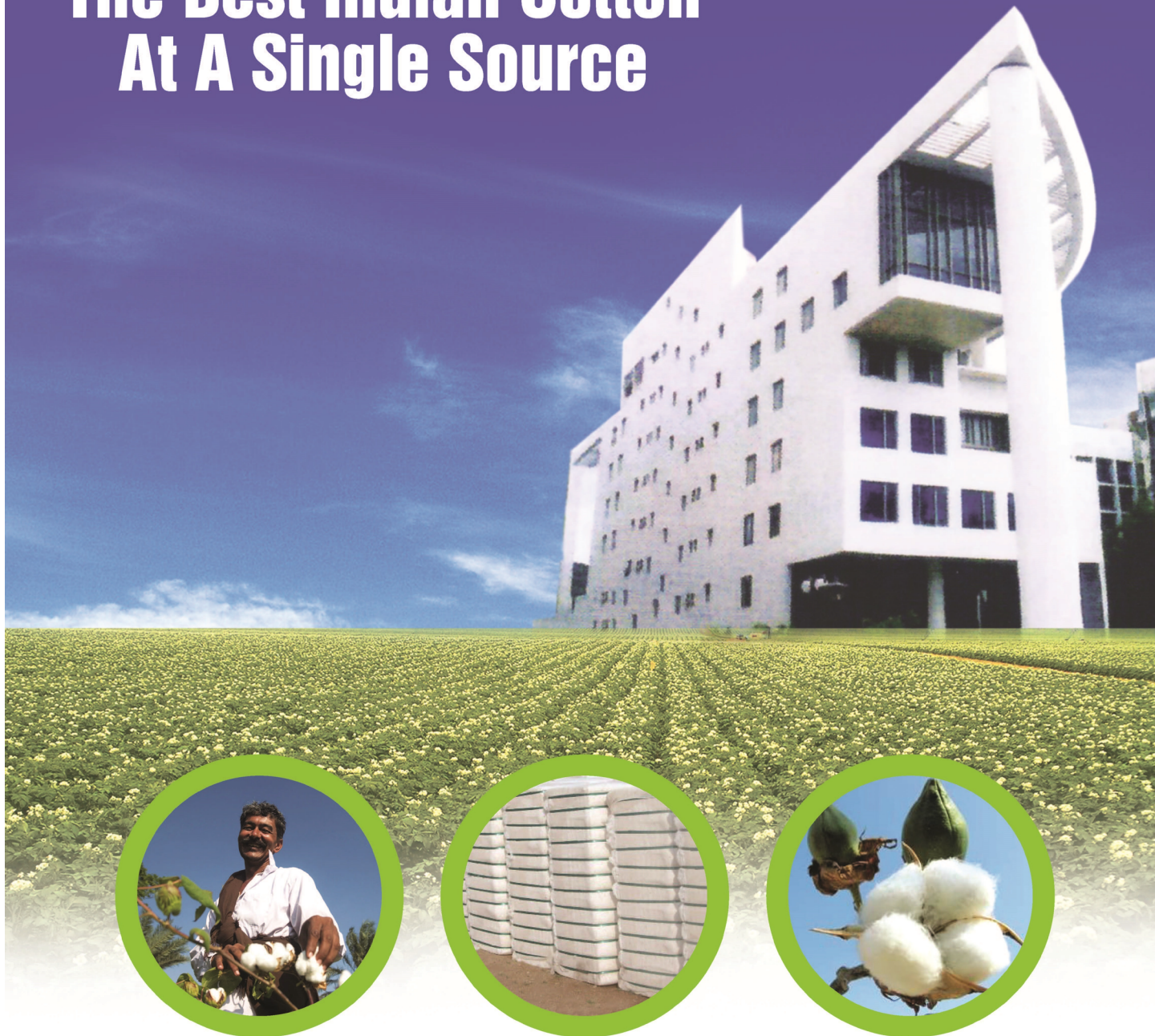


The latter one, the following month, Elon Musk invested \$1.5million in Bitcoin. In the aftermath, the price of bitcoin fluctuates, providing irregular profits for investors who followed his tweets before the 2nd mutant attack of Covid-19.

These three announcements made bitcoin stand at the helm of the crypto-currency world. Slowly as Elon Musk started selling his shares, the prices started to plunge down. Elon became a value effector where his positive tweets on bitcoin, raised its price and negative tweets resulted in decreasing its value. Similar to a brand ambassador, who is a famous personality, representing an organisation's brand of a particular product that is positioned in the minds of the customers, we can imagine Elon musk to be the "Unassuming Brand Ambassador" of Crypto-currency like Bitcoin.

Imandi Reena 1st year MBA

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Government of India
Udyog Bhavan,
New Delhi-110 011
www.ministryoftextiles.gov.in

Will the market boom?

Textile technology is a quickly developing segment that discovers its utilization in a variety of areas. The end-use is far and wide and it's seen in numerous fields like civil development, active wear, military clothing, home materials, clinical attire, and so forth. The fields that take advantage of the innovation at its best these days are Geotextile, Nano Textile, Chameleonic Textile, Agrotech, Sports Tech, Smart Tech, Medtech, and so on.

Nano material is the future light for textile sector, which is made by a new nano spinning process. This innovative texture has enormous use in the designing industry. There are certain standards of logical methods used for assembling and building up a wide range of yarn and material. Researchers are anticipating to utilize nanotechnology to make more dress with properties like fire repellent, self-cleaning and water repellent that lifts the textile market to a higher level.

Here is a snapshot of new advancements in the textile industry:

- *Sensors sewed in woven shirt can screen imperative signs.*
To screen indispensable signs, incorporate temperatures, breath, and pulse.
- *A wearable gadget camouflages its wearer regardless of the weather.*
That can conceal its wearer from the warmth detecting sensor, for example, night vision goggles, even when the atmospheric temperature changes.
- *Extracting energy from the wearer's knee.*
An energy extractor is connected to the wearer's knee that can create energy, where the wearer strolls with no increment in exertion.
- *Credit card – sized soft pumps power wearable artificial muscles.*
This is to prepare for wearable help gadgets for crippled individuals and those individuals experiencing muscle degeneration.
- *Swirl power: how the body development charges your cell phone.*
The disclosure of producing power from nylon – the stretchy texture utilized generally in active apparel and other shape-embracing attire.

These advances were seen proliferating in the recent times because of the greater market potential and non-industrial nations. It gives freedoms to utilize material in new territories upgrading the capability of the market. Development, planning, and effective execution will be the way to progress.

CAN 10^{-9} MAKE DIFFERENCE AMONG PEOPLE?

Harini.M
1st MBA

VIRTUAL WORLD

IT'S THE TECHNOLOGY TRANSFORMING US

Realism is thriving within the virtual world. The fast-growing digital technology has been transforming every sector in the economy. One of the important areas where today's world is progressing is in the digital landscape. India is already positioned as having one of the world's largest and fast-growing digital consumers. There are plethora of opportunities for people to innovate and scale better in the marketplace using digital tools and applications.

DISTINCTLY, DIGITAL TECHNOLOGY IS NOT TRANSFORMING, IT'S THE DIGITAL TECHNOLOGY TRANSFORMING US.

"CLOCK IS TICKING, THE GLOBE IS TRANSFORMING"



The sunrise sectors which have been digitally remodelling themselves at current times have been illustrated below:

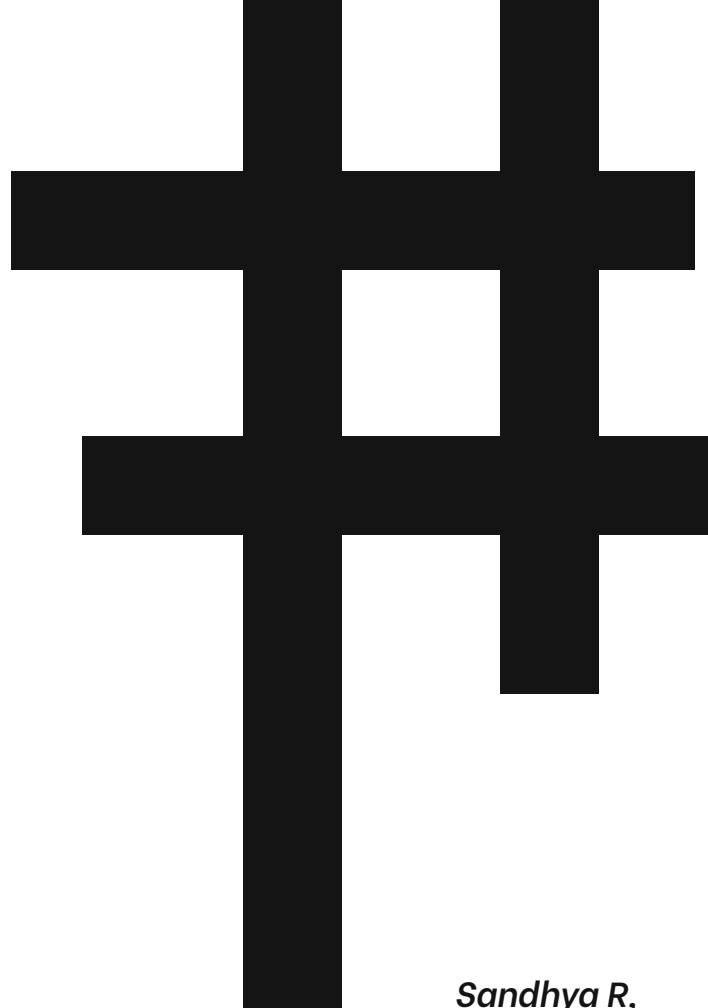
The Retail sector is swiftly adapting to various digital platforms. It gives people more opportunities to acquire new skills. It helps the operations to be performed smartly with the assistance of AI and other digital tools.

The Medical field is also adapting to the digital era. The transformation in healthcare helps patients to access better treatment and consultation with virtual tools. The medical reports of the patients are made available within a short span of time through online. The reports are also generated error free due to the use of digital evaluation.

In the landscape of **education**, digital transformation is one step ahead as learning and teaching are ongoing processes within existence. The technology helps the scholars easily to know the difficult concepts with a practical explanation. With digital applications, the teaching learning process is made interactive.

E-commerce has been thriving through the changes in the digital landscape. Companies implement new technologies and features that help customers simply buy products by suggesting products according to their search history. The trending platforms like Instagram, Facebook play a vital role in day-to-day business, increasing their sales and profit margins.

Growth of Fintech – a change in paying through electronic payment adoption is progressing. It's becoming a daily necessity as the consumers get goods and services online and pay online. Many businesses follow digital payments as they're safer and



Sandhya R,
1st MBA

The Virtual world has been influencing business, trade, and commerce in profound ways. It has contributed towards saving time, money and is more suited for the organizations looking ahead to stay relevant in the marketplace. It has propelled the way information is shared among people that instantly updates all happenings in this world. Customers are now spending a longer time shopping online rather than buying physically. This in turn helps the micro, small, medium enterprises to sustain and contribute immensely towards boosting the economy at all times. Thus, the use of technology has enabled the transformation of businesses in a dramatic way in the digital area.

LET'S DESIGN OUR DESTINY

Harshini J, 2nd year B.Sc. Textiles

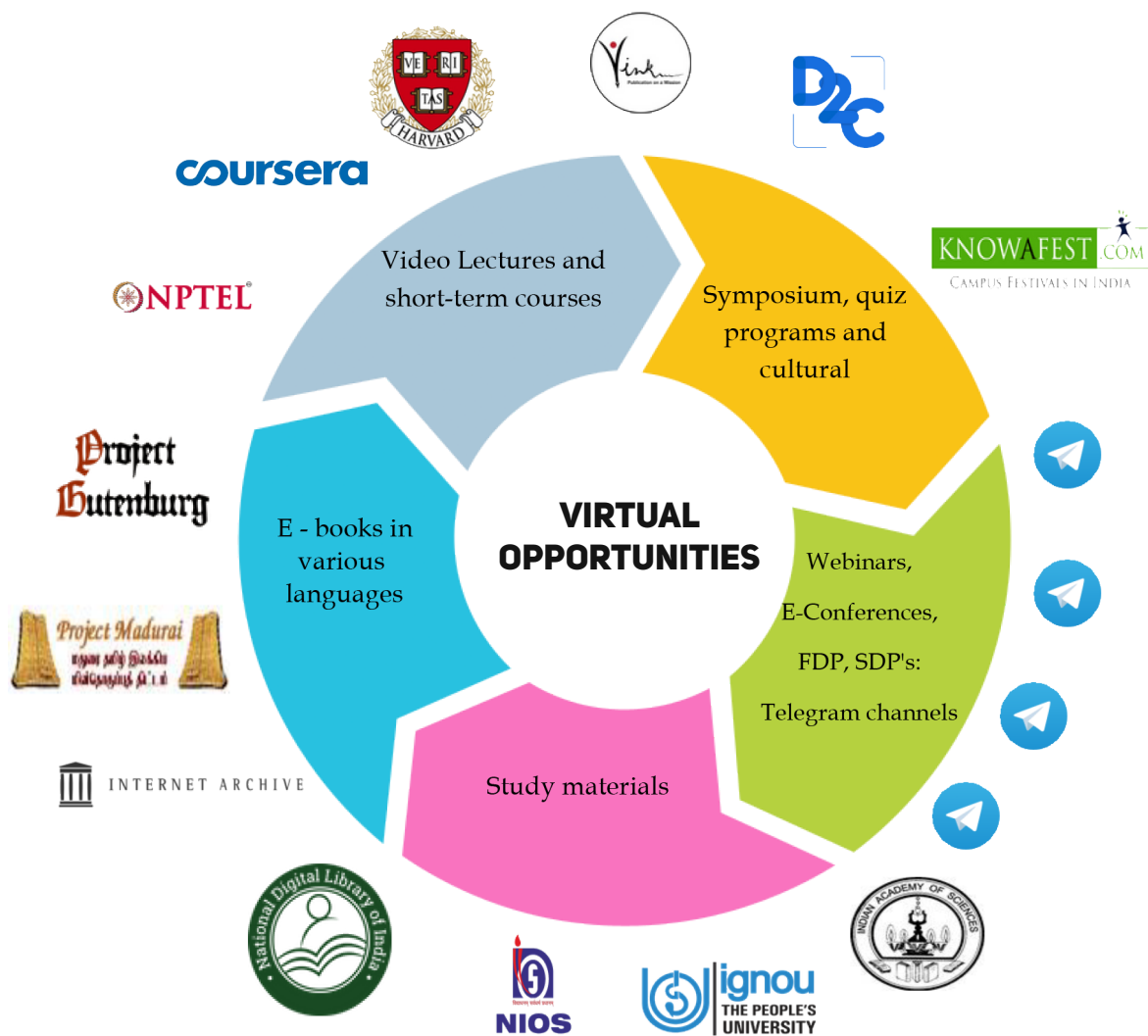
Online class > eat > sleep < repeat...uff! Boring, isn't it? World's class begins where your comfort zone ends. Let's step out from some virtual amusements like surfing social media and letting our thoughts wander unconditionally. This world is full of opportunities but it's a little shy. It will find who seeks it, let me share some of the virtual opportunities which I've found months before.

Every opportunity will create an impact if not for now maybe after a while like these virtual platforms which I've mentioned. The first thing you can gain is knowledge which costs infinity in this world and you can also find the direction to reach your destiny. The next thing is being productive, totally different from being busy. The third thing is you can get some idea on what is happening in the world and you can also get some good network of people which is necessary for prospering in your career. At last, you can build a great resume with certificates and appreciation.

These two-way programs not only help you to gain knowledge but also rewards, commonly with e-certificates, simultaneously you will also get cash prizes with many goodies if you win in intra-college symposiums.

There are several conferences, webinars, symposiums, cultural events, quiz programs, FDP - SDPs', short-term courses, e-books, workshops, study materials, etc. which are readily available on online platforms.

LET ME SHARE A FEW THINGS HERE,



From here let's start investing as we know that, the rich invest in time. If you know some other platforms do share, let's make our college a world class one.

TURNING POINT

LAKSHMI PRAKASH
1st MBA

On January 27, 2020, a killer virus named COVID-19 set foot in India. It became a life-changing moment for all of us. In the initial phase of the pandemic, every sector saw its ill effects and were resurging back with vigour and resilience. India has been facing challenging times which is quite evident in the growth trajectory and level of employment.

The need of the hour is an ameliorating agenda to get our economy back to form. There is an increasing need for reforms in every sector. If it is not done now, then everything would get out of hand. This is the turning point for India to decide the fate of the next decade. India had faced many challenges before like the dot-com bubble burst, the financial crisis of 2007-08, roll out of the Goods and Services Tax (GST) etc. Nevertheless, these obstacles brought new technologies and opportunities.

Indian companies which had struggled then have sustained in the longer run. Now, this COVID-19 situation is also one such obstacle for Indian companies to innovate. Few Indian companies have adapted to these tough times by changing their strategies and started innovating to fight against the impact of this pandemic.

If the economy steers in the right way, there will be jobs for 90 million workers by 2030 that could be a way out for the economy to surge back within 12 to 18 months. Even though the situation is worse, these things need to be carried out to recover India's economy. Nothing is impossible unless we start trying it.

TURNING

**“IN THE MIDDLE OF DIFFICULTY
LIES OPPORTUNITY.”**

ALBERT EINSTEIN



Sandhya R

ACT NOW **BEFORE** TIME **RUNS** OUT

The initiative “Act Now” by the World Health Organization aims to spread awareness about COVID-19 among the people world wide. The following are some ways to “act now”.

STRESS MANAGEMENT :

Regular exercising while gyms being closed can help release endorphins. Cardiopulmonary exercises like walking, running, hiking, or fidgeting with your kids/pets will help one stay fit and healthy.

MOBILISE LIFE AND LIVELIHOOD:

We must rethink the longer term of our surroundings and tackle the change and environmental degradation ambitiously. Only then can we protect the health, livelihoods, food security and nutrition of all people and make sure that our ‘new normal’ may be a better one.

SENSE OF RESPONSIBILITY:

Self leadership at the instant implies that we should always be home whenever and wherever possible. Isolation is an essential component of any pandemic fight, act fast, isolate, break up social clustering.

HYGIENE RULES:

Ensure to wash hands after you blow nose, sneeze into a tissue, once you leave and return to home.

STRENGTHEN THE IMMUNITY:

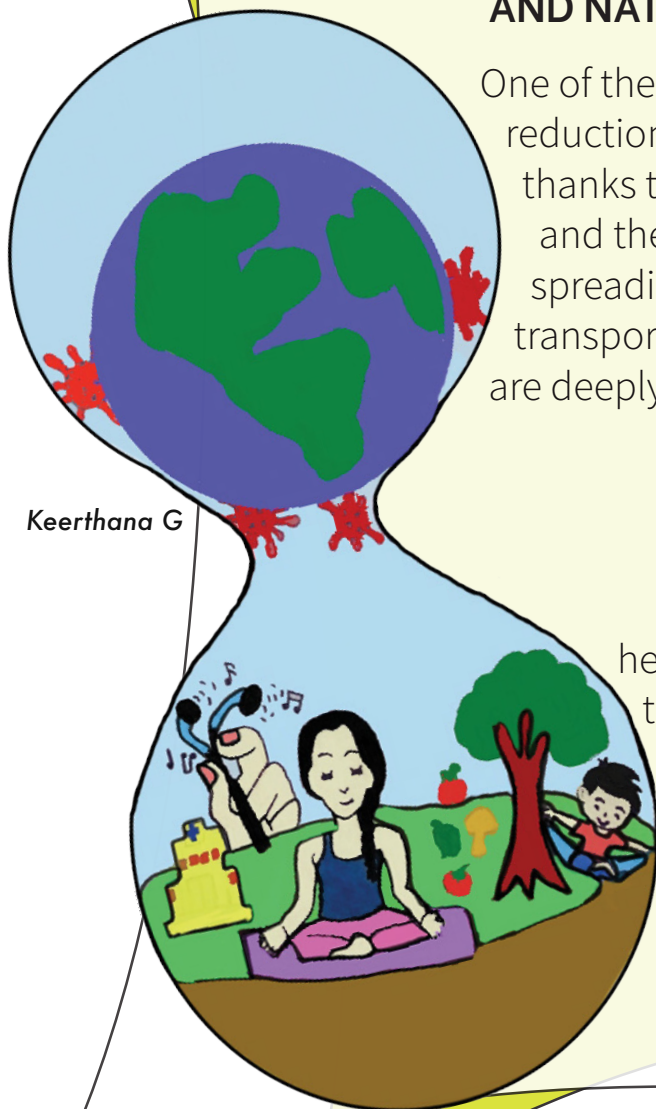
Improve your diet and often consume vegetables and fruits rich in beta carotene, vitamin C and other essential vitamins. Certain foods like mushrooms, tomato, bell pepper, green vegetables like broccoli, spinach are good options to create resilience within the body against infections.

SCALEUP FOOD PROCESSING, TRANSPORT AND NATIVE GROCERY STORE:

One of the largest impacts has been the reduction in passenger transport demand, thanks to a mixture of state lockdowns and the fear of contracting and spreading the virus when using mass transport modes. Food environments are deeply altered by the pandemic.

ACT NOW WITH THE TOOLS:

Urging travellers to observe their health and recommending them not to travel when they are ill questioning travellers about their health status immediately before they travel.



Keerthana G
1st MBA

COPING WITH NEW NORMAL

WHAT DO WE MEAN BY NEW NORMAL?

Joshika J

COVID-19 has globally changed the working of the environment that we were accustomed to. This spontaneous and rapid growth change is what we describe as the new normal and here we talk over how to cope up with this new normal emotionally and psychologically. While at the emergence, the awareness about this pandemic had been lacking, the anxiety and the fear of losing our loved ones had also risen. The negative media doesn't help either. As a result, suicide and depression is at its rise.

The social interaction and productivity that were mundane parts of our daily living saw their doom with this new normal becoming prominent. Social interaction and productivity have always defined our social status and meaning in life, lack of which leads to anxiety and other mental health problems.

At the helm of resurgence, like a captain who directs the ship with the compass as his guide, we invite you to take the bull by its horn, facing the problems and obstacles head on. In order to make the situation better, let us lend our hands to either give or receive support by making interactions as best we can by doing what we are good at, both small and big. Changing perspectives, the way we look at things can be as hard as removing blinders in our mind and searching for blind spots in a picture for what we see is not all there is, but with our constant efforts, we can see the sunrise at the horizon as we endure through it all.

Let's face the mirror with the knowledge "We are resilient" in our minds.

Joshika J
1st MBA



Lakshmi Prakash

AT THE **Helm** OF **Resurgence**

At the helm of resurgence, aptly reflects the current situation in India particularly and as a whole in general. Let us have a briefing on the length and breadth of the given topic with reference to the factual situation and consideration at the moment. This would definitely be an eye-opener to the people who are facing troubled waters as of now in the whole universe.

In this context, it was during December 2019 when a new virus, COVID-19 (Novel Corona-2) started to spread its existence into the world in the form of a deadly contagious disease ever seen and experienced before.

At first, doctors, scientists, researchers, and, finally, people who are victims could not understand the severity of the virus as to how to control it. Over the passage of time, they named it, found its DNA, the symptoms once it is affected, and the categories of the people likely to be more prone to its bad effects.

On the other hand, traditional medical studies have also revealed that this could be initially avoided with prevention making it not to spread. In communities around the world, observing different standard operating procedures (SOPs) started besides following the allopathic medical prescriptions as the only way to combat the virus. People started observing diet control which is based on the traditional treatment of the internal immune system through natural herbal and Ayurvedic customs.

In the first phase, the entire world had no other alternative except to face it. This has resulted in regional, national and global disasters in the form of economic downturn, growth and societal deterioration and so on. Of all these doldrums, India stood as a leader amongst all the countries by exhibiting social, physical, and even economic strength to get control over the global pandemic COVID-19.

This has happened not only because of the preventive care taken by our country but also due to the strong belief of the immune system developed because of Indian traditional and cultural food habits, which include naturopathic diet systems. Subsequently, vaccination has since been developed and parallelly the virus also changed its form into a different variant. This has resulted in challenging times to fight the second wave, which is much more severe and sensitive.

Finally, it is clear that the effects can be best managed only through physical and mental stability duly supported by recommended medicines. Now, it is the helm of resurgence that all must unite against the global pandemic that occurs as a cycle every 100 years or so.

The only way is to improve our mental and physical strength with yoga and exercises. The best results can only be experienced by giving a deaf ear to the tragic outcomes that occur due to sheer negligence, and on the other hand, concentrating on improving our physical and mental health conditions. Presently, the only resurgence that is available to the society is thinking optimistically and following natural remedies with available medical resources besides not responding too much and getting panicked, which may still worsen the situation.

NOTHING IS
**GOOD OR
BAD**

ONLY OUR
THINKING
MATTERS
A LOT.

Soon, the situation would be under control with our unified effort.

RSNL Vaishnavi
1st year B.Sc. Textiles

TALES *of* ESSSENCE *and* MORAL

“Whenever you seek for an answer, the answer lies inside the question”. -Lord Buddha.

A fine question by a follower

It was a fine day when one of the followers of Buddha was worried about the mistake that he had committed and was feeling guilty. He thought that discussing with Buddha might help. He began explaining to Buddha about an incident that took place recently. While he was fishing at a lake, he encountered a refugee who was tired and hungry. The refugee came near him and asked for help. Instantly, he gave him the fish that he had caught in the lake. The refugee thanked him and left that place. The next day the refugee came again and asked for two fish. He gave him the fish, after which the refugee left. While fishing on the third day, the refugee came again and asked for four fish which made him angry, so he shouted at that refugee that made him leave the place. The day after, the refugee didn't come to the lake, which made him feel guilty.

He exclaimed to Buddha to enlighten him about this incident, how better he could have handled it and whether he had made any mistake. Buddha said, “yes you have made a big mistake”. The man was completely confused and questioned Buddha, “why are you saying that I had made a mistake? I helped him twice when asked for food and gave him the fish I had”. Buddha replied that “you should not have given him the fish, rather you should have taught him to do fishing, then he might not have come to you seeking help daily”. The man just understood his mistake and when to the lake to apologise to the refugee.

WHAT IS TRUE LOVE?

It was early summer and a fine morning when a devotee of Lord Buddha just arrived with a good question about his thinking of “What is true love?” What is the difference between love and attraction? Lord Buddha just smiled at him and explained, if someone likes a flower, he/she sees it daily, may pluck it, but if they love the flower, they will water it daily and enjoy seeing it grow well. There lies the difference between love and attraction. He was amused to hear the reply of Lord Buddha.

M. Ayyarumathiyazhagan

2nd B.Sc

TALES *of*
ESSSENCE
and MORAL

THE VOYAGE OF MR. KEY

There was a man named Mr. Key. He was a novel writer. He rented a house in a village and sealed his name plate on the gate. The village boys teased him and often asked, “Where’s your lock Mr. Key?” Mr. Key was irritated and moved to Spain. He rented a room in a hotel and called the room attendant to show him the room.

The attendant guided him to the room and said “don.Key, this is your room. Have a pleasant stay”. Mr. Key did not know that a man is addressed to as ‘don’ in Spanish. In rage, he shifted his accommodation to France where he rented a small house and requested the owner to put up his name plate at the gate the next day.

Mr. Key was shocked when he went to the gate. It was written as “Mon.Key”. ‘Mon’ is the short form of “monsieur” and this is how a ‘man’ is addressed in French.



Mr. Key was not aware of this. He got fed up and shifted back to his own village the next day. When the boys asked, “Where is the lock, Mr. Key?”. Mr. key just smiled and immersed himself in the thought that, *“there is no place like home”*.

Kayalvizhi.G,
2nd Year B.Sc Textiles

There were two brothers in a village. The elder brother, Vikram was in 8th grade and looked gigantic and the younger one, Chinna was in the 4th grade who was very lean. Their mother worked in the agricultural farm which was located 16 km away from their house. She advised them not to come to the farm often. In spite of her advice, the brothers took the lunch and started off to the farm. After walking many kilometres, the brothers reached their farm and started to eat lunch with their mom. The mother asked her sons to start early and reach home before sunset.

On their way back home, they found an old well which was deep and had some water at the lowest level. The brothers started playing near the well and all of a sudden, Vikram fell into the well and asked his brother to help him. But the younger one was so small and lean and couldn't help.

Chinna found a bucket and an old rope near the well. By using the rope and bucket, he tried to help his brother. It was quite a herculean task for him as Vikram was three to four times heavier than Chinna. But Chinna relentlessly tried and finally got his brother out. They were so happy and started to reach home. After reaching home, they told this story to the village people but none believed them. They were questioning how the younger one could lift the bulkier one out of the deep well. All of them were raising questions but one old man exclaimed that whatever told was true. Now, the crowd turned towards the old man and started raising the same questions. The old man laughed and told "Except for persistence, hope and focus, none were there to demotivate or discourage Chinna". Chinna tried his best with a positive mindset that he made him get his elder brother out of the well.

Moral-

There are no restrictions when you believe in yourself. Don't heed to someone's negative words. Be an optimistic person.

Raveentharan S
2nd B.Sc.

CAMPUS CHRONICLES

AGILE MANAGEMENT ASSOCIATION OF SVPISTM, “UPAGRAHA”

VALUE ADDED PROGRAMS:

- On the occasion of **International Women’s Day**, a special session was organized by inviting an eminent guest speaker, Mrs. Asha Krishnakumar, Founder, Thangam Memorial Trust & Director, Sulochana Cotton Spinning Mills who delivered an insightful talk on the topic “Compassion drives Sparkling Entrepreneurship” to the students of both B.Sc. and MBA on 08.03.2021
- A two days’ online workshop on **“Data Analysis and Visualization with Tableau”** was organized for I MBA students on 30.04.2021 & 01.05.2021. The resource person was Mr. Karthik Veer, Business Analytics Consultant and Founder, Black board learning.
- A half day online workshop on **“Industrial Engineering Application in Apparel Manufacturing Industry”** was organized for both B.Sc. and MBA students on 15.05.2021. The resource person was Mr. Ravi Kishore P, Senior Regional Manager, ATDC-Hyderabad.
- An expert talk on **“Industry 5.0 in Fashion and Apparel Industry”** was delivered by Dr. S. Kumar Chandar, Associate Professor, School of Business & Management, Christ University, Bangalore to the students of both B.Sc. and MBA on 22.05.2021
- An expert talk on **“Emerging Retail Strategies for Textile Businesses”** was delivered by Ms. Rajeswari D. Sheth, Founder & Innovation Catalyst, ANVÉSHAN to the students of both B.Sc. and MBA on 25.05.2021.
- An expert talk on **“Fintech: Disrupting the Financial Sector”** was delivered by Mr. Austin PM, Founder and CEO of India’s first personal finance Fintech Start-up PaisaPower.com, funded by ICICI ventures & CEO of Educentral.in on 03.06.2021.

INTERNATIONAL COLLABORATIONS FOR ACADEMIC AND RESEARCH DEVELOPMENT :

VIRTUAL CONFERENCES

SVPISTM in collaboration with GIZ (German Corporation for International Cooperation) organized virtual conferences on the topics listed below:

- International Conference on the topic **“Disposability of PPE Kit - Impact on Environment - Challenges and Remedies”** held on 28th January, 2021
- International Conference on the topic **“CSR for Sustainable Textiles”** held on 12th March, 2021
- International Conference on the topic **“Extra Long Staple (ELS) Cotton”** held on 29th April, 2021

RESEARCH ENDEAVOUR

SVPISTM is a one of its kind institute which is primarily devoted to Textile Management excellence. With more than 15 years of heritage, SVPISTM has carved a niche for itself in the field of Textile and Management education. The following research projects have been undertaken by the institute during 2020-21.

MAJOR RESEARCH PROJECT ON “SURVEY ON PRODUCTION AND CONSUMPTION OF LOOSE COTTON IN INDIA”

The institute has been engaged in research and consulting activities sponsored by the Govt. The Survey on Production and Consumption of Loose Cotton in India is a major research project that aims to estimate State-wise loose cotton production in Indian ginning industry, State-wise loose cotton consumption in India, State-wise cotton consumption in Technical Textile Units in India and State-wise Non-Textile Consumption which includes khadi and village industries, wicks for lamp, mattresses, quilts, pillow, bolsters, etc., in India. This research project is important in view of growth in Technical Textiles segment.



Snapshots of International Conferences organized by SVPISTM in association with GIZ (German Corporation for International Cooperation)

MINOR RESEARCH PROJECT ON “OPPORTUNITIES AND CHALLENGES OF WOMEN ENTREPRENEURS IN TEXTILE AND FASHION INDUSTRY”

The School of Management is undertaking the Minor Research Project. The research design employs online survey among women entrepreneurs in Textile and fashion industry exploring their opportunities and challenges in their business. The research project is sponsored by the National Commission for Women, New Delhi.

KUDOS TO THE WINNERS!

Ms. Harshini J of II B.Sc. has participated and won prizes in the following Inter-collegiate events.

- Winner in “Business plan” Competition, a national level symposium conducted by Dr. MGR Educational and Research institute.
- Winner in “Your last my first” a non-technical competition conducted by Manav Rachna International Institute of Research and Studies.
- Second runner up in “Plot thy cover” a book cover designing competition, conducted by Shri Ram College of Commerce.
- Third place in “Meme master”, a national level technical symposium conducted by Jayalakshmi Institute of technology, “Technokratz - 2k21”

FACULTY STRIDES

- **Dr. Biswaranjan Ghosh** has published an article titled “Recent Trends in Sustainable Textiles and Apparel Production” in the International Journal of Current Science Research and Review in Feb, 2021.
- **Ms. Mathangi V** has published an article titled “A comparative analysis of Risk and Return of Securities listed in NIFTY 100” in Journal of Interdisciplinary Cycle Research approved by UGC, ISSN: 0022-1945, Volume XIII, Issue III, March 2021, pp 81-88.
- **Dr. Venkatalakshmi M and Ms. Mathangi V** have published a book titled “NET/SET (National Eligibility Test) / (State Eligibility Test)” by Forschung Publications, Chennai, January 2021.

INTELLECTUAL FORUM FOR SKILL DEVELOPMENT AND KNOWLEDGE SHARING

In order to upgrade the knowledge about emerging trends in Technical Textile Research and Development, faculty Seminars have been organized every week (Monday). The faculty members presented on the following topics during the seminar.

- **“Phase Change Material Application in Textiles” and “Electro-magnetic Radiation Protective Textiles”** by Dr.Biswaranjan Ghosh, HoD, School of Textiles
- **“Recent Trends in Non-Woven Fabric”** by Dr.Venkatalakshmi M, HoD, School of Management
- **“Renovation of Warp Knitting Machine for Jute based products”** by Dr.Bhuvaneshwari M, Assistant Professor, School of Textiles
- **“Personal Protective Clothing - Body Armor”** by Dr.Hariharasudan N, Assistant Professor, School of Textiles
- **“Solar Textiles” and “Surface Chemistry of SARS COVID viruses”** by Dr.Sathish Kumar C, Assistant Professor, School of Textiles
- **“Acoustic Textiles”, “Auxetic Textiles” & “Cryptocurrencies”** by Mr. Ramasubramaniam B, Assistant Professor, School of Textiles
- **“How to design a website” and “Textile filter based medical devices”** by Ms. Anitha R, Assistant Professor, School of Textiles
- **“High Performance Fibres” and “Textile reinforced Composites for Advanced Applications”** by Mr. Prakash M, Assistant Professor, School of Textiles
- **“Automotive Textiles” & “E-Textiles”** by Mr. Arun Karthik B, Assistant Professor, School of Management
- **“Smart Textiles” and “AI in Textile Industry”** by Mr. Sugavanesh S, Assistant Professor, School of Management
- **“Living Textiles – Sustainable Alternative to Fast Fashion” and “Decoding the nuances of disruptive leadership in 21st century organizations”** by Ms. Mathangi V, Assistant Professor, School of Management

STARTLING REMINISCENCES

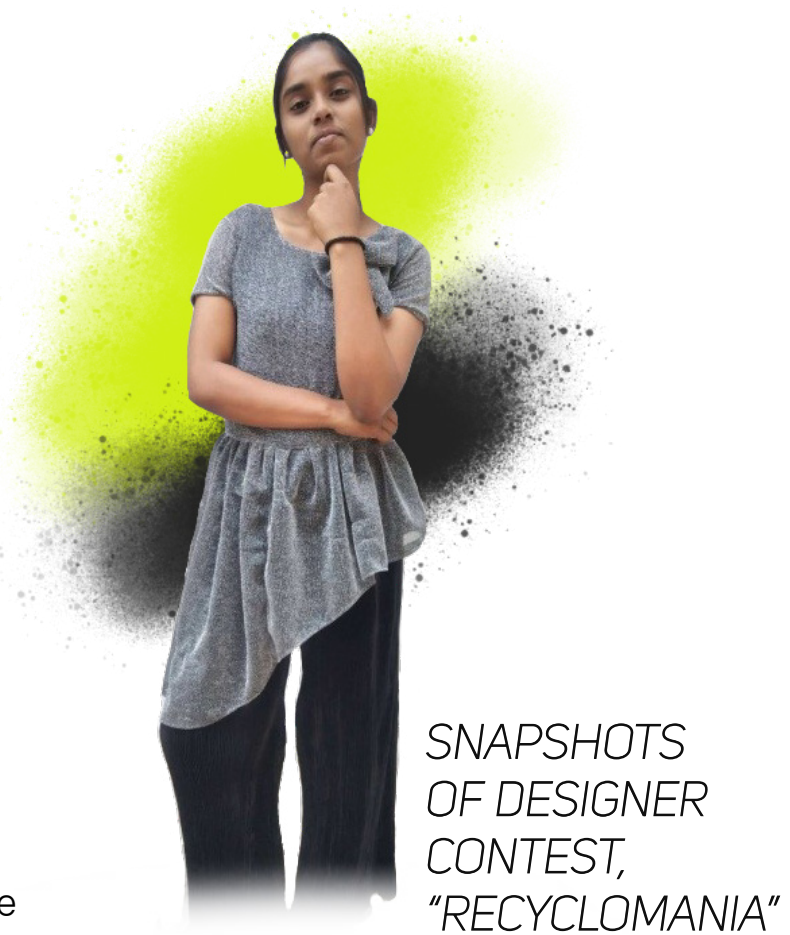
CELEBRATION OF REPUBLIC DAY

The 72nd Republic was celebrated at the Institute Premises. Dr. P. Alli Rani, Director hoisted the National Flag and addressed the students through live video in Facebook.

SWACHHTA PAKHWADA ACTIVITIES AT SVPISTM

The Swachhta Pakhwada activities were organized from 01.03.2021 to 15.03.2021 in the Institute premises.

- Swachhta awareness banner was displayed with the message, “Clean India” in front of institute premises for creating awareness among the public.
- A Poster Presentation activity was organized on “Biodegradable packing alternatives” on 05.03.2021.
- Awareness has been created among the public regarding Digitization of Waste Management through Digital Platforms on 05.03.2021.
- A Seminar titled “Health and Hygiene” was organized on 12.03.2021.
- A designer Contest, “Recyclomania” was organized for the students on 15.03.2021.
- Cleanliness, Sanitation and Maintenance activities were carried out from 01.03.2021 to 15.03.2021.



VIBRANT PLACEMENT CELL INITIATIVES

The placement cell of SVPISTM, Coimbatore is actively involved in establishing industrial connect and engaging the aspiring students to get internship and placement opportunities at reputed organizations in the industry. Despite the prevailing pandemic situation, the placement cell has managed to provide placement opportunities to the B.Sc and MBA Students of 2021 Batch. In-order to optimize the industry connectivity, Industry Institute Partnership Cell (IIPC) was constituted at SVPISTM. The following are the initiatives taken during the academic year 2020 – 21.

TRAININGS OFFERED

- A special session on “ Career Planning and Career Choices – The Right Approach for Both” by Shri. Bani Bhattacharya, was conducted as part of Industry Institute Partnership Cell (IIPC) activities for all BSc and MBA Students (All Years) on 01.04.2021.
- A special session on “How to identify potential companies and apply for jobs by email” was conducted as part of placement training activities for BSc and MBA 2021 Batch Students on 19.04.2021.
- A special session on “Framing of Email, Resume and Portfolio for Potential Employers” by Mr. Akhil Mathew, LosAngeles., was held as part of Industry Institute Partnership Cell (IIPC) activities for all B.Sc. and MBA Students (All Years) on 28.04.2021.

- Regular placement training sessions were conducted for B.Sc. and MBA 2021 Batch Students from 11.02.2021 on every Thursday between 2.30 pm to 4.00 pm by Mr. Sugavanesh Sivaraj. The topics covered in the training sessions are as follows: Resume Building and Updating, Interview Etiquette, Frequently Asked Interview Questions, Mock GD & HR

PLACEMENT DETAILS

The following is the list of companies that conducted the recruitment drive and shortlisted students for various positions:

PVH Aravind Fashions – Tommy Hilfiger | Calvin Klein
Jay Jay Mills, Tiruppur
KG Fabrics
Jai Knit Creations
Pranera Textiles, Tiruppur
Kalki Designs, Mettupalayam
The Chennai Silks
Home Fashions International, Thrissur, Kerala
Reputed companies like Lifestyle International, Max Fashions, Chennai, Reliance Trends, Loyal Textile, Toram Exports, Rodamine (Eastman Exports), Cocoon Apparels, Raymonds are our potential recruiters considered for further placements.



VACCINATION CAMP:

A vaccination camp was organized by the Management of the institute in association with the local Govt. for the employees and their family members. A total of 150 people were vaccinated during the camp held on 2nd and 5th June 2021.



THE NCC OF SVPISTM

The NCC develops character, comradeship, ideals of service and capacity for leadership in the youth of the country, to stimulate interest in the defence of the country by providing service training to the youth, and to build up a reserve to enable the Armed forces to expand rapidly during a National Emergency.

- In the training schedule, NCC Cadets attended the literary, health awareness, tree plantation and traffic awareness camps. The 'Aatmanirbhar Bharat', 'Swachh Bharat Abhiyaan' movements were also organized by our cadets to create awareness among the people.
- As a part of NCC training, a couple of our cadets attended EBSB Camp (Ek Bharat Shrestha Bharat) and 15 of our cadets took part in the CATC Camp (Combined Annual Training Camp) held at Government Arts College, Coimbatore in which cadets were trained for NCC B Certificate Examination, February 2021. The training enhanced our performance which showed fruitful results in NCC B Certificate Examination held at PSG College of Arts and Science, Coimbatore.
- The NCC seniors are now providing proper training to the NCC fresher batch amid COVID 19 lockdown.

- NCC theory classes, Group discussions, Cultural competitions are being held virtually in order to provide the basic skill development opportunity and knowledge to the freshers.

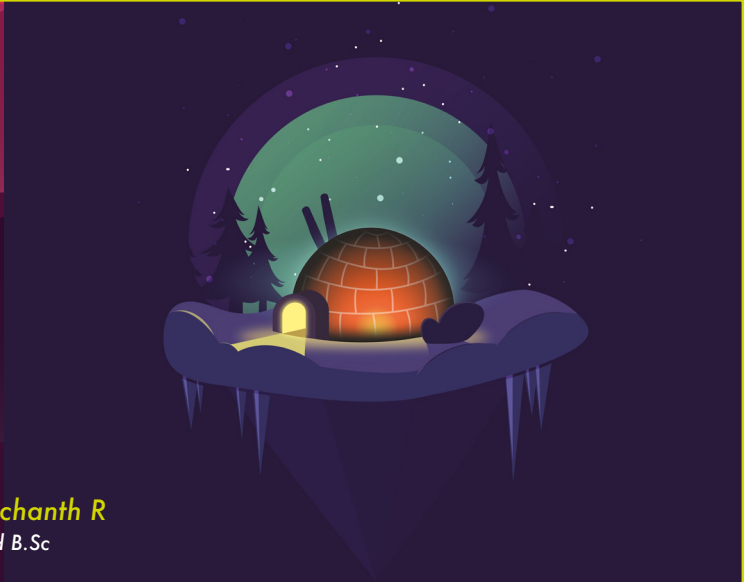


SNAPSHOT OF NCC CREW OF SVPISTM

Jai Hind!



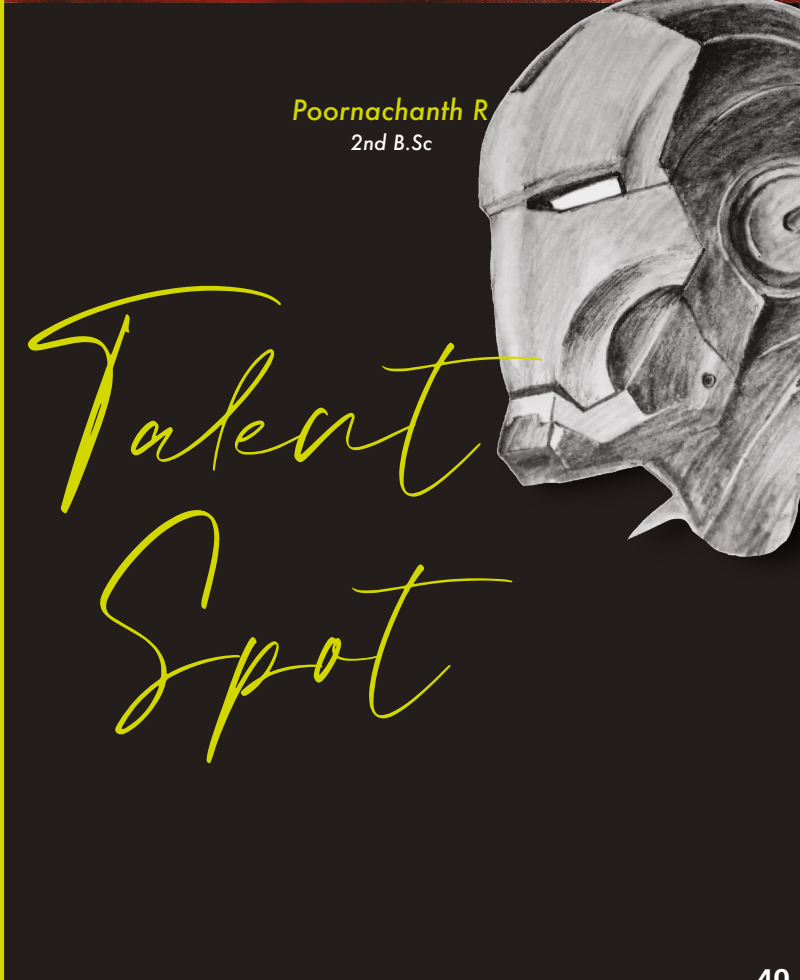
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2nd B.Sc



Rithika B
2nd MBA



Rithika B
2nd MBA



Poornachanth R
2nd B.Sc



Bhargavi P
1st B.Sc

“

LET'S LAUGH

Heard about the new restaurant called Karma?

There's no menu: You get what you deserve. 🤔

Prof *Why are you late?*

Me *Traffic*

Prof *But it's an online class*

Me *Network traffic sir*

Prof 🤔🤔

What did the buffalo say when his son left for college?

Bison 😂

I got a job at Google, but when I shouted yahoo they fired me!! 🤔

Customer *How much is this dog?*

Dog dealer *Rs. 5000*

Customer *Is the price not too much?*

Dog dealer *This dog is wonderful*

Customer *Yes, the dog is wonderful but is it that faithful?*

Dog dealer *Yes sir! He had been faithful, as I sold him 8 times and he had always been back to me within 12 hours.*

Customer 🤔🤔

Did you hear about the mathematician who's afraid of negative numbers? 🤔

He'll stop at nothing to avoid them.

Crew. *mates*

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A SPECIAL THANKS TO

Mrs. Mathangi V, Asst. Professor

School of management.

Mrs. Latha K, Librarian.

"SUCCESSFUL LEADERS SEE THE OPPORTUNITIES IN EVERY DIFFICULTY
RATHER THAN THE DIFFICULTY"

-Reed Markham.

AS WE LOOK AHEAD INTO THE NEXT CENTURY, LEADERS WILL BE
THOSE WHO EMPOWER OTHERS"

-Bill Gates



WHO WE ARE

Sardar Vallabhbhai Patel International School of Textiles and Management, Coimbatore is an International Institution providing comprehensive Education, Training, Consultancy and Research in Textile Management. The institute has been set up by the Ministry of Textiles, Government of India.



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