The Union Minister for Textiles launched Project SURE, a move towards sustainable fashion.

Project SURE

The SURE project is a commitment by India’s apparel industry to set a sustainable pathway for the Indian fashion industry.

SURE stands for ‘Sustainable Resolution’ – a firm commitment from the industry to move towards fashion that contributes to a clean environment.

The project has been launched by the Minister, along with Clothing Manufacturers Association of India (CMAI); United Nations in India; and IMG Reliance, the organizers of Lakme Fashion Week.

It will be the first holistic effort by the apparel industry towards gradually introducing a broader framework for establishing critical sustainability goals for the industry.

This framework would help the industry reduce its carbon emissions, increase resource efficiency, tackle waste and water management, and create positive social impact to achieve long-term sustainability targets.

Five-point Sustainable Resolution

1. Develop a complete understanding of the environmental impact of the garments being currently produced by our brand.
2. Develop a sustainable sourcing policy for consistently prioritizing and utilizing certified raw materials that have a positive impact on the environment.
3. Make the right decisions about how, where, and what we source across the value chain by selecting sustainable and renewable materials and processes and ensuring their traceability.
4. Communicate our sustainability initiatives effectively to consumers and media through our online and physical stores, product tags/labeling, social media, advertising campaigns and events.
5. Through these actions, shift a significant percentage of our supply chain to a sustainable chain by the year 2025, addressing critical global issues such as climate change, contributing to the UN Sustainable Development Goals, and building a world that is safe for the future generations, as an acceptance of a responsibility we all share.