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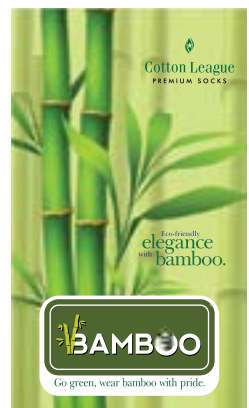
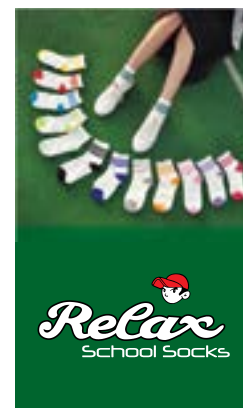
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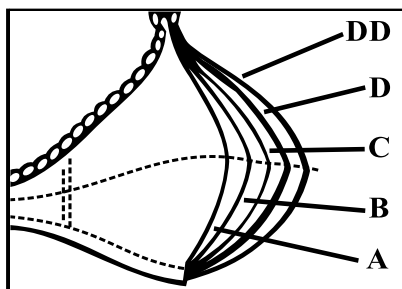
क्या अब यही आपकी लाडली का शौक बन गया है



शीशा... नवयौवन का पहला प्यार, घंटों बीत जाते हैं नई पोशाकें, बालों के नए-नए डिज़ाइन और अपनी सार-सम्भाल को निहारते हुए, लेकिन इस उम्र में उसे इन सबसे बढ़कर आत्मविश्वास की जरूरत होती है, युवावस्था के अन्य परिवर्तनों के साथ-साथ शारीरिक बदलाव में ढल पाना आसान नहीं है, माताएं पहली बार अपनी बेटी को 'ब्रा' के बारे में बताते समय इन बातों को समझती हैं, पर सवाल यह है कि क्या बेटी को कोई सी भी 'ब्रा' दी जा सकती है?

टीन-एजर को सहज विकास के लिए चाहिए खास ब्रा

आपने महसूस किया होगा कि कई नवयुवतियाँ ब्रा पहनना शुरू करने के बावजूद शर्माती संकुचाती रहती हैं। इसका कारण है गलत ब्रा का इस्तेमाल, जिससे उनमें पूरा आत्मविश्वास नहीं आ पाता और वे निश्चिंत नहीं रहती। इस उम्र में शारीरिक विकास के आकार में थोड़ी सी लापरवाही और ना समझी से बिटिया की फिगर, खूबसूरती और व्यक्तित्व पर असर पड़ सकता है।



टीन-एजर के लिए सही 'कप साइज' क्यों बहुत जरूरी है?

तन के सुडौल विकास और आराम के लिए यह जरूरी है कि आपकी बेटी सही कप साइज वाली ब्रा पहने। एक ही साइज के ब्रा में पाँच कप साइज होते हैं; ए-छोटा, बी-मध्यम, सी-बड़ा, डी-अधिक बड़ा, डीडी-डबल XL. टीन-एजर, पाँचों कप साइजों में मिलते हैं ताकि ब्रा आपकी लाडली को बिल्कुल सही फिट आये।

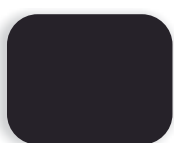
टीन-एजर विशेष रूप से नवयुवतियों के लिए

मेडिकल विशेषज्ञों की सिफारिशों और सुझावों के अनुसार तैयार किया गया 'टीन-एजर' नवयुवतियों को भरपूर आधार और आराम दिलाती है और उनका फिगर भी ठीक रखती है। इसकी सभी खूबियाँ सावधानीपूर्वक अनुसंधान और विशलेषण के बाद सोच-समझ कर रखी गई हैं।

100: सूती, लाइक्रा पट्टे के साथ सफेद एवं 5 और रंगों में उपलब्ध



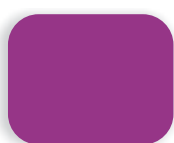
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सम्पादकीय



भारतीय आयकर अधिनियम की धारा 80जी धर्मार्थ दान के लिए कर-कटौती प्रदान करती है। विभिन्न प्रकार के करदाता विभिन्न सीमाओं के अधीन कटौती का दावा करते हैं। वित्त वर्ष 2022-23 से इस नियम में बदलाव किए गए हैं, जिसके अनुसार अब दानकर्ता को ट्रस्ट या संस्था से फॉर्म 10बीई लेना होगा और यह फॉर्म 31 मई से पहले पेश भी करना होगा।

आयकर अधिनियम की धारा 80जी के तहत मंजूरी पाने वाले धर्मार्थ संगठनों को मिले दान का मिलान आयकर रिटर्न में दान देने का दावा करने वालों की बताई कर-कटौती की राशि से करना और उसका सत्यापन करना आसान काम नहीं होता। सत्यापन की इसी प्रक्रिया को सुचारु बनाने के लिए धारा 80जी में संशोधन किया गया। इससे करदाताओं के कर-छूट के फर्जी दावों का खतरा कम हो गया।

धारा 80जी के तहत कुछ खास धर्मार्थ संस्थाओं को दिए गए दान पर ही कर-छूट का दावा किया जा सकता है। जिन संस्थाओं के पास धारा 80जी का प्रमाणपत्र है, वे कर-कानूनों के तहत दान प्राप्त करने की पात्र हैं। करदाता को अपने रिकॉर्ड में रखने के लिए रसीद की एक प्रति मिल सकती है मगर कर-लाभ का दावा करने के लिए यह जरूरी नहीं है। संशोधन के बाद प्राप्त करने वाली संस्था को दानकर्ता का विवरण देना ही होगा, साथ ही उसे दानकर्ता को दान प्रमाणपत्र (फॉर्म 10बीई) भी जारी करना पड़ता है। यही दान का सबूत होता है। किसी भी वित्त वर्ष में किए गए दान के लिए फॉर्म 10बीई जारी करने की आखिरी तारीख आम तौर पर अगले वित्त वर्ष की 31 मई होती है। इससे करदाता उस कर-निर्धारण-वर्ष के लिए आयकर रिटर्न में दान का ब्योरा शामिल कर पाते हैं।

इसलिए आप जब भी दान करें, कर-छूट के लिए फॉर्म 10बीई जरूर मांग लें और कागजात को कम से कम चार साल तक संभालकर रखें ताकि धारा 80जी के दावों की पुष्टि हो सके।

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पश्चिम बंगाल: सिकुड़ता जा रहा है सूबे का कपड़ा उद्योग

आजादी के बाद तीन दशक तक पश्चिम बंगाल के कपड़ा उद्योग की ख्याति न केवल अन्य राज्यों तक फैली थी, बल्कि लाखों लोगों की रोजी-रोटी भी इससे जुड़ी थी।

वर्ष 1977 में वाममोर्चा के सत्ता में आने के बाद साल-दर-साल सूबे का कपड़ा उद्योग न केवल सिकुड़ता गया, बल्कि दिक्कतों से भी जूझने लगा। वर्ष 1947 के आसपास देशभर में कुल 65 कपड़ा मिलें थी, जिनमें से 37 मिलें अकेले सूबे में ही थीं। 37 मिलों में 18 सरकारी और 19 निजी कंपनियों के स्वामित्व में थी। इनमें हजारों लोग काम करते थे। लाखों मीटर कपड़ों की बुनाई होती थी।

कपड़ा उद्योग की बदहाली पर कपड़े के थोक कारोबारी श्रीमोहन राठी ने बताया कि सरकारी उदासीनता, यूनियन, कुशल मजदूरों की कमी, दूसरे उद्योगों की ओर बढ़ता रुझान और समय के साथ बदलाव न करने समेत कई कारण हैं जिसके कारण यहां के कपड़ा उद्योग पर संकट छा गया है। राठी के बताया कि एक जमाने में शहर के मटियाबुर्ज, नदिया जिले के राणाघाट व हुगली जिले के रिसड़ा के केशोराम कॉटन मिल, बावरेश कॉटन मिल व जयश्री कॉटन मिल के अलावा पावरलूम के क्षेत्र में विद्यासागर, मोहिनी, बंगेश्वरी व लख्खीरतन मिलें थी, जिनमें से कई बंद हो चुकी हैं। कुछ

करीब-करीब बंद होने के कगार पर है। ऐसे में साफ तौर पर कहा जा सकता है कि राज्य में कपड़ा उद्योग का अस्तित्व खतरे में है।

एक अन्य कपड़ा कारोबारी पवन अग्रवाल का मानना है कि राज्य में कपड़ा उद्योग के पिछड़ने के पीछे कई वजहें हैं। इनमें बांग्लादेश में कपड़े का तेजी से बढ़ता कारोबार और बंगाल से वस्त्र निर्यात का सीमित दायरा मुख्य है। साथ ही नोटबंदी और वस्तु व सेवा कर (जीएसटी) का लागू होना, ई-वे बिल व नई तकनीकी की मशीनें भी पिछड़ने के कारण हैं, जिससे सूबे का वस्त्र उद्योग धीरे-धीरे तबाह होता गया। उन्होंने कहा कि अब बंगाल का कपड़ा उद्योग गुजरात और महाराष्ट्र की तुलना में काफी पिछड़ता जा रहा है। राज्य के उद्योग मंत्रालय का कहना है कि सरकार कपड़ा उद्योग को खोया हुआ गौरव पुनः दिलाना चाहती है। व्यापारियों की समस्याओं का सही निदान करने के लिए भी मंत्रालय सहयोग को तैयार है।

एक समय पश्चिम बंगाल में बने कपड़ों पर बिहार, ओडिशा, उत्तर प्रदेश और असम के अलावा पूर्वी भारत के कई राज्य निर्भर थे। लेकिन वक्त के साथ सूबे का कपड़ा उद्योग पूरी तरह सिकुड़ और सिमट गया है। आज हालत यह है कि सरकारी क्षेत्र की एक भी मिल अस्तित्व में नहीं है जबकि तीन निजी मिलें ही सूबे में काम कर रही हैं। ■

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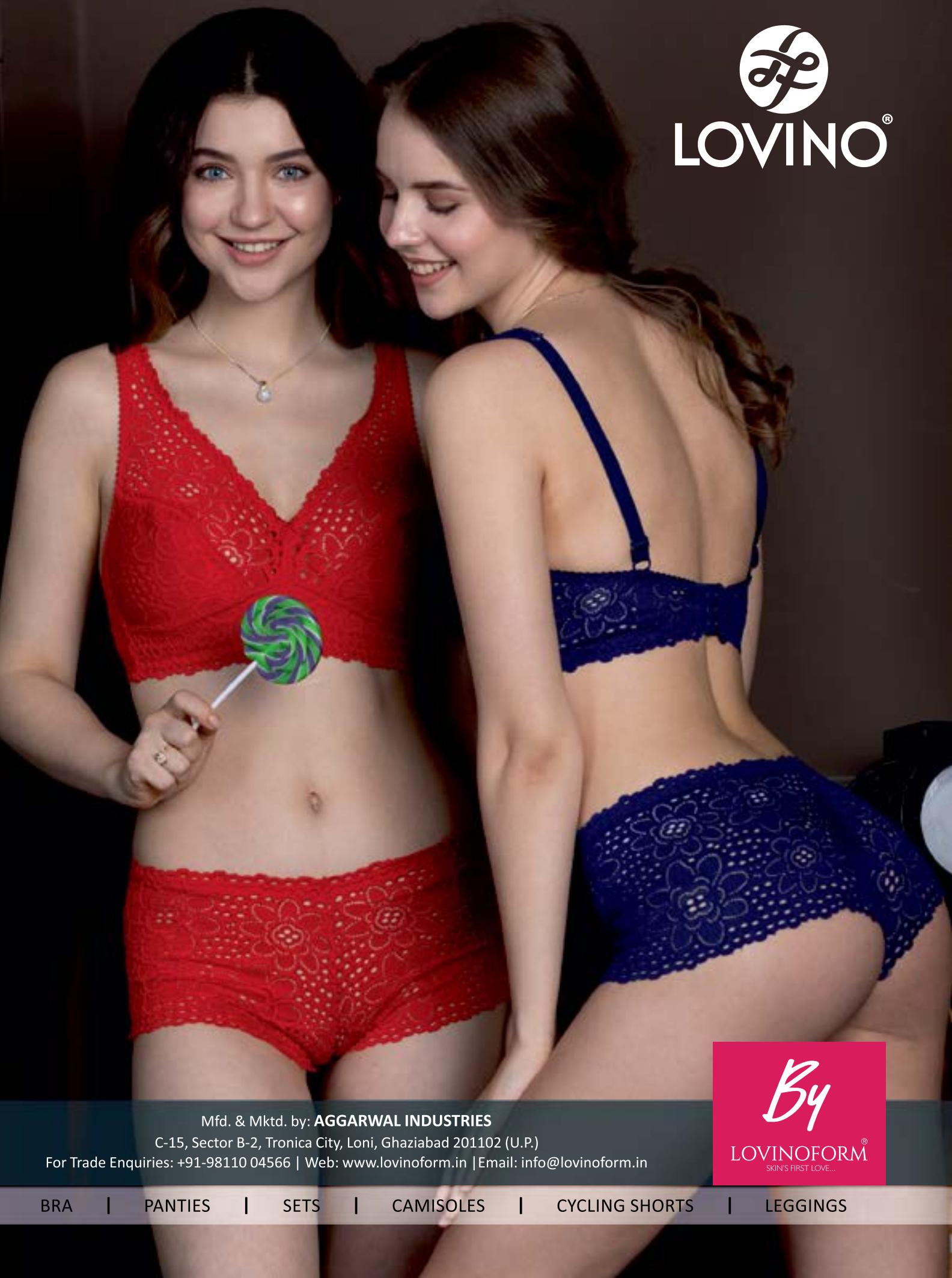
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इस चड्डी में जिस कपड़े का इस्तेमाल किया गया है वो बेहद खास है, इसमें 100% कश्मीरी फैब्रिक का इस्तेमाल किया गया है।

अब तक आपने सबसे महंगे शराब, हीरा, घर, पेंटिंग जैसी चीजों के बारे में सुना होगा, लेकिन क्या कभी आपने सुना है कि इस दुनिया में एक ऐसी चड्डी भी है जिसकी कीमत इतनी है कि उतने में आपका पूरा परिवार जिंदगी भर चड्डी खरीद कर पहन सके। हम मजाक नहीं कर रहे हैं, दुनिया में एक कंपनी ऐसी है जो दुनिया की सबसे महंगी चड्डी बनाती है और ये अंडरवियर बाजार में बिक भी रहा है। दुनिया भर के अमीर अपनी अमीरी दिखाने के लिए इस चड्डी को खरीद रहे हैं।

कौन बनाता है ये चड्डी?

इस लज्जरी चड्डी को बनाती है अमेरिका

की एक कंपनी जिसका नाम है नाइस लॉन्डी। ये कंपनी इससे पहले महंगे मोजे बनाने के लिए जानी जाती थी, यह कंपनी अमेरिका के न्यूयॉर्क की है। आपको बता दें ये चड्डी आपकी उस आम चड्डी से काफी अलग है, जो आप 200 रुपये में लाते हैं। लेकिन अगर आप ये सोच रहे हैं कि इस चड्डी में सोना या चांदी जड़ा है तो आप गलत हैं, क्योंकि देखने में ये चड्डी बिल्कुल आम चड्डी की तरह है, लेकिन इसकी खूबियां ऐसी हैं जो इसे खास बनाती हैं।

क्या खास है इस चड्डी में?

इस चड्डी में एक दो नहीं कई चीजें खास हैं। सबसे पहली चीज तो इस चड्डी में जिस कपड़े का इस्तेमाल किया गया है वो बेहद खास है। इसमें 100% कश्मीरी फैब्रिक का इस्तेमाल किया गया है। इसके साथ ही इस अंडरवियर में गोल्ड का भी काम किया गया है। कंपनी का दावा है कि

इस चड्डी में 24 कैरेट गोल्ड में एंबोयर्डी की गई है। इससे भी खास बात की इस चड्डी में ज्यादातर काम हाथ से किया गया है।

कितनी है इस अंडरवियर की कीमत

दुनिया के सबसे महंगे अंडरवियर की कीमत में हजार यूएस डॉलर के बराबर है। अगर इसे भारतीय रुपये में कनवर्ट करें तो ये 80,000 रुपये से ज्यादा हो जाएगी। ब्लैक कलर के इस अंडरवियर पर एक गोल्डन कलर का लोगो बना है जो देखने में बेहद सुंदर लगता है। हालांकि, इस अंडरवियर को हर कोई नहीं खरीद सकता और पूरी दुनिया में इस चड्डी को खरीदने वालों की संख्या बेहद कम है। जाहिर सी बात है इतनी महंगी चड्डी वही पहन सकता है जिसके पास पैसे की कोई कमी ना हो, क्योंकि जितने की ये अकेली चड्डी आती है, उतने में आप कई ब्रांडेड सूट सिलवा लेंगे। ■



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वस्त्र मंत्रालय की ट्रेड एडवाइजर शुभा ने कहा कि भारतीय टेक्सटाइल उत्पादों ने विश्व में अलग पहचान बनाई है। टेक्सटाइल सेक्टर में केंद्र सरकार की विभिन्न योजनाओं का लाभ देश के उद्यमी उठा रहे हैं। टेक्सटाइल सेक्टर में विदेशी खरीदार भारत लाने और हमारे उत्पादों के बारे में समझ बढ़ाने के प्रयास किए जा रहे हैं व सरकार 14 से 17 फरवरी 2025 के दरम्यान विश्व का सबसे बड़ा टेक्सटाइल ट्रेड फेयर लगाएगी। इसमें टेक्सटाइल सेक्टर के कॉटन, सिंथेटिक, टेक्नीकल टेक्सटाइल, एपरेल से संबंधित फाइबर से फैशन तक की प्रदर्शनी दिल्ली में होगी। ट्रेड एडवाइजर कोटा रिंग रोड स्थित होटल में मेवाड़ चैम्बर ऑफ कॉमर्स एंड इंडस्ट्री, राजस्थान टेक्सटाइल मिल्स एसोसिएशन व सीआईटीआई के सहयोग से रोड शो को संबोधित कर रही थी।

उन्होंने कहा कि भारत टेक्स में दुनिया कपड़ों के नए डिजाइन देखेगी। कहेगी कि भारत ने अपने कपड़ों का फैशन खुद

तय करना शुरू कर दिया है। भारत टेक्स प्रदर्शनी में परिधान, घरेलू साज-सज्जा, फर्श कवरिंग, फाइबर, धागे, कपड़े, कालीन, रेशम, कपड़ा-आधारित हस्तशिल्प, तकनीकी वस्त्र इत्यादी शामिल होगा। इसके अलावा, हस्तशिल्प और परिधान मशीनरी पर प्रदर्शन भी किया जाएगा।

भारतीय टेक्स प्रदर्शनी में वस्त्रों की संपूर्ण मूल्य श्रृंखला शामिल की जाएगी। दो लाख वर्ग मीटर में फैले इस कार्यक्रम में 5 हजार से अधिक प्रदर्शक, 110 से अधिक देशों के 6 हजार अंतरराष्ट्रीय खरीदार और सवा लाख से अधिक आगंतुकों के भाग लेने की उम्मीद है। इसमें 100 अंतरराष्ट्रीय वक्ता भाग लेंगे। प्रदर्शनी में फाइबर ही नहीं, विश्व में विकसित हो रहे नए फाइबर, फाइबर उत्पादन में काम आने वाले केमिकल, नए विकसित कलर से संबंधित स्टॉलें होगी। शुभा ने भीलवाड़ा के टेक्सटाइल उद्यमियों से मेले में भाग लेने के साथ अपने विदेशी खरीदारों को भी आमंत्रित करने का आग्रह किया। ■

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इस साल ठंडी पड़ी होजरी इंडस्ट्री में डिमांड, क्यों है उद्योग को बड़े नुकसान की आशंका?

ठंड के मौसम के कपड़ों की कमजोर मांग ने होजरी उद्योग को दिसंबर की शुरुआत में ही छूट देने की पेशकश करने के लिए मजबूर कर दिया है। आमतौर पर ब्रांड आधा सीजन बीतने के बाद ही छूट ऑफर करते हैं।

नए साल की शुरुआत होने में करीब एक हफ्ता और बचा है और लोग नए साल के साथ नई उम्मीद लगा रहे हैं, हालांकि दूसरी तरफ देश के होजरी उद्योग में कोई उत्साह देखने को नहीं मिल रहा है। दरअसल सर्दी आधी निकलने वाली है लेकिन गर्म कपड़ों की कोई मांग नहीं है, ऐसे में होजरी उद्योग मांग में गिरावट आने से इस मुश्किल में दिख रहा है। दरअसल इस साल ठंड आने में देरी हुई है और इसी वजह से गर्म कपड़ों के लिए दोबारा ऑर्डर मिलना मुश्किल हो रहा है, क्योंकि खुदरा विक्रेताओं के पास पहले ही सर्दियों के कपड़ों का भारी स्टॉक बचा हुआ है।

समय से पहले छूट ऑफर कर रहे ब्रांड
ठंड के मौसम के कपड़ों की कमजोर मांग ने होजरी उद्योग को दिसंबर की शुरुआत

में ही छूट देने की पेशकश करने के लिए मजबूर कर दिया है। आमतौर पर होजरी क्षेत्र के बड़े ब्रांड दिसंबर के अंतिम सप्ताह या जनवरी के पहले सप्ताह में छूट देना शुरू करते हैं। हर साल अक्टूबर, नवंबर और दिसंबर लुधियाना के होजरी क्षेत्र के लिए काफी अहम महीने माने जाते हैं। यहाँ से पंजाब, हरियाणा, दिल्ली, हिमाचल प्रदेश, उत्तर प्रदेश, राजस्थान, जम्मू और कश्मीर, बिहार और पूर्वोत्तर के कुछ राज्यों को आपूर्ति की जाती है। लुधियाना सर्दियों के कपड़ों जैसे जैकेट, स्वेटर, थर्मल, कार्डिगन, पुलओवर, इनरवियर, शॉल आदि के लिए प्रसिद्ध है।

तापमान गिरने से उम्मीदें बंधी

महिलाओं के परिधानों के ब्रांड रेज के श्याम बंसल ने कहा, “देरी से ठंड आने से लुधियाना में होजरी क्षेत्र कठिन समय का सामना कर रहा है”। एक अन्य होजरी विनिर्माता ने कहा कि इस मौसम में थोक विक्रेताओं और खुदरा विक्रेताओं की ओर से कपड़ों की मांग काफी कम रही। उन्होंने केवल एक बार ऑर्डर दिया और खुदरा दुकानों में सर्दियों के कपड़ों की बहुत कम बिक्री के चलते वे दूसरी या तीसरी बार ऑर्डर देने नहीं आए। हालांकि, पिछले कुछ दिनों में उत्तरी क्षेत्र में कई जगहों पर न्यूनतम तापमान में गिरावट आई है और होजरी उद्योग को उम्मीद है कि मांग में तेजी आ सकती है, हालांकि सीजन का आधा समय बीत जाने के कारण जोश कुछ ठंडा हुआ है। ■



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भारत का घरेलू कपड़ा उद्योग:- 2024 में 6-8% वृद्धि की उम्मीद

भारत का कपड़ा उद्योग 2024 में 6-8% वृद्धि की ओर बढ़ सकता है, मुख्य रूप से अमेरिका में मजबूत मांग और घरेलू बाजारों के विस्तार के कारण कच्चे माल की कीमतें स्थिर रहने से कंपनियों का मार्जिन भी अच्छा रहेगा।

भारत का कपड़ा उद्योग इस वित्त वर्ष में 6-8% की वृद्धि की ओर बढ़ सकता है, यह वृद्धि अमेरिका में मांग में मजबूती और घरेलू बाजारों में विस्तार के चलते संभव हो सकती है, क्रिसिल रेंटिंग्स द्वारा जारी एक रिपोर्ट में इस बात का अनुमान जताया गया है।

अमेरिका और घरेलू बाजारों से मिलेगी मदद

भारत का कपड़ा उद्योग मुख्य रूप से निर्यात पर निर्भर है। 70-75% आय निर्यात से आती है, जिसमें अमेरिका का योगदान सबसे ज्यादा है। रिपोर्ट के अनुसार, अमेरिका में उपभोक्ता खर्च बढ़ने और खुदरा विक्रेताओं के पास सामान्य इन्वेंट्री स्तर होने से भारतीय कपड़े की मांग में वृद्धि हो सकती है। इसके अलावा, घरेलू बाजार में भी कपड़ा उद्योग का विस्तार हो रहा है, जो भारत में उद्योग को मजबूती दे रहा है।

कच्चे माल की कीमतें और मार्जिन
भारत में कपास की कीमतें अंतरराष्ट्रीय स्तर

के करीब रहने की संभावना है, इससे घरेलू कपड़ा कंपनियों को फायदा हो सकता है, क्योंकि कच्चे माल की कीमतें स्थिर रहने से उनका मार्जिन 14-15% के बीच रह सकता है। यह कंपनियों के लिए अच्छा संकेत है, क्योंकि इससे उन्हें ज्यादा मुनाफा होगा और वित्तीय स्थिति मजबूत होगी।

वित्तीय स्थिरता और क्रेडिट प्रोफाइल

पिछले वित्त वर्ष में कपड़ा उद्योग ने 9-10% राजस्व वृद्धि दर्ज की थी, जिससे कंपनियों की क्रेडिट प्रोफाइल स्थिर बनी हुई है। इस वृद्धि को बेहतर नकदी प्रवाह और कम पूंजीगत खर्च से समर्थन मिल रहा है। इस वजह से कंपनियों की बैलेंस शीट कर्ज मुक्त रही है, जिससे उन्हें आर्थिक रूप से स्थिर रहने में मदद मिलती है।

अमेरिका के निर्यात का भविष्य

भारत द्वारा निर्यात किए गए कपड़ों का लगभग 30% अमेरिका द्वारा आयात किया जाता है और यह हिस्सेदारी 2024 में भी बनी रहने की संभावना है। जनवरी-अगस्त 2024 तक यह हिस्सेदारी 30% रही है, जो 2023 के आंकड़ों से मेल खाती है। अमेरिका में कपड़ा उद्योग की मजबूत स्थिति से भारत को निर्यात में फायदा हो सकता है।

आने वाले समय में स्थिरता की उम्मीद

क्रिसिल के अनुसार, अगले वित्त वर्ष 2025 में भी कपड़ा कंपनियों का प्रदर्शन स्थिर रह सकता है। कम पूंजीगत खर्च और स्थिर परिचालन से कंपनियों का ऋण भुगतान कवर 5-6 गुना पर बना रहेगा, इससे उद्योग की स्थिरता बनी रहेगी। ■

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सर्दियों के लिए अगर आप स्कर्ट वन पीस और मिनी ड्रेस के नीचे पहनने के लिए गर्म स्टॉकिंग को लेने चाहते हैं तो हम आपके लिए लाये हैं गर्म स्टॉकिंग के सबसे बेस्ट ऑप्शन जिसकी मदद से आप सर्दियों में मई कोई भी वन पीस मिनी ड्रेस और स्कर्ट जो आप सर्दियों में भी आसानी से पहन सकते हैं। अमेज़न पर ये फ़्लीस स्टॉकिंग्स 500 रुपये की शुरुआती कीमत में मिल रही है।

महिलाओं को स्कर्ट, वन पीस और मिनी ड्रेस पहनना काफी पसंद होता है, क्योंकि इनमें वो स्टाइलिश और फैशनेबल लगती हैं। लेकिन सर्दियों में इन स्टाइल ड्रेस को पहनने के लिए महिलाएं हजार बार सोचती हैं। लेकिन अब आपको बिलकुल सोचने की जरूरत नहीं है क्योंकि हम आपके लिए लाये हैं यहां गर्म स्टॉकिंग के सबसे बेस्ट ऑप्शन, जिसकी मदद से आप कोई भी वन पीस, मिनी ड्रेस और स्कर्ट सर्दियों में भी आसानी से पहन सकते हैं।

इन गर्म स्टॉकिंग्स को आप किसी भी ड्रेस के साथ पहन सकती हैं। ये स्टॉकिंग पहनने के बाद आपको काफी स्टाइलिश

लुक देती हैं। साथ ही अंदर से काफी गर्म होती है, जो आपको ठंड से बचाती है। ये गर्म स्टॉकिंग इस समय विंटर वॉमन फैशन में काफी डिमांड में चल रही हैं। इन गर्म स्टॉकिंग की फैब्रिक क्वालिटी काफी सॉफ्ट होती है, जिसकी मदद से आप इन्हें आसानी से पूरे दिन पहन सकते हैं। सॉर्ट ड्रेस के नीचे आप इन गर्म स्टॉकिंग को आसानी से पहन सकती हैं। इन फील स्टॉकिंग में आपको कई कलर और साइज ऑप्शन आसानी से मिल जाते हैं।

कीमत व क्वालिटी

यहां दी गई सभी गर्म स्टॉकिंग आजकल काफी ट्रेंड में हैं, विंटर में इन्हें सबसे ज्यादा खरीदा जाता है। गंदा होने पर आप इन स्टॉकिंग को घर पर मशीन में वॉश कर सकते हैं, ऐसा करने से इनका फैब्रिक खराब नहीं होता है। अमेज़न पर ये वॉमन स्टॉकिंग 500 रुपये की शुरुआती कीमत में मिल रही है। ■



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हर साल 1,50,000 युवाओं को मुफ्त कौशल विकास प्रशिक्षण मिलेगा राज्य भर के प्रतिष्ठित कॉलेजों में कौशल विकास प्रशिक्षण केंद्र स्थापित किए जाएंगे, ताकि 15 से 45 वर्ष की आयु के युवाओं

को प्रशिक्षण दिया जा सके, जिससे वे आत्मनिर्भर बन सकें और विभिन्न रोजगार अवसरों तक पहुँच सकें। राज्यभर में हर साल करीब 1,50,000 युवाओं को मुफ्त कौशल विकास प्रशिक्षण मिलेगा।

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रिलायंस ने मिलाया इजरायली फर्म से हाथ, मिलकर बेचेंगे इनरवियर प्रोडक्ट्स, इस कंपनी से होगा मुकाबला

रिलायंस और डेल्टा गैलिल का भारतीय 50:50 जॉइंट वेंचर मौजूदा रिलायंस ब्रांड्स के लिए इनरवियर बनाएगा और डेल्टा के अपने ब्रांड्स जैसे 7 फॉर ऑल मैनकाइंड और नेसेसिटीज के ग्लोबल पोर्टफोलियो को भी लाएगा।

रिलायंस ने दुनिया की इनरवियर बनाने वाली कंपनियों में से एक इजरायल की अपैरल फर्म डेल्टा गैलिल के साथ बराबर की हिस्सेदारी वाला जॉइंट वेंचर बनाया

है। दोनों कंपनियां मिलकर जॉइंट वेंचर के जरिए अपने ग्लोबल ब्रांड के प्रोडक्ट्स को बेचेंगी और साथ ही भारत में लिंगरी प्रोडक्ट्स बनाकर बेचेगी। इससे उनका सीधा मुकाबला पेज इंडस्ट्रीज से होगा, जो जॉकी और स्पीडो जैसे ब्रांड के साथ इस सेगमेंट में भारत में प्रमुख कंपनी है।

ये हैं डेल्टा गैलिल के प्रोडक्ट्स ग्लोबल लेवल पर डेल्टा गैलिल कुछ बड़े ब्रांड्स की लाइसेंसहोल्डर है, जिनमें



कैल्विन क्लेन, टॉमी हिलफिगर और कोलंबिया शामिल हैं। इसके अलावा कंपनी ने हाल ही में एडिडास और पोलो राल्फ लॉरेन के साथ भी साझेदारी की है।

रिलायंस ने कई ब्रांड्स को खरीदा
पिछले कुछ वर्षों में रिलायंस ने क्लोविया, ज़िवामे और अमांते सहित कई लिंगरी रिटेलर्स और ब्रांड्स को खरीदा है, जिन्होंने वित्त वर्ष 2024 में कुल मिलाकर 2,000 करोड़ रु. से अधिक की बिक्री दर्ज की है। इसके अलावा, यह रिलायंस ट्रेड्स के जरिए अपने प्राइवेट लेबल ब्रांड की बिक्री करती है और मार्क्स एंड स्पेंसर और हंकेमोलर इंटरनेशनल के साथ इसका जॉइंट वेंचर भी है। ■



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लुधियाना की होजरी इंडस्ट्री में चाइनीज कपड़े का 80% तक कब्जा, इस बार 1500 करोड़ रुपए मूल्य का कपड़ा बिकने की उम्मीद

लुधियाना की होजरी इंडस्ट्री पर चाइनीज कपड़े का कब्जा हो गया है। होजरी और टेक्सटाइल मार्केट में पिछले साल की तुलना में चाइनीज कपड़े की मांग में जबरदस्त इजाफा हुआ है। कारोबारियों के अनुसार, जहां पिछले साल 50% चाइनीज कपड़ा बाजार में उतरा था, वहीं अब यह आंकड़ा बढ़कर 80% तक पहुंच गया।

बांग्लादेश में चल रहे विवाद के चलते भारतीय बाजार में चाइनीज कपड़ों की खपत तेजी से बढ़ी है। पिछले साल लगभग 40 करोड़ रुपए का चाइनीज कपड़ा बिका था, जबकि इस बार यह आंकड़ा 1500 रुपए तक पहुंचने का अनुमान है। फैक्ट्रियों ने इस कपड़े का उपयोग कर शर्ट, जैकेट, ट्रैक सूट, पायजामा और कोट तैयार किए हैं और इन्हें विभिन्न राज्यों में भेजा जा रहा है।

वहीं, होजरी कारोबारी ने बताया कि चाइनीज इम्पोर्टेड कपड़ों में सफाई और डिजाइन की गुणवत्ता भारतीय कपड़ों से बेहतर है। पिछले साल से ही ग्राहकों ने मॉल के लिए चाइनीज कपड़ों की मांग बढ़ाई थी, और इस बार 80% ग्राहक इसी कपड़े के ऑर्डर आ चुके हैं। उधर, कारोबारी भूपिंदर सिंह ठुकराल ने कहा भारत में उस तकनीक की मशीनें नहीं हैं जो इतनी सफाई से कपड़ा बना सकें।

चाइनीज और भारतीय कपड़ों में 50% तक दाम का अंतर है।

भारतीय कपड़ा उद्योग के लिए मांग बढ़ना चुनौती

टेक्सटाइल कारोबारी ने कहा कि चाइनीज कपड़े की फिनिशिंग उच्च गुणवत्ता की होती है, जिससे यह ग्राहकों की पसंद बन चुका है। चाइनीज कपड़ा 25 किलो का होता है, जबकि भारतीय कपड़ा 30 किलो का होता है और दोनों के दामों में 3000 रुपए का अंतर है। लुधियाना की होजरी और टेक्सटाइल इंडस्ट्री में चाइनीज कपड़े की बढ़ती मांग स्थानीय बाजार पर प्रभाव डाल रही है। ■





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35 हजार रुपए में बिकती है जैविक कपास की जींस, किसान को मिलते हैं चंद रुपए

जैविक कपास से किसान की आय बढ़ाने पर मंथन, धार के पास सरकार बनाएगी 10 हजार करोड़ रुपए का कॉटन और टेक्सटाइल इंडस्ट्री हब।



जैविक कपास की जींस आज बाजार में 35 हजार रुपए तक मिलती है। दिन-रात मेहनत कर कपास उगाने वाले किसानों को उस कपास के चंद रुपए मिलते हैं। मार्केट गैप के कारण किसान को सही आय नहीं मिल पाती। जैविक कपास की बहुत अधिक डिमांड है और मालवा निमाड़ में कपास की अच्छी पैदावार है। यदि एक मंच पर किसान और इंडस्ट्री एक साथ समाधान निकालेगी तो किसान की आय दोगुनी हो जाएगी। यह बातें सॉलिडारिडाड, अलायन्स ऑफ कॉटन एंड टेक्सटाइल स्टैकहोल्डर्स संस्था के मप्र के महाप्रबंधक डॉ सुरेश मोटवानी ने बातचीत में कही। इंदौर में संस्था ने मालवा निमाड़ के किसानों के लिए ब्रिलिएंट कन्वेंशन सेंटर में एक कार्यक्रम आयोजित किया, जहां सांसद शंकर लालवानी ने भी किसानों को सरकार की योजनाओं की जानकारी दी।

सेंटर फॉर रिस्पॉन्सिबल बिजनेस (सीआरबी) के सहयोग से आयोजित इस एक दिवसीय संगोष्ठी का विषय था “भारत में पुनर्योजी कृषि कपास मूल्य श्रृंखला को

बढ़ावा देने में अवसर और चुनौतियां”। इस अवसर पर कपास उत्पादन एवं इसकी मूल्य श्रृंखला से जुड़े हुए विभिन्न विशेषज्ञों, स्थायी उत्पादन के क्षेत्र में कार्य कर रहे प्रबंधकों एवं कपास उत्पादन से जुड़े कृषकों ने इस संगोष्ठी में भाग लिया। इसका मूल उद्देश्य है कि भारत में कपास उत्पादन के क्षेत्र में पुनर्योजी विधि को बढ़ावा देने के लिए एक मजबूत मंच तैयार किया जा सके ताकि देश में कपास उत्पादन अर्थ व्यवस्था को स्थायित्व मिल सके।

धार में बनेगा टेक्सटाइल हब

सांसद शंकर लालवानी ने कार्यक्रम में कहा कि मध्य प्रदेश में कपास की खेती के लिए पर्याप्त संभावनाएं तलाशी जा सकती हैं। वर्तमान में, पारंपरिक खेती से पुनर्योजी कृषि में रूपांतरण कपास की खेती के लिए एक वरदान है। सॉलिडेरिडाड कपास किसानों के बीच पुनर्योजी कृषि पद्धतियों को बढ़ावा देने की दिशा में काम कर रहा है। सरकार मध्य प्रदेश में कपास का क्षेत्र बढ़ाने की दिशा में भी काम कर रही है। इसके मद्देनजर, हब स्थापित हो रहें हैं। किसानों को उनकी उपज का उचित मूल्य मिले, इसके लिए हम लगातार प्रयास कर रहे हैं और आगे भी करते रहेंगे।

पर्यावरण संरक्षण पर ध्यान देना होगा

डॉ सुरेश मोटवानी ने कहा की आज विश्व कपास दिवस के अवसर हमें याद रखना चाहिए की कपास न केवल एक फसल है बल्कि देश के लाखों किसान-परिवारों के जीवन का आधार है। संस्था 2 लाख किसानों के बीच काम कर रही है। पुनर्योजी कृषि को अपनाकर, हम कपास उत्पादन को पर्यावरण संरक्षण और सामाजिक समानता के लिए एक शक्ति में बदल सकते हैं। इससे किसानों के लिए एक स्थायी आजीविका सुनिश्चित होगी और भविष्य की पीढ़ियों के लिए हमारी कृषि पारिस्थितिकी सुरक्षित एवं संरक्षित बनी रहेंगी। ■

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socks, children's socks, sports socks, woollen socks, school socks and all types of gloves. Q-Tex stands for "Quality Textiles" and is a testament to Maya Hosiery's commitment to quality, variety and reliability, catering to diverse needs with excellence.

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allowing it to leverage proximity to essential resources and skilled labour. This location is ideal for efficient manufacturing and distribution, enabling Maya Hosiery to meet market demands promptly. Meanwhile, the company's corporate office at Shastri Nagar in Delhi serves as the administrative hub, where the team manages operations, customer relations, and strategic planning to ensure seamless service delivery.

Why Choose Maya Hosiery?

Maya Hosiery has become a preferred choice for clients due to its commitment to quality and a customer-centric approach. The

company's success can be attributed to several unique factors:

- **Wide Industry Experience:** With years of experience, Maya Hosiery possesses extensive knowledge of market trends and consumer needs.
- **Ethical Business Practices:** Maya Hosiery values transparency, honesty, and integrity in every transaction, building lasting relationships with clients.
- **Dynamic Workforce:** The company boasts a skilled and dedicated team committed to achieving excellence in every task.
- **Customized Solutions:** Understanding that each client has unique needs, Maya Hosiery offers





tailored solutions to meet specific requirements.

- **Wide Distribution Network:** The company has established an extensive distribution network, ensuring timely delivery across the country.
- **Free Sampling Policy:** Maya Hosiery provides product samples at no cost, allowing clients to evaluate quality before making large purchases.
- **Prompt Delivery:** With efficient logistics, Maya Hosiery ensures that products are delivered on time, maintaining client satisfaction.

State-of-the-Art Warehouse Facilities

Maya Hosiery's warehouse is a testament to its operational efficiency and dedication to product care. Organized with meticulous attention to detail, the warehouse features well-labeled shelves and a streamlined layout, facilitating easy access to products and fast order processing. The storage systems ensure that products remain in optimal condition, reinforcing Maya Hosiery's commitment to quality at every step of the supply chain.

A Vision for the Future

Maya Hosiery is more than just a business; it is a brand driven by a passion for quality, customer satisfaction, and continuous improvement. The company is constantly evolving, embracing new trends and technologies to better serve its clients. Under the guidance of Mr. Dinesh Mittal, Maya Hosiery continues to strive for growth and innovation, setting benchmarks in the hosiery industry and working toward a future where it leads with both quality and integrity. In an ever-changing marketplace, Maya Hosiery stands as a symbol of reliability and excellence, ready to meet the challenges of tomorrow. Whether you are looking for everyday essentials or customized hosiery solutions, Maya Hosiery is committed to delivering products that exceed expectations. ■





Winter Hosiery: A Surge in Demand for Warm Fabrics as Cold Weather Sets In

As winter arrives, so does the inevitable shift in consumer preferences toward warmth and comfort in everyday wear. Among the most notable trends emerging from the colder months is the increased demand for hosiery fabrics designed to provide insulation against the chill while maintaining style and sophistication. The cold weather has spurred a marked rise in the popularity of warm, cozy hosiery, especially those made from wool, fleece-lined materials, and advanced thermal blends, creating a bustling market for these must-have winter essentials.

The Rising Demand for Winter Hosiery

During the colder months, hosiery becomes more than just an accessory — it evolves into a necessity for many, serving as an essential layer to keep the lower body warm. As temperatures dip, people look for products that offer both comfort and protection from the cold, prompting an increased interest in hosiery fabrics designed specifically for winter wear.

Wool, historically cherished for its natural insulating properties, remains a top choice among consumers. Wool

hosiery has long been known for its ability to retain heat, even when wet, making it ideal for those braving winter's wet and cold conditions. In addition to its warmth, wool offers breathability, preventing overheating when worn indoors and allowing the skin to breathe. Over the years, wool hosiery has evolved to be softer, more refined, and easier to care for, enhancing its appeal.

Another fabric taking the market by storm is fleece-lined hosiery. Known for its luxurious, plush feel, fleece provides an extra layer of warmth and softness without the bulk of traditional winter wear. These hosiery products often feature a thin fleece lining on the inside that traps heat while remaining light and comfortable. As fleece-lined hosiery grows in popularity, more consumers are seeking out these ultra-soft, insulating options to pair with their winter outfits.

Thermal hosiery has also gained traction, designed to trap body heat and prevent cold air from penetrating through the fabric. Made from innovative blends of synthetic fibers, these hosiery options are engineered to provide warmth while remaining lightweight and form-fitting. These

advanced materials not only offer superior warmth but also boast moisture-wicking properties, ensuring that wearers stay dry and comfortable, even during physical activities in the cold.

Fashion Meets Function: The Evolution of Hosiery Design

In the past, the primary function of hosiery was to enhance the appearance of legs, providing a smooth, polished look. While this remains an essential aspect of hosiery, the modern consumer has evolved in their expectations, now seeking products that balance both aesthetics and performance. The demand for warm hosiery reflects a shift in consumer preferences toward functionality, with warmth and comfort now taking precedence over purely decorative purposes.

Brands are responding by blending style with substance. Hosiery is no longer just about a sleek, glossy finish. Now, consumers are looking for tights, leggings, and stockings that feature advanced insulating fabrics while still being stylish enough to wear with their winter wardrobe. Designers are experimenting with rich textures, bold patterns, and vibrant colors to keep hosiery visually appealing while delivering on performance. From opaque thermal tights to stylish woolen knee-high socks, winter hosiery collections are brimming with options that cater to diverse tastes and preferences.

The Sustainability Shift

Alongside the trend for warmth, sustainability has become a key factor driving the winter hosiery market. With an increasing awareness of environmental issues, more and more consumers are opting for hosiery made from eco-friendly materials. Hosiery brands have begun offering options made from organic cotton, bamboo fibers, and recycled materials, providing a more sustainable alternative to traditional synthetics.

Recycled yarns, in particular, have gained popularity, with hosiery companies seeking innovative ways to reduce waste and carbon footprints. These recycled fibers are often sourced from post-consumer plastic bottles or discarded fabric scraps, offering a second life to materials that would otherwise end up in landfills. For eco-conscious consumers, sustainable winter hosiery provides the perfect blend of style, warmth, and environmental responsibility.

A Changing Market

The growing demand for warm hosiery fabrics has spurred innovation across the hosiery industry. Brands are constantly pushing the boundaries of fabric technology, experimenting with new blends, materials, and manufacturing processes. Thermal tights, for example, now feature heat-retaining fibers that offer warmth without compromising on flexibility or comfort. Hosiery is also becoming

more inclusive, with many brands now offering a wider range of sizes to accommodate all body types.

Retailers have taken notice of this surge in demand and are adapting to the changing needs of their customers. Online shopping platforms are seeing a rise in winter hosiery sales, with consumers seeking the perfect pair of warm tights, leggings, or stockings to add to their winter wardrobe. In-store displays have also shifted, with more prominent placements for fleece-lined tights, thermal leggings, and woolen socks, reflecting the growing prominence of these items in the seasonal hosiery market.

As winter approaches, the hosiery market continues to evolve, with demand for warm, functional fabrics at an all-time high. Consumers are no longer willing to compromise on warmth in exchange for style; they want both. The rise of wool, fleece-

lined, and thermal hosiery speaks to a broader trend in the fashion industry, where comfort and performance are increasingly prioritized. Moreover, the growing emphasis on sustainability ensures that winter hosiery will not only keep consumers warm but will also leave a positive impact on the planet. With winter fashion becoming more focused on both functionality and style, the hosiery industry is poised to keep innovating, offering consumers the perfect combination of warmth, comfort, and fashion-forward design. ■

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Winter Hosiery Hacks: DIY Tips for Staying Warm and Cozy

As winter's chill sets in, staying warm while maintaining style is a must. Hosiery can be a game-changer for cozy layering and comfort. Here are some clever DIY hacks to make the most of hosiery undergarments this winter:

Layering Thermal Tights Under Jeans or Pants: Thermal tights are an easy way to add warmth without the bulk. Simply wear them under your regular pants or jeans to trap heat and stay cozy. Fleece-lined tights are an extra cozy option that provides an added layer of warmth for those extra-cold days.

DIY Fleece-Lined Leggings: Take an old pair of leggings and sew a fleece lining inside to create your own fleece-lined tights. This simple upcycling project turns regular leggings into the perfect winter-ready pieces without the extra cost.

Freezing Tights for Durability: Prevent runs in your tights by freezing

them. Wet your tights, fold them carefully, and place them in the freezer overnight. This helps the fibers become denser and less likely to tear, making your tights last longer.

No-Slip Socks for Winter Slippers: Cold weather often leads to slippery floors, but you can solve this by adding no-slip soles to your winter socks. Use fabric paint or silicone glue on the bottoms of your socks to create a grippy surface, keeping you safe from slips indoors.

Upgrade Your Boots with Cozy Hosiery: Knee-high socks are a stylish and warm addition to your boots. They provide insulation while preventing cold air from sneaking in. You can also use boot cuffs made from old sweaters to enhance both warmth and style.

Thermal Base Layers: Thermal tank tops and long sleeves make great base layers for winter. These pieces can be worn under dresses or layered with

sweaters, providing warmth without adding bulk to your outfit.

Repurposing Old Sweaters for Cozy Accessories: Upcycle old wool sweaters into mittens, scarves, or boot liners for a personalized touch to your winter wardrobe. Wool provides a soft, warm texture that keeps you cozy on the coldest days.

With these DIY tips, hosiery becomes an essential part of your winter wardrobe, offering both style and comfort. Whether you're layering tights under pants or repurposing old sweaters for new accessories, these simple hacks will ensure you stay warm all season long. ■

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Step Into Confidence with *Rupa Footline's* *Bold New Identity*

Rupa Footline, the exclusive socks brand for men, women, and kids from Rupa & Company Limited, is coming up with its bold new identity, an energized attitude, and an exciting campaign that's set to redefine the accessory category.

In a segment where established brands are rare, Rupa Footline stepping up to craft a fresh narrative that speaks directly to the youthful audience. The brand's new campaign tagline, "Pahen Liya to Pahen Liya," is a call to action for individuals to take on the world with confidence and unparalleled comfort, one step at a time. Whether you're walking, running, or simply lounging, Rupa Footline ensures you're always ready to make your mark. The campaign's uniqueness lies

in its storytelling, which captures how people navigate various situations and moments in life—always with their socks on.

Mr. Vikash Agarwal, Director of Rupa & Company Limited, shared his thoughts on the launch, saying, "Modern consumers want more than just products, they are seeking brands that align with their attitude, offer style with substance, and bring an element of fun to everyday life. Our new campaign for Rupa Footline celebrates this attitude with heavy doses of fun, quirkiness and entertainment. Our new brand logo has a bold, international appeal. We believe our new ranges of socks in solids, stripes, geometric shapes and prints will be a rage among the youth."

This renowned brand is redefining socks with a fresh attitude, quirky storytelling, and comfort for every step of life.

About Rupa Footline:

Rupa Footline offers an extensive range, including Formal, Comfort, Sports, and Premium Socks for Men; Fashion, Woollen, and Cotton Socks for Women; Fancy and School socks for Kids; and a versatile Footlet Collection for all ages. With options in solids, stripes, geometric patterns, and prints, there's a pair for every personality and occasion. The collections are now available at Amazon, Flipkart, Rupa Online Store and leading retail outlets across India. ■

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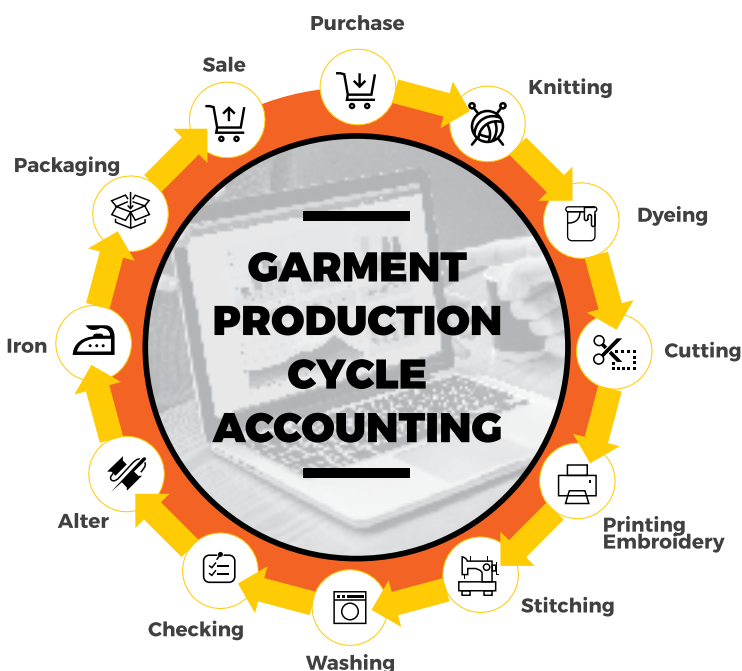


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Indian Hosiery Industry Set to Become One of the Largest in the World

India's hosiery industry is rapidly growing, positioning itself to become one of the largest in the global market. With a current market value of approximately USD 4.4 billion in 2023, the sector is on track to nearly double, reaching USD 8.1 billion by 2032. This expansion is driven by increasing domestic demand, expanding export markets, and the rising popularity of high-quality, comfortable, and fashionable hosiery products.

Strong Rural Demand

A major factor in the industry's rapid growth is the robust demand coming from rural markets, which account for nearly half of the domestic hosiery revenue. Several factors contribute to this surge: favorable agricultural conditions, better-than-expected monsoon seasons, and increased government spending on rural infrastructure. As rural incomes rise, so does the demand for both affordable and premium hosiery products. This shift not only supports the local economy but also drives up sales across the entire sector.

Growth in Urban Markets and Modern Retail

Urban demand for hosiery is also on the rise, bolstered by the growth of modern retail outlets and an increasingly fashion-conscious middle class. As consumers in metropolitan areas demand more variety, urban markets are becoming a key growth area. Retailers are expanding their hosiery offerings, introducing a wider range of products that include premium and sustainable options. This trend is fueled by greater consumer awareness of international fashion standards, making it a crucial driver of industry expansion.

Expansion in Export Markets

India's hosiery industry has also made significant strides in international markets. The Middle East and North Africa have become key regions for exports, with Indian hosiery products, particularly cotton-based items, gaining traction due to their competitive pricing and superior quality. The rise in global demand for comfortable, affordable textiles has further reinforced India's position as a leading supplier of hosiery.

A Positive Outlook for the Future

Looking ahead, the Indian hosiery market is expected to grow by 10-12% in the fiscal year 2025. This optimistic forecast comes as a result of strong domestic sales, particularly in rural areas, and increasing export volumes. Manufacturers are benefiting from stabilized input costs, particularly cotton yarn prices, which has helped ease production pressures. This stability, combined with improved operational efficiency, is expected to lead to increased profit margins.

As the global demand for high-quality hosiery continues to rise, India is well-positioned to remain a key player in the industry. The combination of a strong domestic market, increasing international demand, and innovations in both product design and sustainability makes the Indian hosiery sector a rising force in the global textile industry. With these positive trends, the sector is set to play a major role in shaping the future of the global hosiery market. ■

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Cotton Revival Powers Growth in India's Hosiery Industry

India's hosiery sector is experiencing a resurgence, with stable cotton yarn prices and increased rural demand fueling growth. Cotton yarn, a vital raw material, has seen price stabilization after earlier volatility, providing a strong foundation for production and profitability. The industry is forecasted to achieve 10-12% revenue growth in FY25, driven by expanding rural sales, growing exports, and modern retail innovations.

Cotton's Role in the Hosiery Ecosystem

Cotton yarn is the backbone of India's hosiery production, from basic innerwear to premium winter essentials. Stabilized prices have eased cost pressures on manufacturers, who previously grappled with fluctuating input

costs. This price steadiness enables manufacturers to scale operations and optimize margins, critical in a competitive market.

The demand for hosiery is also bolstered by India's cotton heritage, which aligns with global consumer preferences for breathable and sustainable fabrics. With sustainability becoming a global imperative, Indian hosiery brands increasingly incorporate organic and recycled cotton, catering to eco-conscious markets both domestically and internationally.

Rural Demand: A Game-Changer

India's rural economy plays a pivotal role in hosiery sales, accounting for nearly half of domestic revenue. This demand is tied to improved agricultural performance due to favorable monsoons and increased minimum support prices. Government initiatives like higher rural infrastructure spending have boosted disposable incomes, spurring demand for both essentials and aspirational products like branded hosiery.

Global Expansion and Trade Partnerships

The hosiery industry's growth isn't limited to domestic markets. India's Comprehensive Economic Partnership Agreement (CEPA) with the UAE has expanded export opportunities, with regions like the Middle East and North Africa becoming prominent buyers. Exporters also benefit from

competitive cotton prices, enabling them to price products attractively while maintaining profitability. With global demand for affordable, high-quality cotton products rising, India is well-positioned as a key supplier.

Balancing Challenges and Opportunities

While the outlook is positive, the industry must navigate challenges like inflationary pressures and erratic rainfall, which could affect long-term cotton production. Additionally, competition from synthetic alternatives and private labels requires innovation in both product development and marketing.

The Road Ahead

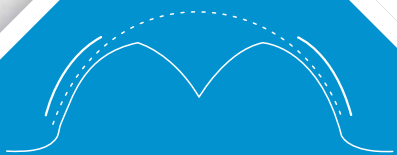
The Indian hosiery industry, supported by its cotton backbone, is evolving into a dynamic and globally competitive sector. With stable cotton markets, growing rural demand, and expanding international trade, the sector is poised for sustained growth. Its ability to blend traditional strengths with modern practices and sustainability initiatives ensures its relevance in an ever-changing market.

As 2025 approaches, the Indian hosiery sector embodies a story of resilience and innovation, driven by cotton's timeless appeal and the adaptability of the industry. ■





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Ludhiana Textile Industry Faces Winter Challenges Amid Rising Imports and Global Demand Fluctuations

As Ludhiana's textile industry gears up for its busiest season during the winter months, the city's traditional hosiery and garment sectors are encountering new hurdles. Historically known as the heart of India's hosiery industry, Ludhiana is experiencing a complex mix of challenges, many tied to the global economic situation and national policy changes.

During the ongoing winter session of the Indian Parliament, concerns about Ludhiana's spinning industry took center stage when local MP Sanjeev Arora raised alarm about the industry's future amidst rising imports, particularly from China. The influx of inexpensive fabrics, especially polyester, has become a serious issue for local manufacturers who face stiff competition from foreign imports. These imports are sold at prices 10-15% lower than the cost of fabrics made locally, thanks to cheaper labor and fewer environmental regulations in their countries of origin. The situation is worsened by some of these imported fabrics being mislabeled, which allows them to bypass higher import duties.

Moreover, the global demand for textiles, particularly warm garments like sweaters, jackets, and thermals, has seen a rise in recent months, further intensifying the pressure on Ludhiana's manufacturers. While this boost in demand typically benefits the industry during the colder months, the surging competition from Chinese imports has limited the local sector's ability to meet the demand at competitive prices. Industry stakeholders have appealed to the government for relief measures, such as stronger anti-dumping regulations and tariff protection, to counteract the market's influx of low-cost imports.

Ludhiana's textile industry is also grappling with the implications of policy shifts. Government discussions around the textile sector's growth plans, including reaching ambitious export targets, have been a focal point for many local business leaders. Yet, despite these aspirations, local businesses, especially small and medium-sized enterprises (SMEs), are struggling with the financial strain caused by the rising costs of raw materials and fluctuating market



dynamics. The competition from cheap imports is one of the primary reasons these businesses are finding it harder to stay afloat, especially when it comes to winter garments.

In response, local textile leaders have been calling for increased government intervention to ensure fair market practices and to safeguard the livelihoods of thousands of workers employed in Ludhiana's hosiery and garment factories. The urgency of this situation is compounded by the seasonal nature of the business, with the winter months being a critical period for sales. If local manufacturers are unable to compete with imports, it could lead to significant job losses and economic setbacks for the region.

Despite these challenges, Ludhiana's textile sector is also witnessing efforts to innovate and diversify. Industry leaders are exploring new technologies and sustainable practices to reduce production costs and improve the quality of their products. However, with global uncertainties continuing to loom large, the immediate future remains uncertain for this pivotal sector in the Indian textile industry.

In conclusion, Ludhiana's textile industry faces a critical period as it navigates increased competition from foreign imports and strives to meet the growing winter demand. While the industry's resilience remains strong, it is clear that urgent policy changes are needed to support local manufacturers and ensure that the city remains a key player in India's textile sector. ■



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CAI Expects 36.5% Dip in Cotton Exports to 1.8 mn Bales on Lower

India's cotton exports are likely to decline 36.53 per cent in the 2024-25 season to 18 lakh bales due to lower production following shrinking acreage of the crop in the north and Gujarat, Cotton Association of India (CAI) said on 18th Dec, 2024.

The total exports during the 2023-24 season stood at 28.36 lakh bales,

according to CAI data.

"The decline in cotton exports is mainly due to a decline in production following lower acreage this year.

The acreage for cotton crop has shrunk 35 per cent in the north cotton growing region (Punjab, Haryana, and Rajasthan) and by 15 per cent in Gujarat.

This is going to keep the cotton prices steady compared to the global markets," CAI President Atul Ganatra told PTI.

The total cotton pressing 2023-24 season is estimated at 302.25 lakh bales compared to 327.45 lakh bales in the previous season.

Meanwhile, the total cotton supply till end of November 2024 is estimated at 108.41 lakh bales, comprising the pressing figures of 69.22 lakh bales, imports of 9 lakh bales and the opening stock estimated at 30.19 lakh bales at the beginning of the season.

Further, the CAI has estimated cotton consumption till November-end at 54 lakh bales while the export shipments up to November 30, are estimated at 4 lakh bales of 170 kg.

Stock at the end of November is estimated at 50.41 lakh bales, CAI added. ■





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How the Hosiery Industry is Boosting Global Economies

The hosiery industry, once considered a niche segment of the fashion market, is now a major contributor to global economic growth. With increasing consumer demand, technological advancements, and a thriving export market, hosiery has become a key player in boosting economies worldwide.

Growing Market Demand

The global hosiery market is projected to grow at a compound annual growth rate (CAGR) of 5-7% over the next decade. Factors like rising disposable incomes, a shift towards athleisure and everyday comfort wear, and the influence of fashion trends have propelled demand for diverse hosiery products, including socks, stockings, and tights. This surge is translating into billions of dollars

in revenue annually, benefiting both small businesses and multinational corporations.

Technological Advancements Driving Efficiency

The adoption of advanced machinery and automation in hosiery manufacturing has revolutionized production processes. Smart knitting machines and seamless technology have significantly reduced production time while ensuring high-quality output. This has enabled manufacturers to meet growing consumer demands efficiently, while also lowering operational costs, contributing to higher profit margins.

Job Creation and Regional Development

The hosiery sector is also a major

employer, particularly in developing economies. From skilled artisans to workers in large-scale factories, the industry supports millions of jobs. Additionally, hosiery hubs like Tirupur in India and Yiwu in China have seen unprecedented regional development, becoming economic powerhouses in their own right.

Future Potential

With sustainability and innovation at its core, the hosiery industry is poised for even greater growth. As brands continue to expand their offerings and tap into untapped markets, the sector's contribution to the global economy is set to soar.

The hosiery industry's journey from a small-scale operation to a global economic force showcases its resilience and adaptability. As it knits its way to higher economic milestones, its impact on both fashion and finances will undoubtedly continue to grow. ■



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Shimmer Into 2025: Glamorous Styling Tips for New Year Hosiery



As 2025 kicks off, it's time to dazzle and shine, and your hosiery can be the perfect accessory to elevate your New Year outfits. Gone are the days when hosiery was purely functional—this year, it's all about bold, blingy, and fashionable statements. Whether you're heading to a glittering party or a cozy dinner, these hosiery styling tips will ensure you start the year in style.

1. Shine with Metallics

Hosiery with metallic threads or glitter accents is a must-have for 2025. Opt for gold, silver, or bronze tights to add a glamorous touch to your outfit. Pair them with a sleek black dress or a velvet mini-skirt for a chic, party-ready look that screams New Year glam. Elevate your hosiery game with embellished designs featuring rhinestones, pearls, or sequins.

2. Go Bold with Vibrant Colors

This year, hosiery in bright, jewel tones like emerald green, sapphire blue, and ruby red is trending. Combine these eye-catching colors with monochrome outfits for a bold and balanced look. Perfect for making a statement at any New Year celebration.

3. Experiment with Sheer and Sparkle

Sheer hosiery with subtle glitter or shimmer is ideal for those who prefer understated elegance. It adds just the right amount of sparkle to your ensemble without overpowering it. Pair these tights with A-line dresses or pencil skirts for a timeless and refined appearance.

4. Layer Up with Textured Tights

Textured hosiery is perfect for staying stylish and warm in the winter chill. Cable-knit or fishnet tights with a metallic twist are ideal for pairing with oversized sweaters and ankle boots. Add a touch of sparkle to cozy outfits for a balanced, festive vibe.

5. Dare to Double Up

Layering different styles of hosiery is a bold trend for 2025. Try wearing sheer tights under fishnets or layering glittery tights over opaque ones for a unique and eye-catching effect. This adds dimension to your outfit and shows off your fashion-forward thinking.

2025 is all about embracing glamour and individuality, and hosiery is the

ultimate accessory to make your outfit stand out. Whether you prefer shimmering metallics, embellished designs, or bold colors, there's a style to suit every occasion. So, go ahead and experiment with these trends to step into the New Year with confidence and flair.

This New Year, let your legs shine as brightly as your resolutions! ■







Hosiery Updates to Watch in 2025

The hosiery industry in 2025 is buzzing with innovations and trends that blend style, comfort, and sustainability. Here's a quick roundup of what to expect this year:

Sustainability Leads the Way: Brands are focusing on recycled materials, biodegradable fabrics, and take-back programs to promote eco-friendly fashion.

Smart Hosiery: Expect tech-infused designs like temperature-regulating tights, compression socks for athletes, and medical-grade options for better leg health.

Bold Fashion Statements: Glitter, metallics, vibrant patterns, and blingy

designs are transforming hosiery into a centerpiece accessory.

Inclusivity & Comfort: More inclusive sizing, gender-neutral collections, and ultra-comfortable fabrics cater to diverse preferences.

Luxury Meets Everyday Wear: Premium materials like silk and cashmere elevate hosiery to a sophisticated wardrobe essential.

From sustainable innovations to bold designs, hosiery in 2025 is more exciting and versatile than ever. Stay ahead by embracing these trends! ■

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Announces
New Committee
Expanding Horizons
with
Fresh Initiatives

Rumal Merchant Association



Mr. Subhash Dua
President
MOB.: 9891148790



Mr. Kapil Arora
Convenor
MOB.: 9811011932

The Rumal Merchant Association (Delhi), a prominent organization representing handkerchief manufacturers in Delhi and NCR, has entered a new era with the formation of its latest committee. Established in 1994, the association boasts around 80 members, including several esteemed manufacturers who have significantly contributed to the region's handkerchief industry. The new committee officially assumed office on October 1, 2024, ushering in a fresh wave of enthusiasm and commitment to advancing the association's goals.

A Legacy of Excellence

Since its inception, the Rumal Merchant Association has been instrumental in fostering unity among handkerchief manufacturers. Its members hail from diverse areas across Delhi and the National Capital Region, bringing together a wealth of experience and expertise. The association's registered office is located in Sadar Bazar, Delhi, one of the country's busiest and most iconic commercial hubs.

Over the years, the organization has built a reputation for its annual Holi Milan celebration, a cherished tradition that highlights the association's commitment to community bonding. However, with the inception of a new committee, the association is poised to broaden its scope. The incoming committee plans to implement a host of new social and trade-focused initiatives, addressing modern challenges while preserving the association's legacy.

Meet the New Committee

The new committee comprises seasoned professionals and forward-thinking members, all dedicated to steering the association toward a prosperous future. The office bearers are as follows:

Together, the new team will work to realize the association's objectives, leveraging their combined expertise and dedication.



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Vice-President
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Mr. Murli Manohar Khatri
Vice-President
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Mr. Pawan Chawla
Treasurer
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Mr. Gurdip Singh
General Secretary
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Mr. Deepak Gupta
Secretary
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Mr. Vijay Arora
Joint Secretary
MOB.: 9810101127

New Vision and Expanded Mission

Under the guidance of President Subhash Dua, a seasoned entrepreneur in the handkerchief industry, the association's activities will extend beyond its traditional focus on the Holi Milan event. The new committee has outlined an ambitious roadmap to introduce a variety of social programs aimed at fostering deeper connections among members and their families. This shift is a testament to the association's commitment to enhancing the personal and professional lives of its members.

One of the key priorities of the new committee is to address trade-related challenges, particularly those stemming from regulatory changes such as GST compliance. The association aims to serve as a resource and advocate for its members, helping them navigate these complexities while promoting a unified voice

within the industry. By tackling these issues collectively, the association seeks to safeguard the interests of handkerchief manufacturers and ensure their continued growth.

A Hub for Collaboration and Advocacy

The Rumal Merchant Association has long been a platform for collaboration among handkerchief manufacturers, enabling them to exchange ideas, share best practices, and build lasting relationships. With its new committee, the association is set to strengthen this role. Regular meetings, workshops, and seminars are on the agenda to facilitate knowledge sharing and skill development. Moreover, the association is keen to establish itself as a strong advocate for its members in dealings with government authorities and other stakeholders. By representing the collective concerns of its members, the association aims to influence policies that impact the textile industry, ensuring that the voices of handkerchief manufacturers are heard and considered.

Looking Ahead

As the Rumal Merchant Association embarks on this exciting new chapter, its members and leadership are united in their vision for the future. The emphasis on expanded social activities, coupled with a proactive approach to addressing trade-related issues, reflects the association's commitment to holistic growth. With the dedication and expertise of its new committee, the association is well-positioned to strengthen its impact and continue serving as a beacon for handkerchief manufacturers in the region.

The association's journey from a group of like-minded individuals to a well-respected organization is a testament to its enduring relevance and adaptability. The new team's plans signal a promising future, one where tradition and innovation come together to create meaningful progress. The Rumal Merchant Association is not just embracing change—it is leading it, setting a benchmark for other trade organizations to follow.

Vinod Kumar, Editor-in-Chief and Mukesh Chauhan of the Hosiery Times, along with the entire team, extends heartfelt wishes to the newly appointed committee of the Rumal Merchant Association (Delhi) for success in all their future endeavors. ■



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Affordable Alternatives to Expensive Warm Fabrics in Hosiery

As winter approaches, many hosiery brands are embracing affordable alternatives to high-end fabrics like cashmere, wool, and alpaca. While these luxurious materials are known for their warmth and softness, they can come with a hefty price tag.

1. Microfiber: A Soft, Budget-Friendly Option

Microfiber is a popular alternative to wool and cashmere. Made from synthetic fibers, microfiber hosiery is incredibly soft and lightweight, yet surprisingly warm. It's also moisture-wicking, which helps keep you dry during cold weather.

2. Fleece-Lined Hosiery: Warmth Without the Hefty Price

Fleece-lined tights and leggings are a cozy and cost-effective alternative to pricey wool options. The fleece lining adds an extra layer of insulation while remaining soft against the skin.

3. Acrylic Blends: Affordable and Warm

Acrylic is often used as a substitute for wool due to its softness and warmth at a lower cost. Hosiery made from acrylic blends can mimic the feel and warmth of wool without the high price.

4. Cotton-Blend Hosiery: Natural Comfort with Warmth

Cotton, while not as warm as wool, can be blended with other materials like polyester or spandex to provide a comfortable and affordable alternative. Cotton-blend hosiery is breathable and soft, making it ideal for mild to moderate winter temperatures.

5. Nylon and Polyester Blends: Durable and Insulating

Nylon and polyester blends are commonly used in hosiery for their durability and insulation properties. These fabrics are not only affordable but also offer good stretch and shape retention.

Expensive warm fabrics like cashmere and wool may have their appeal, but there are plenty of affordable alternatives in the hosiery market that don't compromise on warmth or comfort. With more brands embracing these alternatives, consumers can enjoy both style and warmth at a fraction of the cost. ■





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Stay Warm and Cozy: The Best Hosiery Undergarments for Winter Comfort

As winter settles in and the temperatures drop, staying warm becomes a top priority — especially when it comes to our undergarments. While traditional winter wear like coats and scarves are important, hosiery undergarments play a crucial role in providing an extra layer of warmth and comfort. Whether you're working from home, braving the outdoors, or simply enjoying a cozy day indoors, choosing the right hosiery can make all the difference. Here's a guide to the best hosiery undergarments to help you stay cozy, warm, and stylish throughout the cold season.

1. Thermal Tights: The Ultimate Winter Wardrobe Essential

When the temperature plummets, thermal tights are a must-have. Designed with advanced technology and materials that trap body heat, thermal tights are perfect for those chilly days when you need to keep your legs warm without sacrificing style. These tights are typically made from a blend of cotton, nylon, and

polyester, with some high-end models featuring wool for extra insulation.

Thermal tights provide the perfect balance between warmth and comfort, and they're versatile enough to be worn with skirts, dresses, or layered under pants. With brands like HeatTech by Uniqlo and Commando's Thermals leading the charge, these tights promise a snug, flattering fit while keeping you toasty.

2. Fleece-Lined Leggings: Soft, Plush, and Insulating

If you're looking for something that offers both warmth and a cloud-like feeling, fleece-lined leggings are your go-to. The soft fleece lining inside these leggings ensures maximum warmth, while the exterior remains sleek and stylish. Whether you wear them under jeans or as standalone pants, fleece-lined leggings are perfect for those who value comfort and coziness.

Popular brands such as Lysse and Aerie have developed fleece-lined

leggings with stretchable, breathable materials that not only keep you warm but also allow for ease of movement. The fleece lining provides insulation without making the leggings feel bulky, ensuring that you stay comfortable all day long.

3. Woolen Hosiery: Natural Insulation for the Coldest Days

For those who love the feeling of natural fabrics, woolen hosiery is an excellent choice. Wool is a natural insulator, trapping heat and regulating body temperature, making it ideal for cold weather. Woolen hosiery is soft against the skin, breathable, and moisture-wicking — helping to keep you dry even on the coldest days.

Brands like Smartwool and Merino offer woolen socks and tights that combine performance with luxury. Whether you opt for woolen stockings or wool-lined leggings, this hosiery keeps your legs warm while maintaining breathability and softness. Wool is particularly effective for those who suffer from cold feet or legs, as it provides unmatched warmth.

4. Heated Socks: For Extreme Cold and Comfort

For those who face freezing temperatures or simply want extra warmth, heated socks are a game-changer. These socks feature built-in heating elements powered by rechargeable batteries, providing consistent warmth to your toes and feet. Ideal for outdoor activities like hiking, skiing, or even long winter walks, heated socks can make all the difference in staying warm and comfortable.

ThermoGear and Lenz are top brands offering heated socks with different temperature settings. With features like moisture-wicking and breathable fabrics combined with temperature control, these socks are the ultimate solution for extreme cold weather.

5. Seamless Thermal Underwear: Stay Comfortable and Cozy

Seamless thermal underwear offers warmth without any discomfort or annoying seams. Made from a blend of soft cotton, bamboo, or synthetic materials, these garments fit snugly without restricting movement. Whether you're wearing them under your regular clothes or as loungewear, seamless thermals are the ideal solution for layering without the bulk.

Uniqlo's HeatTech collection and L.L. Beans are some of the top choices for seamless thermal underwear. They are designed to fit your body like a second skin, ensuring that there are no lines or visible seams under your clothes, while still keeping you warm. For those who prefer natural fabrics, bamboo-based thermal underwear is a soft, eco-friendly option.

6. Knit Underwear: The Cozy Choice for Cold Days

For those looking for something both warm and stylish, knitted undergarments are an excellent option. Knit underwear is made with thick yarns that provide warmth and insulation, while also being incredibly comfortable. These undergarments often come in various styles — from thermal leggings to knit shorts and briefs — all offering great flexibility for layering.

Hanes and Jockey have introduced knit underwear options that are designed to keep you warm without sacrificing comfort or style. Whether you're lounging at home or layering under your daily outfits, knitted undergarments are a must-have for anyone looking to combine function and fashion during winter.

7. Compression Socks: Boost Circulation While Staying Warm

While compression socks are often used to improve circulation, they also serve as excellent thermal wear. Made from a blend of nylon, spandex, and sometimes wool, compression socks provide a snug fit that promotes better blood flow while also offering warmth. This makes them ideal for long winter commutes, flights, or outdoor activities.

CEP and Sigvaris are two brands offering high-quality compression socks designed for cold weather. These socks provide extra warmth, support, and relief, particularly for individuals who spend long hours on their feet during winter months. Staying warm and cozy during winter doesn't have to mean sacrificing style. With the right hosiery and undergarments, you can enjoy the cold season with comfort, warmth, and flair. From fleece-lined leggings and woolen tights to heated socks and seamless thermals, the options are endless. By investing in high-quality winter hosiery, you ensure that you're not only prepared for the cold but also feeling great all season long. So, when the chill sets in, layer up with the best hosiery undergarments, and enjoy a winter filled with warmth and comfort. ■



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Hosiery Magic: Wrapping the Christmas Season in Style and Warmth

As the frost begins to paint windows and holiday lights brighten up the streets, the Christmas season is undeniably in full swing. Amidst all the excitement of shopping sprees, holiday feasts, and festive décor, there's one often-overlooked element that's quietly stealing the spotlight this year: hosiery. From cozy socks to elegant tights, hosiery is proving to be an essential blend of fashion, function, and festivity this holiday season.

A Season of Style: Festive Hosiery Trends

Hosiery has long been a winter staple, but this year, it's evolving into a fashion statement that embodies the essence of Christmas. Designers are playing with festive palettes and patterns, creating pieces that are not just practical but also celebratory. Shades of deep red, emerald green, and icy silver dominate the shelves, accompanied by whimsical patterns like snowflakes, reindeer, and mistletoe.

For those who want a touch of glam, glitter tights and shimmery socks have

entered the scene, perfect for holiday parties or adding a festive twist to everyday wear. There's also a growing appreciation for textured hosiery, with cable-knit tights and patterned leggings offering both warmth and visual interest.

Comfort Meets Consciousness

In a year marked by a heightened awareness of sustainability, hosiery brands are taking note. Eco-friendly materials such as organic cotton, bamboo fibers, and recycled yarns are making their way into collections, allowing consumers to stay warm and stylish while reducing their environmental impact.

Some companies are even offering biodegradable hosiery, addressing the often-overlooked issue of textile waste. This shift toward sustainable fashion aligns perfectly with the spirit of giving and thoughtfulness that defines the Christmas season. After all, what better way to celebrate than by making choices that are kind to the planet?

The Perfect Gift: Thoughtful & Cozy
Finding the right gift during the

holiday season can be challenging, but hosiery offers an unexpectedly delightful solution. Gone are the days when socks were considered a boring or last-minute present. This Christmas, luxury socks, thermal leggings, and even custom-printed tights are emerging as thoughtful, stylish gifts.

For the ultimate touch of indulgence, cashmere socks are a favorite. Soft, warm, and undeniably luxurious, they make an excellent gift for anyone who appreciates the finer things in life. Meanwhile, fun and quirky designs—think festive motifs or pop culture references—are ideal for spreading cheer among friends and family.

Gift boxes featuring curated hosiery collections have also become popular, offering a mix of styles that cater to different tastes and needs. Whether it's a cozy pair for lounging by the fire or elegant tights for a night out, hosiery gifts are a sure way to bring a smile to someone's face.

Styling Hosiery for the Holidays

Hosiery isn't just for staying warm—it's also a key element in elevating holiday outfits. For casual looks, layering woolen socks over tights and pairing them with ankle boots adds texture and warmth. For dressier occasions, sheer or patterned tights can transform a simple dress into a show-stopping ensemble. Pair black



polka-dot tights with a classic little black dress, or opt for metallic-threaded designs to add sparkle to your Christmas Eve attire.

Chunky knit socks, on the other hand, are perfect for creating a cozy, cabin-inspired look. Wear them peeking out of tall boots with a sweater dress, or style them with leggings and an oversized cardigan for a relaxed yet festive vibe. The versatility of hosiery ensures it can adapt to any setting, whether it's a family gathering, an office party, or a quiet night by the fire.

Hosiery: The Unsung Hero of Christmas Travel

For those traveling during the holidays, hosiery becomes more than just a fashion statement—it's a necessity. Compression socks, for example, are invaluable for long flights, helping to reduce swelling and improve circulation. Thermal tights and socks are perfect for layering under travel outfits, ensuring you stay warm as you navigate chilly airports or snowy train stations.

The practicality of hosiery makes it a travel essential, but it doesn't stop there. Many brands now offer travel-friendly options that combine comfort with style. A pair of fleece-lined leggings or insulated woolen socks can make even the coldest destinations feel a little more welcoming.

A Celebration in Every Stitch

This Christmas, hosiery isn't just a functional layer—it's a symbol of comfort, creativity, and sustainability. Whether you're donning glittery tights for a festive soirée, gifting a loved one a pair of luxurious socks, or simply wrapping up for a cozy night in, hosiery has a way of adding warmth to both the body and the soul.

As we embrace the holiday season, let's not forget the joy found in these simple yet essential pieces. After all, Christmas is about finding magic in the little things, and what could be more magical than a perfectly snug pair of socks or tights to carry you through the most wonderful time of the year? ■

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A romantic couple, a man with curly hair and a beard, and a woman with long brown hair, are posing on a motorcycle. They are both wearing white tank tops and blue jeans. The man is looking over his shoulder at the camera, while the woman is looking towards him. The background is a soft, hazy sunset over a body of water. The text "EK HINT TOH DETE" is overlaid in a white, distressed, stencil-like font.

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