



# How to find sustainable garment manufacturers in India



Sustainability has established a solid foothold in India, where the sustainable market is due to become a \$60 billion industry. The Global Organic Textile Standard (GOTS) has verified that India has over 1,250 certified organic textile facilities.

But, finding authentic, sustainable garment manufacturers in India is becoming difficult in a land that produces 40% of the world's fair-trade cotton.

The following steps can help if you wish to find sustainable textile manufacturers in India and avoid purchasing counterfeit [organic garments](#).

## **Validate brand presence**

You have an innovative investigation tool at your disposal in search engines. With web2.0 and mobile connectivity, you can always check if the brand has a digital presence or not.

It isn't always clear that the seller has a significant physical boutique store if they trade in slow, sustainable clothing and take only limited orders.

However, a genuine virtual presence with regular online engagement with customers on social media and updated catalogs proves authenticity.

### **Check for consumer feedback**

Consumer feedback can help you gather insight on the quality of the service, the products, the customer-centricity and support shown by the brand, etc. You can validate whether the communications are selling authentic products or not.

There are instances where fake reviews are farmed on products to hoodwink customers. Dig further into the authenticity of the reviewer and don't consider anonymous reviews that are biased towards the supposed [sustainable clothing manufacturer](#).

### **Trademark of authenticity**

Check for authenticity certification on the brand's products. Don't believe gossip or the manufacturer's pitches. Several certifications validate [eco-friendly fashion](#).

Look for fair-trade accreditation to ensure that the products are ethically-made by fair-wage workers who work in safe environments. EcoCert helps certify the organic content standards of the products.

The GOTS certification means that the garment manufacturer uses organic fibers, produced by eco-friendly means. OEKO-TEX tells you about the toxicity level of chemicals used in production.

### **Visit trade shows**

Despite the organic textiles market growth, the sustainable fashion industry is still niche. Hence, authentic organic fashion brands thrive on these expos to showcase their products to a knowledgeable and interested audience.

Indian brands such as VCI Exports are one such example that readily participates in international trade fairs and garment shows.

[These steps can help you find sustainable garment manufacturers in the crowded Indian market.](#)