



# GLOBALSPIN TRADE CONCLAVE

Eco-Handlooms, Eco-Textiles, and Apparel

## REPORT BENGALURU

21-22 MARCH 2022



**National Institute  
for Micro, Small and Medium Enterprises**  
(An Organisation of the Ministry of MSME, Govt. of India)  
(An ISO 9001:2015 Certified Organisation)

# GlobalSpin Trade Conclave 2022

Eco-Handlooms | Eco-Textiles | Apparel

## Conclave Report

Bengaluru

March 21-22, 2022

# Table of Contents

Background

Programme

Executive Summary

GlobalSpin Conclave Report

1. Introduction

2. Inaugural Session

3. Technical Sessions

3.1 Presentation by Ministry of MSME

3.2 Panel Discussion: Technology Interventions in Textile

3.3 Panel Discussion: Customer Oriented Designs and Product Development

3.4 Panel Discussion: Capacity Building - Towards Export and Trade Competitiveness

3.5 Start-Up Presentations

3.6 Inauguration Day 2

3.7 Expert Session on Eco-Textiles

3.8 Start-Up Presentations

3.9 Presentation by Silk Mark

3.10 Expert Session on Digitization of Textiles

3.11 Workshop on How to Handle Digital Marketing for Fashion Products

3.12 Panel Discussion: Role of Funding Agencies towards Export Marketing

4. Valedictory Session

5. Post Conference Guide for Action

## Annexures

- A. Evaluation of Conference
- B. Profile of Participants
- C. Patron Members and Advisory Committees
- D. List of Speakers of the Global Spin Trade Conclave
- E. Itinerary of the Event
- F. Photo Gallery
- G. Video & Presentation Links
- H. Brochure

## Background

The textile industry is the second largest industry group for negative environmental impact. With a huge Carbon footprint and responsible for Green gas emission and huge amount of water table depletion and water contamination due to dyeing and microfibers.

The Indian Textile Industry has a huge potential in the area of bringing Sustainability and Technology in the industry through its IT prowess and age old sustainable practices. The textiles and apparel industry in India has strengths across the entire value chain from fibre, yarn, fabric to apparel. The Indian textile and apparel industry is highly diversified with a wide range of segments ranging from products of traditional handloom, handicrafts, wool, and silk products to the organised textile industry in India. The organised textile industry in India is characterised by the use of capital-intensive technology for the mass production of textile products and includes spinning, weaving, processing, and apparel manufacturing.

India's textiles sector is one of the oldest industries in the Indian economy dating back several centuries. India's overall textile exports during FY 2017-18 stood at US\$ 39.2 billion in FY18 and is expected to increase to US\$ 82.00 billion by 2021. India's textile and apparel exports stood at US\$ 38.70 billion in FY19 and is expected to increase to US\$ 82.00 billion by 2021 from US\$ 11.92 billion in FY20 (up to July 2019).

India is among the world's largest producers of Textiles and Apparel. The domestic apparel & textile industry in India contributes 5% to the country's GDP, 7% of industry output in value terms, and 12% of the country's export earnings. India is the 6th largest exporter of textiles and apparel in the world and one of the largest producers of cotton and jute in the world. India is also the 2nd largest producer of silk in the world and 95% of the world's hand-woven fabric comes from India. The Indian technical textiles segment is estimated at \$16 billion, approximately 6% of the global market.

The textiles and apparel industry in India is the 2nd largest employer in the country providing direct employment to 45 million people and 100 million people in allied industries.

India has also become the second-largest manufacturer of PPE in the world. More than 600 companies in India are certified to produce PPEs today, whose global market worth is expected to be over \$92.5 billion by 2025, up from \$52.7 billion in 2019.

The Indian government has come up with a number of export promotion policies for the textiles sector. It has also allowed 100 per cent FDI in the Indian textiles sector under the automatic route.

(Source: Ministry of Textiles)

## TEXTILE INDUSTRY AND MSME's

The Micro, Small and Medium Enterprises (MSME) is a highly vibrant and dynamic sector of the Indian economy with over 6 crores units, providing employment to around 11 crores people (just next to Agriculture), having 28% share of GDP and 40% of exports.

The MSME Sector is fairly diversified including activities in the agro-based industries and accommodating surplus labour from structural transformation, and service centres in rural

hinterland. Further, MSMEs also partner and collaborate with domestic and external enterprises to develop manufacturing and multipronged supply chains.

The MSMEs are widening their domain across sectors of the economy, producing a diverse range of products and services to meet demands of domestic as well as global markets. As per the draft National Policy for Micro, Small and Medium Enterprises (MSME) in India many inter country initiatives to promote MSMEs in recent years have been initiated across the different aspects of productivity in the sector.

These include:

- (i) Access to easy finance
- (ii) Competitive SME policy themes
- (iii) Improving Market Access and Linkages
- (iv) Digitalization support for SMEs,
- (v) Skill development of SMEs to improve/retain competencies
- (vi) Promoting and Handholding start-up and scale-ups.

Textile is one of the sectors which engages the highest number of workers next to agriculture. The large number of unorganized workers within the sector accounts for a substantial number of workers which often goes unaccounted. Apart from direct engagement in the textile industry, the sector also provides employment to a large population in terms of engagement in the backend operations. The sector contributes in great proportions, to production, employment, and exports.

*The Indian textile and apparel sector, with USD 37 billion exports and USD 85 billion domestic consumption, is one of the largest employers in the country. Every USD 1 billion additional exports in apparel manufacturing can create 1.5 lakh new jobs.*

India is the second largest textile manufacturer and exporter in the world. With varied geographical and climates, it has all the attributes for producing an assortment of natural fibres. As the highest producer of jute, second largest producer of silk, and cotton, and the third largest producer of cellulose fibre, India accounts for almost 14 percent of the global production of textile fibre and yarn. The textile industry is among the largest employment generating sectors. This sector employs 45 million people directly and around 60 million more, indirectly. While direct employment involves producing yarns, textiles and readymade garments, backend operations like production of crops, rearing of silkworm, and more comprise employment that is generated indirectly in rural India. It encompasses some of the most deprived regions comprising the marginalized and also extends to developed areas providing, thereby offering equal opportunities to all.

The textile industry is broadly divided into the **organized** and **unorganized sectors**. The organized sector applies modern technologies and comprises sectors like garments, apparels, and spinning. The unorganized sector is largely made of handlooms, handicrafts, and, to a certain extent, sericulture for producing silk. A complete value chain beginning at the producer's level to the ultimate consumer exists in India. However, it is fragmented. The locale of production of the raw materials is often distant from the processing and/ or value addition sites. Often, components of the final product are put together in disparate locations and finally assembled at yet another unit. This affects the standardization of the products, and also leads to poor value chain integration and even a small disruption plays havoc in the entire sector.

While there is need to provide technology up-gradation and better the marketing linkages for the exports and ecommerce, but there is more important need to support artisans, weavers, fashion designers and other unorganised sector to start acting like entrepreneurs and support them with new design interventions, new product development and digitization of their products for improving the market access and better livelihood options. (Source: Ministry of MSME, Draft National MSME Policy 2022 and National Stakeholder Meet #UNLOCKHANDLOOM)

## **RATIONALE OF PROGRAM:**

In order to offer a GlobalSpin to the Eco-Textiles and Apparel Exports towards achieving the target of US \$ 20 Billion set by the Honourable Prime Minister of India by the end of this financial year, this Trade Conclave aims towards aggregating all possible stakeholders of Eco-Textiles and Apparel Industry under the one roof.

The Ministry of Textiles and Ministry of Commerce & Industry, Govt. of India is aiming towards enhancing export & trade competitiveness of Eco-Textiles and Apparel exporters/ new enterprises in regions with export targets like **NAFTA** (US \$3885 M), **SOUTH ASIA** (US \$2577 M), **EUROPE** (US \$2159 M), **WANA** (US \$999 M) and **ASEAN** (US \$785 M) countries for increase of exports in next FY 22-23.

The textile industry is considered as the most ecologically harmful industry in the world, next only to transport. The eco-problems in the textile industry occur during some production processes and are carried forward right to the finished product. In the production process like bleaching and then dyeing, the subsequent fabric makes a toxin that swells into our ecosystem. During the production process controlling pollution is as vital as making a product free from the toxic effect. Petroleum-based products are harmful to the environment. In order to safeguard our environment from these effects, an integrated pollution control approach is needed.

Therefore, bringing all Eco-Textiles and Apparel Users, Micro Small Entrepreneurs' (MSEs) and International Experts together to focus on promoting Indian Eco-Textiles and Apparel as Exotic, Natural, Wearable and Sustainable fabric.

Hemp, wool, organic cotton, soy silk, bamboo fabrics, jute, corn fibre etc. are considered as eco-friendly fabrics due to their availability from nature without any harmful effects of chemicals or toxins. Moreover, as compared to other synthetic fibres they are available at cheaper rates and provide a major source of business for rural livelihood options.

As we are suffering from the adverse effects of modernization on earth, ethical and sustainable clothing can actually help address many of these issues in ways we may not expect. Sustainable practice is better for the planet, the farmers, the garment workers and the animals.

Positive change is urgently needed and now is the time to work together to find solutions to the apparel industry's environmental and social impact.

Technology plays a major role in enhancing the value proposition especially in innovating new business models to support circular economy and sustainability. New technologies which support sustainable production (new material, dyeing and protection from viruses, etc.) also need to be adopted to keep abreast with international requirements.

The emphasis in the entire program has been given to not just highlight the challenges but also showcase how fashion technology and innovative Startups are working to solve some of the major challenges and showcase them during the conclave.

Live Demonstration of crafts/advanced technologies by national/ international Startups/Enterprises with an aim of sharing the techniques, designs, patterns, processing, finishing, technology etc.

between national & international enterprises & Startups, were held during the conclave. Startups/Enterprises persons were invited in categories such as Home Textiles & Carpets, Smart Wearables, Fashion & Lifestyle, Apparel & Athleisure, and Sustainable Fashion.

### **Context of the Programme – Recent Initiative #UNLOCKHANDLOOM**

#UNLOCKHANDLOOM National Stakeholder Meet was conducted by IamKhadi Foundation in collaboration with NIFT Foundation of Design Innovation (NFDI) to examine how Handlooms can be promoted and what are the challenges faced by the sector.

The Convener of the Program was Er. Dolly Bhasin, Founder, SmartEdge – Fashiontech.

Many stakeholders - MD.SIDBI; Secretary, Ministry of Textiles, CMD, CCCI, MD, Central Silk board, etc. were engaged along with Industry bodies like WASME, MSME Forum and IamSMEofIndia were involved in the deliberations.

The Role of Stakeholders: Training, Finance & Market and Role of Facilitators: Design, Technology & Brand Story were deliberated in a day long online meet.

As an outcome, a report was submitted to various stakeholders citing that a holistic approach has to be adopted to offer a 360 degree support to revive and grow this sector.

Following suggestions were made:

- a) Improving the Technology adoption specially for Marketing
- b) Improving the Market access and Market linkages
- c) Position Handloom as a Sustainable Fabric
- d) Improving the Credit flow through Microfinance
- e) Creating New courses and Entrepreneurship Development Programs for this sector using experiential learning approach
- f) Develop a sustainable business model to help Unemployed youth and Learn and Earn in this sector by designing a specific program with EDP + Handholding + Microloans
- g) Creating Sustainable Handloom Apparel Brands
- h) Creating Apparel Brands from Recycling and Up cycling waste
- i) Integrating Value chains in the Handloom sector using block-chain from Farm to Fibre and Fibre to Fabric and Fabric to Garments.
- j) Up scaling the Handloom for Designing Fashion and Accessories
- k) Innovating to develop new project Ideas in use of Technology and use of Handlooms
- l) Using Fashiontech as an enabler to solve some environmental challenges to create Sustainable Fashion
- m) Use of Handloom for Home Furnishing

Please see the Video Recording Link for same in Annexure G.



## Programme

GlobalSpin 2022, India's biggest trade conclave on eco-handloom, eco-textiles and apparel industry products the conclave aims to work towards globalisation of the Indian textile industry by analysing the best practices, new production techniques, innovative procedures and product qualities to satisfy all international eco-standards. The conclave was a platform to interact with national & international experts on the subjects such as technology, manufacturing techniques, packaging techniques, design innovations for enhancing textile exports.

The sessions witnessed participation from various stakeholders. Discussions centred around globalisation of the textile industry by analysing the best practices, new production techniques, innovative procedures, and product qualities to satisfy international eco-standards, considering sustainability and recyclability as a key value differentiator amongst the international buyers.

The Trade Conclave has an objective to offer a platform for the Eco Handlooms, Eco-Textiles and Apparel Industry to interact with national & international experts on the subjects such as technology, manufacturing techniques, packaging techniques, design innovations etc. during a two days event "Global Spin: Trade Conclave on Eco-Handloom, Eco-Textiles and Apparel" which is being jointly organised by National Institute of MSME (Govt. of India) & IAMKHADI with financial support from Ministry of MSME, Government of India and with the knowledge support of Ministry of Textiles, Government of India.

International experts & national resource persons of proven credibility in different areas of technology / domain experts were invited from partner countries.

The conclave aimed to work towards Globalization of the Indian textile industry by analysing the best practices, new production techniques, innovative procedures and product qualities to satisfy all international eco-standards.

### **THEMES:**

1. Eco-Friendly & Sustainable Textiles
2. Ethical and Fair Trade and Building capacities
3. Market Assessment & Market Linkages
4. Sustainable & Circular Economy Business Models
5. Innovation & Technology in Textile Value Chain and New Product development

### **SUB-THEMES:**

1. Design & Innovation
2. Capacity & Capability Building
3. Ecommerce & Cross Border Trade
4. Fashiontech

### **PROGRAM SESSIONS:**

The international experts/ resource persons discussed on the following issues:

1. Study the present bottlenecks existing in the Eco-Handlooms, Eco-Textiles and Apparel sector in the areas of production technology and the suggested measures for their improvement.
2. Customer oriented Design & Product Development.
3. Newer production techniques for the manufacturing of Eco-Textiles and Apparel products.
4. Measures to enhance skills at par with other countries.

5. Marketing channels & tie-ups.
6. Discuss on the sustainable supply chain management and turned into sourcing hub for the developed countries
7. Models & Best Practices for Eco-Textiles and Apparel - India & Abroad
8. Eco-Textiles and Apparel waste recycling, EPR and Beyond
9. Up-cycling landscape: last decade and future
10. Innovative solutions by Start-ups for Smart Textile Solutions
11. Sustainable & Ethical Manufacturing – Zero Defect & Zero Effect on environment
12. Untapped Potential – Challenges and Opportunities in integrated Eco-Textiles and Apparel Industry
13. Export and Trade Competitiveness
14. E-Commerce Exports & Fashion Tech in Eco-Textiles and Apparel
15. Geographical Indications and ODOP in Eco-Textiles and Apparel

## **CRITICAL ISSUES FOR DISCUSSION:**

### **1. UPGRADING SKILLS AT PAR:**

Enhancement of skills at par with the leading countries by way of regular exchange programme and sustainability focus.

### **2. IMPROVED TECHNOLOGY:**

- a) The role of technology & faster manufacturing techniques vis-a-vis measures for creating awareness for the role of quality material.
- b) Replicating successful models of integrated and inclusive development of clusters in other countries
- c) Fashion Technology to remove the inefficiencies in the system and integrate the textile value chain

### **3. DESIGN & PRODUCT INNOVATIONS:**

- a) Design, Product Development and Innovation –Role Play
- b) Showcasing Startups with innovative design and new products
- c) Demonstration and Exhibition of Innovative products

### **4. MARKETING INNOVATIONS:**

1. Tapping new and virgin markets
2. Development of IT & database system to support industry including E-commerce
3. Demand constraints: value in domestic market, competition with mass produced products, international awareness of available products
4. Enlisting effective mechanism to disseminate commercial information, new ideas, innovations, etc.
5. Percolating the concept of Focus Products, Focus Clusters and Focus Markets
6. Presenting the case studies of the ODOP i.e. one district and one product specific to Eco-Textiles and Apparel.

## Executive Summary

**GlobalSpin Trade Conclave** is India's biggest trade conclave series on eco-handloom, eco-textiles and apparel industry products. Three conclaves were organised by **National Institute of Micro Small and Medium Enterprises (Ni-MSME)**, an autonomous body under Ministry of Micro Small and Medium Enterprises (MSME) at Bengaluru, Mumbai and Delhi in the month of March 2022 in collaboration with **NIFT Foundation for Design Innovation (NFDI)** and **IamKhadi Exports (IAMKHADI) Private Limited**.

The Venues and Dates were

- GlobalSpin Trade Conclave, WTC, Bengaluru, March 21-22, 2022
- GlobalSpin Trade Conclave, WTC, Mumbai, March 25-26, March 2022
- GlobalSpin Trade Conclave, IIC, New Delhi, March 29-30, March 2022

The conclaves had an overwhelming 500 participants combined in the three locations. On an average approximately 150 participants in each location, Mumbai had more than 200 participants.

Five partner country signed up for the Conclave series namely, Zimbabwe, Mauritius, Egypt, Ethiopia and South Africa. Trade Representatives/Ambassadors, Government officials, Traders and entrepreneurs attended from most of these countries in the two day deliberations. Some foreign delegates connected remotely from Italy through virtual sessions.

The Bengaluru event was inaugurated by Shri N. Nagaraju (M.T.B), Hon'ble Minister for Municipal Administration, Small Scale Industries and Public Sector Industries, Government of Karnataka. He welcomed all the delegates in the Silk capital of the country and invited investment by participating country partners to forge international co-operation in the textile sector.

The trade conclave focussed on Eco-Handlooms, Eco-Textiles and Apparel, with a key focus on driving eco-friendly production and consumption models to facilitate trade through regular or ecommerce channels. Industry experts, trade professionals, entrepreneurs, academicians from respective countries shared their views and best practices and deliberated on possible exchange of value amongst Indian counterparts and vice versa.

Workshop and expert sessions on Digitization and Eco-Textiles were the most sought out sessions in Bengaluru witnessing overwhelming interest by students, Start-ups, traders, exporters, experts and academia.

The second most popular session was the Start-up presentations, where Startups presented solutions ranging from Sustainability, Smart Textiles, 3D printing in Fashion & Textiles, and Fashion Metaverse.

Five panel discussions on Technology Interventions in Textile, Customer Oriented Designs and Product Development, Capacity Building towards Export and Trade Competitiveness and Role of Funding Agencies towards Export Marketing; saw intense knowledge exchange among the Indian and International experts.

The intense deliberations came to end with the valedictory session chaired by Dr. Visweswara Reddy, Faculty Member & Rector, National Institute for Micro, Small and Medium Enterprises. Other guests of honour included Dr. Rumbidzayi Masina, Professor, and University of Zimbabwe Textile Department, Mr. Siven Selloyee, Mauritius, while India was represented by Mr. Yash Arya, Founder, IAMKHADI; Dr. S. Glory Swarupa, Director General, National Institute for Micro, Small and Medium Enterprises (Ni-MSME) and Dr. Ajit Nigam, CEO, NFDI. The Vote of Thanks was extended by Er.

Yash Arya, Founder, IAMKHADI Foundation, thanking all the participants to share their valuable insights and deliberations before concluding the two day GlobalSpin Trade Conclave 2022.

# BENGALURU REPORT AND POST-CONCLAVE GUIDE FOR ACTION

## 1. INTRODUCTION

GlobalSpin Conclave is India's biggest trade conclave on eco-handloom, eco-textiles and apparel industry products. Three conclaves were organised by **National Institute of Micro Small and Medium Enterprises (Ni-MSME)**, an autonomous body under Ministry of Micro Small and Medium Enterprises (MSME) at Bengaluru, Mumbai and Delhi in the month of March 2022 in collaboration with NIFT Foundation for Design Innovation (NFDI) and IamKhadi Exports (IAMKHADI) Private Limited.



Ni-MSME is a pioneer institute in the field of MSME and is playing a major role in providing a pro-business environment to foster the progress of MSME towards success and prosperity. The present Director-General of Ni-MSME is Dr. S. Glory Swarupa.

The aim of the conclaves was to work towards globalization of Indian textile industry by analysing the best practices, new production techniques, innovative procedures and product qualities to satisfy all international eco-standards.

The GlobalSpin Trade Conclave in Bengaluru was held on 21st and 22nd March 2022 at World Trade Centre, Bengaluru.

The Conclave was held in Collaboration with

- NIFT Foundation of Design Innovation (NFDI).



NFDI, a Section 8 company under the Companies Act 2013, has been set up by the National Institute of Fashion Technology (NIFT) and the Ministry of Textiles, Govt. of India. The focus of this organization is to assist entrepreneurs in transforming innovative business and technology ideas related to Design and Fashion Industry.

- IamKhadi Exports Private Limited (IAMKHADI)



IAMKHADI is an export Start-Up recognized by Govt. of India and was incubated at the Indian Institute of Foreign Trade, New Delhi on Export Promotion of Goods and Services. It works with MSMEs for Export Enhancement, Capacity Building, Implementation of Promotional Activities (Marketing, Events, Seminars, Design Workshops, Technology Adoption, etc.) for Textiles and other sectors.

## THEME OF THE EVENT

The core **OBJECTIVE** of GlobalSpin Trade Conclave 2022 was -

- To bring together diverse viewpoints of experts, entrepreneurs, innovators and business owners to enhance and position handloom and eco-textiles as eco-friendly options of choice.
- To create an environment for sustainability of artisans and weavers to not only have market access to Indian consumers but also international markets and help accelerating their economic development on sustainable basis through Entrepreneurship development among Startups and MSME organizations in Eco-Handloom, Eco-Textiles and Apparel.
- Bringing all Micro Small Entrepreneurs' (MSEs) and International Experts together to focus on promoting Indian Handloom as Exotic, Natural, Wearable and Sustainable fabric and Eco-Textile and Apparel to be created from Sustainable fibers and sustainable production process.
- Helping disseminate information on New Business models focused on sustainability and Circular economy for both production as well as consumption.

Most handloom fabrics are made using natural fibres, which feel significantly better against one's skin as they are processed with lesser chemicals, or in some cases, grown organically without any use of chemicals—thereby making them eco-friendly and also putting less pressure on the environment, as they are easily biodegradable. The body also tends to breathe easier in wearable handloom fabrics.

Handloom is a sustainable material and uses minimal resources like electricity without causing any damage to the environment, while India provides about 95 per cent of hand-woven fabric in the world. Handloom products also include Silk, Khadi and Wool.






As we are suffering from the adverse effects of modernization on earth, ethical and sustainable clothing can actually help address many of these issues in ways we may not expect. Sustainable practices are better for the planet, the farmers, and the garment workers and for the animals.

Hemp, wool, organic cotton, soy silk, bamboo fabrics, jute, corn fiber etc. are considered as eco-friendly fabrics due to their availability in nature without any harmful effects of chemical or toxics. Moreover, as compared to other synthetic fibers they are available in a cheaper rate and provides major source of business for rural livelihood options.

Positive change is urgently needed and now is the time to work together to find solutions to the apparel industry's environmental and social impact.

Technology plays a major role to play in enhancing the value proposition specially in innovating new business models to support circular economy and sustainability. New handloom/textile technologies which support sustainable production (new material, dyeing and protection from virus, etc.) also need to adopt to keep abreast with international requirements.

## PARTICIPATING COUNTRIES

1.	Republic of Mauritius	
2.	Arab Republic of Egypt	
3.	Republic Of Zimbabwe	
4.	Republic Of Ethiopia	
5.	Republic Of South Africa	

Participants and experts also joined in online mode through Zoom.

## PARTNERS

1.	 <p>सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय MINISTRY OF <b>MICRO, SMALL &amp; MEDIUM ENTERPRISES</b></p>	Financial Support Partner
2.	  <p>All India Association of Industries</p>	SME Partners
3.	 <p>वस्त्र मंत्रालय MINISTRY OF <b>TEXTILES</b></p>	Knowledge Partner
4.	 <p>N-S-D-C National <b>Skill Development Corporation</b> Transforming the skill landscape</p>	Skill Development Partner

5.	 A Division of SPH Consultancy & E-Services Pvt. Ltd.	E-Publishing Partner
6.	 Your Assurance of Pure Silk	Powered By
7.		Venue Partner
8.		NGO Partners

## 2. INAUGURAL SESSION

The GlobalSpin Trade Conclave was inaugurated by the Mr. N. Nagaraju (M.T.B), Hon'ble Minister for Municipal Administration, Small Scale Industries and Public Sector Industries, Government of Karnataka at the World Trade Centre, Bengaluru on 21<sup>st</sup> March 2022.

The Entire transcript of the Inaugural session is here.

### Transcript Inaugural Session Day 1

**MC:** Good morning everyone!

I hope we are starting on with a new Monday

I would like to welcome Mr N Nagaraju, honourable minister for Municipal administration small-scale industries and public sector industries, Government of Karnataka. I would now like to call upon Dr. Glory Swarupa, Director General, National Institute of Micro Small and Medium Enterprises, to please present a bouquet to our chief guest.

[Applause]

**MC:** I would like to welcome on stage now Dr. Rajit Okhandiar IFS, CEO, Central Silk Board, Ministry of Textiles, Government of India our keynote speaker and would request Dr. Glory Swarupa to please present the bouquet.

I would now like to request Mr T H M Kumar IAS, Commissioner of Textile Development and Director for Textile Department, Government of India as our guest of honour.

I welcome Mr Bhaskar Kalra on the stage to please come and start with the program. I would like to call Dr. Glory Swarupa to please present the bouquet to him.

I request Miss Aishwarya Nandyapa, CWCCI, to kindly come on the stage and I would like to invite Mr. Yash Arya to present her with the bouquet.

I kindly request Mr. Bhaskar Kalra, Under Secretary, Ministry of MSME government of India to start with the opening address.

**BK:** Honourable Minister, Mr. N. Nagaraju sir, Mr Rajit Okhandiar, CEO Central Silk Board, Mr. T H M Kumar Commissioner for Textiles Development, Government of Karnataka, Dr Glory Swarupa, DG Ni-MSME, dignitaries on the dais, friends from the media, my dear colleagues from Ni-MSME and ladies and gentlemen, it is an honour to be amongst this august gathering today.

At the outset, I would like to congratulate Director General Ni-MSME madam for organizing this grand conclave under the International Cooperation Scheme of the Ministry of MSME through this conclave. Ni-MSME has made an effort to aggregate all possible stakeholders of Eco-handloom, Eco-Textile industry under one roof to analyse the best practices, production techniques, innovative procedures and product qualities to meet International Eco standards. Textiles is one of the most important sector for India in view of its contribution to GDP, exports and employment majority of the textile and handloom units in the country are in the MSME category and as such this sector becomes very important for the Ministry of MSME too. So far as my Ministry is concerned we are implementing various schemes to support the textile sector by providing support for new enterprise creation as well as expansion of the existing MSME units. We are providing them exposure to the latest technologies giving marketing assistance to their participation in international and domestic exhibitions and also running free skill development programs and many other initiatives are also being undertaken by the ministry to capacity build the MSMEs in the textile sector in fact this knowledge sharing conference that is being organized today is part of that particular chain of events being supported by the Ministry of MSME to expose our MSMEs to the international best practices as well as standards being followed globally. I am sure this conclave will serve as an important platform to engage in an open dialogue to exchange information, ideas and also explore international business opportunities. With these words, I welcome all of you to the GlobalSpin Trade Conclave.

**MC:** Thank you I respectfully invite the honourable minister and everyone on stage to kindly light the lamp and start the event

Sir.

[Music]

[Applause]

[Music]

I now invite Dr. Glory Sarupa, Director General National Institute for Micro Small and Medium Enterprises to please come on the stage and give the Welcome address.

**GS:** Namaskar, Honourable Chief Guest of the day, Honourable Minister for Municipal Administration Small Scale Industries and Public Sector Industries Government of Karnataka MTB Nagaraju and today's special Guest of honour, Shri Rajit Okhandiar IFS, Member Secretary and CEO, Central Silk Board, Ministry of Textiles, Government of India, Shri Bhaskar Kalra, Under Secretary to Government of India, Ministry of MSME, Special guest of today's event, Mr. Bose Nair, President, World Trade Centre, Bangalore and Hyderabad and Vishakhapatnam, Dr. Nigam, CEO



NIFT Foundation for Design and Innovation, Ministry of Textiles, Government of India and other respected guests the team from minister's office and most importantly the foreign delegates the speakers who has come down all the way to India.

Very good morning to all of you and greetings from National Institute for Micro Small Medium Enterprises, Ministry of MSME

Government of India, Hyderabad. We are a premier institution with the Ministry of MSME established in the year 1962 and serving the MSME sector for the past 60 years in promotion of Entrepreneurship Development and Development of MSME sector. Our core areas of activities are training that is- Executive training, Research, Consultancy, Documentation, Dissemination and Information Services for the nation and also MSME sector.

I take this opportunity to extend a warm welcome to today's guest of honour, Chief executive officer Central Silk Board, Sir, you are also rendering a good service to the textile sector that's how we have invited you today as a special guest and we really honour your presence and I think the delegates will be immensely benefited. Thank you so much, I also welcome our co-organizers Mr Yash Arya, IamKhadi Foundation, so they have extended so much support for us in organizing this conference in Bengaluru, I welcome you to this conference and Mr. Nigam, he is also one of the organizing partner so, I also welcome you to this conference. We heartily welcome

Miss Aishwarya and their team from Chamber of Women Confederation for extending lot of local support to organize this conference and also local NIFT in extending you know doing the field work and all and making very good arrangements, I welcome on behalf of my

Institute, Dr Bose Nair and their team for supporting us with this good venue and the logistics arrangements, I welcome you and I also welcome our under-secretary, Shri Bhaskar Kalra ji to this conference. He is taking care of the International Cooperation Scheme and this is third in the series, we are doing we have already done two online conferences; one relating to Mizoram online conference we did for one week and one Ladakh conference MSME shopping festival; that was very successful and this is the first physical event we are doing in Bangalore. We welcome you all.

I take this opportunity to extend special welcome to Mr. Siven Selloyee, CEO and Founder, Siloy Trading Co. Ltd. from Mauritius on behalf of Ni-MSME and our ministry, we welcome you and I extend a very warm welcome to Dr. Masina, University of Zimbabwe faculty of Textile Department, Apparel Design and Technology, they took a lot of trouble and you know just the international travel is open and you are with us, a warm welcome to you on behalf of Ni-MSME and all the organizers. I also welcome Mr. Naveed Bugaloo Director, Cassava Company limited, Mauritius, we really appreciate your presence, which adds a lot of value to this conference. We extend warm welcome to you sir. I welcome the press, friends from the electronic and print media and the entrepreneurs, students from National Institute For Fashion Technology and the practitioners and the local practitioners and development professionals from Bengaluru and other places to this conference and I also extend warm welcome to my own faculty Dr. Visweswara Reddy, who is coordinating this conference and warm welcome to all who are present here, we recognize your presence and we are really honoured, It is a pleasure to have you all here, once again you know I extend best wishes to you all for active participation in this conference and to make this conference a success.

Thank you very much!

**MC:** Thank you so much for your great words madam.

I now request Mr. Rajit Okhandiar, IFS Chief Executive Officer, Central Silk Board, Ministry of Textiles, Government of India to kindly come on the stage for the Keynote Address.

**RO:** Honourable Minister, Mr. N Nagaraju, Government of Karnataka, DG, Ni-MSME Dr. Glory Swarupa, Mr T H M Kumar, Commissioner Textiles and Director of Textile Department, Karnataka. All the delegates and organizers and co-organizers of this program, IAMKHADI and NFDI. I first of all thank the founder of lamKhadi, Mr. Yash Arya to have invited me for this International program. I accepted this invitation immediately because the theme of that this program itself is very close to my heart, that is Eco and Sustainability and since already madam introduced that I am a CEO of Central Silk Board, so basically the subject of Silk or Silk fibre is very close to my heart.

Fortunately, we are in the capital of the silk state that is the Bangalore itself. Karnataka itself is the major producer of silk fibre and Karnataka definitely is a pioneer in the silk production as well as the production of the value added product of silk, so eco regarding the eco aspect and sustainability aspect, I must say that the natural fibre like silk and cotton and wool are the most sustainable and any product which is coming out of these three fibres can be considered to be a very eco-friendly product. You will be surprised to note that silk is a not any type of fibre but it is a protein. Basically we are also made of protein, our skin our body all the organs and all the body parts are of protein and this silk protein is very much similar to our human protein when you popularize this type of product or silk product I must say that you are very this entire thing is very close to your body or very natural and we have the history of producing silk product and exporting to various countries, either in the neighbouring country or in the European or western countries.

But, as you know this all those synthetic fibres are basically the origin is plastic so basically, you are we are all wrapped in plastics but what we propose that we should be wrapped in protein instead of the plastic so we have to shift our your theme from plastic to your protein so definitely the entire thing will be considered as eco-friendly or you can call sustainable product.

I must also tell you that in the silk sector who are the basically producers, the basically the tribal, the farmers, those people who are engaged in silkworm rearing and producing those mulberry plants or the Tussar plants or the Eri plants they are the people who are engaged in the production of silk. So when you use or popularize the silk product, basically you are helping a in a social cause on the upliftment of those people who are basically earning their livelihood through this activity. So I must tell our organizers, that when the foreign delegates are here they should also see the *Haat* (local market), what is the process of development of silk and if in case you want to arrange a study tour or some sort of exposure visit to the nearby area that would be a very good thing, because most of the other countries are not very much aware about the silk production and how it is basically done. China right now is the major producer of silk and the second number comes to India, around one lakh or say 80,000 metric ton is produced by China and we also produce around 35,000 metric ton of silk, but we are not in the International market, China is in the International market, but we are very much happy making only Sarees. So, Sari is the most popular popularized silk item in the country and whatever there is a huge demand of this product that is why we are not able to maybe present in the International market. But there are many other diversified products of the silk like t-shirts, like blankets, like quilts, like jackets, so many other things, ties, scarf, stoles; these things should go to the International market and right now there is a very good opportunity, because earlier china was producing around one lakh thirty thousand to forty thousand metric ton, it has come down to seventy thousand metric tonnes. So there is a good demand in the western countries of silk products, but somehow our industry, our other exporters are not finding this area to come into it. So, I would invite all the stakeholders who are in the field of marketing or manufacturing this type of product to come into the silk sector because once the demand for this type of produce will increase, definitely production will also increase and finally the lowest most person who is engaged in this value chain that is the farmers will be benefited. So I invite all those people, all the industry people to come into the silk sector, particularly I just mentioned one thing, one product which can change the entire scenario that product is a Silk quilt. Silk quilt means *Silk ka Rajai*, so all the quilt is made of silk, the upper cover is also silk and the filling is also silk. The property of that type of product is

that, it regulates the temperature as for the body temperature, it is not like the synthetic thing that in the night when you feel too cold or too hot you just throw away your quilt it will be very friendly to your body that's why the western countries are very much fond of this silk quilt and china is basically making silk quilt so Central Silk Board since central silk board is a basically a R&D Organization and we have developed all these technologies: knit-wears, Knitwear silk, quilts so many other things. I invite all the stakeholders who want to come into this area or in this sector please do visit to we are open to everybody and we can easily transfer our whatever technology we have developed to the industry so this is a brief I wanted to introduce the silk sector but definitely, I would also like to mention that in this background that sustainability is not only the name that you add something Eco or it add something sustainable, it will become eco or sustainable, but there is a scientific validation process right now, scientifically these natural fibres are the most sustainable the most eco-friendly things and also since most of the product is made on the handlooms, silk is socially friendly, economically, ecologically everything on any parameters or any aspect. You can say that these type of natural fibre products are most sustainable and eco-friendly. I would again thank the organisers for inviting me and also I take this opportunity to you people to be in touch with silk sector.

Thank you very much!

**MC:** Thank you Sir, this was very important knowledge for all of us.

I now invite Mr. N Nagaraju MTB, Honourable Minister for Municipal Administration Small-Scale Industries and Public Sector Industries Government of Karnataka, to kindly address the gathering at the first GlobalSpin Trade Conclave.

**MTB:**

25:13 [Applause] Speech in Kannada 42:50

Jai Hind, Jai Karnataka!

**MC:** Thank you sir, for your insightful words. I would kindly like to invite Miss Aishwarya Nandyapa.

**AN:** Honourable Minister Sir, Dignitaries on the dais. This conclave was organised by the collaboration of central government and state government by Ni-MSME, IamKhadi and NFDI. We are thankful for your presence. The city of Bengaluru was chosen due to its Silk. The idea of this conclave is to sensitize the MSMEs to the opportunity of exports of silk through the "GRAM TO GLOBAL" to take this rich heritage of ours to the entire world. We look forward to your support to make this happen. (Translation of the Kannada version)

**MC:** Thank you so much!

**KVR:** On behalf of the Ministry of MSME and National Institute for Micro Small and Medium Enterprises, my thanks to Shri Bhaskar Kalraji the Under Secretary, Ministry of MSME for giving his opening remarks and sensitize the audience about the MSME schemes. Thank you very much sir for being part of this event and thank you very much. I would like to also have my sincere thanks and appreciation to Dr. Glory Swarupa madam DG Ni-MSME for welcoming the guests and making a very effective in the local language she has sensitized the local government and the International delegates about this particular event. I would also like to thank Dr. Rajit Okhandiar, IFS, CEO, Central Silk Board, sir you have rightly said rather than wrapped in plastic, we should be wrapped in silk and it will promote the farmers and tribals.

I am also very thankful for Honourable Minister MTB Nagaraju Minister for Municipal Administration and Small Scale Industries, Government of Karnataka and very clearly mentioning Karnataka is in the top five states in terms of Small Scale Industries even in textiles and 40 percent of MSMEs are

from Karnataka in the entire country I would like to also thank the organizers, especially Yash Arya. I am also very grateful to Dr. Bose Nair, WTC President of Telangana and Andhra Pradesh. I also thank Dr. Nigam from NFDI and thank all the press and media and other participants for being part of this wonderful session thank you one and all thank you once again. Especially I would like to thank our International Delegates for taking pains and they have come from Mauritius and Zimbabwe and being part of this particular event, so thank you very much for being here, thank you one and all.

So we have a tea break for 15 minutes then we will start our sessions.

### 3. Technical Sessions

DAY1

#### 3.1 Presentation by Industry Experts - MSME

##### **Presentation by Mr. Bhaskar Kalra**

Under-Secretary, Ministry of Micro, Small and Medium Enterprises (MSME), Government of India.

##### **Transcript Bhaskar Kalra**

**KVR:** So let me have the privilege of introducing Mr. Bhaskar Kalra, Under Secretary, Ministry of MSME who has been instrumental in revising the International Cooperation Scheme and as per this particular scheme we are organizing this global spin conclave trade conclave in Bengaluru, Mumbai and New Delhi as a part of Ni-MSME diamond jubilee celebrations.

My dear friends, can I have your attention please!

So there is a brief presentation by our colleague from the Ministry Mr Bhaskar Kalra on the Ministry of MSME schemes so you'll be understanding what the schemes of Ministry of MSME are and how best are these schemes helping the MSMEs in the entire country. So let me take the privilege and welcome Mr. Bhaskar Kalra ji for making the presentation sir welcome sir thank you

**BK:** Thank you Dr. Reddy, well I am here to explain about the schemes being implemented by the ministry I will not take much time of yours.

Ministry of MSME is working for promotion and development of MSMEs in the country and to begin with I will start with the recently change definition now we have a new definition for MSMEs in the country and we have added turnover to the existing pre-existing criteria of plant and machinery.

So a **Micro Enterprise** in India is that enterprise which has investment in plant and machinery up to rupees 1 crore and its turnover is rupees 5 crores, similarly a **Small Enterprise** is having a plant and machinery investment of up to rupees 10 crore and its

turnover is up to rupees 50 crore and any **Medium Enterprise** is allowed to have investment in plant and machinery up to 50 crore and its turnover should not exceed rupees 250 crores.

The contribution of MSME sector to the Indian economy is enormous, as you can see MSME sector contributes 45 percent to the national manufacturing output and its contribution to Indian Exports is about 49 percent and overall contribution of MSME sector to GDP is 29 MSME sector is giving employment to almost 110 million people in the country and we have a rough idea that in India we have 6.3 crores MSME which produce 6000 plus diverse products and services coming on to the Ministry of MSME has been entrusted with the task of promotion and development of the MSME sector through Enterprise Development, Technology Up Gradation, Skill Development and Creating Infrastructure Facilities for the MSMEs in the country. We are doing this through **Finance Facilitation**, we have separate schemes for this purpose, for **Skill Development** we have two schemes for the purpose **Technology Enablement** we are implementing three schemes **Market Linkages** and for **Manufacturing Competitiveness**, we have introduced a new scheme called **Champions**, I will come on to that later.

This is the organization structure under the ministry of MSME. We have these six pillars to promote and develop the MSME sector-

- First is the **Khadi and Village Industries (KVIC) Commission**
- Second is **Coir Board** both of these bodies are statutory bodies constituted under the act of parliament
- Third, we have a Public Sector Undertaking called **National Small Industries Corporation**
- Fourth, we have an attached office called **Development Commissioner MSME** which is responsible for advising the government of India on policies related issues
- Fifth, we have one of the most important institution called National Institute of MSME, this is an apex body which is supporting the MSME sector since 1962. Especially running Skill Development and Enterprise Development programs for the MSME
- Sixth, we have another institute called **Mahatma Gandhi Institute of Rural Industrialization (MGIRI)** it is working in the rural sector and doing a lot of work and work for the rural MSMEs.

We also have 18 tool rooms we call them **MSME Technology Centers** that are entrusted with the task of doing prototyping, skilling and even job works for the MSMEs.

Now I will be coming up to the major schemes that the Ministry of MSME is implementing to support the MSME sector in the country.

First is this enabling access to credit there we have a scheme called **Prime Minister's Employment Generation Program (PMEGP)**, the idea is to provide self-employment opportunities to the rural as well as urban youth, we are encouraging first generation entrepreneurs through this particular scheme and helping them in getting finance from banks and NBFCs, the maximum loan that is allowed under this scheme is 50 lakh Rupees for Manufacturing sector and for the Service sector. 20 lakh rupees loan is allowed and if the project is run for three years then subsidy ranging from 15 percent to 35 percent based on the area and social category of the proprietor that is allowed by the Government of India. As of now 80 percent of the units set up under the PMEGP are in rural areas and 50 units set up under this scheme are owned by SC/ST and women entrepreneurs.

We have another scheme called **Credit Guarantee Fund Trust for Micro and Small Enterprise**, here we are allowing a collateral free loan of up to Rupees 200 lakh that is

Rupees 2 crores and guarantee coverage is allowed which ranges from 50 percent to 85 percent depending on the category of loan being allowed by the bank.

Another area that Ministry is covering is **Skill Development**, there we have two schemes first is this **Entrepreneurship and Skill Development Program** that is being implemented by our attached office called Development Commissioner (DC) office, the idea is to capacity build the existing MSMEs as well as the new entrepreneurs under this particular scheme Industrial Motivational Campaigns, Entrepreneurship Awareness Programs and even Skill Development Programs are being organized and this is done all over the country through our **MSME Development Institutes (MSME DI)** which are in almost all the states and union territories. The scheme is being implemented for SC/ST & General Category Ex-Servicemen, below poverty line people everyone is being covered.

The other scheme which is taking care of Skill Development is **the Assistance to Training Institution Schemes** where we are supporting the training institutions by upgrading their infrastructure and also allowing Skill development programs free of cost, under this particular scheme, the maximum assistance which is given to a training institution for upgrading the Infra is Rupees three crores.

Ministry is also working for **Cluster Development and Technology Enablement** there we have a scheme called **SFURTI** that is scheme of funds for regeneration of traditional industries, there we provide support to traditional artisans and the idea is to increase their production, help them in value addition and also support them in marketability of their products. The Financial support being provided by the Government of India for developing a SFURTI Cluster ranges from Rupees 2.5 crores to rupees 5 crores. We are setting up Common Facility Centres, Raw material banks and even providing them latest machines under this particular scheme. Skill development programs are also being organized for the benefit of the cluster participants and also we allow them to participate in Domestic exhibitions and sometimes take them in International exhibitions as well to other schemes.

Another scheme that is helping the rural MSMEs is the **ASPIRE scheme** that is a Scheme for Promotion of Innovation in Rural Industries and Entrepreneurship. Here we are allowing setting up of livelihood business incubators to impart hands-on training to the micro units and a funding of Rupees 1 crore is allowed to set up the **Livelihood Business Incubators (LBI)** and **Technology Business Incubators (TBI)**.

To improve the Market Access is implementing two schemes - one is the **International Cooperation Scheme**, which I handle in the Ministry. The scheme has been recently revised and now virtual exhibitions as well as the physical exhibitions both are allowed and we are assisting participation of MSMEs to the International Exhibitions, fairs, Buyer/Seller meets abroad and we are also allowing organizing International Conferences, like this particular conference this is funded under the IC Scheme to share knowledge to help them understand the best practices being followed across the globe, the idea is to capacity build our MSMEs and encourage them to export. Two new components we have also introduced under this particular scheme which will be implemented in the next financial year - one is the **Capacity Building of the first time exporter** by first time exporter I mean those exporters whose Import/Export code is less than three years old the idea is to help them in exporting their products by re reimbursement of their transaction costs like export insurance, RCMC charges being charged by the export promotion councils, as well as their quality and testing certification charges, being paid by them for getting the certification for their products; another component that is being launched is the **Global Market Intelligence System** which is a software intervention to help MSMEs to understand what they can export how they can export, what are the benefits of FTAs, that has been done by the country, how they can get

those benefits what are all the phytosanitary norms where the product is being exported all this will be all this information will be given through this particular global market intelligence system so that MSMEs can easily understand how they can export their product.

Another scheme that is being implemented by our Development Commissioner office for Marketing Support is **Procurement and Marketing Scheme**, here we allow MSMEs to participate in Domestic Exhibitions and also help them to understand how they can make best use of the Public Procurement Policy. Assistance is given to the Micro and Small Enterprises to participate in domestic Trade Fairs, Capacity Building of MSMEs in modern Packaging techniques.

We are also supporting in development of marketing hearts and also organizing vendor development programs in this particular scheme with a view to support SC/ST entrepreneurs of the country ministry has launched a special initiative called national SC/ST hub it was launched in the year 2016 by Honourable Prime Minister of India and under this particular scheme the idea is to create a supportive business ecosystem for the SC/ST entrepreneurs and help them to participate in the Public Procurement process where a special reservation has been given to them a four percent that is all public sector enterprises and government departments have to mandatorily purchase from SC/ST entrepreneurs up to the four percent of the total purchase under this particular scheme. We are organizing **Vendor Development Programs**, we have a special scheme called special **Credit Linked Capital Subsidy Scheme**, we are giving them **Marketing Assistance**, we are reimbursing the Bank loan processing fee of the charge by banks, we are also reimbursing the bank guarantee charges being charged by the banks, the testing fee reimbursement is being done for the SC/ST entrepreneurs and also the RCMC charges being charged by the Export Promotion Councils coming on to the special Credit Link Capital Subsidy Scheme, in this particular scheme if a bank allows a loan of Rupees 1 crore for purchase of plant and machinery and equipment to an SC/ST entrepreneur a subsidy of 25 percent is allowed to the SC/ST entrepreneur, if that particular plant and machinery and equipment is used for a period of three years.

Besides the Schemes, the Ministry has also taken various measures for the ease of ease of doing business purposes the first is the MSME Registration process has been simplified and we call it **UDYAM Registration** a new portal was launched in the year 2020 when the definition of MSMEs was also revised under this system by simply filling a one-page form one can register its enterprise the process is totally free of cost paperless and one can do it online, the registration is linked with the PAN and GST and it is also integrated with the government e-marketplace that is the gem portal and recently we have also included retail and wholesale trades as MSMEs.

During the COVID period ministry also launched a special portal called **Champions Portal** to handhold MSMEs which were in distress and now any grievance of MSME is redressed within a span of 15 days and MSMEs are encouraged to lodge their grievances on this particular portal and it automatically sends the grievance to the concerned officer in the ministry or its office.

We have another portal called **MSME Samband** this portal was launched to support to monitor the effective implementation of the public procurement. This portal tracks the procurement made by the central PSE's from the MSMEs including the SC/ST entrepreneurs

Next is the **GEM Portal** this portal has been floated by department of commerce and ministry and is supporting this portal since public procurement policy is very important for implementation of this portal as well since government of India has now allowed purchase of all equipment's and services and products through gem portal only so we are helping the

SC/ST entrepreneurs as well as the general category entrepreneurs to on-board on this portal and special single window system for aggregating demands and ordering has been created for the use of MSMEs.

Then we have another portal called **MSME Samadhan** which is which has been launched to help MSMEs in getting their payments suppose if as if payment is delayed for more than 45 days then a particular MSME can lodge this grievance on this portal and it automatically gets transferred to the concerned facilitation council and also it is noticed by the concerned Ministry or Department that the CPSC under that under the control of that particular minister or department is not making payments to the MSME in this way we are monitoring the payments of MSMEs and helping them getting the payments in time.

The Ministry has recently introduced a scheme called **Champion scheme** which is basically for improving the improving the Competitiveness of the MSMEs there. This scheme has three components

- the first is the Z Scheme
- the second is the lean scheme and
- the third is the recently launched Incubation Design IPR and Digital scheme

Through this particular champion scheme we are helping MSMEs to increase their Competitiveness and supporting them to sell their products not only the Indian market but abroad also.

Ministry has created a self-reliant India fund, **Fund of Funds** which is being implemented by NSIC. The total value of this corpus fund is Rupees 10 000 crores and it will be operated through mother and multiple daughter funds. The idea is to provide equity and quasi-equity support to the MSMEs, Tool rooms and Technical Institutions of the Ministry of MSME. As I told you earlier also, that we are implementing tools rooms, we are we have set up 18 tool rooms all across the country and 20 more tool rooms are also coming up very soon in the hub and spoke model with their 100 extension centres; the idea is to reach out to all MSMEs in the country and help them in designing of their products and prototyping and any R&D work or giving them exposure to latest technologies, creating skilled manpower, so the idea is to create a business ecosystem for the MSMEs through these tool rooms technology enablement. We are in the process of setting up 20 new tool rooms, one tool room has been set up in Guwahati, the objective of this particular facility is to manufacture tools and dies and training in tool and die making in the Northeast. Since Northeast is the focus area for the Ministry and this new tool room has been especially set up in Guwahati the assistance will be provided to the MSMEs of Northeast for Design Development and Manufacture of quality Press tools, moulds, dies, gauge, etc. Training will also be imparted and Consultancy for product development will also be given.

Next is the **MSE Cluster Development Program** this is one of the oldest programs of being implemented by the Ministry. We implement this program through our attached office called Development Commissioner MSME office, the idea is to have a cluster approach and develop our MSMEs under this particular program **Common Facility Centres** are set up where 70 percent of the project cost is being funded by the Government Of India and the maximum project cost allowed is rupees 20 crores in the North Eastern region 90 percent of the project cost is funded by the Government of India.

Similarly there are ID projects where we are helping in **Development of Industrial Estates** and 60 percent of the project cost is being funded by the Government of India and remaining



by the state government or the concerned cluster and for the North East, this funding support is increased to 80 percent.

So this was all from the Ministry of MSME.

Thank you very much, I had a great time and I wish that you also had a great time, in this particular conference and you should learn a lot. Thank you very much.

Thank you

## 3.2 Panel Discussion: Technology Interventions in Textile

- Session Chair:** Mr. Chandramouli Vemuru
- Moderator:** Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design & Innovation
- Panelists:** Mr. Mohan Kumar Rajagopal, Founder, FANPLAYIOT  
Mr. Ramki Kodipady, Co-founder, KOSHA  
Mr. Ganesh Subramanian, Founder & CEO, STYLUMIA

### Transcript of Panel Discussion: Technology Interventions for Textile

**MC:** So now, I would like to start the panel discussion. I would like to invite people for panel discussion for Technology Interventions in Textile one by one to come over the dais.

Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design and Innovation, Mr Chandramouli Vemuru, General Manager, Small Industries Development Bank of India, Mr. Mohan Kumar Rajagopal, founder FANPLAY IOT, Mr. Ramki Kodipady, Co-founder Kosha, Mr Ganesh Subramanian, founder STYLUMIA.

The panel discussion on technology interventions in textiles will be chaired by Chandramouli Vemuru (**CM**), GM, SIDBI.

We call upon the moderator, Dr. Ajit Kumar Nigam (**AKN**), CEO NIFT Foundation for Design and Incubation.

**YA:** Good afternoon all of you, I am very much thankful to our speakers who have come all the way to participate in first GlobalSpin Trade Conclave, which is being held at World Trade Centre, Bengaluru on 21st and 22nd of March, 2022.

The Chair Person for this session is Mr Chandramauli, he is a General Manager SIDBI, state of Karnataka.

We have with us our esteemed speaker Mr Mohan Kumar Raj Gopal (**MK**), founder FANPLAY IoT.

Next we have Mr. Ramki Kodipady (**RK**), the co-founder of Kosha. He has a very unique technology which he will be sharing with you all, I have seen his presentation and known him for past a year or so they are doing a great work and he will be also making all of you learn about his technology and how his technology is useful in terms of tracing the product globally.

We also have with us Mr. Ganesh Subramanian (**GS**), founder and CEO, STYLUMIA

I would request Dr. Bose Nair, to welcome our esteemed panellist for the session, please welcome our Chairperson Mr, Chandamauli, GM SIDBI.

I would now request Dr. Ajit Kumar Nigam to welcome our esteemed panellist Mr. Mohan Kumal Kumar Raj Gopal of FANPLAY IOT.

I will request Dr. Nigam to please welcome Mr. Ramki Kodi Padi.

I will request Sh. Shankar Babu to welcome our guest, Mr. Ganesh Subramanian. Mr. Babu is from CWCCI, he has been a great help for us to organize this event in Bengaluru.

I am Yash Arya, I am a founder and CEO of IAMKHADI foundation and the purpose of us coming over to your city Bengaluru for in the state of Karnataka is to do some skill development projects where we are determined to empower, enable and engage with thousands of Micro Entrepreneurs provide them with the micro funding, micro lending which is micro finance and then further helping them to connect with the both local domestic and global market.

So without any further ado, I would be requesting Dr. Nigam to start the panel which is Technology Intervention in Textiles.

Thank you so much

**AKN:** A good afternoon and welcome to this panel.

Extremely glad to have all of you here and we are going to talk about technology and what a place to talk about! Bangalore and technology they go hand in hand.

So there are a lot of things which have happened in the textile sector for example, you have smart fabrics which have come in, you have a technical textiles which are there on ground, you have a multiple communication tools embedded in into the fabric also, we could also use technology to enhance incomes across the value chain, now you have this triangulation of IOT, Artificial Intelligence and Block chain coming together. So with all those kind of things happening across, can we as a country think about the next steps over multiple years?

It was a textile industry which led the Industrial revolution and now that we have slipped, we must acknowledge that as a fact, because unless until we acknowledge, we cannot move forward, but that as a background. I also would like to have your thoughts one by one, on these things and also a little bit about your own organization and how do you think India should proceed, especially from this marriage of technology with one of the oldest industries, the textile industries. Bangalore a lot of work has happened on the technology in multiple fields, can something more be done with a specific focus on technology in textiles. With this thought I will give it to you and would like you to speak on this.

**GS:** Thank you good afternoon everyone, my name is Ganesh Subramanian, Founder and CEO of STYLUMIA we are an AI enabled platform for fashion industry, not just in India but globally, to take informed decisions so that we are like you know you go to an investment company you put your money somebody can tell you that where you will get the maximum return, we do that for fashion industry. People come to us brands and retailers globally come to us, to find out what are the winning consumer trends, now how is it related to textile industry in general.

I just want to give you, just a very quick background about myself. I have been in the fashion lifestyle industry for over 20 years my last stint was with Myntra, as the Chief Operating Officer, before that I worked with PVH we have corporation Walmart and Reliance Retail. Now quickly just some statistics in this industry globally right. 150 billion products our garments are made every year

annually in the world out of that 50 billion garments go to landfill every year, phenomenal amount and we all know right fashion is number two after oil, in terms of carbon footprint. So huge amount of wastage one out of two products made in fashion consumers don't like right now how am I relating this to industry and textile is at the far end of the value chain, right you know while a lot of brands take the decision finally place the order in fabric, now the question here is and also the textile industry is also constantly giving ideas to fashion industries saying that you know these are the kind of fabrics, these are the kind of products that we are we have, this is our own innovation and brands also adopt from the industry for the role that we play is how do we ensure that you are making product which customers want. When I say consumers want when consumers want brand wants, for you will get orders and you are making products which will not go to landfill. So I think everybody has a role to play while there is a lot talked about today about Sustainable materials, right, embedding technology, but what is very less the elephant in the room is if I just tell you that one out of every two products made in this industry consumers reject that's why you see so much of discount you go to this mall, you will see so much of discount why because lot of products made by the Industry consumers don't like. How do we minimize the error now if you use Intelligence, then the chances that your business will grow significantly is very high so I want to leave at that and say it is just not about material it's about intelligence. I think the future is one on intelligence not on absolute material those who are good on intelligence will actually win, when I say win is business will increase, planet will benefit right and everybody in the chain will benefit.

**AKN:** Thank you so much, you are taking it to the U.N Sustainable Development Goals and I am sure India can play a part there and we contribute in building a greener planet and so let's understand your thoughts on these.

**CM:** Good afternoon, thank you, I am Chandramouli from Small Industries Development Bank of India. SIDBI is an apex financial institution for MSMEs in India which promotes finance and develops MSME ecosystem having said that, quickly I will jump into the topic in today. As soon as we think about a banking institution or a financial institution, we think what kind of the finance is available from the bank. MSMEs are quite important and a lot of session, previous sessions mentioned all those importance and the schemes available from the financing angle, I am telling we from the banking world or financial institution world we want to see lot of changes happen in our MSME ecosystem not only by way of finance, now today I am having such an august panel, who are all experts who are trying to bring what is a smart fabric, fibre to fabric, if entire thing has to be re-looked, reimaged we are we are ready to finance all these things, and not only financing these things as a thought advocate leader for the MSME system, I want when now I heard about fashion industry when I walk into an MSME unit in India I find my MSME unit workers donning some type of fabric, why that fabric cannot be a fashion one and a eco-friendly one and suit their requirement, a guy working in a furnace what type of uniform he should wear and MSME is basically they work with a very tight budget so the fabric they have to wear should not only be good, it should be affordable for them, can we bring that type of a system if that comes. From SIDBI can assure you we are willing to finance an MSME unit be in the service sector be in the manufacturing sector let all the like I give a loan of 5 crore for a textile unit all the line people they should wear a particular fabric which will be very good. I am willing to finance their fabric what the uniform they wear so these types of let us think not only in terms of financing a unit for their sustenance, financing their other goals and other requirements, we are willing to look into it and a lot of we are sitting in Bangalore, which is a **Karma Bhoomi** (*battle ground*) of lot of or Startups, organisations, so let good thoughts come in and we will we are here to finance a lot of different thought processes. MSME, the financing market is also changing now it's all different types of finance, the climate is changing the finance, climate finance is a big thing which is happening, so the climate, our dressing our fabric all are intertwined so let us reimagine and let us think what are the new financing goals for the banks in financial institutions and we are here to find a fund the next generation requirements. Thank you.

**AKN:** Very interesting sir, you talked about financing the next generation of technology in the fashion and textile and whenever we're looking at next generation things which have not happened there is a risk element and it may work it may not work so what is SIDBI doing to look at this mitigation of risk with early entrepreneurs they want to do things but there's a risk involved and SIDBI is a large organization, so I would like to understand from you, what are your thoughts on that?

**CM:** See the financing space is a very interesting and complicated one, so if you see an enterprise life cycle, it goes something like this there's a startup period and there is a down period and it makes a lot of revenue. We know the startup or entrepreneurship lifecycle, we understand the space depending upon that risk mitigates, we will incorporate. Now SIDBI as an organization we have come with other see there are two types of investments possible everybody knows one is as an investor, one is as a Debt provider or Loan provider. So for loan SIDBI has come with innovative guarantee schemes credit guarantee there is no collateral asked, simply loan will be given not only by SIDBI by entire ecosystem you go to any bank they will give you they can give you under CGTM scheme up to two crores without any collateral so these are all the interventions we are trying to do, but on the investment space the MSME department also is doing SIDBI there is Fund of funds and lot of angel investors and venture capitalists who have to be pushed into this space now there are investments which are coming with thematic goals, they are telling wellness investment, somebody is coming with aspirational investment there can be as a textile specific, technical textile investment, so for that we can create an ecosystem, how we can fund and SIDBI can give impetus to the fund of funds so there will be experts like top people who will understand the investment space and suggest that we can give angel financing leading you let us fund the initial point so we can imagine so many things so there is a number of opportunities are available we have to think together and we can work out. Hope I am communicating.

**AKN:** That thank you I really like this concept and I am going to get back to you and let us see if we can create a fund which is very specific to the textile sector helping the startup system.

And Sir, I also wanted to understand what your thoughts as far as technology are and textiles are concerned.

**RK:** Sure, we are actually KOSHA we are a startup who are trying to differentiate the handloom sector I am not talking for the bigger textile market specifically handloom sector we are trying to get a differentiation both in India as well as in the international markets by providing the traceability, by providing the authenticity as well as the sustainability, all that information to the end consumer that's what we are trying to build the information kind of highway from the fabric till the consumer and this is actually done for the hand loom and that's where the challenge lies, if you look at the source the origin these handloom products they are made in the remote locations for example Ladakh they make the Pashmina shawls and rules and so on right so you don't have the access to the technology, rather you know you don't have a good internet bandwidth or maybe people are not educated enough or maybe not tech savvy, many of them don't have the smartphone so those are the kind of challenges we are trying to get and create a differentiation and we want to actually create that differentiation make it more like you know Italy is famous for leather because it's man-made, same thing with you know the automobile Made in Europe whatever Germany or Italy and so on that's the kind of differentiation we want to create, at the same time we know, I and I am relatively new in this sector, the handloom sector but I am learning a lot of these things last one and half years, I have partnered with two of my colleagues who are from the sector and they have been in the sector for whatever some 15 years they know the challenges very well, it is very interesting but at the same time what we have found is the solutions do work as long as you are focused on the execution. Show that it works and others will follow, that is what has been our you know experience so far the kind of solution we have, we have a small IOT device that sits on the origin or the loom

and that tells a connected cloud platform that you know it sends a signature more like a signal or whatever to the cloud platform that this is really handmade, you know by looking at the movement of the loom and so on and that actually is it's not just that it is the location it is the person who makes that particular product everything is authenticated and it is made available, we have seen lot of interest coming from the market by the way market is really looking for this kind of solution today everybody is asking for authentic. I mean especially the millennial they are so worried about, where is my clothes coming from and is that person being paid a fair wage so we are trying to get answers for those kind of solutions using technology.

**AKN:** Very interesting, so traceability is an important tenet for your organization

**RK:** That's right

**AKN:** and when we look at what is happening on the handloom sector, it is necessary that this traceability gets embedded in all our fabric so that when we look at the complete value chain we could find Innovative models to ensure the incomes of the artisans also increase maybe some kind of a linkage can be established with the financial system, as one moves from one stage to the next stage, maybe a percentage comes from maybe that that's something which we could sit and explore and that would actually help things move forward. So some early thoughts and I think we should take this up, probably using block chain or whatever.

**RK:** We do have block chain actually.

**AKN:** Okay very interesting, amazing thank you so much.

So would like to understand your thoughts **MK** you've been doing a lot of good work and when we look at technology and the textile and fashion sector, Over to you!

**MK:** Thanks for having me here. Good afternoon everyone. I am Mohan Kumar, founder of FANPLAY IOT. We believe we are one of the world's first sports tech IOT platform that connects all the stakeholders in an ecosystem namely the fans, the players, the amateurs, the kids and so on. So we have been in this journey for quite a while now, we have been trying to take get the latest technology to India, more so, because Bangalore is the idea and the tech capital of India. And you were right when you say that textile has been one of the oldest and it was the cause of the Industrial revolution right. But textile itself is a Trillion dollar industry. Electronics is again another trillion dollar industry and when these two come together a lot of challenges right. I was a few years back in some event in U.S where they were trying to get Electronics engineers to talk to Textile engineers and the U.S commerce secretary was there and she said you know why don't you just talk to each other, that's the first step right because what we say in design and electronics is completely different for a textile engineer, right so it starts there, I think the conversation has to start in a country like India, because we have a big textile manufacturing base and we do have excellent IT engineers in Bangalore and other parts of the country and an evolving Electronics Manufacturing Sector, so these three things put together could make us a global leader and that's what FANPLAY IOT believes in, because we can do end-to-end solutions right.

We have textiles you go to Tirupur, you go to you know other places you know Ludhiana and so on and you can get things done in a pretty affordable manner and then you have electronic sector coming up in Mysore, I mean there are already good factories in Mysore, you get things manufactured out of there and of course place like Bangalore is there to do the end-to-end solution right, with that we have been actually able to launch globally viable products, right now, we are about to launch India's first smart jersey in in during the IPL. Probably today also I will launch it here, if you allow me and this is something very innovative. Because this Smart Jersey is not just for sports but it's also for Healthcare, it can be used for Industrial monitoring, like the gentlemen was saying about the workers wearing something and being monitored for their fatigue and ergonomics

and so on. You can also go into places like you know where lone workers like miners are there, who we do not know we have had cases where people are deep in the mines and we do not know what their health status is? Do you actually save them or do you let them go? Right. And of course, during the pandemic a lot of people would have survived probably if we had a smart jersey which were monitoring their vitals from home right so plenty of opportunities for India and I believe we are on to something.

**AKN:** Big thank you so much and I am sure we would also like to see your product and wish you luck as you launch.

Jumping into another area, all of you talked about Innovation changes, now innovation for the sake of Innovation or an Innovation leading to a greater market access that is something which I would like to hear from you that can we by innovating and do things which will lead to larger market access and not limited what we tend to do within the R&D space, great research, but it does not get commercialized. So Innovation leading to commercialization to a greater market access. So what are your thoughts on that please?

**GS:** Yes I think this is a very interesting question and this is a question for any startup or a company wanting to innovate right, which is I typically say you know you have to imagine a three circle Venn diagram, for first circle is you know where do you know it I think that's a question one is what are you good at, that's one circle the second circle is what are you really passionate about and third circle is for which there is a good reasonable market size, for if you innovate at the intersection of these three you have a high probability of winning which means that if you are therefore let's take an example I am good at let's say software and in a specific area and I am also passionate about it but nobody wants it, this will become an expensive hobby right for you put your idea through this test whether it taking off all the three otherwise what will happen either will become a new see everybody doesn't need a huge market but you might want to solve something only for jerseys or you might want to solve for any clothing anywhere in the world or you can solve for anything right now question is the ambition, I think your ambition will decide how big a market you want to access some people are comfortable okay my factory if it gets sorted I am good right or somebody would say that I want to impact the world right for one is the ambition and in that under the ambition you put all these three typically the chances of success is high.

**AKN:** Thank you for your thoughts, very interesting to look at it from the perspective of intersection of Venn diagrams takes us back to classes long back.

And before I talk to our financiers SIDBI I would like to hear from you on how innovation can lead to market access globally and how India can actually take its rightful place if I can use that terminology.

**RK:** Yeah, so for you know from our own experience what we have seen when you talk about things like traceability for a handmade product that really excites most of the western world because of the ESG norms and they are really passionate about that and more so the millennial generation, if I take my own daughter's experience she is in 20s, early 20s so she is, I mean even if we buy something for her she questions why did you buy this and you know I have plenty so people are concerned about you know, where the innovative origin of what they wear, I think especially when we provide the visibility the transparency of where it came from and who made it and how did it actually reach you. I think that information is really you know we have done some of this, you know pilot, pilot experiments and it has been really exciting everyone and especially on the premium market people you know if I am paying something you know like 20,000 rupees for a good Sari and if I just provide some additional information on who was the weaver and where was it made I don't think people are actually worried about paying maybe two thousand and ten percent more for the same product and I think definitely that whatever 20 000 rupees part of that can actually reach to the weaver and

actually you know some of the you know we don't sell our products directly to the viewers but then there are these either brands or the co-operatives they are actually willing to pass on that you know benefit to the weaver and I think certainly the access to the market for the end the weaver definitely we have seen that increasing because of the product. And we also want to kind of expand this product just beyond the hand loom, we are actually looking at even the handmade products it could be rugs or could be any you know it could be toys, looking at you know a critical mass and trying to develop product around that as well assuming that that will also kind of get a better income level for the people who produce those right.

**AKN:** So you have a greater hope from the generation next as against generation of my age will be the ones who spoil a lot of things.

**RK:** I am also from that so no I actually you know afflict I think the questions that we get from the next generation make us to think about that too, now if you look at our generation probably in the previous one we've been always in a more consumerist and always look at okay let me buy something cheap and maybe more so I think it's probably changing and that's my personal experience.

**AKN:** all right and thank you for that so how do you think we should move I mean let's look at an action a real action plan and take it from there that so we take these kind of steps and thereby the one traceability happens, what sir said that you are at the intersection what are your thoughts on that

**MK:** So I believe innovation is the engine of your economy right I mean today's innovation might not look commercializable right, but world over and history has proven many times that if you have an innovation engine running well supported by all the stakeholders in the system you will find the commercial value maybe not in 5 years maybe in 10 years' time. Classic example is you know your shampoo you know when Hindustan Lever sold shampoo 200 ml bottles, nobody bought it but they wanted to access the bottom of the pyramid and then they started making this one Rupee sachets right and immediately the market opened up, but the innovation happened long time back right for that shampoo formula. I personally believe especially in countries like India anything you do you can always find a market right, it is not it's just a matter of accessing and talking to the right networks to access it. So more often, I am asked by investors what's their product market fit? Right, and I take a view that if you already know that then you are no longer a startup? Right, I mean startup is basically there to take risks and pursue that risk and go and see things which others have not seen as yet right, that's the purpose of a startup and they are willing to take the risk for that, but you do require people along the journey who will support you like our gentleman here from SIDBI can look at few Startups in that space and I am sure as a country, if we invest in innovation right from the grassroots levels and even from school levels right, plenty of ideas are coming, but they have to be channelized and experts should come in and say what is commercializable where can we find the market access so to answer your question. I think the next steps would be to build what you call as the ladder you know to access markets newer markets and I am sure if apple can manufacture a product in China and ship it to all of the world we too can do the same, right!

**AKN:** So you think we should actually develop an India focus framework on technology readiness levels TRL level 1 2 3 and put them through that process so that a very systemic approach is possible

**MK:** Yes I think that because the TRL levels are almost global right. I mean the acceptance is straightforward when you have that established and I would also like to bring in the fact that standards are also important for the same reason right and when we started the journey in FAN PLAY a few years back there were no wearable standards, but today I am part of the BIS committee where we represent India in the IEC global standards, where standards are being drafted today,

Right. The Koreans, Japanese and Chinese take lead in this, but I am glad to say that BIS actually has taken a lot of steps to be global you know globally acclaimed or at least we participate in most of the standards because if you address the standards and the certification process, then you are way ahead in saying that these are the products which needs to be standardized, according to these standards right, so that's where a lot of products in the past we had to always rush to CE or FDA or whatever for approval, but today if we are harmonized and we are part of the global standards already. Then the products which come out we have a certain say, so yes so there is there is this TRL levels which needs to come in, but there should also be standards which have to grow from here.

**AKN:** All right. Very interesting thought and when we look at innovation, things have to happen on ground we need money and that's where I am going to request SIDBI to talk about that how do you fund these innovations? And we are using the word innovation. A lot of them will never see the light of the day, but you have to take the chances so what does SIDBI thinking on now, how do we get into this space focusing on the fashion and textile, there are lot of people on ground, lot of things are happening, but the kind of support which is required from an Innovation perspective is slightly different, because today if you walk into a financial organization it says you're doing things related to fashion in textiles, okay get your balance sheet, do this, do this, take this check this but that will not really lead to change that is standard, okay so also and when my panelists here are talking of things, which have not been done there is a risk, so how would they should be look at it?

**CM:** See the banking space or lending space is changing because the market is demanding different banks cannot operate in the way they had done should be we are changing and SIDBI's role as a apex financial institution is to make the ecosystem change the way it operates be it in the textile sector or any other sector now funding these Startups is one separate aspect but the other side the implementation of an IOT technology or a better technology is an imperative, be it in Tirupur be it in Surat, be it in any cluster textile cluster now as much as an MSME unit or a large unit wants to adopt a good technology the validation of that equally is from the institution. I am not telling about those financial institutions which are very bookish or something now from my loan is going to a particular unit which wants to take a 5 crore or 10 crore loan, which involves adopt adaptation of a huge in technology. The MSME unit who is utilizing that has to equally convince me to finance that so to that extent I am also a recipe you have to convince a banker in directly a recipient of the technology now what are the goals objectives for the MSMEs and we as a MSME development institution we want to develop them eco-space itself. There are two goals as far as MSME SIDBI is we are looking at one is what is the implementation of a good technology either in the looms or whatever it is or in the fabric whether it will make their balance sheet size from x to 5x or 6x or 10x level, whether they can export from x to 5x level 6x level whether this results in that or whether it improves their bottom line. Like now if I am using a renewable energy technology energy technology it will improve their bottom line it may not increase the top line so whatever technologies if a startup comes either if it is directly to the consumer customer that's one thing if it is B2B and that B2B is coming for alone how this technology will improve that that is one angle which we look into number two is you rightly told how to ameliorate the living conditions of the MSME units now there are a lot of government units a lot of clusters their lifestyles have to be improved we want to improve the lifestyles by various types of interventions textile is a very important aspect we want to fund we want to intervene in those areas to improve the if you go to a MSME cluster or industrial space we want it to be totally different international means we want to bring the latest technologies. SIDBI be we want to fund all those things we want to adopt clusters as an we can have a technical collaboration this we will implement in a particular cluster if a beautiful IOT technology is there or any traceability technology, whether this results in improvement of the output, improvement of balance sheet improvement is a requirement, so or whether the living conditions of the employees or their living societies improve by intervention anything it does, we can fund it ultimately the technology has to convince not the MSME unit themselves the investor also. So we can reimagine entire space and



our type of institutions we are looking at in a different plane we want to intervene and to develop this and we can do a lot of wonders to this.

**AKN:** I am sure all right very interesting so we have people thinking in a novel way and we have bankers who are also thinking in a novel way to solve these problems so when we really look at it through the intervention of technology we can possibly improve the living conditions so of the producers as well as reach to larger markets and it is only when we start connecting the dots then this thing happens and I am sure over lunch and we'll have much more detailed discussions on this because the reason of the all of us coming together is to chart out an actual realistic actionable plan now to go forward and implement so this group could do a lot of quality work as far as this is concerned and I am going to open this for questions please ask the panellists any kind of questions national, International, Multinational whatever so because it is this exchange of thought really can make a major changes.

Opening to questions please Is there anybody who wants to ask a question related to technology in this sector?

Hello everyone, I am Puneet from 333 academy. It is not a question what sir said the innovation part of Koshas when everyone were selling in 200 ml bottle that sachet concept that touched my heart and we have to think in that way innovative way that's what from my end.

**AK:** Avinash here, so Ganesh mentioned about the mismatch in demand and supply right so there's so much of wastage and landfill so what is the way out it's I am sure you have a you know thought process behind that right.

**GS:** Yes, I think you know I personally been in the industry for over 20 years. I made a lot of products which did not sell so it was my personal pain to solve this problem right and I was just looking back at the industry and say that why is this happening and you would have heard about Zara the H&M and now Shein globally and you'll see these companies make less wastage relatively but if you understand what is the difference between the rest and these people right and you know while Zara case study is so much written about India is faster than Zara. Go to Surat, Surat makes products faster than anybody else yesterday movie launched right today is the new Sari right we don't write about it India is actually faster than anybody else now coming back whenever there are things between inside when you spot a trend and you bring it fast your waste is the least now two things to minimize the wastage right is when are you spotting the trend and that trend should not be expert led trend the industry is working based on experts you go and ask people say I think 2024 colours will be these three colours has anybody checked how many of these colours we have done that exercise many of the colour forecasts are untrue you go and really check what colours sell not those key colours which are selling that some of these stores don't work for India right now people are copying these trends and say oh I will have this colour palette on what basis is there are signs there's no signs for what we are doing is one way to solve that problem is sensing consumer demand on a dynamic basis at a global level we are collecting data from the internet we are processing billions of impressions of data and coming back suppose you answer this one this question saying that tell me hundred dress ideas which will work in India price point seven hundred to thousand rupees. It is in three clicks this information now this information let's say for example you don't have this information what you do normally we have set up designers there are forecast reports see the forecast reports do the Google search listen to these people and then they make some designs wait and pray that this will work right instead with so much of data and AI available today we can crunch data at a real almost near real time and come back and say what kind of products will a high probability of winning now that is one right and second we don't solve the execution problem for we provide the intelligence imagine intelligence plus a response of execution which is all the factories all of that we need to do if you bring these two you bring the supply demand gap. The accuracy normally in the industry is 50 we have demonstrated we can make it

anywhere between 75 to 90 for that's the amount of waste reduction so far we have saved over 100 million products wastage early stages but we see huge scope it cannot be done by one company or one individual it is a collective effort of understanding consumer demand and ensuring that we make the right thing and we make that also in the right quantity, a lot of wastage is not because you spotted the right dress you made wrong quantity it's over supply, for you need to solve two problems which is to say the WHAT problem and also the HOW MUCH problem for even today AI is available you bring this jacket we have a model which will scan this jacket and tell you whether this will sell well or not instantaneously for your market for your customer and will give you a weightage and say this is green amber red okay you can decide how much to place a bid therefore technology is available today the question is also adoption how do you use all of this technology which is approachable and use that in decision making yeah this is one of what and I am sure all the effort which is happening in sustainability better materials all of that are very important right you decision making plus materials will end the process recycle and all of that if you do it'd be great and one request and now that you've asked about sustainability each one of us can make a huge difference if I ask you this question how many products do you have in your wardrobe if you open it right now? how many how many will have 50 to 100 raise your hands 50 to 100 how many will have twenty five to fifty yeah fifty two hundred is more than that typically that's the number I didn't ask hundred and above so typically there are people above hundred now if I ask you the next question how many of this you frequently use and whenever I ask this question it'll be 10 to 20 very close to 10 always for example my hand goes to the black and the blues each one of us likes some colours right but we are buying so much which we don't like right for the first step is buy only what we need each one of us can contribute because we are buying brands are making they think they have sold means there is a real demand sale is never a real demand your wardrobe tells us right for I think the first action that we all can take as consumers is buy just the right quantity. I think we'll have a better planet and I my request to all the brands is to not just go based on your sale to really get into the wardrobe of consumers then we all together make less the next question a lot of people are going to ask me if all of us consume less where will the economy go? That I leave it for lunch.

**AKN:** And we had a question from our friends from Mauritius.

Thank you so I very appreciate the sharing of the panel which is a very good quality right my question is we are talking about technology intervention in the textile industry and probably one of the major challenge in this aspect is the risk killing because in fact when you see sophisticated technology have been brought in the textile industry but somewhere the manpower there's a skilling of the manpower need to be adapted to this otherwise nothing will happen because everything is happen through people so what is a plan for this skilling of the manpower in this sector thank you

**AKN:** Who would like to take that?

**RK:** Yes. Since we are working at the ground level I can probably give that perspective where the people who make handling products they come from the remote places the education level is pretty low I think in India some 25 percent of the weavers have not been to a formal school that's a kind of thing and then most of them they probably reach you know high school level that's the maximum but you know the challenge that we have how do we ensure that they make an entry that you know a product is in progress I started the work today a piece of fabric our I ended it today or this particular material has come into you know me today so the biggest challenge was to you know kind of create a app even though they have smart smartphone many times you know they wouldn't do more than probably Whatsapp messaging and we have to really struggle at that point of time how do I ensure that so ultimately yeah we are somewhere there still I think the challenge is how do you ensure that the technology meets the people aspect. So yeah we are trying to make it as simple as just one button start one button and not more than that but at the same time there are some key things like yeah we have an IOT device that needs to be always on the loom so other than putting it over there

the person doesn't need to do anything but you know for those kind of things what we are planning to do is enabling the cluster we don't go to a you know one house in village but it's a cluster of you know villages so out of let's see if there are 100 people 100 weavers, we identify one of the person it's also a way to create a local employment that person is actually trained to do somewhat advanced level of you know operations and he or she also kind of acts as a mediator and there are all these other issues like you know the language and so on so that really is kind of taken care by this obviously it is not a smooth thing a lot of learning but I think we are somewhere there trying to make it happen.

**Q1.** So my question is with the sir from SIDBI, I just wanted to know like we are two partners in our startup and I want to go with MSME these *yojnas (schemes)* and everything I am open to take loans from government for our idea but my other partner, she is not ready because she thinks that the processes are so slow there is a lot of paperwork they will intervene into our at every step and we won't feel free to do whatever we are trying to do at faster pace, is it really true?

**CM:** See we any field we make images experience but see it's like your own product somebody has to test it right and entrepreneur is one who never sees us whatever happens the perseverance is the part of the game it's true because see what's happening particularly institutions which are dealing with public money, their high means the ecosystem on the other side a lot of blame game means so they have to we are only talking about the good guys and who want to do things so the it is the ability of the entrepreneur to communicate that here is a lendable product which will be a success and in the particularly the MSME space let me tell and here is the promoter who is going to stick to what they tell they are believable these two if you communicate most of the red tape or delay will crumble so if means if you if I my child is starting something and a father is convinced he gives the money to them it is as good as that so don't be worried about these things as long as your product sells it moves you have an idea which you are sure it goes forward. First step is for you if you believe that way before you start revenues then the you are in you have to convince an investor an angel investor who's aware afterwards see loan normally that is a append when the revenues start moving you know at that time debt is a product when you nothing has started somebody comes out with known that that doesn't work out there because the problem with debt is you may sleep but the loan will not sleep the interest will be it will be always be working on that so at that point of time where the revenues don't start coming in investor investment type of intervention is the best thing. We can discuss lot over a cup of this thank you so much I hope I am communicating something to you.

**AKN:** All right thank you so much are there any other questions

Okay guys it was a pleasure talking to you and a lot of thoughts have emerged out and we will put this together and quick action points will be created then since I work with the Ministry of Textiles we would look at trying to implement this on ground but sometimes it happens there is a gap on what the government is thinking from one perspective, whereas the requirement on ground is something else, so these conclaves do help us clarify our thoughts and the directions we need to take keeping a broader perspective in mind so thank you so much for this it was a lovely chatting with you guys. Thank you.

### 3.3 Panel Discussion: Customer Oriented Designs & Product Development

Customer-centric design is the process of building your product or service based on the wants, needs, and challenges of your customers.

During the pandemic many of the challenges in the fashion industry to reach out to their customers forced many companies to reimagine and repurpose their products to Customer Oriented Designs.

**Session Chair:** Dr. Rumbidzayi Masina, Professor, Department of Textiles, University of Zimbabwe

**Moderator:** Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design Innovations

**Panelists:** Mr. Naweed Mickael Bhugalo, ILOY Trading, Mauritius

Mr. Prasad Bidapa, Fashion Stylist and Choreographer

Mr. Avinash Kaushik, Founder & CEO, WAKAW

## **Transcript Customer Oriented Designs and Product Development**

### **Demo and Launch of FANPLAY IoT Smart Jersey**

**MC:** So just before the lunch we all heard Mr. Mohan our one of our panelists speak fondly of their **Smart Jersey**. He would like to leave soon, so let us all invite Mr. Mohan to unveil his dearly created product

**AKN:** Guys I would like to request Mr. Mohan now who has been in touch with us for some time and he wants to take his products global. So I am going to request SIDBI delegate, the Delegate from Zimbabwe, the delegate from Mauritius to come forward and give a flavour. And of course the Director General of Ni-MSME and see how what the product is all about so DG madam can you come forward, please delegate from Mauritius

This is not a formal session but this is how the real world is you meet people you build those contacts and you take it forward

And who is the South India chair, we would request you to come here please.

And I see from here that he is Bharat Sevak Samar and this is a very interesting thing sir welcome

And of course our very own Mr. Mohan who is going to take the world by storm. Mr. Mohan now on the stage please and why don't you tell the world what you're talking about you've spoken to us and what your product is and you're working with **Chennai Super Kings** and you're going to launch officially with them

**MK:** thanks a lot Dr. Nigam for giving this ad hoc intro session for a product which we are proud of. So this is a product which has been in the genesis for almost three years now. Starting from already you know existing products, but how do we make it in India right, so that was a journey we started. Step by step you know, we started adopting the processes in terms of how do we get a stitchless, a bonded, a fully bonded vest in place right and most of you would know that you know the most of the textile industry in India is not used to a stitchless kind of technology. So I had the good fortune of being a faculty at NIFT and I still do teach them at the Bangalore campus. And then I started learning about stitchless technologies and that's pretty new. And interestingly they were exporting it you know for all the other brands, but none of the brands in India were consuming it. So we wanted to be the first brand which will launch a fully bonded vest and this Smart Jersey has the fundamental

requirement of grabbing your vital signs right, and we are introducing in the sports world, primarily because it is a very exciting domain by itself and in India there are not many of sports tech companies as yet.

So we thought we will start from there, but sports has that ingredient that it really challenges your engineering right, imagine an athlete who has to wear this and move around a lot sweats a lot and there's a lot of motion involved so how do you compensate for that motion when you're grabbing an ECG, whereas if somebody is that as a patient is lying at some place it's very easy to grab the ECG right.

So sports is also an exciting way to connect to the fans right, so there are you know an IPL 500 to 700 million fans are there who are watching this game. We found that to be a very big market, much untapped market right so when we bring the Economies of Scale and we bring the latest technology to an exciting domain. We believe that the business will also be good right, so we signed on the champion team today **CSK** and we have got a multi-year deal with them for the next three years, so we would be launching this but I thought this GlobalSpin conclave is a very good place to launch this India colour jersey, with our foreign dignitaries present here, and the representation from the ministry level two so I will be happy to release to the delegates here.

**AKN:** How does it really work?

Okay let me start with the first product here which our friend from Zimbabwe is holding so that's a maternity wear which actually has got stainless steel fibres embedded in cotton fabric. It prevents radiation from impacting pregnant women and their baby right, so that's a very innovative thing but that is not smart as such it doesn't have the ability to get any vital signs, but it's a very innovative fabric what madam is holding is with India colours of course, yes and to make in India and that's the only piece I think we have manufactured so far and that has the ability to grab your heart rate, respiration, temperature, motion and in future hydration right, and it's got stainless steel fibres which is combined with fabric which is very comfortable on your skin and grabs the heart rate and from that we derive a lot of measures, and as you can imagine can be used not just for sports but also for health wellness, military industrial IOT you name it you can have an application for that.

And the blue version is our own branded version, which hopefully a lot of fans and fitness freaks you know, like our gentleman here looks like a fitness freak himself, will buy and get a lot more analytics about themselves. So what will we do with this all this data, so that's a very interesting thing, for example in sports tech for fans, we find out how emotionally engaged they are you know, with the team. For an athlete, it's about their advanced performance, because every athlete doesn't want to get injured, because the moment they are injured it means it stops their career in a big way. For healthcare obviously elderly healthcare, it's very useful because especially during pandemic times you didn't have the chance to go to a hospital so it can be monitored at home.

So my co-founder Renee is actually wearing one there and you can see the amount of data which comes out of it. Can you show the data here?

So that's how I mean we talked about technology previously, and here you are seeing an example of a product, where textiles and technology come together and I am sure as India progresses and we you know unite with the world in multiple ways there are a lot of things we can do.

Thank you very much.

**AKN:** I would request a panelist for the next panel to please be on stage. MC please take over.

**MC:** That was a very beautiful and very innovative product that we just saw we'd like to start with the next panel discussion.

Can we please settle down!

All right so we will start with the next panel discussion it is on Customer Oriented Designs and Product Development

We welcome Mr. Avinash Kaushik, Founder and CEO WAKAW.

We would like to welcome the delegates from Zimbabwe and Mauritius on the stage please Dr Rumbidzayi Masina, a professor from the University of Zimbabwe, Textile Department Zimbabwe, as the chair person and Mr. Naweed Michael Bugalo.

We welcome the moderator of the session Dr. Ajit Kumar Nigam CEO NFDI.

**AKN:** Guys good afternoon welcome to the session. We had a very interesting panel in the morning on the technology element and we are going to look at the Customer Orientated Design and Product Development. Market access is something which is critical, and we also heard from a technology specialist, how do we link Artificial Intelligence to understand demand, the optimum demand. So what does the demand really mean, how do we create a product, which is really liked by the customer, does not even know that this makes sense or does not make sense, but still he would like to try. How could a brand go deeper into the psyche of a customer, understand his innate requirements, and then convert those innate requirements into products per se. This is a challenging task, and for us to execute this on ground multiple thoughts have to go in. There are multiple strategies, multiple approaches, with that as a background. I am going to request a delegate from Zimbabwe and she's a professor, I mean professor means knowledge, would request her to share her views

She is also the chairperson of this panel.

**RM:** Thank you very much and I would want to start by saying I am very glad to be part of this conference. To what we are going to be talking about here, we know a customer is a king. Whatever we want to do in textile and clothing, we should put the customer first. So there are a lot of things, a lot of processes that we need to consider, for example we need to know the type of customer, or the type of consumer, whom we want to serve. For our products to sell well, for us to be able to penetrate the market, we need to know what the customer requires. Thereafter we now go we now have to come up with the designs, and in developing designs we take on board, what we the knowledge or the ideas that we have gathered from the customers, and we design for the particular customer that we have in mind. We cannot design for everyone in the world, we cannot design for everyone in the in the market, but we if we target a specific market, a specific type of customer, our products will sell very well.

So when designing we have to take on board the ideas that we have gathered from the customers, because they are the ones we are going to utilize, the items that we are going to make, right. We also, as designers have our own ideas. Now that for the customer the consumers, they also need to understand the other side, they may have their own side of thinking. They are only likes their own desires, but they also have to understand the other side of designing their eco fabrics their eco-textiles, their advantages, so that they can also consider that, when they are purchasing our products right. So in Product Design and Development, we are saying we need to have customer oriented designs, customer oriented products.

So as the process goes on, we are developing the product, we still have the customer in mind, because the customer is the consumer of all the goods that we are going to produce. So as we develop the product we consider a variety of things, such as the uses, how the design their products are going to be used? Who is going to use the product? For what functions for what events? We

consider the colours, we consider the diverse styles that individuals may want to have in their wardrobes. For example in the morning, we had that session whereby somebody said you have to consider what you already have, you don't just buy you or just have things for the sake of it, so you also consider that as well. So colours and the seasons and everything else come into play. As we are trying to do that we want to consider the technologies in production, because you go to a customer, and they say they want a particular style, and you take a six months to produce that. When you go back to sell that same design to that, customer may not like it anymore. So the time of production is very important. So the issue of technology now comes in. so you have to produce the goods or the items the textiles in the time, that the clients or the customers who do need it, who do want to use it most. So it is very important during the production chain that we always consider what the customer wants. It is very important that as we produce, we produce to satisfy the customers, but, as like I am from my side as an educationist, we believe in training. People need to know, need to be told the advantages of certain fibres, fabrics, designs. They also we also need to come up with the prototypes, so that when we produce, we take it back to the customer and say this is how the final product will look like, and if there is need or to adjust, the adjustments are done on the prototype before we must produce, if we are to mass produce, so that the our products sell very well. In product design and development looking at the customer would want to make as much profit as we can. So it is important that the final product that we take back to the customer sells very well, it has to be competitive. So in order for us to produce competitive designs, like I earlier on indicated we cannot produce for everyone, we have to target a specific target market so that we produce. We put all our efforts, we perfect our designs, we produce according to specifications it is very important. And we wouldn't want too many holding stocks, we want to produce things that sell, the garments that sell. So if we just produce for the sake of it, we'll have a lot of garments in the shops with no one buying them. And this whole effort that we are putting about SMEs and trying to innovate, and trying to come up with a sustainable way of developing, or clothes that are eco-friendly, and what is new, will not yield any good results at all. so it is important that we always consider the customer and whatever process during product design and development should be the that which will make us realize a lot of profit and at the same time being competitive and for sustainable development, Thank you.

**AKN:** It is a very interesting thought so may I have a quick question before I move to the next Panelist.

**RM:** Yes,

**AKN:** What are we doing in Zimbabwe, in rest of Africa to gather this input because without the input you cannot move forward so how are we doing this in that area?

**RM:** Thank you very much in my country Zimbabwe, we have got so many institutions of education, whereby we train textile technology. We can have different names clothing and textiles, technical textile and fashion, but we are saying we have an opportunity to train students we have also some polytechnic or colleges that train, that offer training in textile and clothing related programs. We also have some SME programs whereby the textile development and clothing construction are being done, but it is still being done at a very small scale, so I am sure it's almost the same in most of the African countries.

**AKN:** okay interesting answer!

You you're a name in the industry and your thoughts are really required for us to understand how we can use the input which is coming from the market as she mentioned and use multiple technologies to take it forward and maybe link it to a demand perspective so would like to hear from you **Mr. Prasad Bidapa (PB)**, what are your thoughts on a customer oriented design now in the real sense so that the market access can be developed over to you.

**PB:** Thank you Dr Nigam, it is a pleasure being here and meeting all of you thank you professor Masina for your interesting inputs thank you so much. In India we have a particularly challenging problem. We have over 25 states producing the most beautiful artisanal textiles crafts, all kinds of things that come from every corner of this country making India the largest producer of hand-finished products in the world. Our textiles and our crafts are something superb. They are really you know a product of thousands of years of civilization, and the techniques, that we have like vegetable dyeing, and the various types of weaving that come from across the country. If you look at the great saris of India, we've got Kanchipuram in the south, we've got Benares in the north, you've got the great cuts of India which are Pochampali and Sambalpur and Patola, and we have craftsmen and artisans all over this great country working on their own, sometimes working with no support at all, but invariably making very beautiful products. There are two challenges to them one is both of you all mentioned connecting to the customer. Connecting to the customer I think is the biggest challenge today. It's the most difficult thing for anyone to do and especially for a craftsman, who is sitting in some remote village in Bhuj or you know in outside Jaipur. It's very difficult for them to connect to markets, and that is where artificial intelligence is going to play a huge role in bringing everyone to a level playing field, and giving every craftsman, craftswoman, artisanal textile producer, weaver, dyer and printer. Give them the access to markets to make something significant happen, and to help them create brands. In this country, we do not treat crafts people with a great deal of respect, we look for the designers to go and order from them, then the designer shows the craft pieces and the Sarees on runway, and takes all the credit for it, and the weaver who has actually spent six weeks weaving a Saree, nobody knows who that person is. In all the projects I have done like Rajasthan Heritage Week, we have tried to reverse that. On one hand we need the designers, we need the designers to teach the artisans about modern design, we need to bring them up to speed and tell them that this is what the world is looking for and this is what young people are looking for.

So designers when we introduce them to the weavers and the artisans, many of them are extremely helpful, and they teach them how to use colour forecasting or use more sort of you know cad cam kind of technology in their work, and they teach them about new colour combinations, and tell them these are the colours that are selling well, for example the Kota Doria weavers of Rajasthan who made one of the most beautiful Sarees in the country, very lightweight. It was made for a desert climate. It is a fabric that actually breathes, and they put a lot of zari into it, and the men wear it as turbans, because it's such a cool fabric to wear. But the women said, why can't we wear it, but because of its transparency, it was difficult to be made into a sari. So they introduced a lot of zari to it. So the zari made it less transparent and a woman could wear it without exposing any part of her body, because now it was woven correctly. But then the middleman entered and took over the entire distribution of the Kota Doria sari, and paid the artisan very little for the work that they did. Took it and sold it at a much higher price so that was really something that we tried to break by letting the artisan connect directly to the market, to the final market. But where the middleman was also interfering was in the design process, saying make it more colourful, make it put more zari in it, they were making it very gaudy without really understanding what the market really was. Just I mean what does a middle man know, he just says you know make it more colourful, it'll sell. It may sell but that sort of ruins the design principle in the end. So the designers came and showed them how to get back to the older levels of coloration, and the way they died using vegetable colours making duller colours, using a lot of neutral colours, and all of a sudden the thing started selling in a very contemporary way. But the best thing was that the artisan once he was exposed to new design continued to do so brilliantly. He did not have to be told every month, do this, do that? He himself began to learn and do wonderful things. So now the product is becoming more modern, more contemporary. It's sort of aiming at young urban professionals, in all the great cities of India. There are big markets for artisanal work. People like cottage industries. Bringing the products to people



but still not enough. Well once you make someone successful they are empowered, there's nothing more to it really.

So there was a lady called Ruma Devi from Barmer, and she was I mean married off at the age of 17 or 18. She became she learned how to do applique, and then she became very ambitious, and then she asked some of her friends to join her, and then some more friends joined her. Today she employs 2500 women doing applique and they make beautiful products you know, for the home for fashion. I tell them don't do too much of fashion, because fashion is difficult to sell, and if you don't sell it one season, you get too many leftovers, but in home categories you can sell it year after year, because bed spreads, curtains table runners, tablecloths, people buy the same kind of thing year after year there's no fashion in them. So we taught them how to do that and she became quite famous. She appeared on Amitabh Bachchan show, she was on the cover of India today. So you know Indians are ready to recognize these efforts of putting together something from a remote village in Rajasthan, and making it a product that even IKEA wants to buy. And this is the challenge why can't India sell to all these labels. IKEA is about craft, it is about many things, but why do they have to bring everything from Europe at a huge cost. They can order a lot of things in India, we need to make these connections, and that is where a lot of platforming will happen, where we create very big events, and I am sure that someone like you working with NIFT, which is India's premier design agency, can do a lot about creating an annual platform, or even a bi-annual platform, where all the best designers come, meet with the weavers, modernize product and sell it to a new audience. We were successfully able to do it at Rajasthan heritage week. If any of you all would like to see it, it's on YouTube. Just look for Rajasthan heritage week, you'll see all the development work done and today we have made stars out of some of the artisans, many of them have become big brands in their own right, that's what we want to see success.

**AKN:** Thank you very interesting so and all this is possible. A lot of technology interventions can happen, as we discussed in the morning, I mean and we looked at the possibilities of using blockchain to ensure that traceability is maintained, the particular viewer gets highlighted and use concepts of artificial intelligence there. Yesterday night we were having a long conversation with my friend from Mauritius on how do we take these kind of things to the world, and how customer oriented design in the real sense can empower people, can ensure that the world also comes to see what is brand India, and we also embrace what is happening around the world there's a lot of fusion which is possible over to you.

**NMB:** Thank you very much, yesterday we have a very long discussion about this, and we have talking about the how to make the things, we have talking about the problem that we have here in our country, to be not the best, but to be. So I think that it's important before that we create any company, that we can imagine first of all is to think, is to know what we want to do. Our meaning about the new entrepreneur, we must know what we want to do, what kind of thing that we want to do, and this time we can decide. If we can use the technology, if we can use that things for my idea, we arrive in a time that we have to mix culture otherwise we will stay. You just told now that we have many people here who can make lots of clothes, a lots of everything, but yesterday you we have a very nice question who comes. Why we are not one of the top in Europe, in United States, in China. This is the question. Why it's because for my opinion it's because we don't mix culture, we have a very nice culture here, and if we mix the culture I am sure that will be the top of the top of what we can create. I think you can understand me. I will take the same example of well this this this this person is not a fashion, is not in this area but it is a chef Atul Kosha, he is an Indian, I don't know if you may know him, he is the best cook in the world Indian style. What does he do? He mixed Chinese culture, French culture and Indian culture, all that mixed make him to improve himself to create things that no one's have done. So, people who want to do different things, is they have to mix, they have to take the idea from others to be to be the best, I think that in our country here, about the what you are doing here to promote new entrepreneur, coming, it would be very

nice if all that entrepreneurs start to be, how can I say that a competition between them, you see, and after that, of course no one, is the we cannot say that this one is better than this one, this one is better, we cannot judge they will judge themselves.

So, that is why it is important at the beginning that all the people must know what they want to do. And after that when we are finally fine, as we talk yesterday, we will arrive in 100 people. That 100 people, we must talk and tell them, now you are on the top, we need the top of the top now, what can you do to be the top on the top, this is the question? That is the question otherwise, we can use everything that we have around us, our culture, our technology everything, But if you don't fight we will never have it, we will never be. Of course it would be very difficult to be a par, it's difficult to be like him because this is a name it would be difficult to be a Lamborghini, because this is a name, but if we are close to them, it will be nice. We must welcome this and of course it is very important that we continue to have the same market, I mean the marketing that we are doing now. As you know the COVID is here and to make fashion show, to organize things people are afraid and this, so we are going to use the internet, for that we must think about this, we must think and you know people want to travel, people want to do things, but can they do it. So we must use that new technology to show that we can do but mix the culture. For me I think it's the best thing is the result. Atul Kosha is the result, he is the best and he is the number one,

**AKN:** So picking up from the conversation which we had yesterday, you'd looked at getting Mauritius as a base case for testing our designs for the European market and the African market, and I have also had an interaction with your Ambassador, and I have been told they're beautiful patterns which come from Africa and which are sold in the Japanese market a lot. So why can't we as a community of designers based out of India, Zimbabwe and Mauritius wherever take this forward? How do you think we must do that?

**NMB:** I think that we can do it, because now with my partner Sivan Siloyee, we have created a new brand which is Siloy. We target to be on the Couture fashion culture for that, we cannot start from our place from Mauritius and to say okay, I want to be in the top level and stay where I am because, we have we don't have that knowledge, because otherwise we will be already that makes so long time. We don't talk about Mauritius so the idea is now if we make our knowledge and we take a designer from Milan and we mix that we make the culture of Mauritius, we make the culture of India, we mix the cultural Chinese of course people will say, WOW!, I have never seen that. Before this is what we are doing now, and I am sure and I promise you that when I talk with our designer, she was so excited because no one think about that kind of idea, and says okay let's meet the culture to create something, and after that, we can say, okay we're going to use the technology and we're going to use all that we got in our country to say we do it this, is my opinion and I am it is not only my opinion, I am sure 200 percent that our brand will be on the top because I am working on it,

**AKN:** Good luck to that and so I would like to hear your views on things related to customer oriented design before we actually move into details of product development.

**AK:** Thanks to all the dignitaries and thanks to this event and GlobalSpin for giving an opportunity for an entrepreneur to be part of this panel, So I really want to thank Ni-MSME and the co-organizers for giving opportunity for Startups to come and to speak along with dignitaries who have been pioneers in the industry like Prasada ji, we have grown up looking at page three articles where you know he's been a celebrity. But technology has that power, today as a startup, we are able to drive and power the **New York Digital Fashion** week and for the first time. Customers are going to tell the manufacturers what they want and the way people express themselves and the medium they are expressing is changing because see last two years, we've been holed up in at least in my case, I have been holed up in my house and it is only me and my wife and my kid. And you know how it is but still in the two years we have not travelled, we have not gone out, but we've been ordering a lot of online fashion. That means my wife, not me but my wife orders a lot of fashion and there is no

way to express the same, fashion is an expression and there's no medium to express so there is Instagram, so on Instagram you know the she wears the dress she takes pictures in garden and elsewhere and then she's posting on Instagram. We hardly get to, she hardly gets to wear it in physical events occasions and that's how kind of it's become a digital expression for people, so consumers are expressing fashion in digital mediums and this is just Instagram this is um you know this is just a Web 2.0, so now there's a new technology, a new transition that is happening into Web 3.0, that means there is more immersive mediums that are coming, so Facebook has changed its name from Facebook to Meta, that means there is so much of importance that they are giving to a new medium that is emerging, which is not two-dimensional it is three-dimensional and one-third of the world is already into gaming so my daughter who is nine year old shows me something on Roblox, it's a medium it is a digital gaming medium, like we in our when we were in college and later we entered Facebook and other media social media, the kids of today are already exposed to gaming and then one of one third of the world and 50 percent of them women are into the gaming world that means they know how to interact with 3D spatial designs. They express themselves in these mediums and when you bring them to a 2D e-commerce website it's so mundane and it is not exciting, it's not exciting at all to show them some pictures and images and say okay buy this, it doesn't work that way at all. So the way people are going to buy is changing, the medium they express is changing and on an average when you talk about premium luxury fashion or even premium fashion on an average people wear it only thrice in its entire lifetime. That's where in the previous panel we were discussing about almost 50 percent of what is produced in the country is going into landfill the production is not optimized with demand and on top of it 30 of fashion on e-commerce platform are coming back as returns, that means the customer's expectation from the product is totally different from what they see and then what they receive right. So summing up all this the new trend that is happening is digital fashion itself is going to be the driver for the value chain that means a lot of analysis and analytics and AI and demand forecasting technologies are there but the new way is until the customer buys, is ready to purchase something, putting money you cannot guarantee whether that analytics is true or not? so NFT which is Non-Fungible Tokens, it is a digital fashion asset, you know whatever fashion we create on paper and through various tools that is sent to the manufacturer factories and manufactured, but now it is not sent to manufacturing, there is no fabric there is only pixel, that means it is the design is directly going to the customer in terms of a digital fashion asset, customers are buying it by paying could be some seven dollars ten dollars. NFTs today last year sold 80 million dollars and this year it is 20 billion dollars of NFT assets, people are purchasing these assets to express themselves once they purchase they can use it as filters on social media like the same Instagram, so my wife who purchased a physical asset only to show on Instagram, today can just get an NFT and she can wear that on her on her avatar or even a photo and she can post it on Instagram and it looks just the same, so if it is just a matter of expressing yourself in a digital medium why to waste the whole value chain and then you know there is so much of carbon emission in this entire value chain of manufacturing and logistics so that is a paradigm shift to the whole fashion industry and today for India it is a very big opportunity too, because we are we are a tech hub we are very strong entrepreneurs and tech scene so we have very good designers and they are for the first time you know like I sitting in Bangalore so we powered a New York Fashion week in in New York city, so that's the power so the Milan major premium brands in MILAN are talking to us from ARMANI to Balenciaga and many other brands because they know technology has that power and they are looking at you know sourcing technologies from any part of the world. So I see the new way of you know the production and manufacturing of fashion will be driven by these digital asset consumption and almost an industry estimated as 15 percent of our wardrobe will be totally digital that means they don't have any physical presence.

AKN: Very, very interesting take on this. So are we going to really see a world which is going to be totally different a world, where the physical product if I can use the word reduced and the digital

avatars get enhanced and that becomes a monetizing opportunity and with the young people who are looking more at digitization spending time on gaming consoles, would that be the world, so what is your take on this?

**PB:** Well Dr. Nigam, I think you're actually the best person to answer that being who you are, but to me digital fashion I mean the Metaverse is upon us, it is already here like you're saying but I will it replace retail will it replace online sales I doubt it because all of us can't go out wearing these virtual clothes and you know in the last one or two years of COVID all the fashion shows that we normally do, started to go online but we spent a lot of money on it each designer was spending a million rupees on doing a good show and putting together things for Lakme Fashion week and India fashion week and all over the country we were doing you know videos but somehow it never created the excitement of a live show it never created any excitement at all because people would say I can watch it now or I will watch it later when I get home in the evening it's not like a fashion show where you miss it you've missed it and it didn't have the excitement the you know the people there the red carpet and the celebrities all dressed up and the models looking wonderful makeup and hair you know it all contributes to the excitement so i don't think it was able to replace and in December of last year we did our first fashion week for the times group and somehow that opened the doors to all the other shows that would come last month we went for Colombo fashion week which was again a one week long booking for an international viewpoint and I think that you know what you are doing on your platform and I want to suggest is why don't we think about creating an international design facility, you know where we can all contribute the designs, traditional modern coming from everywhere classified beautifully, so that if an artisan wants to come and use something he's welcome to come and use it I really think we need to create now a design museum that is usable, you know I mean I know Zimbabwean fabrics for example bright beautiful prints they became so fashionable last year people in Paris and London and New York and Rome were all buying African prints to make clothes out of we also need to make our Indian block prints that popular, send it all over the world I mean we have designers like Laura Ashley importing block printing from India for her wallpaper and for her curtains and drapes so there is a global application for the design that we are talking about, but really doctor you're the one who has to put it together, because you are NIFT and the division that you head is particularly geared towards doing a platforming like this so please let us know we'll all be happy to come and work with you and tell me what you have to say about that.

**AKN:** okay that's too much of the table but I am sure with cooperation with all these stakeholders in the system, we will actually be able to come out with something concrete on that and then shifting gears madam so he talks about the Metaverse, so what has been your experience on the Metaverse site in Zimbabwe, in rest of Africa, in Mauritius, how digitization is happening in that space?

**RM:** Thank you very much in Zimbabwe I think we are kind of a bit behind in terms of digitization. Of course a lot has been done, people have been trying to put a lot towards digitization of designs, but still we are having challenges of people are not able to sustain themselves, people they're not getting support from the Ministry, from the Government therefore even if they are to go and search on the on the net they see designs sometimes. it's just insane they may not be able to develop, these are the designs if they are to share with our colleagues, they are to share with other people it would be better if they can collaborate they can share with people from other nations that would help, very well like others have indicated that it would help very well if something can be organized that nations come together share their experiences share their designs that will create a platform for a good marketplace.

Zimbabwe that's lagging behind you're all lagging nobody has come up to that yeah I think that you know like what Avinash was saying about the Metaverse it is a very difficult concept to wrap your

mind around and to make an application that happens I think globally it has started in a slow way in Europe mainly I think I see the Milan designers using a lot of the Metaverse and even big companies like Nike are selling sneakers today on the Metaverse so they'll sell five copies and you have to pay to buy one of those five copies and your avatar digital avatar can wear it but I think that's a very young thing you know I mean I think maybe the next generation will most probably go for that I can't see our generation going for it we still want beautiful clothes to wear and try on and touch the garment and you know we are like that monetization of this how does it happen in Europe and how do you think you can take it forward from a Metaverse perspective but in Europe it's already there and we they all they have already done it but as you say we cannot stop making clothes because we got to wear things on us so this is only for instant gram or to make pleasure for other people to say I am good it's yeah because we still want to be fashion this is the world we still want to be fashion not only on the photo or on the internet or Facebook or else because excuse me to say that but it's true maybe sometimes you're talking with someone who is has very bad nice body nice clothes okay and then you have a meeting with her and or her or him and you can see that he's not the same person so what is so what is the what is the purpose to do that you see so this we must be we must be real this is a very nice very nice invasion this is but this is only for advertise or to help to have designer to create things because when we make a photo, we cannot do it very well so let's try to do it with that that that engineering only for that but this it's very important that we need clothes we need we need to fabric otherwise what will happen so let me throw a counter question to you to you in foreseeable future do you think variable clothes let me use I am sure will that become a commodity and we go for on the branding side on what Avinash is will we see a word of that kind I think so maybe I mean my children's children maybe will not go out shopping at all and maybe they'll just buy virtual clothes which could become reality who knows by then they may have the technology of but like we saw those beautiful t-shirts that the athletes are wearing something like that you can download from thing according to your specifications the colour you want the exact size that your body is and then it manifests it actually is like a 3D printer making everything for you can never tell what's going to happen in fashion but I think that hands-on fashion and in India my concern is not so much about modern avatars but the older avatars of our craft and heritage because I am very worried about losing it you know I don't want to lose it I mean for example I came in today wearing a beautiful piece from Gujarat which you know there is one embroidery man left making things like this it is just sort of you have to go to Dastakar to buy it or 200 hands you have to find an exhibition I can't just go to a shop and buy it I can't go online and buy it because they're produced in such small quantities that they're not really in the marketplace so you've got to be able to find out who's doing it where are they doing it which village in Ahmedabad near Ram Dhaba then go there and buy it but at the end of the day is that sustainable? I don't think so, nobody can sustain selling like that that is where I think big brands like Reliance and Aditya Birla have to not only support designers and pay Sabyasachi, millions of dollars to buy his brand they should do something about creating platforms for artisans all over India today in India we are too involved the of the population is involved in the artisanal trade right from agriculture to spinning to weaving to dying to printing 21 of India and yet the prime minister's skill programming which is a very big online thing where he teaches young Indians to skill up and learn different skills has no mention of hand skills why are we not teaching our young people weaving printing dying because these have global applications why should they only learn how to turn a lathe and operate machinery and make any kind of you know like a skill is not necessarily only mechanical your skill is also off the hand and in India we have proved thousands of years of weaving of silk of cotton of wool what beautiful things we make over here we need to produce those in larger quantities and offer it to the world and you know Dr. Nigam with NIFT, I have worked very often with NIFT and if NIFT can create this bank of designs and a bank of customers for artisans to work for you all would be the right people too yeah so we are doing that we are trying to create a repository of all crafts comment together and put it on a digital platform so that it can be accessed by because the modernization of design is very important see today we might make a Kanjivaram sari in certain

colours which maybe your mother or your aunt would resonate with but you all may not you all might say no these colours are too gaudy or they are too old-fashioned we want something newer so where is the craftsman then who has been connected to a colourful casting system that teaches him that very subtle colours are selling very well very pale colours pastels are selling well but he has no access to that information so if someone like NIFT could create a kind of a via media for that and create a platforming where they can come in and like a design bank you could even charge them a little money for it doesn't have to be completely free somehow I feel that when people get things free they never value it you know that even if you pay 50 rupees for it you should pay 50 rupees for the design of a poppy that can be block printed something like that and then you create a kind of ongoing business where young Indian people also can look at craft and artisanal work and say wow that's modern that's beautiful I can wear it also like why are we not making Kanji Benares fabrics to make evening dresses in Paris why can't artisans sell it in Europe or America or in Africa or wherever you know to make their kind of clothes we can't expect to export the sari the sari is the least exportable garment in the world it's very difficult to export you can hardly export it at all very few countries will buy but fabric made out of those kind of things so we were talking to the Banaras weavers and saying don't make the Palla, you know the end of the Saree is called the Palla so we said don't make that just give us the fabric, so if six meters of it can be made without a border it could go to a Paris designer and be fashioned into a beautiful evening gown but we have never connected the dots and I think the time has come now for technology to connect the dots for blockchain and for artificial intelligence to come into play and bring these people onto a platform where the world can see them and buy from them.

**AKN:** Very interesting, I also wanted to understand both from Mauritius and from Zimbabwe that how are viewers organized in your countries and what kind of activities are being done by a government and by society at large to take it to the next level as with this we are looking at from an Indian perspective but we also would like to learn from your experiences.

**RM:** Thank you very much few of shows are being done, yes we've got designers they conduct some shows but obviously very few people attend such shows probably because if they are they have to pay there might be challenges, but some designers do attend the festivals, so that's from the designer side the designers organize their own festivals, we also have in institutions, we conduct some fashion shows, we conduct some modelling events, whereby students and other people other designers who have been invited come and showcase their designs their model they find models who can showcase different designs in different institutions and of late is a nation I know they we also have some shows like Mrs. Zimbabwe, Mrs so on so from different towns but I think due to COVID this has not been done of late, but this has always been done, but you know only those that are interested attend such events unlike in some countries or in some parts of the of Africa most people have this drive to just to attend the shows because they know they benefit a lot that's why they see different designs that's where they learn they learn a lot about new trending fabrics so because in Zimbabwe you know I think there's still a lot that needs to be done, of course we have these shows we have these survivors but something I feel something still needs to be done and we also need to be able to visit some other countries, as well like coming to India if they've got their own festival so that we get this experience of how they organize how their designers get to down to do the real designing that motivates us when you go back home even to attend shows in other countries.

I know they are designers some they do it on their own some they do it when they have to represent a certain organization they attend such shows and you know when they come back sometimes it's just the benefits to them and the small organization around them but you would want something that can be done to benefit the majority most of the designers that we have in the country you know I always say to myself like we train students into this textile designing fashion garment making and what have you they do lots of researches they come up with a brilliant ideas brilliant solutions but it

just ends in the classroom but you would want a situation whereby this can be showcased so that people know like we are talking about customer oriented designs and one of the solutions is to get down to know what customer want they do such researches they know what customers wants they know they Google and they know what is happening world offer but for this to be translated into real into something that can be seen that can that is tangible there are still challenges so this is where we are in Zimbabwe the five of us are being done but not that elaborate.

**AKN:** Thank you and let's also understand some more issues on this in Mauritius.

**NMB:** We have the same problem like here but smaller, we don't give the opportunity, we have school we will start to explain then how to build something and then stop there's nothing coming. We can have fashion show when you look after that kind of fashion show that we organized there it's like this. So that's why we decide to change this, like you're doing here, that's why we decide to change to change because why others not us why so we decide to change because we have that problem we are in.

Mauritius we are good in in economics, we are good in tourism, we are good in music because we are having good cigar. We are very good in economics, and we cannot live only with money, we need that show that we need art and beauty exactly, we also have the art we have so many painters we have so many sculpture, but we never promote enough because we don't exhibit. I will say again the same thing we don't mix culture, we always do the same things like you know we turn around like this like a dog is running around its tail. After this you know we're only doing this so we this must change.

**PB:** Do a lot of students from Mauritius study in Paris?

**NMB:** they are not the level is not enough the level that they have in Mauritius is not enough, it's not enough education

**PB:** Education is really the key you know if we can get our design students to go to Zimbabwe or to Mauritius or to some place where you know they would learn a different culture it would be fantastic you know I mean I see my design students even from NIFT also when the time comes to make their graduate collection they head to the shop and buy Chinese imported machine made fabric I said you know really you live in a country like India where you can walk down the street and find an artisan a silk house you can find fabrics everywhere and you have to go and buy Chinese fabric to make a little black dress

**AKN:** Is not that globalization of some kind happening out there globe

**PB:** This is reverse globalization, we should be globalizing them we should be annexing their taste levels and saying Paris where Banaras you know right why not I mean I am going to do that this year we have a couple of shows in the west I am pushing Indian textiles saying this is luxury because it's handmade and no two pieces will ever be the same so don't tell me that a machine made fabric can be luxury, because in my opinion only handmade can be luxury.

**AKN:** Fantastic I want to open this to questions you have a specialist of various kinds' right. So, if there are any questions especially I mean we have had conversations of non-wearable clothes and wearable clothes, okay and what we should do to promote the textiles and Mr Bidapa has been sharing how he wants to take luxury what it really means to the world so if anybody would like to react to any of our comments any discussions or points?

Yes please.

**Q:** Hello everyone myself rather than this is not a question I would like to give a hats off for Prasada Bidappa's thoughts the handmade thing should go worldwide that Heads up for Prasada.

Thank you

**PB:** Like if you look at the craft forms of Africa or the craft forms of India or Mauritius, you're going to find the most beautiful things somehow we stopped valuing our own work you know we always want to run behind the west and we want to buy the bag we want to buy the shoe we want to buy the perfume that comes from the west, you know they have culturally appropriated us for centuries, how much longer are we going to give in to that taste level you know, I want them to repatriate what they've taken from us and I want them to buy more from us you know, I mean today we know that China is in Africa in a big way the way, they came into Sri Lanka the way they make inroads into India do you know that at one point Chinese fabrics imported into India was subsidized why would you subsidize the Chinese fabric you know we went to the government and said you can't do this, You can't think of putting 18 percent GST on handmade fabrics and then you make Chinese fabrics cheaper and Karnataka is a state our state of Karnataka we are the leaders in silk for 3000 years we have made the most beautiful silk we have exported it to the Roman empire, we've exported it to China in the years gone by in 30 centuries we have taken our silk everywhere and today we are hardly producing any silk, it's the Chinese import that is selling because it's easier to use it's a stronger filament, so it doesn't break but the breaking filament is the one that is the beautiful filament, that's what makes my raw silk and the Japanese know, do you know that the Japanese buy the most amount of Indian handmade fabric. A designer like Isai Miyake he has started a label called Hath he's even using a Sanskrit term and he's created a label of clothes made from Indian hand woven products, it's just beautiful and so expensive in Tokyo you can find it online also the heart label by Issei Miyake selling as a luxury product.

What are we doing? you know we're just so content to take the back seat, we are content to let the west come and take away the profits, like even today the embroidery done in India for a Christian Dior gown, a Christian Dior gown will sell for upwards of ten thousand dollars that's the lower end of the price, so that's about seven and a half lakhs to about 15 lakhs, so that garment which costs okay say 10 lakhs is an average you know how much they've paid for embroidery over here less than four thousand rupees. it's not even a one percent it's not even a minuscule percentage, how is it possible that we undervalue our work so much and that is why I say that all our nations, should join hands create a design bank that brings the best of our culture to the fore and we should sell it to the west at ten times the rate

**AKN:** Very interesting, very fantastic, very interesting So I think we have partners right here to start the thing and let's look at exploring this in in reality because you know being who you are with me you can you can propose this, you know and then we'll all come and join and get it started it may take time to do but we can do it sure for sure we can do it.

All right, so any other questions?

Please yes madam.

**Q2.** Hello everyone, myself Divya I have a very whatever you can take it as a silly question common people they say that artisan products are the craft products or whatever the hand loom it is too costlier when compared to the other or whatever the imported ones I don't know whether it is because of middlemen or whatever I don't know or the imported Chinese products are too cheap than the Indian made product so that is why people are going for it is it really true or is it because of the middlemen or how is it can you give us the real picture of it?

**PB:** you're right it is because of the middleman for example if I take a Kota Doria sari and I buy it directly from the weaver I pay 9000 rupees for it with a good amount of zari beautiful colours what is 9000 rupees it's 110 dollars it's nothing okay but if the middleman comes not only does he buy that sari from the weaver but he says I am carrying only eight thousand rupees so I can't pay you nine thousand i will pay you eight thousand rupees so he pays eight thousand now the weaver's looking



at the cash he has to send his children to school and buy food for the house so he says okay take it 8 000 rupees sari then is doubled and sold to the shop for about 15 000 to 16 000 rupees almost double to a shop in Delhi the Delhi shop marks it up by hundred percent and it goes for 30 to 35 000 rupees so if you buy a kota Doria sari in Delhi at a big shop you will pay 30 to 35 000 rupees but if you've taken the trouble to go to the weaver to his house and found it you'll get it for 9000 rupees so that is the story of Indian handicrafts across every department everywhere it's happening everywhere in Karnataka it's happening with our Kalmuru fabrics our Bangalore silks it's happening with Chana Patna toys it's happening with Bidri way it's happening with everything the craftsman is the one making the least amount of money and the government has to change it by creating cooperatives where they can come and sell directly to the customer so when we did Rajasthan heritage week we would create a hundred stalls and give it to the hundred best textile artisans crafts people lack bangles murderies jewellery whatever as long as they were very good stuff and we put up signs saying no bargaining because the price that they're selling for is a very fair price so why bargain with them but we have this habit in India we'll go anywhere and say **Kitne Ka** (how much for) you know we always say it, how much will you give it to me we expect the discount and then also the government in a very well-meaning way khadi bhandar will have a sale and say 40 discount why should khadi be sold at a 40 discount, it is somebody's hard work, so somebody has slaved over it somebody has taken six to eight weeks to weave a beautiful Sari, why should it go on discount why are we not prepared to pay a good price like we go to Louis Vuitton buy no a bag for two lakhs many ladies buy will they dare argue will they go to Louis Vuitton they wouldn't dare but to the craftsmen and the small shopkeeper we are very shameless we say how much will you give it to me how much discount will you give me on his own if you've bought a lot and he wants to give you a discount it's a different thing but demanding a discount every time is not something we can do and to every one of us over here in one year if you spend say forty thousand rupees on clothes keep ten percent of that amount four thousand rupees to buy artisanal material to buy khadi to buy a hand loom sari to buy a rug that is made out of jute or Hemp. Do it and you will transform the economy for these people we can do it we can do it and I really feel that somewhere maybe it's going to be artificial intelligence that finally connects the dots but maybe it will I mean I always live in hope but till then I say let's all do our bit and do something about it thank you for your question it wasn't silly at all it was a very good question thank you thank you

**AKN:** All right any more questions please.

**Q3.** Good morning to everyone. Mr. Bipada, as you discussed, as you said that though the **Desi** (local) products are having a competitive edge in terms of criteria, in terms of quality and the hard work and even the present ability, it can't match up to the global brands to give a competitive edge in terms of commercialization. It lacks of brand awareness or giving a commercial competitive edge to the global brands or how it can be groomed up to make a competitive edge to the global brands though the government agency ministries are striving hard to groom up the brands and creating the awareness and improving the commercialization of the products, where it is lagging behind? What can be done in this regard?

**PB:** I think we are not lacking in quality control at all quality, is very high if you go to a vegetable dyes in a state like Assam and there is a man there called Naroatham Das and Naroatham Das is a textile dyer who uses only vegetable products he makes yellow from onion he makes red from red wood he makes saffron colour from Haldi. He makes all kinds of beautiful colours, even uses cow dung to make a pale brown and he uses flowers to make different kinds of dyes his work is in demand all over the world but you see the west does one thing so Zara says we have to make 3000 blouses out of this fabric so the fabric cannot change even by this much it's got to be even 3000 meters then they say Hi it's very good we'll buy 3000 meters and we'll make 3000 blouses out of. Trying to standardize and non-standardize so by standardizing something they make our work look worse, so they say oh look at Khadi the first meter is loosely woven, the second is tighter, look at

the space of Indigo this is darker indigo and this is lighter indigo why is there no consistency, so how did consistency become beautiful how did something that was manufactured on a machine become beautiful when something that's done by hand and changes its character you know indigo is darker in winter and brighter in summer because of climatic conditions.

Today when you do a Thalia rumal it's very difficult to do because you know the atmosphere in where in Andhra Pradesh where they make the rumal is quite oily the air is a little oily over there that's why the rumal comes with that beautiful soft oily finish so all these are plus points like you take a piece of khadi and you take this embroidery there will be a variation from one star to the other one might have ten dots one might have fifteen dots but that is beauty, so what is wrong in that it at all if a piece like this can be sold in a shop like Zara why not I am sure many people would love to buy it so why not give it a chance and we also in India we need to package our products properly we've got to classify it properly and tell people this is what it is this is what it means and then people begin to appreciate and understand the beauty of it you know that every Kanjivaram sari tells a story about the weaver about the Madurai Meenakshi temple or the many other temples they have in Tamil Nadu a Kanjivaram tells a story many Saris, the Banaras tells a story it tells the story of the Mughal invasion, of how the Mughals love the Banaras we even encouraged it even more until today it remains the queen of Indian textiles in terms of in the handmade sector but we have no consistency and we will never have consistency because a weaver can make one sari and the next sari he can use the same Colours the same technique but there will be a difference because the weather has changed or his hand has changed or his mood has changed and all these things affect the product we love we have to learn to accept it with beauty why is it that the Albert and Victoria museum in London is full of Indian textiles how come that's good enough to display that's fine because they stole it all and took it away from us what is it 30 trillion worth of stuff gone from India in those days nothing's come back at all the queen is still wearing her crown with the Kohinoor in it which technically belongs to India but they say no the Rama raja of Punjab gave it to us as a gift so you can't take a gift back now. So you know so cultural appropriation also is a problem you know I have had people come down like Sabyasachi, when he did the project with hand, he copied the block prints but not by block printing he did it with digital printing he photographed the actual form by the artist and reproduced thousands of meters so it became consistent so the beauty of block printing which is done by hand and creates a variation is lost forever because now they are digitally printing it you can take tie and dye you can take Bandhani, you can take any of the beautiful prints of India you can digitalize it many people won't know the difference but don't you think then we lose a large part of our own culture when we allow that kind of misappropriation to take place. We cannot allow it to take place very interesting thank you for this uh that uh from a national perspective also we need to look at these things because complete history of the country is weaved in.

**AKN:** So thank you for this and I would like to thank all the panelists who have assembled here and thank you so much for this.

Thank you.

**YA:** Thank you so much I would like to add few things to it thank you so much all the esteem panelists and we would also be playing the respective videos of respective panelists and they have something very nice to share but I would like to first of all thank our honourable Prime Minister of India uh with whose vision we were able to conduct this uh global spend trade conclave and I would also would like to thank upon our secretary MSME BB Swain and also our Secretary textiles Sh. UP Singh and our two patrons for our this global spin trade conclave one we have our joint secretary Miss Mercy Pow and Dr. S Glory Swarupa, she is our DG Ni-MSME, I would also would like to focus upon and also disagree what Mr. Prasada has said because right now after COVID the whole scenario, the global scenario have changed and they have now moved more towards the eco-friendly and sustainability, but now as what somebody have questioned about the quality aspect. so

the what so I position myself more on the market side of the complete value chain, I have my own cluster which is in Bijnore, I have 250 women who weave for us I have an NGO which is IamKhadi Foundation under this NGO we have which is been supported by HDFC foundation and HDFC foundation which is owned by HDFC bank and we have 250 women who weaves up and spin yarn and fabrics for us.

So, I have seen that life and also have seen since I come from Indian Institute of Foreign Trade, so I talk more about exports. So one we lack on trade competitiveness and export competitiveness, we focus more on making first-time exporters and when it comes to exports these emotions doesn't work, these emotions are good for our people who are based out of India but when it comes to exports, this scenario changes they talk about QUALITY, they talk about QUANTITY and then they talk about PRICE. If you are able to meet these three things they will buy from you. They don't, they don't talk about or they are least concerned about what is handmade and what is your machine made, yes handmade is there, but if I talk about the buying pattern of the buyers, the buying pattern of the buyers in the last few years it's been 10 decades it has changed and if I see about the exports which has been done to developing countries, developed countries and new emerging markets you will be surprised to see the market trend have has totally changed post COVID. Pre COVID era was different postcode is different so yes if I'm an Indian I'm proud to be Indian, I'm proud to have my own cluster where I'm supporting 250 women who are spinners and weavers but unfortunately, this emotions doesn't work when I go to Europe so there they think differently they and there what matters is quality, so yes quality is a challenge, which we are not able to meet by hand. So then in this scenario we need to educate them awareness is required and the number of people who are who are buying those are very minuscule. We have very small number of but that has been sold with a story and that has been sold much higher price that's what you call that as value addition where you one dollar you sell it for machine and handmade has been sell for is sold for 20 50 hundred dollars but the buyers are very lean in in that segment thank you so much and I'm so sorry Prasada ji, I have seen that different world, I've been to Europe, I have lived in Europe, I have lived in Malaysia, I have interacted with buyers, I have more than that now, I am directly connected with more than 1000 buyers across the globe. I am communicating with buyers. So I talk more what buyers want, yes no doubt whatever you have talked about completely makes sense when it when it is in India, but so can I just add a point there why are you speaking and we're looking at what why can't we really move up the value why can't we have our own establishments there and who would be better to tell the Indian story then yes enterprise is there as against we giving it to some large corporate who standardizes things and that's why we lose value, why can't we look at that aspect sorry that's India is spending so much and it's been since independence we are struggling,

We are in 2022 and since Modiji has come in 2014, he is also doing lots of things towards the promotion of the weavers, but yes exports is a challenge, so we have this as the focus.. In fact a GlobalSpin Trade Conclave is more on making more and more of first time exporters, making more and more of Micro Entrepreneurs, helping them to reach out to new markets, emerging markets and help them to meet and reach out to buyers where they're able to sell their products and we earn foreign exchange, We are able to earn more and more dollars, we are able to in fact meet what the honourable minister wants, to touch the 500 billion exports, that is what the direction is.

Thank you so much.

I would like to call upon my colleague Sonia to facilitate all our esteemed panelists.

So, I would like Sonia ji to felicitate our session chair, Dr. Masina from Zimbabwe.

I would now like Sonia ji to felicitate Mr. Prasada, a fashion stylist and a choreographer

Now I would request Sonia to felicitate Mr. Avinash Kaushik founder and CEO of WAKAW

I would like now our another esteemed panelist from Mauritius we have Michael Bugolo.

And of course we have our moderator Dr. Nigam, CEO NFDI. Thank you so much for moderating

So, we would like to now for a few minutes, please kindly look the a beautiful Rajasthan Heritage Week, which has been done by Shri Prasada ji and you would be so we would like to play five minutes of video of Mr. Prasada.

[Video Begins]

The Rajasthan heritage week was conceptualized in 2015 and the government of Rajasthan promoted the cause of artisans and heritage weavers all over the state through this project. The Rajasthan heritage week is the first serious attempt to place the traditional textiles and master artisans of the state on a platform where they could connect directly to customers and markets both in India and abroad the artisanal skills of India have long been neglected and the enormous potential they have to become globally popular products have never been fully explored commissioned in 2015 the hand made in Rajasthan project set a mandate to popularize the locally woven khadi and Kota Doria fabrics and the myriad techniques of dyeing and printing amongst designers all over India and the world over the years designers like Abraham and Thakur, Rohit Bal, Rajesh Pratap Singh, Wendell Rodriguez, Raghavendra Rathore and B.B Russell brought your vast experience to Rajasthan heritage week and work directly with our artisans in developing new designs in the heritage textile clusters of Rajasthan which they then featured in their collections sold all over the country and all over the world the objective was to create an ongoing partnership that will help create new directions and designs that could handle the evolution of a globally appealing product markets in Japan and other countries welcome this new development and designers like Isse Miyake are currently working with handmade Indian textiles we also focus on connecting our artisans to India's biggest brands Myntra, Ajio, Wellspun, Levis, Raymond's Arvind group and Ikea attended the heritage week this year and were connected directly to the artisans to place their orders the success of this program resulted in a three-fold growth in the demand for Khadi products, Sales have jumped from 811 crores in 2015 to rupees 2509 crores in 2018, the highest ever figure ever achieved since independence we are now developing Telangana heritage week at the invitation of their government in Karnataka we have begun work on revitalizing the centuries-old silk industry it is time for these wonderful products to take centre stage in the global luxury fashion markets and business opportunities will abound attracting serious investment and helping us build a global brand Rajasthan heritage week. [End Video]

### 3.4 Panel Discussion: Capacity Building - Towards Export and Trade Competitiveness

<b>Session Chair:</b>	Dr. Bose K. Nair, President, World Trade Centre, Vishakhapatnam
<b>Moderator:</b>	Dr. K. Visweswara Reddy, Faculty, NI-MSME
<b>Panelists:</b>	Dr. Rumbidzayi Masina, Professor, Department of Textiles, University of Zimbabwe
	Mr. Siven Selloyee, CEO & Founder, Siloy Trading Co. Ltd. (Mauritius)
	Mr. Hamanta Kr. Borah, Managing Partner, Pan IIM Consulting Organization

#### **Transcript Capacity Building towards Export and Trade Competitiveness**

**YA:** We would now like to begin with our next session, which is capacity building towards exports and Trade competitiveness. For the next session I would like to call upon our chairperson, Dr. Bose Nair, President World Trade Centre, Samshabad and Vishakhapatnam.

Welcome sir!

We would like to call upon Mr. Siven Siloy the CEO and founder Siloy Trading Company Limited, Mauritius.

We would like to call upon our esteemed speaker, Mr. Hamanta Kumar Borah, the Managing Director of Pan IIM Consulting Organization.

Now I would like to call upon our two other international delegates, Dr. Masina, Professor, University of Zimbabwe textiles department and our another colleague Naweed Mickael Bugolo, he is from Mauritius, to join us for this panel discussion and share his views on exports and on trade.

Dr Reddy would be moderating the session, I would like to call upon you sir,

Thank you sir

**KVR:** So Good afternoon after a very brilliant session, we had a Panel discussion, now we are going to have one more very important panel discussion which is very much relevant related to capacity building towards Export and Trade Competitiveness. One of the very important vision India has got is to reach five trillion economy by 2025. Second, very important thing is Vocal for Local, and another very important thing is to reach the Export Competitiveness. Unfortunately most of our entrepreneurs who are into textiles especially, maybe Eco-hand looms Eco-textiles and Apparels and so on, they are of world class but because of lack of knowledge or lack of training in export documentation they are unable to promote their products in international market. One of the reasons could be the Export documentation procedures, the documentation procedures are not that easy, so we would like to have a discussion.

We have an excellent panel, we have Mr Siven here who is from Mauritius and of course we also have Michael also from Mauritius. We also have Dr. Bose K Nair, who has spent most

of his life with WTC, worked with WTC Mumbai for a very long stint, then WTC Bengaluru and now presently is the President of WTC Samshabad and Vishakhapatnam in the AP and Telangana state, and of course we also have Hamanta, Managing Partner and we have Dr. Masina who, is our goodwill Ambassador from Zimbabwe.

So first of all, I would like to know from the panelists, what exactly is Capacity building and how it is being initiated in terms of understanding the difficult complicated Trade procedures, which change from country to country that especially the documentation procedures the customs and so on and how this ease of doing export business we always talk about ease of doing business but ease of doing export business would definitely help in promoting the International Business

So, I start with my dear friend, Mr. Siven how it is happening in his own country

**SS:** Thank you so much Dr. Reddy.

First allow me to express my Congratulations for the organisers of the event, which is a very brilliant idea to organize such an event.

Briefly, also I wish to introduce you to Mauritius.

Mauritius is now very known as a platform for doing business in a number of sectors and presently Mauritius is positioned itself as a hub in between Asia and Africa as much as what Singapore has done for the Asian region,

Capacity building is my profession, I have been exercising in this profession for over 20 years and it is also my passion, so sharing this topic with you in this time where business need to be reinvented, is very important.

India is known, for people here or in many cases self-made men, millions and millions of people has been self-made men which has contributed largely in all of the sectors of the economy, but now it is important to move to the next step and the next step is how to bring capacity building to all these people who are contributing to the economy, so as to position more and more on competitiveness in this competitive world.

When we are talking about capacity building it's not just about people, it's the full ecosystem, the full-length mark of business because capacity building is people, is technology, is everything that will contribute to build up the business. But I will put the emphasis on people. Let me for example nothing can happen with our people you can have the very extraordinary technology you can have the 5G, you can have the best connectivity, for example I would be very basic you put this chair here it can be one of the best chair you can have, if nobody displays. it nobody uses it nobody displays it, it will be waste, it will be rubbish, so behind whatever we do there is people and when people has when we build up capacity of people, we build what we call people richness, this is a modern term coming in called **People Richness** when we arrive to build people richness, we will bring what we call and what your prime minister here in India is willing to reach and going ahead, what we call the High income economies. So high income economies who micro business from small enterprise through initiative will come and this will bring to us to the high income economies, where the standard of living, whether the lifestyle will change so, from self-made man right it is very important to build this capacity building, because as I mentioned to you.

How to do capacity building that is one occasion capacity building is not necessarily Academic it's not necessarily training, it is all about the partnership with people be it in your firm small firm be wherever you are if people want now to be valued, people, want not just only to be an employee or someone here people want to be partner in the enterprise, people

want to be partner in the micro, people want to be partner in the medium small economic sector, people don't just want to be an employee this is a path we are now moving to where we mention about **People Richness**.

I will just again elaborate something, right. when people in an enterprise is recognized as a partner they feel what they call a sense of belonging more and more I will not I will not teach you anything new, more and more loyalty is shake people there is no more loyalty people in the company, may be working for you for five years ten years whatever but for whatever reason they may leave you and join the competitors, they may leave you and join anywhere, else so loyalty is disappearing in whatever sector you know what another topic in life. But when you try to build this partnership within your organization, in your business this is where capacity building comes in action. Capacity building is recognize and respect your people inside of your organization, so this is what I want to share with you in a very bottom line in a very grass-root level, not in an academic level right what about capacity building.

I am very glad that this topic is on this subject, because we are talking about moving to another dimension, about eco textile about eco fashion about the eco business right, because this will differentiate, India will differentiate itself right in this approach because we cannot differentiate ourselves with other competitors, other than through our people, because technology can be copied anyone today can get the technology available in the world, a number of things can be copied, but people cannot be copied. Yet so minor people the partnership with people cannot be copied and I will probably advise or advise anyone going in the sector may be in Micro or Small business to go in this direction. So, this is my part contribution and I will continue.

Thank you so much Dr. Reddy.

**KVR:** Thank you Siven

It was wonderful like normally when we talk about capacity building, we as a training institute we talk about the capacity building of the human beings the human resources, but in addition to that you have also given an overall view of the Capacity building especially towards the export competitiveness and trade competitiveness, how this is going to happen. I will come back to you but, I would like to disturb your colleague from Mauritius, how exactly Mauritius as a country, when it is going for Export Competitiveness what kind of initiatives that are being taken up by its government towards the Trade Competitiveness especially Export Competitiveness.

**SS:** Yes, Thank you, I will bring now the case to Mauritius

Mauritius moved very quickly from an agro based economy to agro industry based country, when Mauritius gained independence in 1960 the country was absolutely in a poverty stage and we were only in the agro industry through some years now we are very respected in the financial sector, in the ICT sector, in the Tourism particularly in the Tourism sector.

What happened is when at the point of time we found that textile was not really bringing enough for the country, there was what we call the capacity building which started in the country or because in Mauritius and unfortunately, no resources exist we don't have mineral, we don't have natural resources, we don't have any resources except people, except human beings those has been understood by our leader and all emphasis was put on people so moving from an agricultural in a very quick period in a very going to now as a respected financial hub, going now as an ICT hub and most importantly as a Tourist Destination.

A number every industries, a number of Indians want to visit Mauritius of course right because Mauritius has been able to trademark itself in the Hospitality industry, with what we call the service, the people service, with genuineness of the service and as you know in the service sector like tourism like finance or whatever the services is run by people, so moving from my case study on Mauritius is moving away from an agro-industry, with absolute no

technology, with absolutely no resources, no natural resources, we are now a country which has achieved High Income Economy, which is recognized by the world bank and by the IMF and a number of institutions so this is a case of Mauritius and I am sure that could be and we are ready, We have very good relationship with India.

India, has a special place in Mauritius, in the heart of Mauritius, your Prime Minister a number of times he has visited us. India this relationship and we think that we have a number of opportunities that we can share and contribute together maybe the textile take, thank you.

**KVR:** That's nice. It is nice to know how the service sector has emerged vibrant and which has actually helped your economy in becoming a very stronger one.

Very nice, now we have one gentleman from World Trade Centre, Dr. Bose Nair, a very resourceful person, we had a very small stint of relation from last few months but I could see he is bundle of knowledge and especially, as a part of World Trade Centre as a Vice chairperson and now as the President of WTC Shamshabad and Vishakhapatnam.

Sir, I would like to ask you how exactly how you place India in terms of Trade competitiveness especially the International Trade Competitiveness when compared to other countries and how best we are doing because you are part of an multinational organization. An International organization might have seen different economies worldwide and how India is positioned in this regard, and what exactly has to be done, and what best things we have, when compared to other countries?

**BN:** Now if you really look into India's the Policy procedure is part of it the easy of doing business if you really look into India really if you compare what we were earlier and now what we are, there's a vast difference maybe prior to this liberalization part of it, was too complicated the policies procedures etc. Now if you look into the foreign trade policy, if you look into the monetary policy, if you look into the what you call the Reserve Bank of India notifications, or the Customs notification, etcetera, it is what a layman can understand, that I mean, it is there is not that complicated, legal experts are not need to understand them it is business friendly.

There are two areas like what I always look into, that are there what the trade or the exporters are facing, is one the transaction cost that we are paying as compared to any other nation we are paying too high maybe because of the infrastructure, like a lack of good international facilities, second the credit what we are getting at now that's not like any other developed countries even though we introduced a number of schemes like the SEZ scheme EO schemes etc. still it is not we cannot really compare that with the Free Trade Zone policies of the other developed countries there are quite a number of facilitating to be done. Now we can expect that in the new foreign trade policy which will be announced in the month of April, now one more thing area it started working more collaborative way all the facilitators working together rather than Michael no in an isolated manner it's okay I cannot just doing it That's if you look into since last cycle know 4-5 years it's working in a very good way everyone knows that we alone cannot do it is better to work on rather than creating single entity brand or something it is better work together and achieve the goal more like a corporate we have the objective this is this is what I know we have to achieve that is a good sign.

Now if you look into the digital era part of it earlier getting any type of information it was very difficult in India now if you look into the India trade portal. India trade portal is very accurate whosoever, I could have not seen or otherwise I cannot browse to the India trade portal, each and every person who is import export business they have to look into the India trade pattern all the information at one single point I can you will get it now most of the facilitators



they are not really now say example one I could you could tackle no the export promotion council export promotion council is not personally working only for promoting export they are talking about foreign trade, let the business man or the state the country now the businessman decide what is maybe if they want to procure some of the raw material from abroad let them they decide I don't know where they can increase the profit margin and supply the best what is available across the globe there is a very good area that's vehicle now the foreign trade policy if you look into now we are not talking about the incentives etc. more like an exemption schemes, what we have that on the manufacturing like the advancements in scheme etc. the policies are so framed in such a way.

Now coming back to the World Trade Centre, still I feel like you know in India we are not really taking full advantage of the World Trade Centres. Just to brief you the World Trade Centre is a brand name it is the license what you get it from the World Trade Centre New York. U.S has always been very good in giving the license part of it and there are 320 plus world trade centres across the globe exactly. Each World Trade Centre is unique. For e.g. Bangalore World trade centre, I cannot copy the Mumbai World Trade Centre's business strategy for the World Trade Centre, Bangalore. Bangalore business strategy cannot be copied again to the Vishakhapatnam or any other. It is all different, you can looking into what the area and what really to be you know which sector to be but it got selected, but they need a hand-holding support that we have to do it. But the global network is quite really too good out of 320 World Trade Centre's nearly 30 percent of it is supported by the or otherwise promoted by the Government like the Department of Industries and Commerce, it is not only an iconic structure, I always put it iconic structure is the body and the soul is the trade services cycle not connecting that and more connecting may be kind of working together with the local association or otherwise chamber of commerce but more focus on the international trade and investment this should be a platform just to exhibit the country's what you call capabilities across the globe and it also I cannot have a very good tie up with you in diplomatic mission, maybe over a you know three acres no within no time I can fix up an appointment with the Canadian council because these are the neutral organization, not working for profit even though the World Trade Centres are promoted by some of the real estate company but the objective of the World Trade Centre is to promote international trade and investments coming back to the this one, yes India is doing well, of course still there is a long way to go the policies procedures simplification and ease of doing business is in the right track. Now one area which used to have earlier undercutting part of it that's also government made a lot of what called control over that.

I will tell you, I will give you a very real example, I don't know when government of Maharashtra appointed me as a nodal officer to promote the exports from the state of Maharashtra, I used to travel to the rural area, I visit a place called Kupree which is very close to Kolhapur you don't believe the silver ornaments what they make it it's really too good I got the artist how they are no they designed the patent at all which really the Europeans are not allowed I know they buy it, then the evening that program was organized by one of the state corporation Maharashtra small scale industries development corporation at that time it was very strong I could not promoting this I had a casual discussion with one of the academicians I just asked him what do you do I felt now, where do you sell it, he told me I give it to Asiatic,

Asiatic is a departmental stores at that time very close to church gate station of Mumbai that's a big accustomed then when he moved out I asked his competitor he was just looking around like whether that person is there or not I can like he doesn't want to know this person also follow and go to Asiatic only he will not go to Akbar Alley. It that type of things like an undercutting it is now can say to some action it's gone that was one of the reason if you look into earlier in the customs daily list they used to publish where you are exporting and the exporters name the country they will not give the importer's name they give the country of country where you are exporting and the exporter's name now just to what you call prevent such type of unhealthy competition. Now they removed that type of thing that's why

undercutting is not there that much. I don't know that's really a lot of improvement but some of the area like now therefore

I said in the newspaper you might already have read about Vishakhapatnam you know it is a city for a toys, at Railway station they are exhibiting all the items what's been manufactured in this state, that way that's a good thing you're still like you know there is a more to do and one good thing now central government scheme also I know state government whether it's an opposition to still they also promote because it's generate the employment.

**KVR:** Sir, how about the positioning of SMEs or MSMEs in terms of positioning themselves in the global supply chain of course we proudly say as I belong to Ministry of MSME every time when we start talking about MSMEs the goodness of MSMEs we say they are playing a vital role in terms of employment, contribute towards GDP Gross Domestic product in terms of exports 40 to 45 percent of the total exports are coming from MSMEs, but still I see the other side of the coin, the MSMEs could not could not go up to that particular level where they can position themselves and directly get into global supply chain, so what could what do you feel how we can help them in getting into the global supply chain so that they make more money than what they are exactly making, like you were talking about that silver ornaments especially like you were the advisor of Maharashtra government, so can you give a brief about how was it exported later and what exact steps have been taken rather selling to a trader in Mumbai or somewhere else.

One of the economical one of the earlier speaker told like you have to change according to the time. Exactly now if you just have an opinion Industrial Estate of Pennya, which is the Asia's the largest industrial states, now my what my grandfather has done and he have it like anything if you do it you should have a passion for it what he has done it the present generation is not ready to continue that okay exactly but there are certain running costs if you look into this Pennya Industrial Estate, as a case study if you take it it's very interesting maybe 70 of the industries are not working, loss-making, some of them they are giving that area for a real estate they are converting that into something else, you have to change the technology or whatever it may be, I don't know what Yash mentioned either look into the competitiveness of the other nations, we have to look into maybe build up a consortium part of it or how you can reduce the cost exactly how you can why we are blaming China.

**KVR:** Yes it happens.

**BN:** I happened to meet like the Indian Embassy Shanghai, he is Mr. Rao, he is from Andhra Pradesh he was just telling me no more second no you don't blame them there are so many things, good thing to learn from them, exactly always because they are doing a mass production that's why they the per unit cost is less.

Here the thing is if one person is doing they will not like looking to create a big maybe a laboratory itself okay since most of the government I don't know initiative the government this is doing, if it's a private they are not really doing that vehicle yes you are right we need to learn we should not be fully dependent on government yes second government should be a facilitator they should not become come as a roadblock they should create a good infrastructure facilities exactly and should not interfere much into a no like what it was happening earlier like the inspector raj part of it licensed friendly visit it is not accurate otherwise I can the industry will flourish.

**KVR:** Thank you sir I will come back to you definitely a lot of information has to be extracted very smart guy I could see neatly shaven [Laughter]  
You have to accept my compliments

**HB:** Thank you so much

**KVR:** So I would like to know your specific inputs you're a managing partner and I think it's a consulting organization pan IIM, are you from IIM?

**HB:** Yes that's right very good IIMC or IIMA not a now  
b c okay

**KVR:** So how do you feel how we need to change our strategy in terms of capacity building not just building the capacity of human resources, in other aspects also we should also know how best we should improve the export competitiveness right of our country specifically right and you should also give briefly about your own organization and how best it is being applied so or to you

**HB:** sure thank you, so if you talk of Global Competitiveness, you could leverage quite a few things to achieve competitiveness, you could exploit the factors yes, you could exploit efficiency or you could exploit innovation and India is putting a big focus on exploiting innovation. Now speaking from my experience and you know I work very closely with Startups and if I were to draw a parallel between you know what I miss what MSMEs or what the textile sector does and what Startups do Startups are way riskier to manage however if you look at the genesis story right of an entrepreneur let's talk.

About the journey of an entrepreneur, here now a startup entrepreneur would start by focusing on one problem that he wants to solve better than anybody else in the world does every factor of production he will exploit land, labour, capital organization would be directed towards solving that problem better than anybody else yes right and that is what makes him unique we talk about you know in the previous session also we talked about you know we want India to be competitive and we are tying our success with volumes right success is determined by value if you look at most of the Swiss watch companies they're all handmade right a lot Titan probably makes way more watches than Rolex right, yes but I am pretty sure a lot of a lot more fake Rolexes sell than the original Rolex's but you know exactly the Swiss industry still is making you know significant profits if you look at a lot of the hybrid cars right you talk of the top-end Ferraris you look at the Paganis they are all handmade you look at the Bugatti's they're all handmade, so they're they are not mass players there is an option to create value by you know by focusing on your craft and creating that premium now that is something you know there are enormous examples present across the world you know where people have used you know their competitive advantage is the success.

In India if you were to look at it you know the government is putting in a lot of effort in Startups right there are incubators where you have Startups come in they are given all the factors required for success they're given you know whatever they call capacity building they're given connects to the markets they are given you know connects to you know receive investments now if it can work for a startup which is significantly more volatile than an industrial setup I am sure something similar could be brought about for you know the MSME sector as well as far as you know policies and procedures go as so rightly mentioned now it is very easy to get the policies and procedures all you have to do is yeah more or less follow it easier right than what it was absolutely, absolutely so I believe we're in a good position now it's just about looking at opportunities there are you know hundreds of things that are going to go wrong in your journey and forget about that look at the one or two things which are going right and move on I mean that is how I would like to put it. Thank you exactly.

**KVR:** thank you it was a very good answer and of course very nice inputs you have put in.

So, we have a professor from Zimbabwe, of course she is from textiles department, so we would like to know how competitive your textiles from Zimbabwe has like we have seen right from the morning the African texture, the African fabrics, they are very colourful, they are very beautiful actually colourful and wonderful so we would like to know how competitive are your textiles in terms of exporting them to other countries and how best you're going to do it?

Any specific measures are being taken up to for the capacity building so that they are placed in the global market thank you very much

**RM:** Zimbabwe we are doing quite well in terms of producing the textiles because, we grow cotton ourselves and we go on to process it, spinning and we export most of the cotton that we produce in the form of yarn to countries such as South Africa, so I think we are doing well in that area. But the challenge is now that cotton is now being grown at a smaller scale we do not have areas a large space for growing cotton of course the space is there but the government support in terms of implements is there but you know some of it is being diverted for one reason or the other, if you look at the economic situation in Zimbabwe so that is affecting us. Somehow, because the amount of cotton that we are producing has gone down at the same time we are exporting it at an earlier stage of production that if we were to go on and produce the fabric most the bulk of the fabric ourselves we are going to benefit more because some of these cotton when it's processed in South Africa, we then buy it so that we produce garments so there is a bit of challenge in that area but we are doing something we are producing right up to textile we produce our fabric ourselves but as I have mentioned that the bulk of the of the material of their produce are being exported and then we import we buy them to further process it.

**KVR:** So any specific measures are being taken up by Zimbabwean government, because you are saying most of it is semi-finished and it is being exported and sometimes finished product you are importing, so any measures at the university level in terms of research is being taken up?

**RM:** Yes, a lot of research is being done and we have come across a situation whereby in order for us to reduce the amount of iron that is being exported we need technology we need machinery equipment which we do not have what we have already is in a kind of a bed state that it cannot even produce what the it is not in a capacity to produce what is supposed to produce okay so looking into that area there is need for some kind of support some kind of funding so that we establish our own mills that can process the bulk of the of the yarn right so the researchers show that there is need there is a grey area there is need for us to establish some industry some factories some mills that can see us through the textile production in the textile production area because you find that we import a lot of fabric from Asia from Malaysia, China even India I guess you know and this is the man made fabric but we have got some raw materials that we can actually exploit and produce some of these fabrics that we import and obviously we need to do it in an eco-friendly manner yeah and in terms of trade of selling what we produce I remember myself when I was doing an internship at a particular company we used to produce for German actually producing the garments packaging them for export to German but this has since vanished yeah so these are some of the things that are really affecting our textile and clothing industry in Zimbabwe because they are political in the political environment the economic environment they are also Contributing to this so you find people get to know about the like the textile dyeing and the designing of the textiles people they have taken advantage of the resort areas where tourists come they go there that's where they display their artefacts for people from all over to see and by so that's one way that they found to be working for them otherwise to for them to be known for their materials to be used in other countries is kind of is a bit of a challenge.

**KVR:** Very nice inputs you have put in most of the developing countries face this problem especially with regard to the of course the political social economic situation but I should tell the audience and I should also tell the Ministry of MSME has a very beautiful scheme, that is a scheme for regenerating the traditional industries, where our age old thousands of years age old traditional industries are there will be lot of artisans but they were working independently becoming competitive to each other so we have a concept of 40 clusters wherein we bring all the artisans together we form an SPV Special Purpose Vehicle and 25

percent of the contribution for this SPV it should be contributed by the members of the SPV and 75 percent grant will come from Government of India and we will create a Common Facilitation Centre (CFC), with all kind of machinery that is required latest machines even you can import them and where all the artisans will come they work in this CFC.

They use their of course in addition to their traditional artistic way they use the modern machinery and they try to like if you see the Pochampoli in Telangana region that is being it has got GI tag actually Geographical Indication so like that I think this can be taken up as an example in your own country for region regeneration of the traditional industries because it is our wealth all the third world countries have this wealth and it has to be exploited so the government needs to get into and the artisans should also join these kind of clusters so it will definitely improve not only help in the Domestic market but they can also get into international market that is what exactly happening all right so very nice talking to you so any questions from the audience we would like to have any question from your side before closing so as the end of the day audience have received the inputs now a little tired.

I feel so anyone wanted to add anything else from the panelists in addition to what we have discussed.

YA: Thank you very much

Thank you Siven, thank you sir

Thank you and thank you Dr. Masina, thank you for your very wonderful inputs, for the promotion of the exports and their competitiveness especially among the textiles and the SMEs to a very great extent it was a very eventful discussion we had thank you one and all I would like to now welcome and facilitate our esteemed panellists.

I would request Sonia to honour our Chairperson, Dr Bose k Nair, President WTC

Now I would like to request Sonia to welcome our esteemed panellist from Mauritius, Mr Siven Siloyee  
[Applause]

I would request Sonia to now felicitate our panellist from Mauritius, Mr. Bagloo.

Now please kindly felicitate our friend Mr Hamanta K Borah, Managing Partner PAN IIM Consulting organization.

Last but not the least we would now would like to facilitate our dear friend, Dr. Masina from Zimbabwe and please do facilitate.

We would like to have a group picture with all the Panel please.

### 3.5 Startup Presentations

- Mr. Mohan Kumar Rajagopal, Founder, FANPLAYIOT (Smart Textile)
- Mr. Avinash Kaushik, Founder & CEO, WAKAW (Digital Fashion)

#### TRANSCRIPT

**YA:** We welcome Mohan Kumar Rajagopala founder, FANPLAY IoT, he would be talking more about the Smart Textiles sharing his unique selling proposition, why his product is unique what makes him unique, how he has developed this idea and how he is now going to market and promote his products.

**MK:** I will show the Smart Jersey sometime in the afternoon tomorrow, but I thought I will walk you through the technology behind it what are the use cases what's the kind of applications we can look at and you know how can we make this exportable you know in the sense that we do know that there is huge potential out there but how do we time it such that we can be a global player in in this business right so I will probably play the video first because that's the easiest part and then go on to the presentation

{Video}

Hope you liked that intro video!

So Fan Play to the power IOT, so this is a company which we formed a few years ago and it's basically a intersection of fans and play right, so you take any sports enterprise you have millions and millions of fans, but you have players who are the professionals who are for the team. You know, so we have basically a world's first sports IOT platform where the fans and players connect with each other in the real world, I mean the Metaverse has just come in a lot of hype around it but Metaverse itself is probably 5 or 10 years away. So, what we intend to do is to give the real connection between the players and the fans, because for every player there are millions of fans out there. Right now in the current ecosystem, sports ecosystem you can see that there are many stakeholders like professional sports stars, amateurs and then there are kids who aspire to be the next sports stars and then there are fans and these are all disconnected. So all these segments are disconnected and what we are trying to do is to transform this entire sports ecosystem to a connected athlete, a physical fitness, connected kids and engaged fans. So the way we do it is to organize and structure the fan universe for teams which means we try to increase the engagement between the fans and the players both during and after the season.

We also add additional inventory to the teams like for example a **Smart Jersey** which will be the new merchandise offering for the for the teams and so and sponsors and so it's you know power of IOT, we organize and structure the fan universe for the team, so essentially we provide the tools for the teams to connect to the fans both during and after the season we generate additional inventory like the Smart Jersey and there are some Smart Bands and other Smart Wearables which we have introduced this also means that every merchandise will now have an IP address which means there is a counterfeit/anti-counterfeit kind of player here because teams lose a lot of revenues because of counterfeit right. So by having an IP address on each of the devices we are providing them an anti-counterfeit solution and fans get to then engage with the teams directly.

So the first generation of our product is ready so the connected fans which is essentially an IOT platform we call it the fan plane neuro engine, so this connects the fans the players the teams and also the brands, because brands are investing in the teams because they want to connect to the fans and then there are connected amateurs like kids who want technology, they want to be the next Neeraj Chopra's or Lakshya's, but they don't have the coaches right, so for every kid who aspires to be there are you know lack of coaches and technology to help them so we believe we can bridge that gap we can bring in technology which can help scale up kids and their coaching coaches can do remote kind of coaching with the kids and then there are connected professionals who will have the Smart Jerseys and what it gives them is the ability to stay focused on their performance maintain a very good injury

prevention mechanism, so a lot of sleep and recovery is essential for them so covering the entire span from fans to players.

We have this technology and this first generation is ready and we rolled it out in 2020 with CSK having seen our technology and our platform they have come back to us and from this year on there's a multi-year deal with them where we will be rolling out all this merchandise and the IOT platform so the way it works is essentially you have these devices which connects to our app which is the fan play app and from the FANPLAY app we basically monitor the fan language which is the motion and the emotions of the fans right so we do this in real time so at any point in time I would know who's the craziest fan of CSK or any other IPL team or any other sports team for that matter and that gets relayed to the stadium it gets relayed to the broadcast it gets into social media and so on right what this means is we are essentially adding one more level or layer above the cluttered social media today a club can claim that they have millions of followers, but if you ask them the question who they are they do not know right so essentially this means we through our platform they can get a direct connection and because we are adding these emotions, it means that you can tell how many fans are emotionally engaged to the team at this point in time.

So we have done a lot of experiments, there's a lot of big data out here, there's a lot of IOT /AI and everything all the all the buzzwords of the day we have already implemented this so you will see this being rolled out in the years to come. So in 2020 we got more than a million heartbeats while we did this as a pilot and hopefully from this season onwards it's going to be really big so what it contains are these apps now snapshots you can see here leader boarding you have the ability to look at your heart rate in real time through these input devices you have the way to gratify the fans and say that who are the fans who have been cheering at this point in time so now a little bit more about the Smart Jersey you have already seen the video.

I am just going to run this through so essentially the Jersey is made up of fabric which is 88 percent polyester and 12 spandex so it's kind of a compression where it's tight on your skin but not too tight and it's got various components right the important component are the electrodes and the conductive textiles which are made from stainless steel fibres right so these monitor the heart rate and the vital signs and then communicate to a monitoring device which is placed on the back of the vest and that communicates to the Bluetooth app or it could even go to the cloud directly right and the good thing about this is that it is mission washable so more often than not you would see a smart jersey which is being done and then you put it for a wash everything rips up right this is not the case here so it's already CE certified so it's kind of tested to go through the rigour.

So these are the components as I spoke about and we do real-time tracking and the all the data goes to our Microsoft azure cloud which means it's kind of future proof for all healthcare applications too so this is a complete solution for fans and athletes but one can imagine that this can go to many other fields, it could be chronic disease condition monitoring it could be a lone worker monitoring, it could be you know somebody who's doing yoga and so on right.

So it is an inner wear for you in some sense and you can keep monitoring and the important thing is to realize that this monitors the ECG directly which means you're tracking the electrical signals, whereas all the apple watchers and the FITBITS of the world are looking at the optical way of monitoring your heart rate, right. So this is far more accurate and if you take it to the regulatory pathway this becomes a medical device in itself so I wouldn't want to go too detail into this as I said certification is done and we are hopefully we'll have a success from this season onwards in launching this the product is already being manufactured in India it's not 100 percent but going forward we hope that will be 100. So that's it.

Any questions?

**YA:** Thank you so much Raja Gopalji, it was wonderful having you here and we wish all the best for your product to your success!

We have Mr. Avinash Kaushik from WAKAW.

**AK:** I think it's pretty late in the day but well, I will keep the presentation very short. I am Avinash Kaushik, I am the founder CEO of WAKAW. It is a venture into digital fashion. So fashion as we know is transforming, we spoke in the panel discussion as well, there is so much of oversupply, of over production of textile and fashion and it and that is leading to a lot of landfill and burning of textile and so this is a huge challenge because there is it has enormous impact on carbon footprint and the consumption of value chain resources. And that's where the world today is moving towards expressing fashion people are expressing themselves in a digital manner, where there is no fabric involved, but there is only pixel so fashion is in itself, transforming in a sense there's a new channel that is opening up which was non-existent till date. It does not replace the physical fashion, obviously, but if you think about it e-commerce has been there for three to four decades, it has not even crossed twenty percent in any country. Just recently in China it has made some progress because of the pandemic and even in US but even in India e-commerce is not more than five percent and similarly all these digital channels open up new opportunities for fashion and the fashion industry.

And that's where we come in and we are creating a platform for designers to showcase their designs and these designs need not be manufactured at all, they are directly going to the customer, so people shop the design, much before it is even going hitting the factories. I will move more over to my presentation so this was just a brief video, but I will start my presentation.

Welcome to the WAKA world Metaverse the Metaverse is a continuously changing decentralized creator-driven ecosystem without physical space or time limitations blending the virtual world with reality NFT fashion isn't about replacing a physical garment with a digital one instead it is an opportunity for fashion brands to represent themselves in the digital space and tap into a new commodity market.

WAKA is an enabler for Metaverse experiences offering plug and play Metaverse as a service technology where we help brands to create visual brand and retail experiences waka Metaverse acts as an immersive fan engagement platform as a service that's optimized for spatial web 3.0 video streaming AR/VR and blockchain waka introduces a decentralized direct to consumer platform that empowers premium fashion labels and creators with their own web 3.0 apps to reach engage and monetize global communities on a hyper local and personal basis through multiplayer immersive Metaverse experiences live auctions and the sale of NFT assets gamified with social tokens.

WAKA enterprise suite Waka Is a one-stop end-to-end Metaverse solution that enables brands to build a better faster and cheaper virtual brand experience which includes immersive 3d spatial design based brand experience in a virtual showroom live streaming commerce sales by sales associates influencers or in stoppable fashion runways live social shopping embedding real-time interactions into live videos in the Metaverse NFT minting of digital fashion assets and an nft marketplace multiplayer gamifications and brand tokens Waka Inc. offers plug-and-play solutions for fashion labels to create the next generation our decentralized model for build operation and owning the next generation of art creations products and platforms where fans can engage with a-list music artists to movie franchises and fashion labels in a virtually immersive experience with interactive digital nft assets and



brand tokens NFTs are the couture of the Metaverse in which brands recreate the experiences in the virtual world with digital assets and interactions defining their fashion culture the Metaverse is the new age expression of one's persona NFTs make digital fashion a dynamic tradable and exchangeable fun experience.

We have created a whole new world dematerializing physical space time distance and objects to enable fashionistas everywhere to live out their fashion dreams inside unique digital worlds with engaging digital runways virtual closets live auctions and virtual live commerce with real interactions waka helps brands to significantly boost and track the brand experience growth drivers from reaching wider audiences to increasing average order value conversion rate dwell time to elevating the brand loyalty in terms of repeat visits or repeat buys and customer delight so the e-commerce experience of the e-commerce experience of tomorrow will not be web page the e-commerce experience is going to be more like a video game and showrooms need not all be in physical retail showrooms will be in a very immersive video game kind of an experience and they need not always be in a you know like a showroom environment e-commerce the products can be showcased in real environment it could be in an ocean it could be on a under the sea and many environments that are very closer to the brand and that's what we are trying to create and that's what is the power of you know immersive commerce and we at waka world is trying to build those immersive experiences and we are taking it global so thank you so much for this opportunity.

So we are creating these experiences for every retailer so today we are talking to brands like Armani and Valenciana when people go to their website so you are usual experiences they have their ecommerce site, right so we are plugging this whole video game kind of an experience in the browser that means in addition to just normal shopping people can also whoever is interested can enter the brand's own immersive commerce and we charge them for that.

See the Metaverse is like an aggregator, but what we are currently building is for every brand we are creating a Miniverse like on their own browser we are creating an immersive shopping experience

**AKN:** This has been exhausting day a lot of new ideas great exchange of ideas both inside the room and outside the room this lot of hectic activity which was happening outside this room and a couple of business relationships have been formed already people are looking at connecting the dots to make it to a larger level across the country we are trying to connect the complete system with the your institutions, mentors, your financial systems and others so a larger ecosystem is getting created and we would try to do it in multiple states. Hemant is a partner with us, who is helping us out in the Northeast region, so we were having this conversation, if this kind of an activity can be done in all the states, we have a vibrant ecosystem and a lot of business opportunities can happen and once this ecosystem gets developed, we start moving towards the market access and financial access which is the two important elements which are required for example the question which was raised I mean again I call her the lady in the green sari and how do you have an organization like SIDBI support a young entrepreneur with all the expectations of red tapism. So it's only when we are able to sort this out we'll do that so great guys and thank you so much for staying so late and so we will look forward to meeting you tomorrow and also build this relationship tomorrow we also expect the student community also to come in, now this is a thought but let us see how do we see that in reality and enjoy your evening and see you guys tomorrow.

Thank you so much.



## DAY 2

### 3.7 Inaugural Session Day 2

Lightning the Lamp with Inaugural Session

**Introduction By:** Ms. Aishvarya Nandyappa

Founder & National President Confederation - CWCCI

**Opening Address By:** About UDAAN Initiative

Er. Yash Arya, CEO and Founder, IAMKHADI

**Welcome Address By:** Dr. S. Gloryswarupa  
Director General, Ni-MSME

**Key Note Address By:** Ms. Susan Thomas (IRS)  
Director, National Institute of Fashion Technology, Government of India

**Address by NFDI:**

Mr. Ajit Kumar Nigam  
CEO, NFDI, Ministry of Textiles, Government of India

**Address by Inaugural Chief Guest:**

Dr. Murugesh Rudrappa Nirani  
Hon'ble Minister of Ministry of Large and Medium Industries,  
Government of Karnataka

**Vote of Thanks By:**

Dr. K. Visweswara Reddy  
Faculty Member & Rector, Ni-MSME

#### Inaugural Session Day 2

The GlobalSpin Trade Conclave was inaugurated by the Hon'ble Minister of Ministry of Large and Medium Industries, Dr. Murugesh Rudrappa Nirani, Government of Karnataka at the World Trade Centre, Bengaluru on 22nd March 2022 by lighting the ceremonial lamp. Many dignitaries including Dr. Ajit Kumar Nigam, CEO NFID, Ms. Susan Thomas, Director NIFT Bengaluru, Sh. Yash Arya, CEO IAMKHADI, Dr. K. V. Reddy, Ni-MSME, Ms. Aishvarya Nandyappa, Founder & National President, CWCCI and the International delegates - Dr. R Masina from Zimbabwe, Mr. Siven Selloyee and Mr. N Michael Bogalo from Mauritius, and many other delegates from World trade Centre were also present to light the lamp.

The excerpts of the Inaugural session are here.

#### Excerpts of Inaugural Session Day 2

The MC of the day, invited the dignitaries including Dr. Ajit Kumar Nigam, CEO NFID, Ms. Susan Thomas, Director NIFT Bengaluru, Sh. Yash Arya, CEO IAMKHADI, Dr. K. V. Reddy,

Rector, Ni-MSME, Ms. Aishvarya Nandyappa, Founder & National President, CWCCI and Mr. A. Subburaj, Deputy Director (Inspection), Silk Mark of India, Govt. Of India

All these dignitaries were felicitated with a bouquet and requested to be on the dais for the Inaugural session.

The Introduction speech was delivered by Ms. Aishvarya in both Kannada and English. In her address, she thanked the organisers to choose the Silk Capital of the country to do this event and also urged the international participants to consider investing in Bengaluru, the Silicon Valley of India and the Silk capital of the country. Karnataka, she said produces the maximum silk from India making India the second largest producer of silk in the world. She said that the famous phrase of our honourable Prime Minister of “Local to Global” should be slightly altered for taking silk from “Gram to Global” she reiterated the real people behind the silk production are in villages and it would really be meaningful to have them included in all such conversations. Currently, despite India being the second largest silk manufacturer, our exports is minimal as our domestic consumption is very high. In certain regions of Karnataka, the entire village is only involved in silk rearing, weaving and production like Ram Nagara in Uttar Karnataka. The benefit of technology has not reached them, nor are they aware of new products for diversification, as Sarees remain their main product. They are helping to create one such initiative next month as local government and both the Ministers who came yesterday and today despite the budget session have promised all support to this as well as future events.

In his opening address, Mr. Yash Arya, CEO and Founder of IAMKHADI stated that the objective of GlobalSpin Trade Conclave was to bring diverse viewpoints of experts, innovators, government, industry, buyers, international delegates and entrepreneurs to brainstorm to position Indian handloom and textiles as an eco-friendly fabric of choice. The second objective of the conclave was to create a conducive environment for rural artisans, weavers and entrepreneurs to not only have access to domestic consumers but also to international markets for enhancing their economic development on sustainable basis. They aim through this conclave to bring all the micro entrepreneurs and international experts together to position Indian handlooms as natural, exotic, wearable and sustainable material and eco textiles as recyclable and sustainable fabric for the world. With this conclave the organisers and the co-organisers wanted to partner with local state government of Karnataka to create a project which has been conceptualised by IAMKHADI foundation to create millions of Entrepreneurs to create new jobs and increase revenues for Karnataka. The project stakeholders of this UDAAN initiative includes, Ministry of MSME, NIFT Foundation of Design and Innovation, NSDC and DGFT who will work closely with IAMKHADI foundation.

The aim is to provide a conducive environment to enhance skill development for improving the flow of goods, improve commerce and trade and provide access to technology by supporting the Startups, micro entrepreneurs and entrepreneurs to better understand the global markets and the challenges of exports and trade competitiveness through eLearning (experiential learning through digital mediums), E-lending (access to micro lending) and e-tailing (selling through the ecommerce channels). The project is an initiative to support the vision of honourable Minister of Textiles, Mr. Piyush Goyal to achieve a target of 500 billion of textile exports by 2025. He ended his address by thanking all the dignitaries, speakers and delegates by their presence and sought their co-operation to make the conclave a success.

The keynote address was delivered by Ms. Susan Thomas, Director of NIFT, Bengaluru. In her address, she thanked the organisers to bring this timely initiative to bring diverse

stakeholders together under one roof. In India the textiles and Fashion ecosystem, she said, is very diverse and is used to working in their own silos, Khadi comes under Ministry of MSME, Handloom and Handicraft under respective departments under Ministry of Textiles, NIFT is responsible for Education and Training of textile and fashion disciplines, NFDI, a new foundation is responsible for startup ecosystem in this area, though all these are doing excellent work the synergy to bring cohesive ideas and thoughts has been missing. She reiterated that since yesterday and later in the day through presentations, panel discussions and deliberations many ideas will emerge to give fuel to the student's imagination to work on it, also it brings together Industry, Academia and Startups to form projects to drive the change desired to bring Indian textiles in the global reckoning. She introduced the concept of GLOCAL trend where merging of Global and Local is happening. She picked up the threads of what Aishvarya spoke on Local to Global and reiterated that our hand spun and hand woven Khadi is the most beautiful, exotic and luxurious fabric, our Mysore silk has a rich heritage and one of the most exquisite fabric for which India has been known for since ages. She also indicated that the entire world looks at Indian Embroidery, hand crafts and fabric to create luxury items for global consumption but we have failed to create brands and support MSMEs to export, it is time to empower artisans and weavers to produce Local and Go Global. She introduced NIFT as a national apex body, under the Ministry of Textiles to promote through its 18 campuses across India the Fashion and Design concepts not just at national but international level. They work with Art clusters, Textile clusters and have been able to revive some of the traditional dying crafts of India. NIFT Bengaluru has also been working closely with Government of Karnataka to promote Karnataka Khadi and promoting Brown cotton and Brown Khadi of Karnataka, which are natural dyed sustainable yarns and since they do not require dyeing, saves quintals of water. They are looking at finding sustainable material that have a low eco footprint and promote it globally.

She congratulated the initiative of the organisers to bring together diverse stakeholders together to create a confluence of Industry, Academia and Investments to promote the concept of sustainability. She mentioned that NFID has been mandated to Incubate entrepreneurs in textile and fashion areas and NIFT has an excellent rapport with International academia and has been proving support to students from Ethiopia, France and Switzerland and their own students go to New York and other countries. It is a great opportunity for International students to not only learn the academics at NIFT but get an exposure to immersive experience to the rich crafts of India which are taking centre stage in the luxury map of the world.

She ended her speech by hoping that the triangulation of Industry, Academia and Government, which has been brought together by organisers during this event will continue to see results in the next two events at Mumbai and New Delhi as well, to bring India on the forefront of the Global Textiles Business.

Mr. A. Subburaj, Deputy Director (Inspection), Silk Mark of India, Govt. of India congratulated lamKhadi and Ministry of MSME to bring up this timely event. In his address he said that Indian Silk has a rich heritage and employs mostly women and the consumers are also mostly women. However, 6 out of 10 silk material sold in the domestic market is not pure, so Govt. of India set up SILKMARK to ensure authenticity of pure silk.

Silk has been traditionally used as a textile material, but now the waste of silk industry is also being used by a non-textile application by a Startup, Fibroheal Woundcare Pvt. Ltd to create a healing bandage to recover from the wounds due to surgeries and stretch marks. The bandages are made of Silk proteins, the biomaterial for wound healing and advance wound care management.

He also mentioned that Indian silk is the most eco-friendly product in textiles, we have Muga silk variety which is naturally golden in colour and hence does not need any dyeing and bleaching, thereby saving tons of water and contributing to sustainability.

He concluded by saying that many new applications of silk like healthcare, defence and other industries can be explored and positioned internationally through such platforms like GlobalSpin. He again thanked the organisers on behalf of Central Silk board to conduct such a wonderful program and wished them a success in the next two events also.

The vote of thanks was delivered by Dr. K Vishvesara Reddy, Rector, Ni-MSME on behalf of the Ni-MSME, Ministry of MSME, NFDI and IamKhadi the Organisers and Co-organisers of the event.

He began by thanking Ms. Aishvarya Nandyappa by reciting a Sanskrit Shloka –

YATRA NARI PUJYANETE RAMYANTE THATYE DEVATA

Meaning “Where the women are worshipped, gods will also reside there”

He went on to say that today we have two successful women, one who manages the premier NIFT Institute and other who manages a premier Women Chamber of Commerce. He thanked the efforts of Ms. Aishvarya to provide all the local support to organise the event and helping to get two Ministers to the event to bless and extend their support to the GlobalSpin Trade Conclave.

He also thanked Ms. Susan Thomas, for her inspiring speech and vision of NIFT to support sustainable initiatives to develop the textile and fashion ecosystem not just in India but also globally through the concept of GLOBAL. He mentioned the SFURTI scheme of MSME which can be used by NIFT to synergise the efforts, which currently is working in silos.

He also thanked Mr. Yash Arya, CEO IamKhadi to provide leadership to bring together many stakeholders under one platform and his deep insights of the Sustainability of Textiles, Khadi and Handloom sectors.

He also thanked Dr. Ajit Kumar Nigam, CEO NFDI, who has been instrumental in organising the event and moderated most of the sessions, which will serve to create the knowledge to be used for our further deliberations.

He thanked both the Ministers for their presence despite the budget session.

He thanked the foreign delegates from Zimbabwe and Mauritius wherein we would be signing MOUs with these countries to explore mutual co-operations.

He thanked the team of CWCCI to extend their tireless effort for organisation.

He also thanked Dr. Bose K Nair, ex WTC Bengaluru who has been instrumental in shaping the local WTC team for the success of the event.

He acknowledge the presence of two business people who have patiently attended the sessions and look forward to their support is promoting the outcomes of the event to the industry.

He thanked the Press, the camera team and all others to cover and promote the event.

He ended by felicitating the backend team of CWCCI members.

### 3.8 Expert Session on Eco-Textiles

- **Dr. Rumbidzayi Masina**

University of Zimbabwe Textile Department, Republic of Zimbabwe

Respected Dignitaries on the dais and the future designers and fashion technologists.

My presentation today is on Eco-Textiles.

**“Zimbabwe is Open for Business”**, is our President’s Mantra.

The economy of Zimbabwe is recovering mainly in 2021, which was boost by increase agricultural production, improved capacity, utilization in industry and stabilization of prices and Exchange rate. The GDP has expected to rebound to 5.1 percent after a decline during the Pandemic.

Zimbabwe is known for Cotton Production and Cultivation in the region and globally.

So, I am giving a background to our country and to textile production processes in Zimbabwe.

So, the clothing sector comprises of mostly registered companies who are members of Zimbabwe Clothing Council. Zimbabweans own the majority of companies and are members of the clothing council and there has been an influx of indigenous manufactures’ in the country in the past few years. However, there are few of them, less than ten percent who are exporting their products despite the market growth and their recent inroads to established markets, new markets, mainly in Europe.

The Zimbabwe clothing worker is highly skilled into producing clothes to adhere to international standards and best practices and importantly at competitive prices.

As I said, Zimbabwe mainly produces cotton, we export some of cotton to the neighbouring countries and even globally. The Zimbabwean government understands the quality of its cotton and authorities understand the competitiveness of cotton lint on the domestic and world markets which cannot be determined by prices alone.

Back in the 90s both cotton marketing board and its success at the Cotton Company of Zimbabwe were market leaders in the supply of the following production and selling of certified planting seed for farmers, hand-on technical services to reinforce and complement those of farmer training and extension services, processing the gin; that is the ginning of cotton seed lint and cotton seed into lint, marketing and sales of lint to local spinners in the export markets, disposal of the cotton seed to the oil expressing and stock feeding manufacturing industries.

Cotton of Zimbabwe was ISO certified in 2008, helping the company and the country to maintain the cotton to clothing value chain competitive. Zimbabwe attained the brand name Cotton Made in Africa that is CMA through private public partnerships.

In Africa, the key aspect of the brand include improvement in cotton production techniques, health care and development and sustainable development among others as a quality

product CMA commands a premium for international markets so most of the chemicals used in cotton textile production during the wet processing that is during dyeing washing printing even bleaching and other textile finishes so when we are talking about eco textiles as much as Zimbabwe is trying to improve the eco-friendliness of the textiles from right from the growth of cotton the use of the inorganic chemicals up to the final product there are still issues to do with chemicals throughout the process, so we are trying hard.

Our cotton is good, it is competitive in the market the products they lean to the hand is good but we are saying in terms of eco-friendliness they are they still a lot that needs to be done so if we look at the whole textile production process. It requires a lot of chemicals it requires tons of water that can be disposed of into and affect the land and the microorganisms in the ecosystem. So there is a lot that still needs to be done looking at eco technology.

I am sure that's the way to go so we still need to look into that and see ways of improving the eco-friendliness of the textile products. I have said that our garment makers, our workers are highly skilled they know how to produce fabric, we are trying to save as much fabric as we can when designing and laying out even when descending still at the pattern making stage, there's a lot of paper wastage so we are looking into ways of improving in that for example the use of cards computer-aided designing in manufacturing in designing so that we do away with the use of paper when producing patterns and also because a marker will be produced after designing there will be a lot of saving in terms of fabric hence less fabric will result less remnants or left over remaining pieces of fabric that may end up in landfills that can be reduced as well.

When we are talking of eco-friendliness of our textile products so we also have an organization called **EMA** which stands for Environment Management Agents it is a very much active in looking into a cleaner issues of a clean environment so in all the textile companies they are suppose they have a way that they have to dispose of their materials that can be collected and recycled to produce other products so normally it is the brand owner who triggers the product development process, so this includes issues of research and design like I said in designing we have to come up with the kind of designs that are economical and there are these designers are therefore best placed to bring about change in the production of textiles so they know the kind of fabric that that they want the kind of product that they want so they determine the kind of dyes to be used. If it is textile dyeing they determine the kinds of paints to be used if it is textile printing they determine the whole manufacturing process. If the fabric needs to be bleached first before another colour is applied, so is the designer now who should help us to manage the environment who should help us to come up with textiles that are eco-friendly right so they can influence the whole production of the textile process and the clothing through their choices of suppliers whom are they going to choose to supply the textiles for them if they are going to import because in Zimbabwe we do not only use cotton we also use fabrics from that we import from other countries. So if the designer is going to import fabric they should choose the supplier whom they know that their textiles have some eco-friendliness in them because most of these imported textile raw materials they are the synthetic ones the man-made ones whereby a lot of chemicals are used throughout the process so the designers can come in and help us in choosing the right suppliers, so that we use textile materials that are eco-friendly so the final product also sometimes after using the textile product we feel we no longer need it the way we dispose it is also being managed by this body that I have mentioned earlier on the EMA we are not expected to just throw the clothes or the items that we no longer the clothing items or any other textile items that we no longer need anyhow they are collected and they are used for to come up with new textile products that can be sold at a very cheap prices and if they are to dump them they have got a proper way of dumping them right so



Zimbabwe has an area for investment, and the investment can be in terms of technical skills and the establishment of joint ventures, manufacturing and market operations.

The textile industry has gone through a down period and it requires investment in new technologies like having I have mentioned that we need some new technology so that we improve our processes which will enable it to compete with imports into the southern region and from the far east so as much as Hawaiian is competitive but they are still technologically we need some improvement so that instead of importing all these we import all the synthetic fibres synthetic products, synthetic textile materials, we import all of them.

We do not produce any synthetic textile materials, so we would need some technologies so that we can produce some of these and we can manage and monitor the whole process so that the fabrics or the texture products that we produce become eco-friendly because when they are produced elsewhere we wouldn't know how they come to have those products so the there are opportunities for investment and a joint venture basis into textile design which will enable industry to attract customers from a wider market base.

So we are saying like I said that our President's mantra is -  
"Zimbabwe is Open for Business"

So, in the textile industry there is also an opportunity to create joint ventures with other countries such as India and Mauritius, where my friends are coming from so that at least we can improve and we can even start manufacturing these textile products that are eco-friendly, so like there is a lot of underutilized capacity within the Industry and we can develop through external partnerships into more specialized manufacture and through an improved market strategy.

Thank you.

### 3.9. Startup Presentations

- Ms. Akanksha Mishra, Co-Founder, Bamboology Trends
- Mr. Mohan Kumar Rajagopal, Founder, FANPLAYIOT (Smart Textile)
- Mr. Siven Seloyee, CEO and Founder, Siloy Trading Co. Ltd. (Mauritius)

All Startups presented their startup pitches and their unique selling prepositions.

A short summary of their idea is presented here, for more details, please see the Annexure G.

- **Ms. Akanksha Mishra, Co-Founder, Bamboology Trends**



During pandemic in 2021 a team of two Fahima Chaudhary and Akanksha Mishra, started this journey of green clothing and named the company as Bamboology trends. The idea is for combining ethics and aesthetics to make a sustainable fashion chain. Both the partner have been associated with fashion and textile industry from more than 15 years.

They chose Bamboo as the sustainable textile options for its exceptional properties to become the future textile of choice.

Akanksha shared some interesting facts on Bamboo as a sustainable fabric, a promising Eco-textile for India as the raw material bamboo is abundantly available in India.

The focus of the company is in the Health and Hygiene space and Active wear.

The positioning is to promote the slow fashion with their contemporary and very basic products which are very simple in design and there are no materials which could cause any harm to the planet, They use heat transfer labels which are eco-friendly the dyes used are also eco-friendly. They are working for creating entire collection in intimate wear and active wear range including t-shirt, runners etc.

With repeat international customers and 400 units sold, they are in the race to compete with some major brands.

## Utopia



**Solution 1**  
Bamboo apparel saves, 2700 liters of water per T-shirt in comparsion to Cotton.



**Solution 2**  
Bamboo produces 35% more Oxygen & absorbs 5 times more CO2 which makes environment cleaner.



**Solution 3**  
Bamboo doesn't require replantation. Requires 70% less water & half the land than Cotton.



**Solution 4**  
Bamboo is the most sustainable and anti-microbial fabric, gives complete hygienic care.



**Solution 5**  
Bamboo reduces usage of 500 gms. of pesticide per garment

For More Information please see the presentation in Annexure G.

- **Mr. Mohan Kumar Rajagopal, Founder, FANPLAY IOT (Smart Textile)**

Mr. Mohan Kumar presented his startup, FANPLAY IOT and later demonstrated and launched Smart Jersey at the event.

FANPLAY IOT is a new generation Sports and Healthcare company working on advanced wearable technologies to connect Sports and Preventive Healthcare domains. FANPLAY utilizes affordable wearable and world class digital platform to create a seamless connection between Professional Sports Stars and Amateur Sports enthusiasts on a Healthcare Journey.



For more details please see the complete presentation in Annexure G.

- **Siven Selloyee, CEO and Founder, Siloy Trading Co. Ltd. (Mauritius)**

Mr. Seven Selloyee thanked the organizers for having taken this brilliant initiative to host this event on Eco-textile and to have been given the opportunity to address the audience.

He spoke on how digitalization and the textile ecosystem can work together to promote eco-friendly textile business across geographies.

He introduced Mauritius as a secure and prime business hub between Asia and Africa, which offers a bridge for businesses to export. Mauritius is building a logistic platform with modern infrastructure and it can play a vital role in textile industry. Mauritius is positioned itself as a first position in Africa for ease of doing business and at the 13th position in the world for ease of doing business.

His brand is Siloy which is a long derivation and is very well known in Mauritius and he is trying to position this brand in the International Fashion Design with Mikhail through digitalization and cross border trade.

Digitalization refers to the adoption of digital technology to transform services or businesses, which is achieved only by replacing manual operation processes with digital ones or replacing outdated digital technology with upgraded technology that is digital.

The economic environment is undergoing a serious digital transformation. The digital economy is economic activity that results from billions of connections every day the backbone of the digital economy is hyper connectivity if you don't have hyper connectivity forget about digitalization, but this will disrupt your activities.

Digital economy is taking shape and undermining conventional notion about how business are structured, so the Micro and SMEs need to embark in the Innovation sector so as to get results from activities in the digital economy. All customers, business to business as well to business to customers alike want to interact with businesses seamlessly and digitally. Customers desire engagement with the brands, they prefer brands who provide experience that are seamless, paperless, Omni-channel, direct, contextual and much more.

In a digital domain software dominates, helping you to make informed decision and make action more quickly, more and more enterprises can understand its physical and digital assets inventory it can operate with precision, the digitalization of everything is creating a new digital networks. The digital tool assists to virtualize and better manage processes and infrastructure as well as empower sales team to better understand their customers, integrate remote and in-person networks to gain competitive advantage

He also mentioned about the culture of the organisation, after bringing the technology to the digitization activities, because digital transition is not just about technologies, it just is also about our attitudes it's also about our skills. Up-skilling your workforce should be a priority to move forward.

He mentioned that there are many challenges in digitalization, including the budget but one needs to have a clarity in their budget, how much they want to input how much you want to do to invest in the digitalization of your industry, your sector this is important and choosing the right device of course is related to your budget. He cautioned not to try start everything at one go but approach digitalization in phases, the topmost priority should be digitize the customer focussed operations. He also emphasised the security of the data, as you are aware that for small enterprise everything is about your relationships, you do business because you are related with someone you are connected with someone this person will help you, will buy from you, it is a question of relationship in small enterprises. He concluded by saying that digitalization challenges are complex to handle, therefore organizations need to create a substantial ecosystem to drive change seamlessly before embarking upon a digital transformation journey, build a strategy to eliminate roadblocks that can be coming ahead and try to brainstorm for all possible eventualities.

### 3.10. Presentation by Silk Mark Organization of India

**Mr. A. Subburaj, Deputy Director (Inspection), Silk Mark of India, Govt. of India**

#### **Transcript for the Speech**

Good afternoon everybody and it is quite common for any conference post lunch session the capacity will be hardly 40 percent, so we are used to this nothing to worry, but anyway quantity is not important here quality is important those who are staying maybe they are interested in quality.

Since my session has been little advanced today I was supposed to keep my session by 3 30 but now it has been advanced so I would like to take you through some of the aspects about silk mark but before that as in the pre-lunch session I told you the moment we call Indian silk always we remember Silk Saree in India. I don't know how many of you have heard about silk mark but anyway those who have not heard about silk mark in this session I would like to present how the silk mark came into existence and how it is going to help the society it is going to help the women folk in the country and not in the country but in the world. It is a very noble scheme of Government of India.

Many times we feel that government of schemes are launched but what happens after a few years maybe two years, three years, four years, five years down many of these schemes gets natural death, it has happened to many schemes, I can name many few but I don't want to hurt anybody but this is a scheme for last 16 to 17 years it has been continuously flourishing maybe, I am not here to appreciate myself but maybe there are some inherent properties or inherent qualities of the scheme it is going up.

We always refer silk a queen of textile as but why there must be some reason for that and since most of us from the technical side like NIFT students are there so they keep on studying technical aspects of many textile fibres why silk is queen of textiles? because silk consists of most of the textile properties of the fibre whether it is a functional properties, whether it is aesthetics whether it is comfort, whether it is ecological, whether it is safety, so since silk has got all these five qualities so we call it queen of textiles.

Any industry mostly flourishes if you have got very strong domestic market and the export market, and you will be happy to know that India is the largest consumer of silk in the world, though India is the second largest producer of silk in the world, but it is the largest consumer of the silk in the world so this is a matter of pride for all of us. India despite not being a rich country, but still we consume most of the silk in the country domestically. There is an organized market in Silk trade globally, and while the global growth of the silk industry is 7.8 percent, the growth in India is at 18 percent.

Silk is so precious and so important and so close to us because most of the religious functions then your social functions are happening but not without silk and mainly you might have heard that silk is passed from generation to generations. I mean it from mother it goes to a daughter and it goes to daughter to daughter like jewellery.

Silk mark is the first textile mark in the world its origin are from Australia and indicates the Purity of the product. Like for the gold there is hallmark and for cotton apparels it is cotton mark and handloom products India handloom brand or handloom mark for silk it is Silk mark.

Since the quality is one of the important factor in the silk and if there is a very high demand of any items or any textile, there is a scope of adulteration like gold, lot of scope of adulteration. It doesn't happen in the Polyester because when per kg of silk you buy at Rupees 4500 per kg whereas in any synthetic fibre is available at Rupees Eight Hundred to Thousand Rupees per kg.

So you can understand with adulteration of non-silk fibre in the silk material a lot of cost reduction may take place and most there are many unscrupulous traders in the market they tend to pass on the non-silk product in the name of silk to the consumers. Therefore there was a need in the industry why not to come out some of the mark which can really protect our consumers which can support our consumers in buying decisions and see that consumers are not cheated with the fake silk or the adulterated silk so this silk mark can be used right from the yarn then your fabric at manufacturing stage at the garment stage at the retail stage.

**How do we promote this?** So we developed three types of silk mark level. At this first level the left side you are seeing it is a paper hanging type, it has got QR code and it has got serial number with the help of serial number and the QR code the consumer can trace its sources. I mean from where it has been about from where it has been purchased and but since the paper hang tag level is a very transferable it can be transferred from one fabric to another fabric so keeping in view that digital India initiative and this making it more secure the Silk mark organization of India could develop a sticker type of level the moment it is put onto the fabric, if anyone wants to remove it is not possible, because it comes into bits into pieces, so it is only single use. Whereas in the first one chances are there one can take it out and use for the other fabric and it can be misused sometimes therefore shortly within a year's time we are going to phase it out and already production of this paper tag has been stopped and now the centre one that is sticker level is in the market. It is quite user friendly and very light in weight and lot of security features are in this. There are third type of Silkmark in which you have is a hologram.

**How does it work?** basically how this whole system works here is first of all what we do we create a repository in the corporate office that is in Bangalore and from Bangalore all the silk mark level productions data are captured and then it is transferred to our 10 branch offices across the country. Then those levels are physically shifted to all those branch offices and in the inventory management system it shows that a certain amount of silk mark levels are transferred to the different chapters established in different parts of the country, right from north to south east west everywhere. We have got then from those branch offices, it goes to the retail outlets retail outlets to those who are the members of Silk Mark Organization of India, then from there it goes to the consumers the moment it comes to the consumers, they can scan the QR code and see the Information and access the source, where from this has been purchased, and so on. So this is the system how it works.

Silkmark can be used as I told you for primary products, intermediary products and finished products, like yarn then your fabric then finished products like garments and even on silk carpets it can be used.

How the consumers are getting benefited? Because they are sure that they are going to get 100 pure seal products if it is affixed with a silk mark level.

What are the benefit of becoming a member? the person who becomes a member they can become if any individuals are there any detailed outlets any association any societies any NGOs they can become the member of Silk Mark Organization Of India by paying prescribed fee at the annual and to be renewed for a five years period in the process what happens in

the process of promoting the silk mark level in the industry we are not only protecting the consumers we are also protecting our silk stakeholders, silk businessman, silk retail outlets, because the moment any consumer is cheated with a fake silk loss goes to the our stakeholders those who are reelers, weavers, traders, weavers, then your dyers, processors, printers, so this is complete silk value chain, there so whole value chain is getting benefitted.

### **What are the pre-qualification criteria? Who can become a member?**

Say any retail outlets or any manufacturers they can manufacture silk, non-silk cotton, anything that can be manufacturing, but on the pure silk products they have to use the silk mark level. If you visit any showroom any textile showroom many textile showrooms they have got separate section for the pure silk. So when we tell housekeeping means they should have a separate section to sell the pure silk products where they can keep the silk mark level products these are the pre-qualification criteria, then we train them how to use the level how to maintain the silk mark level stock then which are the products that should use the silk mark where it should not be used. So this is the process of application the moment any person is interested to become a member of silk mark they apply in the prescribed format then our officer makes a visit to the concerned agency, concerned retail outlets and see their housekeeping see their manufacturing facility if they are manufacturer, then they are enrolled and entered into a legal agreement and after that we train them and supply the silk mark level. Then you may ask how we have a check on this whether really they are using the silk mark level on the right product or not so? For that we have got a surveillance system in place that is in-house surveillance system and third-party surveillance system as per the study it shows that 60 percent of the time we don't buy the silk mark level products. If you go and buy silk without silk mark level there are chances out of ten times, six times you may land up buying non-silk products in the name of silk.

A small deep stick study was made by us in different cities of the country like Chennai Hyderabad Mumbai Bangalore and Delhi so we found that out of 10 times if you buy a silk without silk mark level you are likely that six times you will be landing up buying non-silk products in the name of silk.

We keep on organizing various programs to aware the consumers because consumers are the only pulling force for success of this scheme the more demand from consumers come the more we get the enrolment of members so we keep on organizing various awareness programs through different media electronic media, then your print media and then digital media and through different exhibitions by the brand name of **Silk Mark Expo**, this is the only expo not only in the country, but in the world which assures you to get 100 percent pure silk product not even a single exhibition in the country or in the world it is happening which gives you an opportunity to buy 100 percent pure silk and that too is a guarantee

We are always present in the print media, magazines, digital media through all the social handles like Twitter, Facebook, Instagram, YouTube, Radio then TV is there, then also with Outdoor advertising, we keep on doing the hoardings at different places, we keep on branding on train bogies and buses in the country so that the message goes from one from southern part to the northern part of the country.

So this is all about the Silk mark, the only dream what we are having, so we keep on talking about silk separately, I am Indian silk, I am Chinese silk, the Korean silk but the major challenge is that there is no single platform where all silk stake holders in the world can come on single platform, so why not to take this message and to create something like you know in the gold there is a World Gold Council, so the world gold council has got members from all across the world so why not we can create the world silk council something like this?



So that the silk stakeholders of the countries whether it is manufacturing or fashion designing or retailing they can come on the single platform and they can showcase their products for say for example you have to source some products from the South Korea or some products from China some products from Italy the fashion garments you want to buy from Italy but there is no a single door or single window where you can go and approach so this idea I had given in the international conference also in Japan. Why not to create one world silk consoles something like this and it should work as a market development organization for the silk means pure silk only.

So let all the stakeholders of the country can come on the single platform and create a platform whether the businessman fashion designers retail outlets manufacturers they can come and showcase their products and anyone can source from anywhere but it is still it is in the dream stage so let us say someday this dream can come true and we are trying our best because there is one organization here that is International Cultural commission so the about there are 21-22 countries they are the members you are trying to take them along and create some platform, but still it is very initial stages. The countries in that council of International Culture Congress are Afghanistan, Bangladesh, Brazil, Korea, Egypt, France, Ghana, India, Greece, Indonesia, Iran, Japan, and Kenya.

Silk is our heritage, so let us, the entire stakeholders, and the person who are handling the silk industry those who are interested in silk let us come together and protect our silk industry. I know that if you compare with the textiles the percentage contribution of silk is quite minimum, a very dismal, it comes not even 0.2 percent, but still we cannot dream the India or Indian silk without silk because any marriages if you go in the country it happens with silk only and we can't imagine any marriages happening in the country without silk so this is such a very important fibre.

So let us all come together and protect this and with this.

I would like to conclude my talk on the silk and if anyone is having any queries on the silk any queries because we are trying to create a gateway to India website shortly it will be coming and it will be launching [silkmarkindia.com](http://silkmarkindia.com) we are trying to bring this website bring out this website for anything if you want about silk if you want to know, if you want to learn about Pochampoli silk, if you want to know how to wear the sari, if you want to know how many types of silks are available in the country? How many commercial silks are available in the country? You can simply visit that website then you will have that information. Whether you are a student whether you are academician? Whether you want to start some business in the silk so there will be information available on the website on how to start the silk business, what are the types of business available. This may be launched shortly in another three to four months.

If you have got any queries you can ask me now or you can reach to [silkmark@silkmarkindia.com](mailto:silkmark@silkmarkindia.com) anytime you can approach us if any query about the products.



### 3.11. Presentation on Digitalization in Textiles

**Mr. Arul Regan, Senior Manager, 3d Application, Monotech Systems Ltd**

#### **Transcript – Digitalization of Textiles**

**MC:** I would now like to invite Mr. Srikanth General Manager and Mr Arduel Regan, Senior Manager 3D application Monotech Systems Limited for their presentation on Digitization in Textiles

**SK:** Thank you Varsha, I think we are probably at the end in session and so we have to probably webcast and show it technology wise to all the people around. Thank you very much dignitaries for the invitation for this session. 3D printing as you all know is revolutionizing a lot of things and textile industry is not left behind. In the recent past we are hearing a lot of things happening in textile not only textile, apparel industry as a whole. So we will take you through a session on what it is. I represent a company called Monotech Systems Limited, based out of Chennai and we have offices across the country in 10 locations and we're operating in 25 different locations as well. We have sales of 3D printers and solutions and also 3D print services.

I am the General Manager for Metamorph 3D Print services where we have a full-fledged manufacturing centre, where we can cater to your services of any innovative requirement, which you might have as a one point of solution. Where we can deliver services one of from a small textile spare part to a product to a wearable, or I was even discussing this morning with the gentleman who presented here on the textile where the electrodes and the embedded technology where we can embed those 3D printed parts inside the fabric. So those things are possible, so the sky is the limit. The most important thing which we have seen as evolving in the last few years is the wearable, though Wearables have not completely you know hit the shelves in the showrooms, apparels have done. For example Adidas has revolutionized the way shoes are made today you can go walk into an Adidas showroom customize your sole using the 3D print technology. Scan your sole, your foot using the technology and then 3D print a customized shoe sole specifically for your foot you know. So that's the way innovation is taking place. A number of other areas, which we can showcase and we partner with the OEMs across the globe. 3D systems Mark forge, Dr. Nigam is one of our customers using it in NFDI. They have a Mark forged Mark ii machine where I believe they are using a concept called same day spare part (SDSP). So same day you can 3D print the part and Mr. Arul will tell you more about it, over to you Arul.

If you need any clarifications, in the meanwhile as it sets up, if you want to know anything about 3D printing I can share some thoughts. Anything in particular, I can share widely sets up. So the other part which I was discussing earlier is about the use of data capture. So 3D scanners is another thing area where now earlier you have lot of cumbersome body scanning and now 3D scanners capture through a Photogrammetry booth. So we have a

Photogrammetry booth in our own R&D, we have an R&D as well, so it has about a small booth of 4x4 meter or 2x2 meter. So you can stand inside the booth and it will 3D capture 80 snapshots within a few seconds almost the entire body the main purpose of that booth is to take your data point for printing your entire model, visual model, as a complete colour product but it can be extended for capturing various data points for the block chain or for artificial intelligence or any other things because body scanning is cumbersome this is much more just within few seconds it can be done. That is another thing which is developing. So 3D scanners with capturing data for various applications, is also one important aspect which is developing I just saw that in the internet about the avatars of which you can have in using 3D scanners and then walk into a store and print your apparel or your textile fab and then walk out of the store in a few hours so all that is evolving a number of interesting things involving the technology. Arul will tell you something more about it in this presentation.

**AR:** Good afternoon everyone. Thank you for this opportunity, it is great honour for us to have this platform to showcase our portfolios and how we are supporting for this textile industries so agenda of today's presentations is a few slides about our self and partnership and transformations in each industries. We are facing lot of transformation journey right now we are into Industrial 4.0, it making significant impact in all the industries. So and like digitization in textile industries what are the things is happening and using our 3D printing technologies what are the solutions we are providing for various fashion industries and shoe industries and there are many industries are available in the market so what practically we can able to do with the 3D printing and how much optimized solution we can able to provide that I will show you in practical way. And different type of textile applications with the different type of technologies we develop lot of parts for different type of applications in terms of research and development so I will show you some images what are the parts we develop with our composite and polymer materials and our facilities and services. We are our mother plant is located in Chennai and we have around 19 3D printing technology and then seven different type of 3D printing process and with optimized note I can conclude today's presentations. So why 3D printing technology is there in the market, like we can see your imaginations comes true, like we always have ideas and concept, so the idea is concepts when we derive into the model when we want to see as a physical part, it requires some kind of media to manufacturing those kind of things. So 3D printing way of manufacturing is as a short-term result process. So through that we can able to get the results in optimized time. So about us we are 22 years old company and we start our journey in 1999 and our 3D printing journey started since 2015 onwards so we are having around 15 location we have offices around 500 employees across India, two manufacturing facilities, and most of the research and development is happening in Chennai facility. We have different type of polymer metal and recently we working with ceramic printings also 27 global alliance and like 10 own brands. Under making India we ourselves creating our photo booth. It is more suitable for different type of fashion designs and other photo booth photogrammetry applications that also I will explain in coming up slides. We have a global customers as well we creating our own 2d and 3D printer and we are manufacturing in India. We are selling to outside the country as well. So east west north south the all the region we have offices all the major cities. We have sales and technical support and these are the OEM companies. It is maybe it is new to you all, these are the global based 3D printer manufacturer company. Start from 3D systems they are the industrial leader so they have a different type of 3D printing technologies through that we can able to provide a lot of optimized design and textile parts through these technologies. What is that and what are the part we develop, I will explain to you. Apart from that there are some other composite technology from Mark forge and Bigrep. We can make a mannequin in fashion designs

whenever we have to design the dresses we have to wear and test. So that required mannequins, so that is a big market. So through 3D printing technologies with optimized time some creative designs of mannequins, we can able to design and W2P is a DLP technology sometimes we used creativity, like jewellery and parts used to develop some creative designs that is possible with a digital light process that also I will show you some images and apart from that the Meltio, Admatec and Xjet, these all the metal and ceramic printing. Ceramic printing is one of the, like unique market, when I search about the textile technology, that nano particle textile process is booming now. Similar way with a nanoparticle ceramic printing we are implementing to produce highly complex and highly creative products for those Fashion and textile applications. So apart from that we have a 3D scanner.

Sometimes we have to scan some images, through that we derive our ideas. So for that we have handy scanners, so wherever we go we can scan and get the full point load data through that we can able to do the creative designs. So like with the complete portfolio we are trying to provide the optimized solutions for any type of industries. So we have a different type of polymer material, and metal ceramic materials, and thermoplastics wax, and composite material, and even colour models. So sometimes some kind of designs we have to demonstrate. So we have to complete colour, we can take a six sides of photo. That six side of photo is sufficient to create the full coloured model. How we can develop, that also I will show you in the coming slides. We generally talk about Industrial 4.0, so there are like every 20 years or 30 years or 50 years, once there is a revolution, changes is happening in every industries. In this industrial 4.0 when generally we talk about the digital manufacturing, and after COVID, this digital manufacturing making a big impact, and a lot of supply chain issues also there. Through our 3D printing technologies we address those issues, and with the 3D printing technologies we are trying to provide the solutions in the short lead time. And moreover we are trying to like replace the existing process with the new technology instead of following the traditional way of process. We are trying to implement 3D printing technology we are trying to partially replace this like product development.

So in in previous time, if you see this like it is there in the market around 30 years, but the recent years 2015 onwards, this particular technologies are start using in the manufacturing and then end use applications. So it means we can directly produce the part, we can use it in the medical application, we use as a dental implants, and in jewellery in ceramic parts we can directly use it, and even watch designs, or shoe designs or whatever it may be so that that that kind of improvement is happening in the additive manufacturing process. So this fourth phase of innovation is start from the idea, and concept, and then solution, and then market.

So everyone have their unique idea. So it come into the concept it required some expertise. Once the concept is ready we have to go with the solutions. In the solution friend, we are supporting with our 3D printing technology. And then it is marketing it is always matter for any type of business. So if you see this current scenario whenever we talk about the technologies people we used to say it is expensive so like any type of new technology we come into the picture it is always expensive. So, but right now if you see this 3D printing technologies yes I also agree it is five times expensive than the traditional way of manufacturer. If you want to make a ring in the conventional way of process. If plastic ring if it is a thousand it is a here 3D printing it may be a 2000 rupees or 3000 rupees. But creativity is the main thing. If some kind of creativity it is possible with the 3D printing technologies only. In the next five years of view we are continuously implementing this kind of technologies to like reduce the cost of the product, and then lead time of the product development. And future if you see surely we will match the traditional manufacturing with

the 3D printing cost. So it means that right now the medical, if you see this medical implant and other things, it is all made through 3D printing technologies only. But in other way in automotive and footwear and other aerospace industries partially they are using. Boeing and Airbus are they are widely used with 3D printing technologies. But coming to the fast moving goods and fashion design and textile it is slowly it is in the concept stress but it is moving forward maybe and soon five years to 10 years down the line we may implement more into these technologies.

This is one video about this 3D printing zoning I just play it is only two minute video

[VIDEO]

So, digitisations and in the industries if you see the changing the way of the productions like, the design concept, or manufacturing and fabrications, or services. That digitization's it is making a big impact in the any type of industries. If you see this maturity of any type of technology or manufacturing process, the earlier of time it is like hardware only we are using, and then software and hardware integrations, and then integrations. Between the industrial 4.0 now we talking about the Artificial Intelligence (AI). So AI is making a big role in this any type of industries that is a journey what we are seeing in this in this field. in 3D printing technology in the fashion design, in any type of industries they generally use some kind of emerging technologies, but in 3D printing technologies how we are supporting for the textile industries, we can even make some kind of fabric kind of parts in the concept stage of model we can able to do, that with the creative design, that is possible.

What is the advantage we are getting here, we can reduce the waste. If you want to make a conventional way of process we have to buy the material or we have to process that, there are a lot of waste and moreover it is more depend on manpower. It required high skill labour here we are eliminating that like labour interventions also because of that we are eliminating the error. Moreover this 3D printing technology is providing the different iterations of the results in one time we can able to produce three four or different type of results with the emerging process. So how it is possible so like many people know about that. So it requires some kind of 3D model, means it using the 3D modelling software or freeform software. We create the 3D model slice and transfer the file into the machine and then it will print and then we'll get the part. This whole cycle, it will take only one day time. So that is the biggest advantage what we are seeing here. So this is all there is some kind of like 2D to 3D conversions like in virtual we can able to see these kind of things but with the additive manufacturing process we can see as a physical part. So these are all the 3D printed addresses. It is already there in the market it is designed and it is already executed in many way. So why we are using this kind of fabrics. It has a good elongations in the property. So, based on that we are choosing some kind of material. There are different type of material available in the market but some kind of material is well suited for this kind of applications. For example these are there some kind of flexible property material, it is very essential to create any type of textile, and moreover the shoe industries, right now like a lot of big industries, even Google also start working with 3D printing technologies. Especially for the footwear industries, we can create the creative designs and with the polymer material we can make the compact shoes we can able to make with the creative designs. So there the 3D printing is playing the major role and like spares.

When we talk about spares in textiles we use many type of machines, so for one particular spare, we have to wait to get the spare and then like get it ready the machines. So instead of those kind of small metal or plastic parts when we have a 3D printing technologies or who have a 3D printing technologies, we can directly print and then we can use it even we have a 2d printers with us flex printing and different type of printers even HP printers so whatever

the small space it is got broken or it wear out we can directly print the part from this 3D printing technology and then we can use within a day time we can boom up. And apart from that the photogrammetry is another thing, that like full 360 degree photos we can take it from the photogrammetry. We our self-created our own photogrammetry sessions that I will show you in coming up slides with that what type of photos we can take and what type of output we can get it from that.

I will explain to you, even ornament, what I am talking about so these are the some kind of polymer ornament. So it is for only fashion design applications even studs and other ornaments also. We can able to make it with the polymer so what type of 3D designs we are giving it will deliver as a physical part. That is a deliverable what we are getting, even jewellery designs we have a wax printing and then polymer printer, any type of complex symmetrical, with the creative design with the less wall thickness also possible with our additive manufacturing process.

And ceramic what I am talking about to be closely working with the nano particle printing with the exact Israel based company so for that using that technology we can make a high complex profile with the ceramic as an end use parts. So type of 3D printing I will remaining the slides I will quickly go through so with our odd portfolio we are trying to provide the solutions we identify the requirement. This journey started in 1986 with Chuck Hill is the father of 3D printing technologies. This is the first camera cover for what he innovated through this technologies are penetrated in the market in last 30 years these technologies are widely used in the only R&D, but now we are widely used for medical aerospace and other end user applications.

So generally these technologies are categorised in a different way. We can use liquid form of material or wire form of material or powder form of material, this is a raw material what we have to give input. It will deliver as a jewellery or whatever it may be the full model we will get it from this. So these are the some line diagrams of different type of technologies these are the like two technical and metal and ceramic printers are worked under this way. So with that like applications, when we talk about the applications, our textile applications is generally fall under custom and mass customization. Always creativity is playing the major role in the fashion designs so that add more value, something we have to differently we have to show. Apart from that concept model, and functional, and rapid tooling, and end-use applications, these are the general applications, there in the market. But custom designs 3D buildings are one of the key factors through that we can able to process a lot of creative design like addresses and ornaments and all so if you see this

[VIDEO START]

Pheasant design this is on video it is completely processed through this 3D printing process my name is Denite Pelleg I have just graduated from Chancal college of Design, I wanted to create a ready-to-wear collection printed entirely at home using printers that anyone can get I have spent the past years searching for the best solution.

I worked with leading experts in the field, I really like the result it looks a little bit like lace and it moves beautifully just imagine the potential if you're cold, print your own jacket traveling with no luggage just print your clothes in the hotel room will we soon be able to design share and print our own clothes directly from home

[VIDEO END)

These are the parts what we develop at our end and Chennai facilities, one of our like north Indian company. So we like that the bits of pieces it is the entire dresses but the bits of

pieces we our self-design and then develop it and then they right now they are using our 3D printing machine for manufacturing this kind of parts so these are the parts. this is developed by us and it is a like OEM case study with SLS technology and this kind of complex creative designs it is not at all possible with the conventional way of process it required high manpower skill or it is only possible with the 3D printing way of process so there is always some cloth different type of textures and this is also video

[VIDEO STARTS]

3D printing made a big splash when it first came out and it seemed like everybody's desks were adorned with plastic toys now the technology is being used to make parts for cars planes and clothes advanced technology goes into this that you can wear every single day Elisa Yoakum, President of Stats 3D tells us how 3D printed fashion is going to be a couture game changer let's start with 3D printed wearable clothing this actually started as powder in a bed and a 3D printer and then a model is sent to the computer a designer draws up a model of a clothing item using fashion design software and sends the file to the 3D printing computer that computer slices up that model so it has a layer by layer approach to how it's going to print it and a laser goes in and hardens up that powdered material into the chain mail that you see here the finished product still has a plastic texture but when worn over a bodysuit it flows and moves with the body comfortably next this technology isn't limited to clothing it can also create jewellery with unusual designs and take a ring like this that has been printed in brass and you'll see that there are two layers to this so this top layer has much larger holes inside is much smaller while traditional jewellery can be designed using tools to cut and engrave 3D printing allows designers to shape metal and plastics in ways that can't be done by hand there's nothing that you would ever be able to do that could have you get this kind of complex or impossible geometry together in the traditional sense 3D printed clothing check 3D printed jewellery check finally 3D printed fashion accessories these cool blue glasses I am wearing are from eyeglass designer Edward Biner Andrew, Dr Fashion Bernstein is a huge fan of these lightweight 3D printed glasses that can be customized in any imaginable colour or style he also says to keep an eye out for 3D printed ties like the one he's wearing that can be made in just a few hours and are flexible and durable look at that isn't that cool we're getting all dressed up in fashion that's taking us to the next dimension

(VIDEO ENDS)

(DEMO VIDEO)

So like we have a real time case studies of that spectacle making. I will show you what we develop and what it is, only for Bangalore customer only. Like how optimized solutions we provide for them and these are the some colour structured coloured jet printing output so sometimes we expected ourselves we get as a statue is always special. So with our printing within a one day we can able to get this kind of output with the full coloured model. So these are the some real time outputs what we are getting. So this is in fashion design and other media applications people are using these technologies for making this kind of things. You might see in the Hollywood films or something. Some creative designs are designed and manufacturing in the scaled-down version and they will project it in the big way. So that is 100% possible with this, and even fashion designs and this kind of memorable things we can able to process with that and then we can showcase as a demonstration model for like education purpose or something.

So there's always some I think this is a big video I will just skip

These are the DLP and then MJP output this is a full colour model, if you have not taken, you cannot believe this is a 3D model images. and that one is a printed part output so 100 percentage we can match one is to one that colour deliverable and if you see this video the spectacle how we are making with the full automations it is not required even

So this is a real time example. This particular spectacle is designed by one Bangalore person so he's working with the in few medical companies in Bangalore and he designed himself. This is that white colour that the SLA part what we produced first time and then we produced with the DLP technology we produced the black colour, what he's wear that is completely 3D printed apart from the glass. So it is for some purpose so we can add some creativity into that and it will provide the better results in better way so this is a multijet printing. These are the some 3D printing technologies. Machine is looking like this with that we can able to make a different type of textures for different type of applications and these are the different type of raw material what we are using with this kind of material only we are making those kind of textures and statues even some complex geometrical flexible parts even elastomeric kind of output also we can able to get that output from the printer that is a MJP multijet printing it is a DLP process a digital light process here we use liquid form of raw material with a different type of form of material black colour white colour and even rubber jewellery parts within a day time we can able to produce the ring even for example one ring if you take around 25 to 30 rings within eight hour time, we can able to produce and we can cure and then we can use it for the prototype purpose and you can convert that plastic into metal with a conventional way of process and jewellery this is a the design what we are like following, so through this is a platform size so if you see this particular thing SOULFLUX 1650 is a name of the machine it has a big envelope size 42 rings we can able to produce in 150, we can produce seven rings like with the within a one hour time if it is a big the 42 rings we can produce in the one hour time so this is a process 3D model it is a support software part what we have to do this is a real output so that output we can use it as a master pattern to convert into metal gold or whatever it may be silver so this is a composite parts sometimes composite material playing the major role where the weight reduction playing the important fact without compromising the strength and is a complex geometrical good surface finishing parts we can produce through this SLA and this is a another small video of 3D scanning when I am talking about 3D scanning how it work and what it deliver I just play this video and then skip it so we can scan this using the scanner wherever we are going we can take and here itself we can scan human or statues or object or whatever it may be so we can scan and then get as a 3D point load data with the textures without that scanning part hardly 15 to 30 minutes time so with the textures we are getting this kind of output we can completely 3D print these parts within our time so sometimes it is required for like creative designs and sometimes for human scanning we can scan human it is widely used in the medical applications we can use it in the other like fashion source and other external applications as well so that human can capture as a 3D data so through that if any affected area it is a blue light scanner so this is a scanning methodology what we have to follow so with the least lead time we can able to scan the part so this is some examples we can scan human big objects small object even statues we can use it for different type of applications so our facilities we have a different type of facility 3D printing process in our facilities as I told 19 printers this is a photogrammetry that is called orbit 3D so with that we are providing the solutions for the India this RB 3D is also used in the fashion design industries how what it deliver in so these are the two humans standing inside the photogrammetry it is taking photo using the 86 camera and you can convert that image as 86 images using zebras you convert into 3D model and you can produced as a statue with the 100 mm height so this whole process it takes only one day time so that is our advantage what we are getting from this photogrammetry and it is we creating ourselves it is our Monotech product so we installed in

our channel facility right now we move these facilities into Delhi these all are our employees who's working with us and most of the people are left but even we have this status with us right now

(Demo Video Ends)

So conclusions, ultimately any type of emerging technologies provide the optimized solutions. How we are implementing and when we are implementing is a matter. And with that this technologies we are like providing the solution in inventory and then supply chain activities. And we are serving for many industries autos automotive aerospace defence energy consumable and textile and other medical and other industries. I don't know whether this 30 or 45 minutes is not sufficient to explain all the details and we are there to help you like our service head Srikant Sir, also there with us. So if any queries that please let us know and we are ready to help you.

So like what is the value drives like we reduce the cost ultimately whatever we do we have to reduce the cost we can get the like optimized results and the fast time to market is always matter and like supply chain efficiently we have to improve the supply chain activities so the traditional manufacturing it has its own advantages there is no compromise in that. But with the additional 3D printing technology we add more value in that. So we can improve the quality we can deliver the product in faster lead time and cost reductions. So we do some consultation services, we visit your place and we identify some requirement, we suggest our technologies and material if required and like we provide benchmark. We develop some kind of small parts to a better understanding and we justify the return on investment and we provide the complete solutions. So if you have any query please let us know thank you so much for your time valuable time and thank you for the opportunity.

Is there any questions?

We can be. Yes sir

No 3D printers per se can only provide you materials related to the tailoring. So maybe buttons, maybe some plastic parts, which can be integrated with the fabric, which the tailor is using. Where he has to go out and purchase it from the market, those things are now available. For example let's say you want to have a kind of a plastic ornamental finish to the cloth. Earlier he used to go and buy it from the market, but here he can have his own printer and customize it, there are plastic printers which are economical, but maybe not good for a tailor to do it because it's still expensive for him. He can give it to us, so we can make that particular part like what you saw in the video. Some of the parts can be integrated to the fashion to the clothing, and the tailor can embed it. It can be buttons it can be some ornamental finish, whatever he wants. But the full clothing automation from the tailoring point of view, it's only possible if you print the entire cloth as a fabric, as a variable as you saw from a 3D printer. So the tailor has to shift completely from the cloth to a fabric which is from the 3D printing material. That there's a long way to go. I think it's the cost factor which will drive him over a period of time. If you go for the expensive trailer, yes obviously he can do it okay thank you. Any other questions?

Thank you

**MC:** Thank you sir that was a very new approach to a fashion way that we all need I guess.



### 3.12 Panel Discussion: Role of Funding Agencies towards Export Marketing

**Moderator:** Mr. Ajit Kumar Nigam, CEO, NFDI

**Panellists:** Mr. P. Dorababu, Assistant Director, Apparel Export Promotion Council

Mr. Gopinath Rao, Deputy Director, MSME-DI, Govt. of India

Mrs. P. L. Sreedevi, Regional Officer, Export Promotion Council for Handicrafts

**MC:** We would like to invite Mr. Gopinath Rao, Deputy Director, MSME-DI, Government of India, Mrs. P L Sridevi, Regional Officer, Export Promotion Council for Handicrafts and our moderator sir, Dr Ajit Kumar Nigam, CEO, NFDI for our panel discussion on Role of Funding Agencies towards the Export Marketing.

**AKN:** Good afternoon, late lunch, end of the day, energies is in multiple directions and with that, we are going to talk of one of the toughest subjects which is funding and marketing both together. These are tough areas for a country, we are trying to improve the market access and in order to do that funding is an important element.

So, I would like to hear from you now that what are your views on funding for enhancing export markets. So that is an important element, as a government organisation you have a need to market your products, when you are doing that there are resource requirements and as a government organization and from the perspective of private sector also, you must have interacted with them what are the roles that government can play and what role that the private sector can play?

**SD:** Thank you, Good Afternoon.

I am Sridevi, handling the Export Promotions of Handicrafts for the Southern Region, our head office is in New Delhi under the Ministry of Textiles.

We are the only organization, I would like to say few sentences about my organization, we are the only council focusing exclusively on handicrafts and we are supporting, assisting funding and even promoting the handicrafts in the country. We have started our journey in 1986, with a very humble beginning with the 385 exporters and today we have 10 000 member exporters live and in 1986 when we started the export turnover is only 386 crores today it is 26 750 crores.

So this is the achievement we are proud of!

{APPLAUSE}

We are the biggest and model council and I am proud to say we are providing, because I told you from 386 members today we are we have 10 000 members are with us. So all these are budding entrepreneurs and artisans, they came to us, we had given a marketing platform, we had supported through a government fund, that's why today the number that was just 386 increased to 10000.

So, basically as an organization we are providing the marketing platform to our entrepreneurs through exhibitions, international as well as the domestic exhibitions and for these exhibitions we are we used to give subsidy because for every entrepreneur or with the

budding entrepreneur it is a dream to participate in the international exhibition, so we used to give every exhibition 90 percentage of our exhibitions are funding from the Ministry of Textiles. So funding is very important for the budding entrepreneurs then when they become Confident, so suppose so many times we used to give complete, not something, a complete amount as a subsidy. Suppose if it is in Dubai exhibition we used to give in the previous year's complete participation money as well as their airfare everything free. Member exporters are expecting subsidy from the organization and we are always there to help them through the subsidy.

We used to hold domestic exhibition. also the best marketing platform in that in this coming this year we are going to organize the physical exhibition in Delhi, this is the biggest exhibition in the world that is three thousand five hundred participation, it is a B2B overseas exhibition, so those who are sitting here, I would like to request though you are not in the handicraft, now just to have a look at least come and have a look of our exhibition then you will change our mind. I am sure you will come to that. This kind of fair also so in this exhibition I am you will like to visit.

We are the first one in India to hold the exhibition last November after COVID. We got such a huge response, because never you know one thousand two hundred and fifty importers visited any exhibition. Why I am saying the accurate figures, we had given five star hotel accommodation free to all the buyers that is the subsidy from the government. Now we are organizing exhibitions abroad without any subsidy and this exhibition for five days exhibition in Greater Noida and we are receiving very overwhelming response from all over the world, because these 8 000 visitors these are our regular visitors from America or Europe. It is because that is the Asia has biggest exhibition complex that is India exposition mart, with the two Lac 15 square meter area so within that we have 950 permanent showrooms and the rest of the thing we used to construct as Exhibition halls.

So this is the one of the major activities of our organization and we through this because everybody can't go to we used every year. We used to do more than 50 overseas exhibitions all over the world B2B and reducing it now but everybody can't go and participate in the overseas exhibition so this exception domesticated my exhibition this is the best huge investment what I can say such a market amazing marketing platform for all the budding people and not even the budding people but big shark of the industry 200 crores 300 crores exporters also they are continuously participating in these exhibition, because sitting in Delhi are participating there all over the world more than 110 countries are visiting importers are visiting and seeing a products and getting the work orders, what else can they want, So this is one of the proud thing I would like to say about my organization.

**AKN:** Before I go to Sir, and ask a question, I would like to know, how does a budding entrepreneur, who is sitting in some remote corner of India, how does he reach out to you? How do you engage with him? How do you move to support this person?

**SD:** Yes actually in India, we have ten offices in every city, we have the offices in the south this is the only one office otherwise we have 10 offices in all parts of the country and in every regional offices we apart from that in the website that not only in the website and we will provide publicity for this for the exhibition and most of the people in the handicraft sector knows about this fair which we have started 1994. So with this long journey, you know the successful journey that's why I am telling you that we have started this exhibition with only two halls with 300 exhibitors and today this is 295 booths and 3500 exhibitors.

**AKN:** Thank you Madam, appreciated.

Now coming to you sir,

So, I would like to understand from the export perspective and marketing perspective.

Funding becomes important for people who want to enter into international markets.

And also if a large number of Startups and MSMEs want to reach out to say North America or other markets, how do they go about it?

Also, I would appreciate if you could speak about your organization and the support that you provide for the benefit of the ecosystem.

**GR:** Thank you for giving me this opportunity to speak here to speak about my department.

As you know MSME is a very big sector, Textile and Handicrafts come under that. All these come under general category in MSME not a specific sector. It has funding support for budding entrepreneurs and for existing entrepreneurs funding to support export or expansion or marketing or technology up gradation.

For budding entrepreneurs we have Prime Minister Employment Generation scheme, where an entrepreneur can take get funding up to 25 Lacs with subsidy from 25 to 35% for operations in rural or urban area.

There is another scheme for existing entrepreneurs that is, Stand up India exclusively for Women and SC/ST categories where the credit facilities can be availed from 10 Lacs to 1 Crore.

Credit Guarantee Fund Trust Scheme also there in which up to 2 crore as collateral free, the benefits can be availed without any third party guarantee. This is true for both new as well as existing setups.

For exports orders that the manufacturing units get they have to open an LC or through some other route they have to ensure that they get back their money as the authenticity of the buyer is very important.

To encourage industry to participate in Trade Fairs we have provisions under PMS (Procurement and Marketing Schemes). To support the industry to participate in domestic and international trade fairs, airfare the stall rent are reimbursed up to 100% for women and SC/ST categories.

**AKN:** As an Entrepreneur, can I avail the scheme from Ministry of Textiles as well as Ministry of MSME for the same trade fair?

**GR:** No, you can either avail the scheme benefit from Textiles or MSME, not both for one fair. That too you are restricted for only two fairs in an year per unit.

**AKN:** But the unit can take benefit of two fairs from MSME and two from Textile ministry?

**GR:** Yes

**AKN:** So if there is a scheme from Ministry of Information technology which can help you with 2 fairs, I can avail that too. So I mean, I need to keep a lookout on how many schemes are there and then tailor make my action point to work with multiple ministries is that possible?

**GR:** Yes you can.

**AKN:** How does one go for Virtual Exhibition?

**SD:** The virtual exhibition is very economical so the same stall that costs Rs.1 lacs, in Physical, in virtual the entrepreneur only has to pay 10,000. We have done many B2B Trade fairs and

**AKN:** In case of Virtually Conference, what kind of facilitation is provided that becomes an interesting element because just having a space there is not sufficient, you could be sitting in a space but without somebody helping you out to meet the buyers so what are your thoughts on that, how should we as a country help the entrepreneurs?

**GR:** For every exhibition, we have a package, right from when they take a stall, they are hand held by our staff how to handle the clients, how to respond, etc.

**SD:** The entrepreneurs can interact with the actual buyers, there are meeting rooms, and appointment booking and sometimes if a visitor visits the booth from France we will provide the contact details of the buyer and if required we have interpreters to make both the buyer and seller to interact.

I have seen in my personal experience. I am talking after this program, when we are the first one we and I would like to share that we have been the trend setter, we are first in organizing a series of virtual exhibitions in India that time only, we organised many B2B Exhibitions.

We organized our toy exhibition last year National Toy Fair and we have set up every clusters, we have set up a backup with the team, with IT team, and we have organized that exhibition virtually because then they we trained how to make the products digitized, and showcase on the portal. Prime Minister, personally congratulated us for the success of the Toy Fair exhibition.

However, we have not received orders for products, though sample requests were there and we helped the artisans how to send samples and documentation for that.

**AKN:** That is where the world is moving, Are there any special programs that you do for export promotion. is and as an industry as people engaging with external space we need to prepare for that so are there something specific within the MSME/Textile sector for export?

**SD:** We are also doing skill development programs for the artisan for the end of the year and apart from that we can't expect at the national level so we used to give them the design up gradation for the products for each and every cluster, we used so we have our design department and within two months, they are ready with the new designs, I went to one at the function after the training was over I was surprised and shocked to see that they have done beautiful products in the embroidery, so we used to give training like entirely free to those who have the NGO they have foundation, society, whatever they have a group of artisans.

We are handholding you and we used to give technical training and skill development programs for the up gradation of their product and even for fresh exhibition. We have done 12 such trainings in last one year.

**AKN:** So I would really would like to thank the representatives from two different ministries on the stage here with me and I would like to thank them for all the inputs.

Thank you.

## 4. Valedictory Session

**Dr. Ajit Kumar Nigam**

Chief Executive Officer, NIFT Foundation for Design and Innovation

**Vote of Thanks by:**

Er. Yash Arya, Founder, IAMKHADI

### TRANSCRIPT OF THE VALEDICTORY SESSION

As today we close this program that gives me an immense pleasure to really look at what happened over the last few days.

We came in the morning we had excellence interaction and support with the political establishment in Karnataka, both the Ministers gave us sufficient time to interact with them and to the audience.

The support of the local people on ground delivered which is critical, which ensured that this vision became a reality and this is possible was humungous. I thank all the people who made this possible.

Please understand this putting stakeholders across various ministries with their own different objectives putting it in Ms. Susan of NIFT mentioned connecting the dots to leverage is the most important element

We have delegates from outside the country thank you for being here. There are two of our friends from Mauritius and one from Zimbabwe. Thank you for being here.

The vision of this program was very simple but when you put the simplicity into action with multiple stakeholders the gear starts going and whenever a gear is rolling it requires oiling and this is done when we have a clean heart and we start working towards a national objective all of us have rendered cells for the government in the private sector and some of the seniors present have given their lives in the centre it's time that we create an environment we create an environment for the next generation so that we are in a position to leverage their normal thoughts.

They are seeing issues and problems some of them have been created by our generation or generation before us and the cycling stuff we must accept that as reality and move forward

So with these thoughts in the mind that we sat down together to create what we called a GlobalSpin conclave, global of course that is how we want to, spin because it is related to the textile sector.

And when we start interacting we really realize there are two issues which are there one is market access, second is funding so we decided that we need to reach out and strengthen the ecosystem.

So we are doing this in Bangalore we are doing this in Mumbai we are doing this in Delhi, these are the starting points and we have some international delegates here a different set of international delegates in Mumbai and another different set of international partners at those locations are some are common some are different so when we are putting all these things together we find that the ecosystem starts growing and the minute the ecosystem starts growing there are networking opportunities and with networking I mean not in the traditional negative sense but in a sense that we are in a position to leverage that for the betterment of becoming so that is what we've set out to do it's going to be a long journey it's going to be a tough game uh there will be complications there will be issues we have to accept that as a reality but we need to figure out a ways forward.

Over the coming years we are looking at trying to institutionalize this. How do we institutionalize this? We do multiple activities. So this GlobalSpin conclave 2022 would be a series. We would like to do similar thing year on year.

Then the relationship during this conclave so remember we chose the conclave as against a conference okay free minds we talk we discuss and see what is possible, so the work between the two points between say activity one and activity two requires a lot of work because the real work actually starts on ground as we speak and when we when we're doing this I would be reaching out to a lot of you and I would request for your support and ground as we move forward but unless until we catch the support of local participants it does not work, you can visualize but when you have to execute on ground it is a different thing it is somebody who is working with a set of people for years together that's serious hard work on ground and that is what we would like to appreciate from the stage. And we would be looking forward for your support as we move on this organization has some fantastic work and she's working with a lot of women and this is what is of interest to us.

The extensive segment the fashion segment has a very large number of women in the system and these women are both at leadership level and a larger level at the at ground zero how do we reach.

I will give you an example.

When I go to the houses of the artisans underground there are huge cultural issues beautiful products but the lady who has made the product will not talk to me okay I can't okay product is lying there can I really go in no I can't okay so this is where my local partners support me okay we can talk about it but actually putting those things on ground requires support from local artists and so that is what we need to do not only in Maharashtra in Delhi, so we want to take this mission power and once we are able to do this from our perspective from the NIFT foundation for design innovation perspective what through is support of my local partners, we would be in a position to identify with which kind of people we would like to work.

I am not in a position to make a judgment on what is happening, I would rely on my local partners who would say you know what they have done this evaluation and they find one two three four five six uh set of people for good can we go ahead and work with them we take that that as an input put it through the process the process is fine I am working with this so let's figure out ways of ensuring market access for them that is what we could do but I would not be in a position to identify people on ground but without the people on the ground can that vision be realized absolutely not so it is a it is a relationship it and with equal respect to all we work together and take it forward so that is what I wanted to convey and as a representative from Ministry of Textiles we have NIFT foundation for design innovation, our National Institute of Fashion Technology and the foundation both are committed to working with the multiple partners, multiple stakeholders to create a vision or trying to ensure that the Indian fashion and

tech science moves up the value chain. When they move up the value chain we would be naturally empowering a huge promoter that's what the mission.

In this segment we want to institutionalize our awards for people who are starting out large industries yes they have their own conclaves they have they have their own systems on ground but what about this young person starting out and trying to do an innovation as a government for India enterprise, we should encourage that so we've thought about certain things and those awards uh will be institutionalized and Yash why don't you share what the awards are.

**YA:** So we are opening the nominations for the award the GlobalSpin awards from the first of next month

And the nomination for these awards will be closing on 15th of May.

There are three categories

1. Textile
2. Technology & Innovation
3. Startups

**AKN:** Details of this will be shared with you shortly and my request to always send this out to your friends and also nominate people you know we would not know okay that uh there's a guy or a young lady or an old lady doing excellent work, this information has to reach us and I am also requesting the governmental authorities from both the ministries here so please help us to do that so once we know you know that these are then we can figure out a way to help provide the support guidance and the services.

So in the end will like to thank our local partners, the kind of support we have received from them was phenomenal.

Thank you so much.

## 5. Post Conference Guide for Action

The entire two day GlobalSpin conclave was video-graphed and transcribed for future deliberations and consolidation of proceedings of all the three conclaves.

The major action points that emerged at the Bengaluru Event were:

### a) **PROMOTE SUSTAINABILITY**

The theme of the conclave was Eco Handlooms, Eco-Textiles and Apparel. All participants agreed that bringing in systems and processes within the handloom, textile and apparel value chains was of utmost importance to combat the negative impacts of the textile industry on the environment. The main focus at this location was Silk.

It was deliberated that problems and challenges faced by the industry need to be resolved with active support from Industrial labs like CSIR, IITs and Research communities to solve issues like alternatives to Azo dyes, high water consumption,

sustainable livelihood, Sustainable fashion, etc. at priority. Silk being one of the most sustainable material, we need to promote it much more by bringing together multiple stakeholders together and thrashing out some major issues.

Sustainability is required to addressed at three levels

1. Use of Sustainable material in the textile value chain and exploring and promoting of natural fibres like Bamboo, hemp and other new fibres made out of waste and Better integration of Textile value chain for proper demand and supply estimations. Silk needs to be positioned as the most sustainable textile at global level, Karnataka is Number 2 producer state of India which needs to be highlighted.
2. Sustainable livelihood for artisans, weavers and individual actors who contribute the most but are deprived of major benefits of the economic activities in absence of proper market linkages and economies of scale.
3. Demand generation for Eco friendly and handloom/Khadi/Silk products both for end users as well as trade.

#### **ACTION POINTS**

1. Research and Development of natural and alternate fibres and fabrics for commercial use by the textile industry needs to be ensured by the government with proper certifications to meet international standards.
2. Improving the traceability and transparency in the textile value chain using technologies like block chain and IoT to seamlessly capture the ESG parameters of sustainability, traceability and energy consumption of the textile value chain. A project to this effect may be initiated.
3. Mapping of Cluster wise supply side production capacity to the demand side through use of technology of predictive analytics and promotion of Sustainable Fashion through an institutional framework or project.
4. Raising awareness of our Heritage and traditional eco-friendly handlooms Silk and Khadi products to the New Age consumers at both national and international levels, through campaigns, fashion shows and participation in trade events.
5. Silk should be promoted at Global Level for its natural properties.

#### **b) DEVELOP CAPACITY AND CAPABILITY**

Developing Capacity of Institutions, Clusters and Support organisations to manage the technology adoption and building facilitation centres for MSME & Startups as well as for the Textile Clusters equipped with common infrastructure for production, commercialization, testing, packaging and labelling at scale relevant to that location.

These need to primarily address the:

- Demography
- Digitization
- Decarbonisation

The capability of women and youth needs to be developed for new skills and job roles as well as Entrepreneurship and Innovation.



Technology up-gradation and acquiring new technologies to match expectations of the buyers need to be met. For e.g. Eco friendly packaging, proper size estimation and labelling, etc.

Fashiontech is an emerging area, which is primarily addressing the negative impacts of the fashion and textile industry through innovation and technology and the use of Circular business models.

Capacities need to be developed for Emerging areas of Smart Wearable's, Atleisure, Smart Manufacturing, Lifestyle products and Accessories, Omni channel Marketing, Technical textiles, etc. through proper labs and training the trainer programs.

### **ACTION POINTS**

1. Develop Projects to strengthen the existing institutional framework and create new facilitation centres at textile clusters for capacity and capability building
2. Develop Skills and Entrepreneurial training for new skills required and promote the same through quality frameworks through NSDC.
3. Women focussed programs to be developed for Eco textile and sustainability for both new job roles as well as entrepreneurship through Ni-MSME.
4. Project Study to ascertain the fashion tech market and developing necessary framework for implementation of capacity and capability framework for same.
5. Support Entrepreneurs working on emerging areas through NFDI incubation and commercialization of research.
6. MSME development programs for skill and knowledge up-gradation on Eco-Handlooms, Eco-Textiles and Apparel production and marketing
7. Schemes of Textile Ministry, NSDC and MSME should be leveraged for all skill training and availing the International Co-operation Scheme and Export Promotion schemes of MSME and Textile Ministry.

### **c) DEVELOP MARKET LINKAGES & IMPROVE MARKET ACCESS**

Four problems face the market linkages in Indian scenario:

- Most MSMEs just do contract manufacturing and have no brand, so during the adverse situations like pandemic and during any disruption in the supply chain, the very business survival becomes an issue.
- The major markets for textile and garments are in US, Europe and every country is targeting to acquire the businesses by cost cutting, there is a need to explore new markets which have high potential but untapped.
- Conformation to ESG and other Environmental standards prohibit a lot of our MSMEs to compete in highly regulated markets.
- Poor technology adoption does not give the ability to cater to fast manufacturing and responding to large order in many textile clusters, especially Handloom clusters

## **ACTION POINTS**

1. Develop Projects to strengthen the existing institutional framework and create a nationwide campaign at textile clusters for capacity and capability building to create sustainable Indian BRANDS and technology adoption.
2. Develop Skills and Entrepreneurial training for new skills required by the MSMEs on ESG and other standards required by Europe and USA and promote the same.
3. Explore new markets for textile brands by leveraging the supply chain through partnership model, for e.g. explore Ethiopia as a destination to grow cotton, take designs from Zimbabwe and use Mauritius as a hub to export apparel.
4. NIFT has been working very strongly with Southern part of country to develop national and International linkages on academic fronts, the same can be extended for co-operation on Knowledge exchange related to trends and market access.
5. Use Ecommerce and B2B digital channels to help support MSMEs to connect with buyers and partners in textile trade.
6. Leverage Indian prowess in technology to build systems for demand prediction and insights on new and emerging sunrise sectors like Smart wearable's, Home textiles, Atleasure, technical textiles, etc. and develop MSMEs to help them to create niche markets in these areas.
7. New Products like SILK QUILT should be tapped (ref. CSB)

## **d) TAPPING NEW AND EMERGING MARKETS FOR COOPERATION**

Ethiopia has a lot of expertise and arable land for growing cotton and abundant labour force to textile garment business. They have set up many textile parks and already have trade agreements with USA and European countries. India can explore through bilateral relationship, technical cooperation and MSMEs of India can invest in Ethiopia to grow cotton and use the local labour pool.

Mauritius ranks number 13 in the world in terms of Ease of Doing business, it has created a trade hub and financial hub to support exports to US and Europe through their country to take advantage of tax treaties that they have secured. Textile exports from India through Mauritius has already seen a major jump after the pandemic, deeper engagements can be explored. Since, India has long standing ties with Mauritius, it would be great opportunity to exploit the cultural ties for enhancing the textile trade

Italy is a fashion hub of the world and India has great expertise in Information technology, both countries can explore synergies for fashion and circular economy and jointly develop Fashiontech market for the world.

## **ACTION POINTS**

1. Government of India through its Textile and Garment Export agencies of Textile Ministry should sign bilateral understanding for technical and trade agreements of co-operation with Zimbabwe and Mauritius.
2. Delegations of Indian exporters and technical experts should be taken to Ethiopia and Mauritius to tap the combined synergies. Egypt has great expertise in Cotton and textile business and the exports from India in apparel

has doubled after the pandemic, which needs to be further increased by engaging SME to SME collaborations while providing a structured framework from governmental cooperation.

3. Co-operation with other countries like Zimbabwe and South Africa for apparel trade needs to be explored further.
4. Co-operation between Indian and Italian governments to explore Fashiontech and Circular Economic models need to be taken up.

#### **e) NEW BUSINESS MODELS FOR MSMEs**

Integration of Indian SMEs into Global value chain is one of the most important takeaway from the conclave. The conclave concluded that new business model needs to be built to integrate themselves into global value chain. The following needs to be done to make that happen

1. Changing mind-set of Indian Textile MSMEs from being contract manufacturer to a Brand. To achieve the same they have to build four pillars -

FIRST - Commercial Pillar

SECOND - Financial Pillar

THIRD - Regulatory Pillar

FOURTH - Logistics Pillar

MSME have to master all these four pillars right and once they have mastered all these data and their business model around all these pillars, it would be very easy for them to make a transition with a global value chain and there would be no stopping at building their SME-multinational brand.

2. MSMEs need to understand their own strategic positioning based on their strengths and weakness and the changing demand patterns
3. MSMEs need to look at high growth areas and the Sunrise textile markets namely
  - i. Sustainable Products
  - ii. Technical textiles
  - iii. Atleasure and Smart Wearables
  - iv. Home Textiles
  - v. Fashion and Accessories
  - vi. Fashiontech

This can be achieved through innovation and proper assessment of these emerging areas.

#### **ACTION POINTS**

1. Develop Projects to provide the framework to strengthen the MSME Export orientation and education.
2. Develop Skills and Entrepreneurial training for new skills required by the MSMEs on export and trade procedures specific to textile exports
3. Create a MSME focussed Credit line for textile trade with a proper support to MSMEs and Startups alike.

4. Startup & MSMEs exchange between partner countries to expand globally and raise funding.
5. Develop an Institutional framework to support Fashion and Textile brands to leverage the technology in the emerging areas with cooperation with countries like Italy and Netherlands for Fashiontech and Circular Business Economy models.
6. Product Diversification for SILK PRODUCTS other than Sarees need to explored as there are many good MSMEs and Karnataka Silk rich product state for Exports

## ANNEXURES

- A. Evaluation of Conference
- B. Testimonials
- C. Profile of Participants
- D. Patron Members and Advisory Committees
- E. List of Speakers of the GlobalSpin Trade Conclave
- F. Itinerary of the Event
- G. Photo gallery
- H. Video Links
- I. Press Coverage
- J. Brochure

## ANNEXURE A Evaluation of Conclave

The two-day GlobalSpin Trade conclave at Bengaluru focusing on eco-handloom, eco-textiles, and apparel industry has been a great success and will result in a big push to promote Indian textile industry especially the MSME sector in a holistic way by creating a conducive entire ecosystem based on analysing the best practices, new production techniques, innovative procedures, discussing the national and international eco-standards and a large network to expand business and creating new markets which is the dire need of the day. Bengaluru

It was a great opportunity for the Indian entrepreneurs to have an opportunity to interact directly with policy makers, experts, researchers, technocrats in the textile sector and diplomats from partner countries, which would help them to understand the global demand and competitive manufacturing scenarios. The outcomes of the conclave will help to enhance the capacity and capability building of our MSMEs textile sector in particular to bring in sustainability in their offering to derive a competitive advantage.

The partner Country Mauritius was well represented and many possibilities emerged for future co-operations:

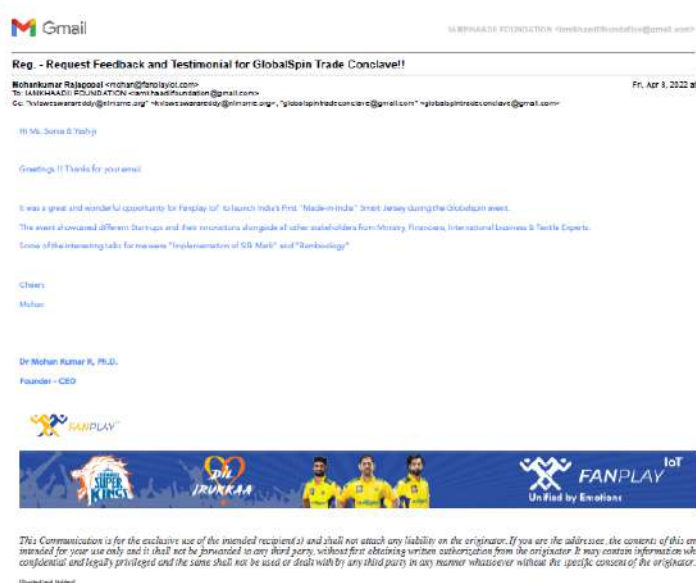
1. Use of Mauritius as a base to export to USA and Europe through the recently developed Logistics and financial hub.
2. Explore Business to Business level linkages amongst MSMEs and Startups of both countries.

### TESTIMONIALS

The following testimonials from speakers, participants and delegates is a testimony for the success of the conclave.

### EMAIL TESTIMONIALS

Testimonial from Mr. Mohan Kumar Rajagopala, Founder FANPLAYIOT



## ANNEXURE B Profile of Participants

The profile of participants were mostly related to partner country, Mauritius from trade personnel to experts and companies from Mauritius based in India; industry and academia related to fashion and textile sectors and entrepreneurs in the textile garment space. More than 50 percent of the participants were women.

The International speakers included speakers from, Zimbabwe and Mauritius. Please find the list of speakers in Annexure.

There were 100+ registered participants and approx. 40 speakers in 16 sessions over the two days actual registration details are as follows:

### Registered Participants of GlobalSpin Trade Conclave Bengaluru

Name	Gender	Contact No,	E-mail ID	Organization
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Sunil	Male	8767915688	suniladesai10@gmail.com	

## ANNEXURE C Patron Members and Advisory Committees

CHIEF PATRONS AND PATRON		
<p>SHRI. B. B. SWAIN, IAS</p> <p><i>Secretary</i></p> <p>Ministry Of MSME, Govt. of India</p>	<p>SHRI. U.P. SINGH, IAS</p> <p><i>Secretary</i></p> <p><i>Ministry Of Textiles, Govt. Of India</i></p>	<p>SMT. MERCY EPAO</p> <p><i>Joint Secretary (SME),</i></p> <p><i>Ministry Of MSME, Govt. Of India</i></p>
ORGANISERS		
<p>DR. S.GLORYSWARUPA</p> <p><i>Director General, National Institute for MSME</i></p>	<p>MR. YASH ARYA</p> <p><i>Founder &amp; CEO IAMKHADI</i></p>	<p>MR. AJIT KUMAR NIGAM</p> <p><i>Founding CEO NIFT Foundation for Design Innovation</i></p>
ORGANISING COMMITTEE		
<p>DR. K. VISWESWARA REDDY</p> <p><i>Faculty Member &amp; Rector, National Institute for MSME</i></p>	<p>MS. SONIA LAMBA</p> <p><i>Event Co-ordinator IAMKHADI</i></p>	<p>MR. AJIT KUMAR NIGAM</p> <p><i>Founding CEO NIFT Foundation for Design Innovation</i></p>
RESEARCH & KNOWLEDGE COMMITTEE		
<p>ER. DOLLY BHASIN</p> <p><i>Director</i></p> <p>IAMKHAADII Foundation</p>	<p>MR. SURYA PRAKASH GOUD</p> <p><i>Research Faculty, Ni-MSME</i></p>	<p>PROF. ASHUTOSH SAHI</p> <p><i>Associate Professor &amp; CEO</i></p> <p>NFDI Textile Design Department</p>

For Details of other Committees please see website [www.globalspin.net](http://www.globalspin.net).

## ANNEXURE D

### List of Speakers of the GlobalSpin Trade Conclave Mumbai

#### INDIAN SPEAKERS

Name	Company	Affiliation
Mr. N. Nagaraju (M.T.B)	Municipal Administration, Small Scale Industries and Public Sector Industries, Government of Karnataka	Hon'ble Minister
Dr. Murugesh Rudrappa Nirani	Ministry of Large and Medium Industries, Government of Karnataka	Hon'ble Minister
Dr. Glory Swarupa	National Institute For Micro, Small And Medium Enterprises (Ni-MSME)	Director General
Dr. Ajit Kumar Nigam	NIFT Foundation For Design & Innovation (NFDI)	CEO
Mr. Yash Arya	IAMKHADI Foundation	Founder
Dr. K. Visweswara Reddy	Ni-MSME	Faculty Member & Rector
Ms. Aishvarya Nandyappa	Confederation of Women's Chamber of Commerce and Industry -CWCCI	Founder & National President
Ms. Susan Thomas (IRS)	National Institute of Fashion Technology, Government of India	Director
Mr. Rajit Okhandiar (IFS)	Central Silk Board, Ministry of Textiles, Government of India	CEO
Mr. T. H. M. Kumar (IAS)	Handlooms and Textiles Department Government of Karnataka	Commissioner& Director.
Mr. Bhaskar Kalra	Ministry of MSME, Government of India	Under Secretary (SME/IC/Media),
Mr. Chandramouli Vemuru	Small Industries Small Industries Development Bank of India	General Manager
Mr. Mohan Kumar Rajagopal	FANPLAYIOT	Founder
Mr. Ramki Kodipady	KOSHA	Co-Founder
Mr. Ganesh Subramanian	STYLUMIA	Founder & CEO
Mr. Prasad Bidapa		Fashion Stylist & Choreographer
Mr. Avinash Kaushik	WAKAW	Founder & CEO
Dr. Bose K Nair	WTC Shamshabad & Visakhapatnam	President
Mr. Hamanta Kr. Borah	Pan IIM Consulting Organization	Managing Partner
Mr. Mohan Kumar Rajagopal	FANPLAYIOT (Smart Textile)	Founder
Ms. Akanksha Mishra	Bamboology Trends	Co-Founder
Mr. A. Subburaj	Silk Mark of India, Govt. Of India)	Deputy Director
Mr. Arul Regan	Monotech Systems Ltd.	Senior Manager, 3DApplication
Mr. Srikant	Monotech Systems Ltd.	General Manager
Mr. Gopinath Rao	MSME-DI, Govt. of India	Deputy Director
Mr. P. Dorababu	Apparel Export Promotion Council	Assistant Director
Mrs. P. L. Sreedevi	Export Promotion Council For Handicrafts	Regional Officer

## INTERNATIONAL SPEAKERS

Name	Company	Affiliation /Email	Country
Dr. Rumbidzayi Masina	University Of Zimbabwe Textile Department	Professor	Zimbabwe
Mr. Naweed Mickael Bhugalo,	SILOY Trading	CoFounder	Mauritius
Mr. Siven Selloyee	Siloy Trading Co. Ltd	Founder selloyee@yahoo.fr	Mauritius

## ANNEXURE E

### Itinerary of the GlobalSpin Bengaluru Event

#### DAY 1: GLOBALSPIN TRADE CONCLAVE | WORLD TRADE CENTRE MUMBAI

Friday, 21<sup>th</sup> March 2022 | 09:30 – 17.00 hrs. IST

09:30 -10:00 hrs.	<b>Registration</b>
10:00 -10:05 hrs.	<b>Lighting the Lamp with Inaugural Session</b>
10:05 -10:10 hrs.	<b>Introduction By: Ms. Aishvarya Nandyappa</b> Founder & National President - CWCCI
10:10 -10:15 hrs.	<b>Opening Address By: Mr. Bhaskar Kalra</b> Under Secretary, Ministry of MSME, Government of India
10:15 -10:20 hrs.	<b>Welcome Address By: Dr. S. Gloryswarupa</b> Director General, Ni-MSME
10:20 -10:30 hrs.	<b>Key Note Address By: Mr. Rajit Okhandiar (IFS)</b> CEO, Central Silk Board, Ministry of Textiles, Government of India
10:30 -10:40 hrs.	<b>Address by Guest of Honour: Mr. T. H. M. Kumar (IAS)</b> Commissioner for Textiles Development and Director of Handlooms and Textiles Department, Government of Karnataka
10:40 -10:50 hrs.	<b>Address by Inaugural Chief Guest:</b> <b>Mr. N. Nagaraju (M.T.B)</b> Hon'ble Minister for Municipal Administration, Small Scale Industries and Public Sector Industries, Government of Karnataka
10:50 -11:00 hrs.	<b>Vote of Thanks By:</b> <b>Ms. Aishvarya Nandyappa</b> Founder & National President - CWCCI
11:00 -11:30 hrs.	<b>Tea Break</b>
11:30 -12:00 hrs.	<b>Presentation on Schemes of Ministry of Micro, Small &amp; Medium Enterprises By Mr. Bhaskar Kalra</b> Under Secretary (SME/IC/Media), Ministry of MSME, Government of India.

12:00 - 13:30 hrs.	<p><b>Panel Discussion; Technology Interventions in Textile</b></p> <p><b>Moderator</b> - Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design &amp; Innovation</p> <p><b>(Chair Person)</b> Mr. Chandramouli Vemuru</p> <p>General Manager, Small Industries Small Industries Development Bank of India</p> <ul style="list-style-type: none"> <li>• Mr. Mohan Kumar Rajagopal, Founder, FANPLAYIOT</li> <li>• Mr. Ramki Kodipady, Co-Founder, KOSHA</li> <li>• Mr. Ganesh Subramanian, Founder &amp; CEO, STYLUMIA</li> </ul>
13:30 -14:30 hrs.	<b>Lunch</b>
14:30 - 15:30 hrs.	<p><b>Panel Discussion: Customer Oriented Designs and Product Development</b></p> <p><b>Moderator</b> - Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design &amp; Innovation <b>(Chair Person)</b> Dr. Rumbidzayi Masina, Professor, University of Zimbabwe Textile Department (Zimbabwe)</p> <ul style="list-style-type: none"> <li>• Mr. Naweed Mickael Bhugalo, ILOY Trading, Mauritius</li> <li>• Mr. Prasad Bidapa, Fashion Stylist and Choreographer</li> <li>• Mr. Avinash Kaushik, Founder &amp; CEO, WAKAW</li> </ul>
15:30 - 16:30 pm	<p><b>Capacity Building - Towards Export and Trade Competitiveness</b></p> <p><b>Moderator</b> - Dr. K. Visweswara Reddy, Faculty Member &amp; Rector National Institute for Micro, Small and Medium Enterprises (Ni-MSME) <b>(Chair Person)</b> Dr. Bose K Nair, President WTC Shamshabad &amp; Visakhapatnam</p> <ul style="list-style-type: none"> <li>• Dr. Rumbidzayi Masina (Zimbabwe)</li> <li>• Mr. Siven Sellooyee, CEO and Founder, Siloy Trading Co. Ltd. (Mauritius)</li> <li>• Mr. Hamanta Kr. Borah, Managing Partner, Pan IIM Consulting Organization</li> <li>• Mr. Naweed Mickael Bhugaloo, ILOY Trading, (Mauritius)</li> </ul>
16:30 - 17:30 pm	<p><b>Start-Up Presentations</b></p> <ul style="list-style-type: none"> <li>• Mr. Mohan Kumar Rajagopal, Founder, FANPLAYIOT (Smart Textile)</li> <li>• Mr. Avinash Kaushik, Founder &amp; CEO, WAKAW (Digital Fashion)</li> </ul>
14:30 - 15:30 hrs.	<p><b>Panel Discussion: Customer Oriented Designs and Product Development</b></p> <p><b>Moderator</b> - Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design &amp; Innovation <b>(Chair Person)</b> Dr. Rumbidzayi Masina, Professor, University of Zimbabwe Textile Department (Zimbabwe)</p> <ul style="list-style-type: none"> <li>• Mr. Naweed Mickael Bhugalo, ILOY Trading, Mauritius</li> <li>• Mr. Prasad Bidapa, Fashion Stylist and Choreographer</li> <li>• Mr. Avinash Kaushik, Founder &amp; CEO, WAKAW</li> </ul>

**DAY 2: GLOBALSPIN TRADE CONCLAVE | WORLD TRADE CENTRE, BENGALURU,**

09:30 -10:00 hrs.	<b>Registration for DAY 2</b>
10:00 -10:05 hrs.	<b>Lightning the Lamp with Inaugural Session</b>
10:05 -10:10 hrs.	<b>Introduction By:</b> Ms. Aishvarya Nandyappa Founder & National President Confederation - CWCCI
10:10 -10:15 hrs.	<b>Opening Address By:</b> About UDAAN Initiative <b>Er. Yash Arya</b> , CEO and Founder, IAMKHADI
10:15 -10:20 hrs.	<b>Welcome Address By:</b> Dr. S. Gloryswarupa Director General, Ni-MSME
10:20 -10:30 hrs.	<b>Key Note Address By:</b> Ms. Susan Thomas (IRS) Director, National Institute of Fashion Technology, Government of India
10:30 -10:40 hrs.	<b>Address by NFDI:</b> <b>Mr. Ajit Kumar Nigam</b> CEO, NFDI, Ministry of Textiles, Government of India
10:40 -10:50 hrs.	<b>Address by Inaugural Chief Guest:</b> <b>Dr. Murugesh Rudrappa Nirani</b> Hon'ble Minister of Ministry of Large and Medium Industries, Government of Karnataka
10:50 -11:00 hrs.	<b>Vote of Thanks By:</b> <b>Dr. K. Visweswara Reddy</b> Faculty Member & Rector, Ni-MSME
11:00 -11:30 hrs.	<b>Tea Break</b>
11:30 -12:00 hrs.	<b>Presentation on: Expert Session On Eco-Textiles</b> <b>Dr. Rumbidzayi Masina</b> Professor, University Of Zimbabwe Textile Department (Zimbabwe)
12:30 -13:30 hrs.	<b>Startup Presentations</b> <ul style="list-style-type: none"><li>Ms. Akanksha Mishra, Co-Founder, Bamboology Trends</li><li>Mr. Mohan Kumar Rajagopal, Founder, FANPLAYIOT (Smart Textile)</li><li>Mr. Siven Sellooyee, CEO and Founder, Siloy Trading Co. Ltd. (Mauritius)</li></ul>

13:30 -14:30 hrs.	<b>Lunch Break</b>
14:30 - 15:00 hrs.	<b>Presentation By Silk Mark of India</b> Mr. A. Subburaj, Deputy Director (Inspection), Silk Mark of India, Govt. Of India
15:00 – 15:30 hrs.	<b>Presentation On Digitization In Textiles</b> Mr. Arul Regan, Senior Manager, 3D Application, Monotech Systems Ltd Mr. Shrikant, General Manager, Monotech Systems Ltd.
15.30 – 16.00 hrs.	<b>Role of Funding Agencies Towards Export Marketing</b> <b>Moderator</b> – Dr. Ajit Kumar Nigam, CEO, NFDI <ul style="list-style-type: none"> <li>• Mr. Gopinath Rao, Deputy Director, MSME-DI, Govt. of India</li> <li>• Mr. P. Dorababu, Assistant Director, Apparel Export Promotion Council</li> <li>• Mrs. P. L. Sreedevi, Regional Officer, Export Promotion Council For Handicrafts</li> </ul>
16:00 – 16:30 hrs.	<b>Valedictory Session</b> <ul style="list-style-type: none"> <li>• <b>Dr. S. Gloryswarupa</b> Director General, Ni-MSME</li> <li>• Er. Yash Arya, CEO and Founder, IAMKHADI</li> <li>• Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design and Innovation</li> <li>• Dr. K Visweswara Reddy, Rector, Ni-MSME</li> </ul>



## ANNEXURE F Photo Gallery

### DAY 1 Photos



Inaugural Session



Chief Guest













## DAY 2 Photos
























## ANNEXURE G

### Video and Presentations Links



#### Day 1

Session	Name	Type	Link
<b>Inaugural Session Day1</b>	Chief Guest: <b>Mr. N. Nagaraju (M.T.B)</b> Hon'ble Minister for Municipal Administration, Small Scale Industries and Public Sector Industries, Government of Karnataka		<a href="https://youtu.be/19wPALihA6o">https://youtu.be/19wPALihA6o</a>
<b>Inaugural Session Day 2</b>	<b>Chief Guest:</b> <b>Dr. Murugesh Rudrappa Nirani</b> Hon'ble Minister for Ministry of Large and Medium Industries, Government of Karnataka		<a href="https://youtu.be/JOH9YOxCJOY">https://youtu.be/JOH9YOxCJOY</a>
<b>Presentation on MSME Schemes</b>	Mr.Bhaskar Kalra, Under Secy. Min of MSME		<a href="https://youtu.be/s1o2_6-EQpg">https://youtu.be/s1o2_6-EQpg</a>
<b>Technology Interventions in Textile</b>	Panel Discussion <b>M: Dr. Ajit Kumar Nigam</b> <b>C : Mr. Chandramouli Vemuru</b> <b>P1 : Mr. Mohan Kumar Rajagopal</b> <b>P2: Ramki Kodipady</b> <b>P3: Ganesh Subramanian</b>		<a href="https://youtu.be/s1o2_6-EQpg">https://youtu.be/s1o2_6-EQpg</a>
<b>Start-Up Presentations</b>	<ul style="list-style-type: none"> <li>Mr. Mohan Kumar Rajagopal</li> <li>Mr. Avinash Kaushik,</li> <li>Ms. Akanksha Mishra,</li> </ul>		<a href="https://youtu.be/JOH9YOxCJOY">https://youtu.be/JOH9YOxCJOY</a>
<b>Customer Oriented Design and Product Development</b>	Panel Discussion <b>C: Dr. Dr. Rumbidzayi Masina</b> <b>M: Dr. Ajit Kumar Nigam</b> <b>P1 : Mr. Prasad Bidapa</b> <b>P2: Mr. Avinash Kaushik</b> <b>P3: Mr. Naweed M Bhugalo</b>		<a href="https://youtu.be/_nGwxfFfIMs">https://youtu.be/_nGwxfFfIMs</a>
<b>Capacity Building - Towards Export and Trade Competitiveness</b>	Panel Discussion <b>C: Dr. Bose K Nair</b> <b>M: Dr. K. Visweswara Reddy</b> <b>P1: Mr. Seven Selloyee.</b> <b>P2: Dr. Masina</b> <b>P3: Mr. Hamanta K Baorah</b>		<a href="https://youtu.be/-EgPEegc8eU">https://youtu.be/-EgPEegc8eU</a>

## Day 2

<b>Inaugural Session D2</b>	<b>Chief Guest</b> <b>Dr. Murugesh Rudrappa Nirani</b>		<a href="https://youtu.be/34V55N8UQZM">https://youtu.be/34V55N8UQZM</a>
<b>Expert Session on Eco-Textiles</b>	Dr. R Masina		<a href="https://youtu.be/34V55N8UQZM">https://youtu.be/34V55N8UQZM</a>
<b>Startup Presentations</b>	Mr. Mohan Kumar Rajagopal Ms. Akanksha Mishra		<a href="https://youtu.be/M9zqlS02y6U">https://youtu.be/M9zqlS02y6U</a>
<b>Digitalization of Textiles and Fashion Business</b>	Mr. Arul Regan		<a href="https://youtu.be/R62yp9yiXSA">https://youtu.be/R62yp9yiXSA</a>
<b>Presentation Silk Mark Organisation</b>	Mr. A Subburaj		<a href="https://youtu.be/R62yp9yiXSA">https://youtu.be/R62yp9yiXSA</a>
<b>Panel Discussion: Role of Funding Agencies towards Export Marketing</b>	<b>M – Dr. Ajit Nigam</b> <b>P – Panellists</b> <ul style="list-style-type: none"><li>• Mr. Gopinath Rao,</li><li>• Ms. P L Sreedevi</li></ul>		<a href="https://youtu.be/xR_fsJQNr8">https://youtu.be/xR_fsJQNr8</a>
<b>Valedictory Session</b>	<b>Mr. Yash Arya,</b> <b>CEO IAMKHADI</b>  <b>Vote of Thanks</b> Dr. Ajit Kumar Nigam CEO, NFDI		<a href="https://youtu.be/xR_fsJQNr8">https://youtu.be/xR_fsJQNr8</a>

## Presentations

<b>Start-Up Presentation</b> <b>Mr. Mohan Kumar Rajagopal</b>	<b>FANPLAY IOT</b>		FANPlayIoT.pdf
<b>Start-Up Presentation</b> <b>Ms. Akanksha Mishra</b>	<b>BAMBOOLOGY</b>		Bamboology.pdf

## LEGEND

**M- Moderator**

**P- Panellist**

**C- Chair Person**

**CG – Chief Guest**

**GH – Guest of Honour**

**VT - Vote of Thanks**

 – Video





## - Presentation

### ANNEXURE H

### Press Coverage

#### GLOBALSPIN TRADE CONCLAVE BENGALURU PRESS COVERAGE

<https://www.thehansindia.com/business/textile-msmes-need-handholding-amid-crisis-says-karnataka-minister-734411>

<https://www.bizzbuzz.news/industry/textile-msmes-need-handholding-karnataka-minister-1120073>

<https://foxinterviewer.com/business/globalspin-trade-conclave-21st-22nd-march-wtc-bengaluru/>

<https://www.entrepenuerstories.com/latest/globalspin-trade-conclave-21st-22nd-march-wtc-bengaluru/>

<https://www.thebharatsaga.com/920-2/>

<https://www.entrepreneurhunt.com/uncategorized/globalspin-trade-conclave-21st-22nd-march-wtc-bengaluru/>

<https://www.theindiahunt.com/globalspin-trade-conclave-21st-22nd-march-wtc-bengaluru/>

<https://cmsadmin.amritmahotsav.nic.in/event-detail.htm?18109>

<https://amritmahotsav.nic.in/event-detail.htm?18109>

<https://adda9.com/globalspin-trade-conclave-on-eco-textiles-eco-handlooms-and-apparels-inaugurated-96877.html>

<https://www.wtcbengaluru.org/completed-event-details.php?bid=346>

<https://www.wtca.org/events/global-spin-trade-conclave?locale=en>

<https://www.publicvibe.com/post/globalspin-trade-conclave-on-eco-textiles-eco-handlooms-and-apparels/1648224701015705179>

<https://www.htsyndication.com/knn--knowledge-and-news-network-/article/karnataka-minister-for-small-scale-industries-calls-for-revival-of-textile-msmes/59354245>

<https://www.facebook.com/minmsme/posts/nimsme-is-organizing-globalspin-trade-conclave-on-eco-textiles-eco-handlooms-and/1748925481979102/>

# Textile **MSMEs** need handholding: K'taka Min

BB BUREAU  
HYDERABAD

THE revival of textile sector is very important to the Indian economy as it employs 3.5 crore people, contributes 17 per cent of exports and 4 per cent of the gross domestic product (GDP), said N Nagaraju, Minister for Small Scale Industries, Government of Karnataka, while inaugurating the GlobalSpin Trade Conclave on Eco Textiles, Eco Handlooms and Apparels at World Trade Center (WTC), Bengaluru.

The minister also advocated the need for handholding the textile MSMEs to tide over the crisis caused due to the business uncertainties during the last two years. The event is being organised by the National Institute for Micro, Small and Medium Enterprises (NI-MSME), along with the Ministry of Textiles as Knowledge Partner and WTC Shamshabad (Hyderabad) and WTC Visakhapatnam as supporting partners.

On the occasion, Bhasker Kalra, Under Secretary, Ministry of MSMEs, has sensitised the participants of the event



**Inaugurates GlobalSpin Trade Conclave on Eco Textiles, Eco Handlooms and Apparels at WTC, Bengaluru**

about various schemes of the ministry related to the textile industry. Dr Rajit Okhandiar, CEO of Central Silk Board, Ministry of Textiles was the guest of honour and he has also explained about the importance of the textile sector to the Indian economy.

Dr Glory Swarupa, Director General of NI-MSME welcomed the guests. She briefed them about the role of NI-MSME in the promotion of MSMEs by way of organising various training programmes, development of clusters as well as trade fairs and exhibitions.

Dr Bose K Nair, President of WTC Shamshabad and WTC Visakhapatnam, has explained how the MSMEs can

leverage the World Trade Centers' Association (WTCA) network of more than 320 WTCs across over 90 countries, connect globally and prosper locally.

One of the highlights of the event is the usage of artificial intelligence (AI) in apparel where it can track the health parameters and based on that the health can be monitored and in case of emergency alerts can be sent to the near and dear as well as the family doctor.

During the sessions, the experts discussed on the need to reduce the rampant usage of polluting chemicals and shift to organic and less polluting chemicals to be environmental-friendly. They also discussed on the need for easing the document compliances for export which will promote the exports and also enable more MSMEs to export their products across the globe.

**The revival of textile sector is very important to the Indian economy as it employs 3.5 crore people, contributes 17% of exports and 4% of the GDP**



# Textile MSMEs need handholding amid crisis, says K'taka Minister

**One of the highlights of the event is the usage of artificial intelligence (AI) in apparel where it can track the health parameters**

HANS BUSINESS  
HYDERABAD

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**N Nagaraju, Minister for Small Scale Industries, Government of Karnataka inaugurating GlobalSpin Trade Conclave on Eco Textiles, Eco Handlooms and Apparels at WTC, Bengaluru**

WTC Shamshabad (Hyderabad) and WTC Visakhapatnam as supporting partners.

On the occasion, Bhasker Kalra, Under Secretary, Ministry of MSMEs, has sensitised the participants of the event about various schemes of the ministry related to the textile industry. Dr Rajit Okhandiar, CEO of Central Silk Board, Ministry of Textiles was the guest of

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ORGANIZERS



NATIONAL INSTITUTE FOR  
MICRO, SMALL AND  
MEDIUM ENTERPRISES  
(NIMSME)



MINISTRY OF  
TEXTILES



CO-ORGANIZERS



POWERED BY



WORLD TRADE CENTER  
BENGALURU

HOST



SUPPORTING PARTNERS



CHAMBER PARTNER



# GLOBALSPIN TRADE CONCLAVE

Eco-Handlooms, Eco-Textiles, and Apparel

WORLD TRADE CENTER, **BENGALURU**

21 - 22 MARCH 2022

## SPONSORED BY

Ministry of Micro, Small and Medium Enterprises, Government of India

## ORGANIZED BY

National Institute for Micro, Small and Medium Enterprises

## KNOWLEDGE PARTNER

Ministry of Textiles, Government of India

## CO-ORGANIZED BY

NIFT Foundation for Design Innovation  
IAMKHAADII FOUNDATION (IAMKHADI)



## RATIONALE

In order to offer a Global Spin to the Eco-Handlooms Eco-Textiles and Apparel Exports towards achieving the target of US \$100 Billion of textile exports set by the Hon'ble Textile Minister of India in a quick time. This Trade Conclave aims towards aggregating all possible stakeholders of Eco-Handlooms, Eco-Textiles and Apparel Industry under the one roof.

The Ministry of Textiles and Ministry of Commerce & Industry, Govt. of India is aiming towards enhancing export & trade competitiveness of Eco-Handlooms, Eco-Textiles and Apparel exporters/ new enterprises in regions with export targets.

## OBJECTIVE

This Global Trade Conclave aims towards aggregating all possible stakeholders of Eco-Handlooms, Eco-Textiles and Apparel Industry under the one roof and to work towards Globalization of Indian textile industry by analyzing the best practices, new production techniques, innovative procedures and product qualities to satisfy all international eco-standards.

## WHY BENGALURU

South India is the leading silk producing area of the country also known for its famous silk weaving enclaves like Kancheepuram, Dharmavaram, Arni, etc. While the temple towns like Kancheepuram are renowned for their magnificent heavy silk sarees of bright colours with silver or gold zari works, the centers like Bengaluru and Mysuru are known for their excellent printed silks.

The traditional handloom silks always score over the powerloom silks in the richness of their textures and designs, in their individuality, character and classic beauty. Handloom weaving remains a symbol of versatility and creativity of living craft.

## CRITICAL ISSUES FOR DISCUSSION

International experts and resource persons of proven credibility in different areas of technology & domain experts have been invited from countries like **MAURITIUS, ZIMBABWE, EGYPT, ETHIOPIA, ITALY, SWITZERLAND, BANGLADESH, ARGENTINA AND LEBANON.**

Renowned national speakers from Government, National Institutes, Industry and Academia related to textiles are delivering sessions and participate as panellists.

### UPGRADING SKILLS AT PAR:

Enhancement of skills at par with the leading South East Asian & other countries by way of regular exchange programme.

### IMPROVED TECHNOLOGY:

- I. The role of technology & faster manufacturing techniques vis-a-viz. measures for creating awareness for the role of quality material.
- II. Replicating successful models of integrated and inclusive development of clusters in Bangladesh, Vietnam, China, Thailand, Philippines etc.

### DESIGN & PRODUCT INNOVATIONS:

Design, Product Development and Innovation -Role Play

### MARKET ACCESS AND LINKAGES:

- I. Tapping new and virgin markets.
- II. Development of IT & database system to support industry including E-commerce.
- III. Demand constraints: value in domestic market, competition with mass produced products, international awareness of available products.
- IV. Enlisting effective mechanism to disseminate commercial information, new ideas, innovations, etc.
- V. Percolating the concept of Focus Products, Focus Clusters and Focus Markets.
- VI. Eco-Textiles and Apparel.

### EXPORT PROMOTION:

The importance of the Eco-Handlooms, Eco-Textiles and Apparel sector in the national economy is well recognized. On account of having the advantage of flexibility of production in small batches, uniqueness, constant scope for innovation, eco friendliness, adaptability and, above all, the element of rich artistry, this sector has the potential to contribute towards export earnings in a big way. Therefore, export of handloom products has been identified as a "Thrust Area" for the overall development of the sector. The Government is exploring the possibility of making optimal use of the resources to enhance production capabilities of exportable Eco-Handlooms, Eco-Textiles and Apparel products.

## CHIEF PATRONS



**Shri. B.B. Swain, IAS**  
Secretary  
Ministry of MSME  
Govt. of India



**Shri. Upendra Prasad Singh, IAS**  
Secretary  
Ministry of Textiles  
Govt. of India

## PATRONS



**Ms. Mercy Epao**  
Joint Secretary (SME)  
Ministry of MSME  
Govt. of India



**Dr. S. Glory Swarupa**  
Director General  
National Institute for Micro, Small  
and Medium Enterprises  
Govt. of India

## ORGANIZING COMMITTEE

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Faculty Member & Rector  
National Institute for Micro, Small & Medium  
Enterprises (ni-msme)  
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Chief Executive Officer  
NIFT Foundation for Design Innovation (NFDI)  
Ministry of Textiles, Govt. of India  
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Email: ceo.nfdi@nift.ac.in

## SESSION THEMES

To promote MSME, Start-ups, Exporters for using  
eco-handloom products in:

- I. Home Textiles & Carpets;
- II. Smart Wearable;
- III. Fashion & Lifestyle;
- IV. Apparel & Athleisure;
- V. Sustainable Fashion.

## THEMES

- I. Design and Innovation
- II. Capacity and Capability Building
- III. Ecommerce and Cross Border Trade
- IV. FashionTech

## AUDIENCE BENEFITS



Audience  
Visibility



Reach Target  
Audience



Explore New  
Markets



Establish  
Expertise



Generate New  
Leads



Community  
Connect



E-Learning



E-Lending



E-Tailing



## PARTNER COUNTRY REPRESENTATIVES



**H. E. Mrs S. B. Hanoomanjee**  
(G.C.S.K.)  
High Commissioner  
Mauritius High Commission



**H.E. Dr. Tizita Mulugeta**  
Ambassador Extraordinary and  
Plenipotentiary  
Federal Democratic Republic of  
Ethiopia



**H.E. Dr. Godfrey Chipare**  
Ambassador Extraordinary and  
Plenipotentiary  
Embassy of The Republic of  
Zimbabwe



**H.E. Mr. Wael Mohamed Awad Hamed**  
Ambassador  
Embassy of The Arab Republic of  
Egypt

## FOREIGN EXPERTS



**Mr. Bhugaloo Naweed**  
CEO  
ILOY TRADING CO LTD



**Mr. Siven Selloyee**  
CEO, Founder  
SILOY Trading Co. Ltd.



**Ms. Nomachule Gigaba**  
Chairperson  
Noma Mngoma  
Foundation



**Ms. Mahlet Afework**  
CEO  
MAFI MAFI Design and  
Manufacturing



**Abiot Malawa**  
CEO  
Nnandi\_Couture



**Ms. Tsion Barhu  
Zewde**  
CEO  
MISST.CAL Apparel  
Design



**Dr. Rumbidzayi Masina**  
University of  
Zimbabwe Textile  
Department



**Mr. Tsakatsa Ishmael  
Humphrey**  
CEO  
Zargue'sia



**Ms. Chido Madiwa**  
Member of Parliament  
Mutasa North



**Mr. Abdulrazak  
Mahmoud Antar**  
CEO  
Antarmode Fashion  
House



**Enria Bia**  
CEO  
New Team Project



**Mr. Ramez Basmaji**  
CEO  
Fabusse



**Ms. Agustina Vistalli**  
Honorable Camara de  
Diputados de la  
Nacion Argentina



**Ms. Daria Martelli**  
CEO  
Daria Martelli



**Ms. Bibi Russell**  
Bibi Productions  
Fashion for  
Development



# NOMINATIONS OPEN FOR GLOBALSPIN AWARDS 2022

The Textile industry prides itself on providing one of the three basic needs to mankind. But our world of textiles and fashion can sometimes feel petty de-humanizing. It's easy to forget that every garment or fabric we wear and use are the result of hard work and struggle by real people. That's why we put together awards to offer a window into the lives and work of those real people.

NOMINATIONS CLOSE ON **15 MAY 2022, 11:00 PM**

## HANDLOOM, TEXTILE AND APPAREL

ATHLEISURE DESIGN

COMMERCIAL  
DESIGN

KNITWEAR DESIGN

MENSWEAR DESIGN

TEXTILE DESIGN

FOOTWEAR &  
ACCESSORY DESIGN

WOMENSWEAR  
DESIGN

EDUCATIONAL  
INSTITUTE

RESEARCH &  
PUBLICATION

COMMUNITY  
ENGAGEMENT

PEOPLE'S CHOICE

LIFETIME  
ACHIEVEMENT

## TECHNOLOGY AND INNOVATION

SUSTAINABILITY

RECOMMERCE

NEW MATERIALS

POSITIVE CHANGE

E-PAYMENT

E-COMMERCE

E-EXPORT

TECHNOLOGY FOR  
GOOD

SUPPLY CHAIN

VETERAN YOUNG  
TALENT

INNOVATION

CARBON FOOTPRINT  
INITIATIVE

## START-UPS

HOME & SPACES

COMMUNITY  
PARTNERSHIP

SMART WEARABLE

PROMISING YOUNG  
TALENT

FASHION &  
LIFESTYLE

LOGISTICS &  
FULFILMENT

APPAREL &  
ATHLEISURE

SOCIAL IMPACT

FASHIONTECH

CREATIVE  
ENTREPRENEUR

CHANGE MAKER

GREEN  
ENTREPRENEUR

## DAY 1

**10:00 AM – 10:05 AM:**  
INTRODUCTION ABOUT THE INITIATIVE

**10:05 AM – 10:10 AM:**  
OPENING ADDRESS

**10:10 AM – 10:15 AM:**  
WELCOME ADDRESS

**10:15 AM – 10:25 AM:**  
KEY NOTE ADDRESS

**10:25 AM – 10:35 AM:**  
ADDRESS BY GUEST OF HONOUR

**10:35 AM – 10:45 AM:**  
ADDRESS BY SPECIAL GUEST OF HONOUR

**10:45 AM – 11:00 AM:**  
ADDRESS BY CHIEF GUEST

**11:00 – 11:30 AM:**  
TEA BREAK

**11:30 – 12:30 PM:**  
SEAMLESS CREDIT FLOW FOR ECONOMIC  
DEVELOPMENT IN TEXTILES

**12:30 – 1:30 PM:**  
STRENGTH OF INDIAN TEXTILES &  
TECHNOLOGY IN TEXTILES

**1:30 PM – 2:30 PM:**  
LUNCH BREAK

**2:30 – 3:30 PM:**  
CUSTOMER ORIENTED DESIGNS & PRODUCT  
DEVELOPMENT

**3:30 – 4:30 PM:**  
CAPACITY BUILDING - TOWARDS EXPORT &  
TRADE COMPETITIVENESS

**4:30 – 5:30 PM:**  
START-UP PRESENTATIONS

## DAY 2

**10:00 – 10:30 AM:**  
INAUGURAL SESSION/EXPERT SESSION ON  
ECO-TEXTILES

**10:30 – 11:00 AM:**  
EXPERT SESSION ON ECO-HANDLOOMS

**11:00 – 11:30 AM:**  
TEA BREAK

**11:30 – 12:30 PM:**  
MARKET LINKAGES & LOGISTICS: NATIONAL  
AND INTERNATIONAL

**12:30 – 1:30 PM:**  
E-COMMERCE EXPORTS IN TEXTILES

**1:30 PM – 2:30 PM:**  
LUNCH BREAK

**2:30 – 3:30 PM:**  
ROLE OF FUNDING AGENCIES TOWARDS  
EXPORT MARKETING

**3:30 – 4:30 PM:**  
START-UP PRESENTATIONS

**4:30 – 5:30 PM:**  
VALEDICTORY SESSION



## REGISTER

<https://bit.ly/3tsxWZX>

<https://globalspin.net/>

**Ms. Sonia Lamba**  
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**National Institute for Micro, Small and Medium Enterprises  
(ni-msme)**

(An Organisation of the Ministry of MSME, Govt. of India)  
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