ABFRL joins forces with German business GIZ to innovate India business solutions

By Isabelle Crossley  13 January 2022

Aditya Birla Fashion and Retail Limited has joined forces with German business GIZ for a joint project designed to strengthen circular, sustainable business practices for the Indian market.

ABFRL’s new initiative with GIZ aims to innovate solutions in India for materials, reducing inputs of harmful chemicals, increasing textile-into-textile recycling, finding plastic packaging alternatives, and increasing traceability, the businesses announced on January 12. The project is part of the 'develoPPP programme' and ABFRL and GIZ are implementing it on behalf of the German Federal Ministry for Economic Cooperation and Development.
“With the support of GIZ, ABFRL along with the Indian industry players will be able to leverage circular business practices and adopt complex processes that are technically superior and consumer-friendly,” said a spokesperson for the programme, Outlook India reported.

“This will support the industry to match supply and demand which was witnessing pressure due to resource constraints.”

“There is a need to 'self-disrupt' existing practices and transition to a more circular approach,” ABFRL’s managing director Ashish Dikshit told the Press Trust of India.

“Promoting a common understanding is, therefore, crucial from a sustainable development perspective for the entire textile sector in India. Along with GIZ, we aim to create awareness among key stakeholders to drive circular approaches, reduce waste, and create closed-loop systems.”

“The cooperation with ABFRL has great potential to help improve the sustainability of the Indian textile industry,” said GIZ India’s director of environment, climate change, and natural resource management, Ashish Chaturvedi, the Press Trust of India reported.

“In our opinion, combining the strength of both public and private partners is a win-win scenario, as it can create both developmental benefits for the local population and business benefits for the private companies.”

By Isabelle Crossley

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