

Arunraaj Natarajan

**Sustainability Ambassador | Textile Technologist |
Academician & Research Scholar | Business Leader**

+91 9486391996 | info@kirishinc.org

[LinkedIn](#) | ORCID: 0009-0006-5522-1689

Based in Coimbatore, India



Vision as Sustainability Ambassador











To champion a future where textile design and development are driven by sustainability, innovation, and responsibility. My vision is to foster global collaborations that integrate circular economy principles into textile education and industry practices, inspire future generations of textile professionals, and accelerate the transition towards regenerative and eco-conscious fibre technologies. Through research, teaching, and leadership, I aim to shape a resilient and ethical textile ecosystem that balances performance with the planet.

PROFESSIONAL SUMMARY

An internationally recognised Textile Technologist with over 26 years of diverse experience across Asia, Europe, and the Middle East, specialising in sustainable fibre innovation, the integration of circular economy principles, and the advancement of high-performance textile solutions. Demonstrates expertise in both natural fibres (such as Hibiscus Rosa-sinensis, banana, and hemp) and synthetic fibres (including polyester, acrylic, and aramid), having successfully led numerous product development initiatives and introduced a variety of sustainable textile products to global markets. Achieved a 38% increase in business growth at United Raw Materials through advanced technical marketing strategies and client-focused research and development.

As the Founder and CEO of Kirish Inc., I facilitate collaboration between industry and academia to foster sustainable fibre ecosystems. Currently, I hold the position of Assistant Professor and Ph.D. Scholar at Anna University, where I am engaged in pioneering research on zero-waste fibre valorisation, bio-based alternatives, and climate-resilient textiles. I possess proficiency in data analytics utilising tools such as SPSS, SimaPro, Power BI, and Minitab, with extensive experience in analysing a substantial volume of data for both technical and academic purposes. As a published researcher and innovator in curriculum development, I am committed to preparing future-ready textile professionals and advancing the United Nations Sustainable Development Goals (SDGs) through education, technology, and advocacy.

CORE SKILLS

-  Sustainable Textile Innovation & Circular Economy
-  Academic Research & Curriculum Development
-  Strategic Marketing & Sales Leadership
-  R&D in Natural Fibres (e.g., Hibiscus Rosa-Sinensis)
-  Customer Technical Support & B2B Relations
-  Business Development & Profitability Growth
-  Cross-Functional Leadership & Team Management
-  Technical Textiles, CAD & Fibre Technologies
-  Data Analysis Tools: SPSS, Tableau, Power BI
-  Research Tools: EndNote, Zotero, Scholar

PROFESSIONAL EXPERIENCE

Assistant Professor, School of Textiles

**Sardar Vallabhbhai Patel International School of Textiles and Management (SVPISTM) ,
Coimbatore | Mar 2024 – Present**

- Mentoring UG and PG students in sustainable textiles and technical design.
- Leading research on eco-friendly fibre extraction and application.
- Developing future-focused curricula on sustainability in textiles.

Ph.D. Research Scholar – Sustainable Textiles

Anna University (at PSG Tech), Coimbatore | Jul 2023 – Present

- Researching **Hibiscus Rosa-sinensis** fibres for sustainable applications.
- Publishing and presenting at international conferences and journals.
- Promoting circular textile practices in academia and industry.

CEO, Kirish Inc., Coimbatore

Sept 2020 – Jun 2023

- Spearheaded business strategy, operations, and global logistics.
- Built a high-performing team; ensured compliance in imports/exports.

President – Sales & Marketing

United Raw Materials PTE Ltd., Singapore | Jun 2015 – Aug 2020

- Boosted regional revenue to ₹10 Cr/month; expanded market reach in India.
- Managed offices in Coimbatore, Hyderabad & Kerala.
- Successfully launched products in spandex, viscose, PET resin & more.

Head – Spandex & Speciality Filaments

United Raw Materials PTE Ltd., Singapore | Aug 2014 – May 2015

- Directed market analysis and tech support for speciality yarns.
 - Contributed to expansion into new regional and international territories.
-

Regional Manager – Marketing & Technical Services

Indorama Industries Ltd. | Nov 2011 – Jul 2014

- Promoted the **Inviya® Spandex** brand in South India.
 - Drove ₹21 Cr annual revenue through technical sales leadership.
-

Zonal Manager – South India (Marketing & Admin)

Crimplon Yarns Pvt. Ltd. | May 2008 – Nov 2011

- Led marketing for polyester and nylon yarns; managed supply chain operations.
 - Created marketing strategies for both fashion and medical textiles.
-

Project Officer, TIFAC CORE – Kumaraguru College of Technology

Feb 2007 – Oct 2007






- Executed government-funded projects; delivered training programs.
 - Promoted KCT TIFAC's innovations across the textile industries.
-

Lab Technician and Instructor, Kumaraguru College of Technology (KCT)

July 2002 – January 2007

- Facilitated undergraduate and postgraduate laboratory courses; provided mentorship to students in textile research and computer-aided design (CAD).
 - Played a significant role in the development of the laboratory manual, as well as in the assessment and examination procedures.
-

EDUCATION

-  Ph.D. in Textile Technology (Pursuing) | PSG College of Technology, Anna University | 2022
 -  Master of Technology in Textile Technology | PSG College of Technology | 2012
 -  Master of Business Administration (Production and Operations) | Annamalai University | 2006
 -  Bachelor of Technology in Textile Technology | PSG College of Technology | 2007
 -  Diploma in Man-Made Fibre Technology | SSM Institute of Textile Technology | 1998
-

CERTIFICATIONS & TRAINING

- In-Plant: **Vijayeswari Textiles**, Pollachi
 - Technical Training: **Indian Acrylics Ltd.**, Chandigarh
 - B.Tech & M.Tech Dissertation: Plasma Sterilisation, Nano-Tech Applications in Textiles
-






RESEARCH & ACADEMIC CONTRIBUTIONS

 **72 Journal Articles** |  **4 Books Complied**





 Frequent presenter at **National/International Conferences**

 Current Focus: *Sustainable Technical Textiles, Hibiscus Rosa-Sinensis Fibre Research*



ACADEMIC PROJECTS:

-  **Development of Medical Textiles Using Plasma Sterilization (2010-2012):** Focused on creating advanced medical textiles with enhanced sterilisation properties.
 -  **A Study on the Impact of Employee Training and Development Programmes for LIC Advisers (2010-2011):** Investigated the effectiveness of training programs on LIC advisers' performance.
 -  **Multi-Functional Finishing of Cotton Fabrics Using Nano Technology (2006-2007):** Explored the application of nanotechnology for enhancing the functionality of cotton fabrics.
 -  **Investing the Potential of Low-Cost Production Process of Sanitary Napkin for Rural Population (2005-2006):** Analysed cost-effective methods for producing sanitary napkins for rural areas.
 -  **Nylon: Study of Suitability for Socks (1997-1998):** Examined the suitability of nylon for sock production
-

AWARDS & HONORS

-  **Best Outstanding Alumni Award, SSM, 2014**
 -  **1st Prize Poster Presentation, AFINT 2006**
 -  **Best Outgoing Student, SSM, 1998**
 -  **Special Staff Recognition for Publications, KCT, 2004**
-

MEMBERSHIPS

-  The Institution of Engineers (India) – IEI
 -  The Textile Association (India) – TAI
-

REFERENCES

Available on request.
