**Value-added products are need of the hour**

**Samit Hassan, Director, Silver Line Group.**

**BTT Interview**

Silver Line Group is the largest conglomerate in textile and apparel sector in Bangladesh.The Spinning unit of Silver Line Group started its production in the year of 2004. Since then it has been a success story of delivering high quality 100% cotton yarns for export oriented knit fabrics and apparel units. The company has taken a visionary leap forward in the year 2013 to vertically integrate into fabric and garment manufacturing and to become world leader in manufacturing fine quality shirting’s and bottoms with innovative value additions at each stage of manufacturing.

Recently Samit Hassan, Director of Silver Line Group, recentlyshared his views to Textile Today.

**Textile Today: How did you prepare yourself for the textile and RMG sector?**

**Samit Hassan:**My dad wasthe owner of a textile company. He used to send me the factoryto gather experience and to learn from the grass-rootwhen I was 17. Slowly I learned to deal machines and human beings. That is how I get experience and became a leader to run the show.

I go to the factory to oversee things and have meetings in a conference room where everybody participates. Whenever there is a meeting, Ialone nottalk or give decisionsbut I listen to everyone. It allows me to understand the comprehensive picture.

**Textile Today:How do you see the importance of R&D in the textile sector?**

**Samit Hassan:**Research and Development (R&D) is the keysto the development of any company. Without R&D,textile and apparel industry cannot progressand cannot go forward. If we are not doing R&D and product developmentthen wecannot offer anything new to the market.

I am always looking for whatthe end consumerswant, what difference we can offer to the fashionmarket. Because if you cannot satisfy your market or the customers then you cannot sell your products.

Everyone will not wear the 40\*40 cotton poplin forever. You need to create value-added products.How long will you sell the basic things and move along? If you are not willing to take the risk of stepping out and trying to invest in something that you believe in, you are not good enough.

**Textile Today: How do you see the second generation who are involved in this industry?**

**Samit Hassan:**There might be some difference in the mind-set among different generations but the era has also been changed. The challenges we face today are multi-pronged, global, and competitive that have intensified many folds. We are learning and willing to learn to deal with the challenges. We are willing to hear things first to make a holistic decision. There is a stigma that MD’s son has abruptly become the director. But it is not so easy. If anybody does not do the groundwork first, the workers will not follow him.

Working with your team to solve issues is the ultimate goal. Top-level people need to talk to the people who are working from ground zero to learn from them.This humble mindset will be an additional strength rather than a threat.

**Textile Today: What is your plan for the next five years withthe Silver Line group?**

**Samit Hassan:**We will soon go for awashing plant on a huge scale. We are expanding our garments into bottomcategories. Now we only produce tops and zippers/slippers, still we do not producebottom categories. But our line is getting expanded. In a couple of months, it will be up and running. We will also try to get into the market of jackets like lightwear, medium-heavy jackets etc.

Our current production is 1,20,000 per day. Within the next five years, we will increase abouta hundred more looms. Our new spinning is coming up for high-quality yarn like the 40s, 50s, 60s, 80s, 120 double, 120 single, etc.

Also, we are adding ten to twenty thousand more spindles. In total, we will have around 50,000 spindles and we are making it fully automated. So,the man will be less. We are renovating the whole spinning mill and we are making it completely new.

So the structure will be there. But all the machinery from blowroom to finishing will be hundred percent automated. We have expanded our yarn dyeing sector. We have added another 18-colorregions and digital rotary printing. We have also added a new center in the finishing.

We also added one more yarn dyeing machinein weaving preparatory stage. We have five warping machines, of them, four are from Karl Mayer. In our company, weare using hundred percent brandedmachine not to compromise with the quality.

You cannot compare our finishing with any finishing floor in Bangladesh and that I can guarantee you.

**Textile Today: As you have a vertical set-up, what are your challenges?**

**Samit Hassan:**Now the buyers want vertical set-up along with having our design studio. That is where I see we can prove ourselves compared to other apparel manufacturing nations. If you say about challenges, I keep on asking myself what is next.What the next fashion trend will be? Will the old 90’s things come in the future?

We at Silver Line left no stone unturned. From silk to hemp fibers, we are always up for the challenges. To run hemp fiber in a regular production line is nearly impossible. But we are the first company to develop hemp in a factory like that. We are also diversified our product basket. Cause at the end of the day, making value-added products is the need of the hour.

**Textile Today: You are a young entrepreneur. What is your suggestion for the new entrepreneurs who want to come to the industry?**

**Samit Hassan:**I will say to the young generation that we have to learn to be humble and work from ground zero to learn to deal and take challenges.

Building relationships with employees/workers is essential. In this regard, entrepreneursneed to listen to people. You have to be a friend to your people. The person who wants to cope with this business, they have to take things seriously, they have to respect their people, no matter who they are.

**Textile Today: How do you see the impact ofCoronavirus in Bangladesh textile and apparel industry?**

**Samit Hassan:**Currently, it is a danger, but the Coronavirus will not stay for long. Bangladesh textile is becoming big as China is shutting down their textile factories. China wants to go to the tech industries. Orders are moving to Bangladesh, however, there are lots of challenges as the global apparel market is also shrinking. But we have to work together to tackle this global human health challenge.