CASE STUDY

**Facts and Figures:**

- EC Contribution: €1.5 million (80% of the total)
- Model Texcraft Park saves & recycles 80,000 litres of water (90%) everyday through various technologies installed at the Park. This is leading to a savings of €255/day for each member on water costs.
- At the cluster level SETPs are helping to save €191/day against purchase of water.
- Over 800 women artisans trained in various textile processes and in employment.
- Toolkit on Sustainable Textiles Production disseminated to over 3000 M/SMEs.

**Total Cost:**

1959191.19 €

**Partners:**

- Traidcraft Exchange
- All India Artisans and Craftworkers Welfare Association (AIACA)
- Consortium of Textile Exporters (COTEX)

**Duration:**

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**Sustainable Textiles for Sustainable Development**

To promote the production and consumption of textiles from Rajasthan that are both environmentally friendly and have a positive impact on poor workers and their communities.

"The Texcraft Park is a result of the joint efforts of the EU, the Government of India, and the Consortium of Textile Producers. We are committed to reducing the environmental impact of textile production and have come together to share resources, reduce our usage and develop more efficient processes to protect the environment and leave clean water for future generations."

Vikram Joshi, Director Jaipur Integrated Texcraft Park Private Ltd (JITPPL), Jaipur, Rajasthan

**Context**

The textile industry is vital to India’s economy; it is responsible for about 14% of industrial production and 4% of GDP and is the second largest employer. In Rajasthan, the textile industry generates 3,773 tons of hazardous waste per year, of which only about 3% is recyclable. Amongst the most highly polluting of textiles processes are dyeing and printing. There are often no water recycling measures in textile units and all waste water is being discharged into open spaces and surrounding water bodies.

**Objectives**

- The overall objective of the project was to reduce poverty and improve quality of life among artisans in the textile industry in Rajasthan.
- Specifically, the project aimed to promote the production and consumption of textiles from Rajasthan that are both environmentally friendly and positively impact on poor workers and their communities.

**Impact**

- The project led to an unprecedented spotlight on the importance of environmental measures needed in the textiles sector.
- Occupational Health and Safety issues & standards in the textiles sector are also now a part of the Indian government’s policy through its inclusion in the 12th Five Year Plan.
- A Combined Effluent Treatment Plant (CETP) was set up with support from SMEs in a Texcraft Park, which is a replicable model treating and recycling waste water from the units, and harvesting rainwater.
- Three Secondary Effluent Treatment Plants (SETPs) tested in three small artisanal clusters provide a useful demonstration of replicable, relatively low cost technology.
Rekha’s business success

Rekha, 32 and a mother of two, a son who is 5 and a daughter who is 3, lives in a joint family with her husband, in-laws, 2 brothers-in-law and their wives. She was a housewife before learning block printing. All the expenses of the household were borne by her husband, which made family life very difficult. She had therefore planned that once her second child grows up she would support her husband to ease household expenditure.

She learnt block printing under the project in 2013. The experience of the training was very memorable as all the women in her batch were also very hesitant to step out of homes after so many years of leaving school. In training the women learnt all the steps and techniques of block printing from preparation to finishing of fabrics. After training, she started her own unit and also hired six trainees from her batch as the business opportunity was good. Her husband helps with marketing and delivery of goods. She has also hired 2 male block printers who are experienced in printing of fabric borders which is a delicate operation, while the women do all the rest.

“I like my work very much. All of us have begun to earn a steady income now. For a long time I wanted to start something of my own but did not have the courage until the training. I can now support my family, give them a better life and not sit idle and watch things happen. I want to grow my business by taking a loan from a reliable source to buy my own raw material so that I can earn more to be able to employ other women facing a similar situation!” Rekha says with pride.