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MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

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GLOBALSPIN

TRADE CONCLAVE & EXHIBITION

On Promotion of Handlooms, Handicrafts and Technical Textiles
(Technology | Supply Chain | Innovation | Credit | Market | Sustainability)

Crowne Plaza Chennai, Adyar Park

21st - 22nd September 2022

9:30 AM - 6:00 PM



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Globalspin Trade Conclave 2022

Eco-Handlooms | Eco-Textiles | Apparel

Conclave Report

Chennai

September 21-22, 2022

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Background

The Indian textile industry is one of the largest in the world with a large unmatched raw material base and manufacturing strength across the value chain. India is the 6th largest exporter of Textiles & Apparel in the world. India's textiles and clothing industry are one of the mainstays of the national economy.

The share of textile and apparel (T&A) including handicrafts in India's total exports stands at a significant 11.4% in 2020-21. India has a share of 4% of the global trade in textiles and apparel. The uniqueness of the industry lies in its strength both in the hand-woven sector as well as in the capital-intensive mill sector. Today, India's textile sector comprises four important segments: the handloom sector, the power loom sector, manmade fibres and textile mills, and non-woven textiles & technical textiles. The four major end product categories are apparel and accessories, home furnishing including carpets, health textiles - PPEs, leisure and smart wearable, and industrial textiles – automotive, oil & gas, and infrastructure.

The mill sector is the second largest in the world. Traditional sectors like handloom, handicrafts and small-scale power loom units are the biggest source of employment for millions of people in rural and semi-urban areas. It provides direct and indirect employment and a source of livelihood for millions of people including a large number of women and the rural population. The sector has perfect alignment with the Government's key initiatives of Make in India, Skill India, Women's Empowerment, and Rural Youth Employment.¹

India is the world's second-largest producer of textiles and garments. It is also the fifth-largest exporter of textiles spanning apparel, home, and technical products. The textiles and apparel industry contributes 2.3% to the country's GDP, 13% to industrial production, and 12% to exports. The textile industry has around 45 million workers employed in the textiles sector, including 3.5 million handloom workers. India's textile and apparel exports (including handicrafts) stood at US\$ 44.4 billion in FY22, a 41% increase year on year.

Though Covid-19 has impacted Indian textile and apparel exports, the total exports are expected to reach US\$ 65 billion by FY26. The Indian textile and apparel industry is expected to grow at 10% CAGR from 2019-20 to reach US\$ 190 billion by 2025-26. The Indian apparel market stood at US\$ 40 billion in 2020 and is expected to reach US\$ 135 billion by 2025. The INR 10,683 crores (US\$ 1.44 billion) PLI scheme is expected to be a major boost for textile manufacturers. The scheme proposes to incentivize MMF (man-made fibre) apparel, MMF fabrics, and 10 segments of technical textiles products.²

TEXTILE INDUSTRY AND MSMEs

Micro, Small & Medium Enterprises (MSMEs) have been contributing significantly to the expansion of entrepreneurial endeavours through business innovations. India's MSME is a highly vibrant and dynamic sector with over 6 crore units, employing more than 11 crore people (just next to Agriculture), having a 28% share of GDP and 40% of exports.³

¹<http://texmin.nic.in/>

² Ministry of Textiles, Make in India, Technopak, Annual Report on Indian textile and Apparel industry - Wazir Advisors

³<http://www.dcmsme.gov.in/Draft08022022.pdf>

The MSMEs in India are playing a crucial role by providing large employment opportunities at comparatively lower capital cost than large industries as well as through industrialization of rural & backward areas, inter alia, reducing regional imbalances, assuring more equitable distribution of national income and wealth.⁴

The MSMEs are widening their domain across sectors of the economy, producing a diverse range of products and services to meet the demands of domestic as well as global markets.

As per the draft of the National Policy for Micro, Small, and Medium Enterprises (MSME) in India⁵, many inter-country initiatives to promote MSMEs in recent years have been initiated across 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-ups and scale-ups

The Government of India has designed various policies for the growth of MSMEs in the country. The Ministry of MSME runs numerous schemes targeted at providing credit and financial assistance, skill development training, infrastructure development, marketing assistance, technological and quality gradation, and other services for MSMEs across the country. To achieve the target of doubling the Indian economy to USD 5 trillion in five years, the government is focussing on providing back-end services to improve the performance of the MSME sector as it supplies goods and services to industrial enterprises.⁶

The domestic apparel and textile industry in India contribute approximately 2% to the country's GDP and 7% of industry output in value terms. The share of textiles, apparel, and handicrafts in India's total exports stood at 11.4% in the year 2020-21. India holds a 4% share of the global trade in textiles and apparel.⁷

Textile is one of the sectors which engage the highest number of workers next to agriculture. A large number of unorganized workers within the sector accounts for a substantial number of workers who often go unaccounted for. 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. Apart from direct engagement, the sector also employs a large population in terms of engagement in the backend operations. Direct employment involves producing yarns, textiles, and readymade garments; backend operations involve the production of crops, rearing of silkworms, etc. It encompasses some of the most deprived regions comprising the marginalized and also extends to developed areas providing, thereby offering equal opportunities to all. Overall the sector contributes in great proportions, to production, employment, and exports.

⁴<https://msme.gov.in/sites/default/files/MSMEENGLISHANNUALREPORT2021-22.pdf>

⁵<http://www.dcmsme.gov.in/Draft08022022.pdf>

⁶<https://www.ibef.org/industry/msme>

⁷<https://www.investindia.gov.in/sector/textiles-apparel>

India has a share of 5% of the global trade in textiles and apparel. With USD 37 billion in exports and USD 85 billion in domestic consumption, India's exports of textiles and apparel are expected to reach \$100 billion in the next 5 years, growing at a CAGR of 11%. Every USD 1 billion in additional exports in apparel manufacturing can create 1.5 lakh new jobs.

RATIONALE OF THE PROGRAM:

The conclave emphasized the following segments of Handlooms and Technical Textiles:

- Innovation and Technology
- Innovative Financing (Debt/ Equity/ Grant/ CSR)
- Market Access and Linkages
- Research and Development
- Export Promotion

To create a platform for the sustainability of MSMEs (artisans, designers, traders, exporters, manufacturers) to have market access to not only Indian consumers but also international markets and help accelerate their economic development on a sustainable basis.

The objective was to create a Start-up Eco-system in the Textile and Fashion domain by assisting the Fashion, textile, Lifestyle Accessories, Associated Technology, and Design Community entrepreneurs, like Craftspersons, Artisans, etc. in commercializing their product/service ideas.

The following are some of the major issues faced:

- **Counterfeits:** Producers are facing fraud and suffering from low prices and less growth.
- **Lack of Technology:** It refers to delays in processes, transactions, information, etc.
- **Fragmented Data:** Data is stored at multiple locations that are not close together.
- **Infrastructure Bottleneck:** Delays in decision-making, and communication due to inadequate resources.
- **Innovation Gap:** Lack of significant interaction among supply chain stakeholders.
- **Global Standard Failure:** No common principles and standardization to ensure transparency.
- **Lack of Incentive:** Remuneration standards are quite basic and have no added incentives to boost workers' motivation.
- **Lack of Traceability:** Not able to track and trace elements of the product and process.
- **Compliance Enforcement:** There is a requirement to establish guidelines and rules.

Context of the Programme – Recent Initiative #UNLOCKHANDLOOM

With the theme "*Technology, Supply Chain, Innovation, Credit, Market and Sustainability*", 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. Spanning over two days, the conclave had a series of panel discussions with over 30 industry and sector leaders and International foreign experts from Russia, Mauritius, UAE, and Nigeria as speakers. The discussion was focused

on quality, design, value, and innovation that empowered the participants with the right knowledge and exposure in handlooms and technical textiles, innovation and technology, innovative financing, market access and linkage, research and development, and export promotion.

Some of the salient features of the Conclave were:

1. Assistance & Facilitation for PMEGP and Mudra Loan, Stand-up India Seed Fund Scheme
2. Access to International Experts for Design and Product Innovation
3. EDPs/ ESDP on Export Promotion & Fund Raising
4. Access to Mentors, Industry Experts Investors & Foreign Buyers
5. Technical, Business, Media & Legal Support Services
6. Opportunity to Avail Government Supported Schemes and Incentives

Programme

GlobalSpin, the biggest trade event for eco-textiles, eco-handlooms, and garment sector products was held in Chennai (India) in September 2022. The conclave's goal was to help the Indian textile sector become more globally competitive by examining best practices, cutting-edge production methods, creative processes, and product characteristics that meet all applicable international eco-standards. The colloquium provided a forum for participants to interact with national and international specialists on topics such as technology, manufacturing processes, packaging strategies, and design innovations for increasing textile exports.

Participants from a range of stakeholders were present during the sessions. Discussions focused on the textile industry, taking sustainability and recyclability into consideration as key value differentiators among foreign purchasers. Specialists from partner nations were recruited from around the world, as well as national experts with a track record of expertise in many technological fields.

Global Spin is a vertically integrated trade and investment promotion company offering a large range of services during conclave:

Exhibitions	Marketing	Trade Promotion
<ul style="list-style-type: none">  Trade Exhibitions  Show Representations  Stand Constructions  Vendor Management  Design & Printing  Logistics Support 	<ul style="list-style-type: none">  PR Management  Print Advertising  Website design & Mobile Apps  Social Media & Digital Marketing  Telemarketing  Online Promotions 	<ul style="list-style-type: none">  Seminars & Conferences  Buyers-Sellers Meet  Business Missions  Business Matching  Interactive Media  Publications & E-Commerce

Highlights of the Programme:

Conclave Highlights	Conclave Focus	Conclave Themes
<ul style="list-style-type: none"> ✦ 300-500MSMEs ✦ 40+Speakers ✦ 25+IT Associations and Media Partners ✦ Key Note Addresses ✦ Round Table Discussions ✦ Exclusive Case Study Presentations ✦ Investment Forum ✦ Business Forum ✦ C-Level Invitation Only ✦ Unique Networking Opportunities 	<ul style="list-style-type: none"> ✦ Block chain ✦ ArtificialIntelligence(AI) ✦ InternetofThings(IoT) ✦ ImmersiveExperience(AR/VR) ✦ IntelligentAppsandAnalytics 	<ul style="list-style-type: none"> ✦ SustainableTextiles ✦ MarketAccessandCreditLinkages ✦ InnovationandTechnology

THEMES:

1. **Technology:** Start-up interventions to increase the income of micro-entrepreneurs like artisans and weavers and to address zero counterfeits, assured quality assurances, traceability, and transparency in the textile supply chain to achieve sustainability in the textile, apparel, and fashion industries.
2. **Credit linkages:** The needs of MSMEs/Start-ups are unique, and customized financial offerings and services would make the services more accessible. Beyond VC funding, credit facilities from banks play a significant complementary role in ensuring capital adequacy for start-ups.
3. **Market access:** Multiple stakeholders of the Technical Textiles, Handlooms, Handicrafts, and Apparel Industry come together to work towards Globalization of the textile industry by learning and analysing the Best Practices, New Production Techniques, Innovative Procedures, and Product Qualities to satisfy international eco-standards, considering Circularity, Sustainability and Recyclability as a key-value differentiator amongst the international Buyers and Experts.

PROGRAM SESSIONS:

The international experts/ resource persons discussed the following issues:

1. Innovation and Technology in the Technical Textile sector
2. Customer-oriented Designs and Innovations
3. Market Entry Strategy
4. Start-ups Pitches
5. Schemes, incentives and benefits for MSMEs
6. Global Market Linkages, Credit, and logistics
7. Innovative financing (Debt/Equity/CSR and Grant)
8. Digital Supply Chain: Traceability of the New Imperative
9. Fire Side Chat on AI & Block Chain Technology for the textile sector
10. NIFT Foundation for Design & Innovation

SPECIAL PROGRAMS:

1. **Thought Leaders Conclave:** The Handlooms, Handicrafts, and Technical Textiles Thought Leaders Conclave was a power-packed evening with Industry captains from the Handlooms, Handicrafts, and Technical Textiles Industry, as well as policymakers on a single platform, discussing challenges ahead, uncovering potential opportunities and discuss the means to achieve exponential growth.
2. **GlobalSpin Innovation & Technology Advisory (GITA):** The GITA zone provided a unique and interactive showcase of the latest innovations from the top start-up hubs from across India. A showcase of the latest technology products, and innovative and revolutionary solutions identified to impact and change the industry today and in the future.
3. **Textile Tech Exchange:** An increasingly popular concept at the GlobalSpin Trade Conclave offered a unique lab to a market platform to host and showcase research ideas and potential innovations in Handlooms, Handicrafts and Technical Textiles industry and help to capitalize, exchange ideas and accelerate its successful development. This was a great opportunity, which helped NFDI Incubator and Accelerator to reach business investors and get businesses off the ground.
4. **GlobalSpin Excellence Awards:** The GlobalSpin Excellence Awards offered individuals, start-ups and companies a platform to showcase their contribution and value addition in the field of Handlooms, Handicrafts and Technical Textiles.
5. **Showstoppers (Product Launches /Demo):** Let the world capture the magic of your revolutionary launch by kick-starting your product promotions in an ideal way. With a diverse gathering of the industry's most legendary creators & achievers, it helped people turn their product launches into an elite events.
6. **Start-Up Zone:** The Conclave provided several specialized opportunities for start-ups and emerging companies. Innovation Zone (Start –up Pavilion) was designed to provide the perfect opportunity to interact with entrepreneurs, angel investors, venture capitalists, mentors and accelerators to showcase innovative ideas to global and local audiences.

CHENNAI REPORT AND POST-CONCLAVE GUIDE FOR ACTION

1. INTRODUCTION

India's biggest Globalspin conclave on the promotion of handlooms, handicrafts and technical textiles was held in Chennai, on the 21st and 22nd of September 2022 at Crown Plaza, Adyar Park. World Association for Small and Medium Enterprises (WASME) and IAMKHAADII Foundation (IAMKHADI) in association with the Union Ministry of MSME organised the Globalspin Trade Conclave and Exhibition on the export promotion of handlooms, handicrafts and technical textiles. State Department of Handloom, Handicraft, Textiles and Khadi was the State partner and hosted the conclave with the support of the Ministry of Textiles as knowledge partner and NIFT Foundation for Design and Innovation (NFDI) as co-organiser. The conclave was inaugurated by Handloom Minister R Gandhi. With the theme "*Technology, Supply Chain, Innovation, Credit, Market and Sustainability*", spanning over two days, the conclave had a series of panel discussions with over 30 industry and sector leaders and International foreign experts from Russia, Mauritius, UAE and Nigeria as speakers. The discussion was focused on quality, design, value and innovation that empowered the participants with the right knowledge and exposure in handlooms and technical textiles, innovation and technology, innovative financing, market access and linkages, research and development and export promotion.

A few Memorandum of Understanding (MoUs) were also signed between Co-Optex and IAMKHADI Foundation on social foot printing, with Trace yarn on the blockchain, with Kosha on traceability and a few others. More the 250+ MSMEs, including artisans, designers, traders, exporters, manufacturers, entrepreneurs, artisans, start-ups and participants attended the conclave that provided great opportunities to learn, share best practices and build networks.

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.

The Conclave was held in collaboration with:

- **WORLD ASSOCIATION FOR SMALL AND MEDIUM ENTERPRISES(WASME).**



World Association for Small and Medium Enterprises (WASME), a global non-profit organization headquartered in Noida, India, has been spearheading the cause and development of Small and Medium Enterprises (SMEs) the world over since its inception in 1980. WASME enjoys consultative/observer status with concerned agencies in the UN system such as UNCTAD, ITC, WIPO, UNIDO, UNESCO, UNCITRAL, UNESCAP and ILO, and several other inter-governmental and international organizations like WCO, OECD, ICSB, APEC, APCTT, etc...

- **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 Export Promotion of Goods and Services. It works with MSMEs for Export Enhancement, Capacity Building, and Implementation of Promotional Activities (Marketing, Events, Seminars, Design Workshops, Technology Adoption, etc.) for Textiles and other sectors.

INDIAN TEXTILE INDUSTRY

The domestic apparel & textile industry in India contributes around 2% of the country's GDP and 7% of industry output in value terms. The share of textiles, apparel and handicrafts in India's total exports was 11.4% in 2020-21. India holds a 4% share of the global trade in textiles and apparel.⁸

Today, India's textile sector comprises four important segments viz. Handloom Sector, Power Loom Sector, Man Made Fibres and Textile Mills and Non-Woven Textiles & Technical Textiles. India is one of the largest producers of cotton and jute in the world. India is also the second largest producer of silk in the world and 95% of the world's hand-woven fabric comes from India. India has become the second-largest manufacturer of PPE in the world. The Indian technical textiles segment is estimated at USD 16 billion, approximately 6% of the global market.

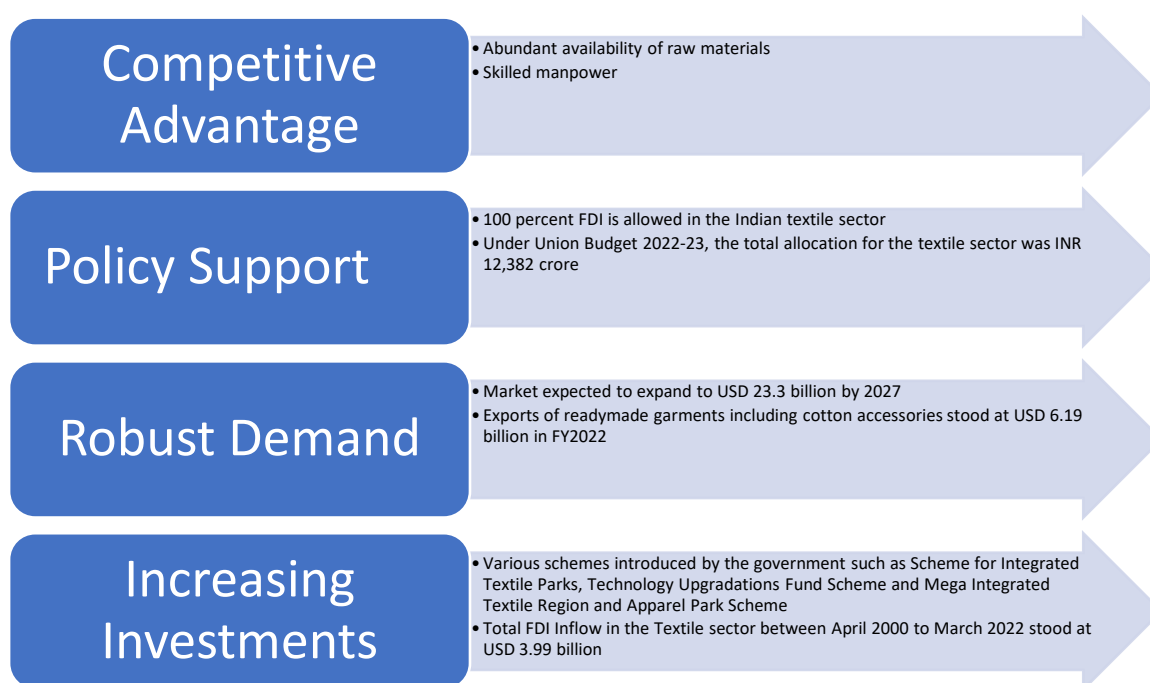
The textiles and apparel industry in India has strengths across the entire value chain from fibre, yarn, and fabric to apparel. The industry's fundamental strength lies in its strong production base of a wide range of diversified products from natural fibres like cotton, jute, silk and wool to synthetic/man-made fibres like polyester, viscose, nylon and acrylic.

The domestic textiles and apparel industry stood at USD 150 billion in 2019-20. It is set for strong growth by domestic consumption as well as export demand and is expected to grow to USD 190 billion by the financial year 2026. Immense potential lies in bilateral relations, proposed foreign direct investments in multi-brand retail and foreign investments.

⁸<https://www.investindia.gov.in/sector/textiles-apparel>

Additionally, urbanisation is expected to push towards higher growth owing to changes in fashion and trends.⁹

The highest contributors to FDI in the Textile sector of India (including dyed, and printed) from April 2016 to March 2021 are Japan, Mauritius, Italy, and Belgium. India scaled its highest-ever exports tally at USD 44.4 billion in Textiles and Apparel (T&A) including Handicrafts in FY 2021-22, indicating a substantial increase of 41% and 26% over corresponding figures in FY 2020-21 and FY 2019-20, respectively.¹⁰The USA was the top export destination accounting for 27% share, followed by the EU (18%), Bangladesh (12%) and UAE (6%).In terms of product categories, the export of cotton Textiles was USD 17.2 billion with a 39% share.



Source: IBEF Foundation

In the Union Budget 2022-23, the government has allocated:

- INR 12,382 crore (USD 1.62 billion) to the Ministry of Textiles.
- INR133.83 crore (USD 17.53 million) to the Textile Cluster Development Scheme.
- INR 478.83 crore (USD 62.73 million) for Research and Capacity Building in textiles
- INR 100 crore (USD 13.07 million) for National Technical Textiles Mission

⁹https://www.ibef.org/download/1664176509_Textiles_and_Apparel-PPT-June_2022.pdf

¹⁰<https://pib.gov.in/PressReleasePage.aspx?PRID=1829802>

Participating Countries

1.	Russian Federation	
2.	Mauritius	
3.	Romania	
4.	Nigeria	

Partners

1.	 <p>सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES</p>	Financial Support Partner
2.		Organizers
3.		State Partner
4.	 <p>वस्त्र मंत्रालय MINISTRY OF TEXTILES</p>	Knowledge Partner

2. INAUGURAL SESSION

The GlobalSpin Trade conclave was inaugurated by **Thiru. R. Gandhi**, Minister for Handlooms and Textiles, Government of Tamil Nadu at the Crowne Plaza Chennai, Adyar Park, Tamil Nadu. Other members at the inaugural session included H.E. Prof (Dr) K. C. Jankee (President, World Association for Small and Medium Enterprises (WASME) and Ambassador of Mauritius to Russia), Thiru. DharmendraPratapYadav (IAS, Principal Secretary Handlooms and Textiles, KVIB, Boodhan and Gramadhan, Govt. of Tamil Nadu), Thiru. RajitOkhandiar (IFS, Chief Executive Officer, Central Silk Board Ministry of Textiles, Government of India), Thiru. Rajeev Saxena (IRSS, Joint Secretary & Mission Coordinator (NTTM), Ministry of Textiles, Government of India), Thiru. Rajesh, T.P (IAS Commissioner Handlooms and Managing Director, Co-Optex, Government of Tamil Nadu), Thiru (Dr.) Abhay Sinha (Director General, Services Export Promotion Council (SEPC), Ministry of Commerce, Govt. of India), Thiru. Habib Hussain (Regional Chairman, Southern Region Federation of Indian Export Organization (FIEO), Ministry of Commerce, Govt. of India), Thiru (Dr.) Anitha Mabel Manohar (Director, National Institute of Fashion Technology, Ministry of Textiles, Government of India), ThiruDr M Vallalar (IAS, Commissioner of Textiles, Government of Tamil Nadu), and Er. Yash Arya (CEO & Founder IAMKHADI & UDAAN).

All the dignitaries were invited to the dias and felicitated with a bouquet and Angavastram after the lighting of the lamp and Tamil Prayer Anthem.

H.E. Prof (Dr) K. C. Jankee (President, WASME and Ambassador of Mauritius to Russia) delivered the welcome address.

He extended his heartiest welcome to all the dignitaries and guests to WASME's Global Spin Conclave on the promotion of handloom and craft technical textiles with a focus on quality, design, value, and innovation in association with IAMKHAADI Foundation and NIFT Foundation for Design and Innovation. He claimed that the conclave is exclusively organized for the textile industry sector which is the most thriving and significant sector for many reasons.

He emphasized that there is a strong necessity for the government's policymakers, financial organizations, and industry bodies to come together and collaborate to build a business conducive environment. There is a need to build policies that help in mitigating the negative effects of the pandemic and at the same time provide enterprise support to SMEs which can only be possible through collaborations and partnerships.

Especially post-pandemic and with various challenges and crises, there is a focus on making SMEs more productive with renewed commitment, which will contribute to the achievement of the 2030 Agenda of Sustainable Development Goals. It is equally important to focus on enabling SMEs to become more competitive, environmentally friendly, socially responsive, culturally sensitive, and ethical in their business practices.

He used the platform to place a proposal for WASME collaboration with the Tamil Nadu government on skill development and EDP training for the SMEs in the state including in the textile sector. He was convinced that the conclave would be a great success and meet its objective of promoting SMEs in the textile sector.

The Introduction speech was delivered by **Yash Arya, Founder of IAMKHADI**, one of the co-organizers of the program. He began by extending greetings to all participants and the members of the Dias and thanking the chief guest for taking out time from his busy schedule

to grace the occasion. In his speech, he introduced the GlobalSpin Trade Conclave's core objectives to the audience. He mentioned that it is an endeavour to bring together diverse viewpoints of experts, entrepreneurs, innovators, and business owners to enhance and position handloom as an eco-friendly option of choice and enhance awareness of eco-textiles.

The theme of the conclave is Innovation, technology, innovative financing, market access linkages, and export promotion. It is India's first international forum which aims to advocate, deliberate, and discuss the ongoing crisis of traceability in textile supply value chains. It has been projected that the Indian government loses INR 1 lakh crore over counterfeit products annually. To combat the increasing counterfeit market, the forum intends to bring together technology companies, start-ups, solution providers, and brands who can turn to block chain solutions to verify the authenticity of goods.

He iterated that Tamil Nadu as a progressive state has all the elements to enhance leadership roles in the textile industry with the combination of technology, and sustainability leading to the promotion of exports from the state. He wished the discussants and hoped that the discussions led to positive outcomes for not only the state but the country as well.

Thiru. RajitOkhandiar(IFS, Chief Executive Officer, Central Silk Board Ministry of Textiles, Government of India) was then invited to give the plenary speech. He congratulated the organizers WASME and IAMKHADI for organizing the program in Tamil Nadu which is one of the textile hubs of the country. Subsequently, he thanked the organizers for inviting him to participate in the global conclave.

In the textile manufacturing industry, there are about 1.06 lakhs registered and 7.6 lakhs unregistered units. In the apparel industry, there are 2.14lakhs registered and 29 lakhs unregistered units where most are MSMEs.

He reiterated that the MSME sector has been a key contributor to the country's GDP and outshone other sectors even during the pandemic. Textiles in MSMEs contribute around 5 percent to the country's GDP in terms of industrial output and are the second largest employer in the country after agriculture generating about 45 million direct and 66 million indirect jobs in the country. The textile industry contributed 11 percent of the total exports of the country and 4 percent to the global trade market.

He pointed out that there have been several driving forces behind the monumental growth of the industry and realizing the true potential of each of these dynamics can help the MSMEs to unlock greater employment opportunities for Indian skilled and unskilled workforce. But the sector also faces its challenges across the value chain from farm to fashion and raw material to the marketing of finished goods. There are issues from both the demand side as well as the supply side such as issues related to the fragmented structure of the sector, skilled development, sustainability, raw material supply, quality testing, financing, technology up gradation, counterfeit products, marketing, brand promotion, intellectual property rights, traceability, working conditions of the labour and development of ethical value chains.

Blockchain has the potential of providing a solution for several challenges mentioned before. It has the potential of tackling the problems of traceability, sustainability, and working conditions of the labour and it offers to decentralize the entire processing mechanism leading toward a customer-centric supply chain. Artificial Intelligence offers ample opportunities and has played a vital role in virtual merchandise, virtual search, customer personalization, automatic authentication, and trend forecasting.

He explained that conferences like these with participation from across the value chain can lead to positive takeaways for the Indian textile industry.

Anitha Mabel Manohar (Director, National Institute of Fashion Technology, Ministry of Textiles, and Government of India) was then invited to give her speech as the Guest of Honour.

She started her address by thanking the organizers to invite her to the GlobalSpin trade conclave and address the international delegates from all over the world as well as industry experts from all over India.

She introduced NIFT as a reference tower for education in fashion, design, products, raw materials, technology, and innovative ideas. In its glorious record, NIFT Chennai has worked with every handicraft and handloom society in Tamil Nadu. NIFT has been a training point for training, skills for weaving, and every craft cluster in Tamil Nadu. Over the years the alumni contributing in multiple domains have built a strong network, thus forming the backbone of the fashion industry in India and abroad. She also mentioned Disha Tandon, a student of NIFT, who won the award for the Female Change Maker 2021 and informed that the curriculum is inbuilt with a craft cluster and handicraft experience and expertise for students. While the students spend time with the weavers and the artisans, we also initiate new ideas and bring those ideas to education inside the campus.

NIFT has been a trainer for NGOs and skills development. Recently NIFT has worked with the Ramanathapuram Shell Craft and has helped them become independent and make internationally acclaimed and beautiful products that are one of a kind. It has also worked with Coconut Shells and many other crafts. It has helped the weavers and societies to produce new designs for festivities, which is also an integral part of our curriculum. While NIFT works with different clusters and different industries, it has also come up with innovative jobs and innovative profiles. It has also created education forums and made education MOOCs, and also uploaded them to the National Swayam portal, which was very useful during the pandemic. NIFT is also getting into partnerships with the DCH and the textile commissioner who has initiated classroom projects. She wished GlobalSpin beautiful two days of innovation, thinking, designing, and coming out with great research ideas.

Thiru. Habib Hussain (Regional Chairman, of the Southern Region Federation of Indian Export Organization (FIEO)), was then invited on stage to address the event.

He started his speech by congratulating the organizers and quoting a line from Shakespeare that is dyed in the lives of all men, which taken at the crest, leads to fortune.

We have a very strong, dynamic leadership at the centre with Prime Minister Modi and equally strong, very visionary leadership at the state through Mr M.K. Stalin. What we need to do is focus our energies to make it happen. Channelizing creativity and making it relevant to the markets concerned is the need of the hour.

New technology such as block chain may sound big, but these are all very relevant. According to him, organizations need to create a platform for these MSMEs to market their products. He emphasized the opportunity of providing MSMEs with the tools and channel their creativity and then channel their systems and processes.

Thiru (Dr.) Abhay Sinha (Director General, Services Export Promotion Council (SEPC), Ministry of Commerce, Govt. of India) was then invited to address the event.

He explained how the work of SEPC is integrated into the larger goals and objectives of the program. He informed that SEPC has also signed an MOU with the Ministry of MSME. SEPC

takes care of all the services exported from India. He explained that there is a bit of a difference between the export of goods and services. Today in the Indian economy, over 55% of the contribution to GDP is from services export.

SEPC can help the textile sector and play a vital role in trade intelligence on understanding the market, policy advocacy, export promotion activities, and capacity building. He also emphasized that in any activity related to international trade, trust is a key factor. The technologies such as blockchain and artificial intelligence can help in building trust in the market. Another important aspect is reaching the global market, where digitization becomes very important.

Thiru. Rajesh, T.P (IAS Commissioner Handlooms and Managing Director, Co-Optex, Government of Tamil Nadu) was then invited on the stage to deliver his address.

After thanking the organizers for inviting Co-Optexto the Conclave, he pointed out the challenges faced by the textile sector.

- Firstly, what is the potential to improve product innovation, and how to diversify and capitalize on the market opportunities available?
- The second challenge is how to protect the handloom market by limiting the intrusion of low-priced imitations from the power looms.
- The third challenge faced is how to command a better value realization for the product through effective branding and hence market access.
- The last challenge faced is how to sustain the Handloom profession.

Co-Optex has around 154 retail outlets with a turnover of around 225 crores. Still, Co-Optex is unable to penetrate the international market because of a lack of design interventions resulting in the market share in Tamil Nadu standing at hardly 4%. To combat this issue, a state-of-the-art international design studio is planned to encourage new global demand-driven designs.

Additionally, four MoUs have been signed about:

- Blockchain-based technology platform for income enhancement of the artisans and the traceability of the ecosystem
- Creating entrepreneurs
- Sustainability of fabrics
- Marketing channels

ThiruDr. M Vallalar (IAS, Commissioner of Textiles, Government of Tamil Nadu) was then invited to address the event.

After thanking and complimenting the organizers, he expressed that the GlobalSpin conclave and the exhibition will help the entrepreneurs venture into new areas of the textile sector.

Technical textile is an area where Tamil Nadu and India are lacking whereas China and Europe are contributing about 50 percent of the technical textile trade in the world. Tamil Nadu has opened its gates for technical textiles.

Tamil Nadu government is coming up with several schemes for the upliftment of the technical textile industry in the state. He mentioned that the Tamil Nadu government has also announced a scheme regarding textile parts which provides a 50 percent subsidy on the total cost of the project. In this policy, within three months, about a hundred people have

registered under the scheme. He concluded his speech by inviting the entrepreneurs to become beneficiaries of the various schemes announced.

Thiru. Rajeev Saxena(IRSS, Joint Secretary & Mission Coordinator (NTTM), Ministry of Textiles, Government of India), was then invited to address the event.

He started his speech by giving a preview of the technical textiles and reminded us that within four months, India became the second-largest producer and exporter of PPE kits. He gave different examples of the application of technical textiles in medical textiles, geotextiles, agro textiles, and protective textiles. The share of technical textiles in Indian textiles is only 7-8 percent as compared to 30-70 percent in developed nations. The CAGR of technical textiles in India is around 7 percent.

He explained that to enhance Indian textiles, there is a need to pay attention to the technical textiles besides the traditional strength that India has in handloom, handicraft, and cotton. For this to happen, the major requirement is creating demand and awareness regarding the same.

Under this context, the government of India has launched the National Technical Textile Mission intending to create India as a leader in technical textiles in four years. He explained that a major component of the mission depends on the research work which India lacks. The government is promoting and sponsoring research projects in high-performance fibres like nylon 66,aramite, high molecular weight, and composites with an outlay of INR 1000 crores. Till now, up to INR 160 crores have been sanctioned for around 54 projects that have been sponsored by premier institutions such as IITs, IISCs, and textile associations along with industry partners. The second objective of the mission is to create demand and awareness for technical textiles for which various conferences and seminars have been planned.

He added that the Government of India is also coming up with PM MITRA (Mega Integrated Textile Region and Apparel) Parks, seven of which will be approved in the first phase.

Thiru. Dharmendra Pratap Yadav(IAS, Principal Secretary Handlooms and Textiles, KVIB, Boodhan and Gramadhan, Govt. of Tamil Nadu), was then invited to deliver the keynote address.

He started by thanking the organizers of the conclave and expressed that he looks forward to getting useful recommendations to work out schemes for the sector to benefit.

He explained that the textile sector is a huge sector with a variety of production bases. With solutions very difficult and different for each specific problem, knowing the ground reality becomes important.

India was the golden bird because of the textile industry. Thus, with a special focus on enhancing the technical textile industry, traditional textiles should bloom simultaneously. Tamil Nadu's predominance lies in natural fibre, and in the current scenario, man-made fibre is gaining importance. Therefore, there is a need to emphasize technical textiles as well.

He concluded by saying that the government is coming up with various schemes to promote the textile sector and conferences like these can help all the stakeholders to come together, understand each other problems and come up with new solutions and innovations.

The global campaign conclave has deliberated many key dialogues and initiatives with the key government of Tamil Nadu and government of India officials, a few of which have translated into Memorandums of Understanding.

Thiru. Rajesh, T.P (IAS Commissioner Handlooms and Managing Director, Co-Optex, Government of Tamil Nadu) was then invited to exchange MoUs with various partners.

- Thiru. K. Vijaykumar and his team from Artistic Innovations Private Ltd Karnataka were then invited to exchange MOUs with Co-Optex. This MoU focuses on the Internet of Things, artificial learning, cloud computing, digitalization, and traceability of handicrafts.
- Thiru. Dharamveer Singh from Traceyarn SPV of Blockcube Technology was invited to exchange the MoU focussing on the implementation of blockchain-based technology for artisans and traceability in the ecosystem.
- ThiruYash Arya from the IAMKHAADI foundation was invited to exchange the MoU focussing on Tamil Nadu Handloom products getting the international market and the right price in the global markets
- Thiru. K. Salvan from Dreamzone was then invited to exchange the MoU with Co-Optex to focus on design and development, promoting new products, and brand promotion in the handloom sector.
- Thiru. Shekhar from Annakapuddu Jute Weavers Association was invited to exchange the MoU with Co-Optex focusing on hand-woven products made of natural fibres such as banana, bamboo, jute, aloevera, pineapple, etc.
- Thiru. Vaishali Kohla was then invited on behalf of We Kohla Enterprises Andhra Pradesh. The MoU focuses on marketing handloom products with kalamkari, hand drawn, hand painting, and exclusive design collections for the export market

Thiru. R. Gandhi, Minister for Handlooms and Textiles, Government of Tamil Nadu was then invited to deliver his presidential address.

Tamil Nadu is the leader in the textile industry with the highest spinning capacity of cotton yarn, highest in knitwear exports, 70 percent of the cotton knitting capacity, second largest number of powerlooms, and one of the highest numbers of handlooms in the country.

Many efforts have been taken by the government to promote the growth of the textile industry, a few of which include the creation of a separate commissioner for textiles, removal of the cotton and waste cotton cell, liaison with the government of India to withdraw 11 percent import duty on cotton imports, special focus on technical textiles, etc. Many technical policies to promote the sector, generate rural employment, providing awareness for continuous employment through the exhibition of various schemes have been ongoing.

He expressed his gratitude to the Ministry of Textiles, the Government of India, and the Centre for their continuous support to encourage the textile industry of Tamil Nadu. Talking of the conclave, he highlighted that the handloom and khadi constitute the biggest organized economic activities in India. The sector is also the second largest employment provider in rural areas employing more than 3 million people in direct and allied activities.

Indian handloom weavers are known globally for their unique hand spinning, weaving, and printing sale of wide-ranging fabrics. The government has also taken various steps to improve the working conditions of the weavers and artisans and provide them with financial assistance. There is also a new wave of making the textile industry sustainable and environmentally friendly.

There is a strong need to promote entrepreneurship models in the handloom sector and encourage start-ups among artisans and weavers. The country also needs to reach zero

counterfeit products, and full transparency in the supply chain in the textile, apparel, and fashion industry.

He commended the program and claimed that the conclave is a platform to bring together leaders from all over the country to share their experiences. He looked forward to the recommendations of the successful deliberation held during the conclave.

After the speech, the chief guests and the guests of honour were presented with a token of appreciation. The vote of thanks was delivered by **Dr.Ajit Kumar Nigam**, CEO of, the NIFT Foundation for Design & Innovation.

Additionally, four MOUs have been signed about:

- Blockchain-based technology platform for income enhancement of the artisans and the traceability of the ecosystem
- Creating entrepreneurs
- Sustainability of fabrics
- Marketing channels

A few MOUS were also been done between Co-Optex, with SMEs on social foot printing, with Trace yarn on the blockchain, with Kosha on traceability and a few others. More the 250+MSMEs, including artisans, designers, traders, exporters, manufacturers, entrepreneurs, artisans, Start-ups and participants attend the conclave that provides great opportunities to learn, share best practices and build networks.

SL No	Name of Party	Subject
1.	ARTITECH INNOVATIONS PRIVATE LIMITED, Karnataka	An innovative technology-based solution to authenticate and track genuine handmade products leveraging the Internet of Things (IoT), Artificial Learning (AL), and Cloud computing to provide Digitalization, Authentication and Traceability for the hand Craft – hand weaved products and there by address the challenges confronting Handloom sector in the national and global market – the counterfeit products and unfair competition. Now, buyers from any part of the globe need just to scan the 'tag' attached to each Product to confirm it is made by handlooms 150 looms have been identified for installing the innovative device.
2.	TRACEYARN-SPV of Blockcube Technology Limited	Implementation of Blockchain based technology platform to enable income enhancement of Artisans, traceability in T&C eco-system, Reduce counter feit, track & ensure Adherence to SDGs, provide visibility in the supply-chain for quality checks etc

3.	IAMKHADIIF FOUNDATION New Delhi	To reposition TamilNadu Handloom Products in the International Market, by reaching new markets, Brand positioning, building customer trust, and getting the Right Price for handloom products.
4.	DREAMZONE (Training ServicesPrivate Limited)Chairma n	A creative skill development division of CADD Centre having officers in over 100 locations will provide support in the areas such as design and development, promoting new products through fashion shows, Brand Promotion through media handles, and students' intern for promoting entrepreneurship in the handloom sector.
5.	Anagaputhur JuteWeaver'sAss ociation,Chennai	Promote production and marketing of genuine hand-woven products made of natural fibres which contain medicinal properties such as banana, bamboo, jute, aloe vera, pineapple, hemp, Gongora etc.,
6.	Steel Holdings Corpor ation Limited, Ca nada	Distribution agreement for engaging M/s. Steel Holdings Corporation for marketing handloom products of Co-Optex in the territory of Canada and the US through existing and new distribution outlets.

3. TECHNICAL SESSIONS

DAY 1

3.1. Panel Discussion: Innovation and Technology in Technical Textile Sector

Moderator: Dr.Ajit Kumar Nigam, CEO, **NDFINIFT Foundation for Design & Innovation**

Panelists Mr. Rajiv Saxena, IRSS, Mission Coordinator (NTTM), **Ministry of Textiles, Govt. of India**
Dr. M. Vallalar, IAS, Commissioner Textiles, Government of **Tamil Nadu**

Mr. Rajesh Mrithunjayan VP3D Products and Solutions, **Monotech Systems**

Mr.NarendraKajale, Chief Executive Officer, **Texport Syndicate India Limited**

Mr.DevdasDhamodaraswamy, Chief Technical Officer, **Loyal Textiles & ITTA Member**

Dr.Ajit Kumar Nigam (AN) initiated the panel discussion by welcoming the interesting panel on the Technical Textile sector. He began the session by asking each of the panellists what they think of technical textiles, their meaning to them and where India stands.

RM: I'm Rajesh Mrithunjayan. I'm the Vice President of Monotech Systems Ltd. We have been in this industry for 23 years with our 2D printing and 3D printing, equipment and solutions. Six months back, we were only looking at the industries like engineering, aerospace, and medicine as something related to the mechanical industry or electronics industry. But in the recent past, we have been introduced to technical textiles. Very surprisingly, I came to know that all these areas we were talking about where additive manufacturing or 3D printing solutions can go in are all part of technical textiles. It is important to understand that it's all about functionality and performance and not only about aesthetics and decoration.

When we talk about functionality and the properties of the materials, and how it works in the system, we talk about technology that has to be implemented, and smart technologies and customization, of course, come in part of it because we are using design. So design creativity is very important in this. Technical textiles are more of functionality and properties. And that's where we as an industry would like to get in and understand and implement 3D printing into this segment.

NK: My name is Narendra Kajale. I'm a technical textile professional for the last 28 years and I have been working in different companies. Technical textile is all about creating barriers for different trades and the functionalities that are important to regular conventional fabrics. So India has been very strong in textiles and spinning, weaving, and processing.

Now the next natural extension is imparting some functionalities which give those fabrics some better performance. The barrier could be concerning material and various threats. I think we could respond faster to the virus because we knew how to create a barrier for the virus. For example, even within the coating, there are 12, or 13 different types of coatings that are done under the fabric. So all these processes, all these process innovations, impart functionalities to the fabric, and then they are converted into the article, which gives the desired performance that is expected. So currently, if we look at it today, we are 12 to 14% of the total textile in the technical textile segment in terms of revenue and terms of volumes near about 10%. I think we have enormous potential to grow. We have enormous intellectual capital that is available within our country. We have to integrate them and ride this wave of growth in technical textiles.

DD: India has been traditionally very strong in textiles as a science, as an art, and as an industry. But unfortunately, India has not been a very large exporter or manufacturer of technical textiles. We are lagging far behind China, Taiwan, and many other countries. One of the reasons for this is that we have been traditionally into woven and knitted fabrics and not into non-woven fabrics.

We have been in the technical textile field for almost 24 years now and we are one of the first entrants. We are essentially in safety and protective garments and have been exporting technical textiles, not only garments but also fabrics to almost 28 different countries. Currently, we are exporting to about 48 countries. We are the second largest exporter of technical textile garments from India, and we are specializing in fire retardant, high visibility, and chemical resistance, including acid alkaline, flash fire resistance, molten metal resistance, electrical garments, and anti-static and electrostatic discharge garments. All of these are with European certifications. So we are quite proud to say that we are the second largest exporter in this particular field. Hospital uniforms with anti-microbial and anti-viral and odour-free finishes reopening almost about 15 years back helped us to do a lot of things. During the Covid situation, we developed PPE and reusable PPE which can be washed and reused for doctors. This has also got to be a barrier between the two layers that are developed by us in collaboration with the Taiwanese technical textile industry. We have also developed reusable masks and these masks are quite protective. They are also coated with anti-viral.

We currently do quality finishes under UV protection garments for the mining industry and recently about a year back we started supplying cancer-protective UV garments to American Medical Association. They've been recommending our garments for cancer patients. We have our own company in Italy called P&P Loyal. We are a vertically integrated company, and recently we developed heat-resistant cotton garments of about 475 GSM for the steel industry. These are also being supplied to Tata Steel and to the oil and gas industries.

The innovations that Loyal has recently carried out are cotton, lightweight, highly protective garments with heat resistance and high strength. This is a patented garment because from 110 GSM to 280 GSM, we can bring in FR property. We have got multiple connections in the same garment, like FR anti-static, rain, and wind-protective for extreme weather.

RS: The government is very serious and they have launched a mission called National Technical Textile Mission. We need to develop new applications for technical textiles. Only adding functionality to textiles is not technical textiles. Anything which comes under fabrics falls into the category of technologies such as geo-textiles, and agro-textiles which have nothing to do with clothing or textiles. Similarly, some items also have overlapping functionalities with traditional textiles such as cloth tech.

The government approach has a long vision. India is not producing high-performance fibres. We have to focus to develop nylon 66, carbon fibre, etc. We have already actioned research projects for IITs and academic institutions. We are inviting more such proposals. The fund is INR 1000 crores out of which INR 160 crores have been sanctioned and around 250 crores are under examination. The proposals are passed by three levels of technical sub-committees.

Technical machinery is another area whose imports are skyrocketing. The government is planning to create machinery so that ten years down the line India has the potential to compete with countries such as Germany and Japan. The government also intends to promote start-ups, develop demand for technical textiles in the country and generate awareness.

AN: As industry leaders, what should we do that the expenditure done by the government of India on infrastructure gets aligned with the innovation which is happening within academic institutes?

DD: The government should make it mandatory by regulatory measures that safety and protective garment should be worn by people such as firemen. Recently I have been to an accident where the firefighters did not have such a garment. The army has these garments and the firemen deserve them too. Manufacturing takes place in India at a lot of manufacturing units, but there is no regulation/law demanding that every such worker in activities like welding/firefighting wears protective equipment which is available in India. Thus, there is a lack of domestic demand, and every protective garment made by Loyal Textiles is exported. Therefore, domestic demand has to be created.

RS: We have to work on sector-specific areas. For this, we are organizing a protective textiles-based conference and seminar in which all the users will be invited such as industry, defence, oil, and chemical industry understand the advantages of the same. Additionally, we are working in the research area and several projects to reduce the weight of the protective garment have been sanctioned. We would also be launching a scheme in which we are going to give aid to education in the form of purchasing lab equipment and training faculties and institutions for introducing technical textile courses. Third, we are working on skill development. Therefore, we need to work on different sector-specific and product-specific areas.

RM: Earlier, India was industrious and innovative, but after the colonial regime we have only gotten into the manufacturing sector and become the manufacturing hub of the world without innovation being a part of it. As we are moving from Industry 3.0 to Industry 4.0, we can leverage it to support innovation. Additionally, the gap between academics and the industry needs to be reduced for innovation to happen concerning the industry.

NK: If we look at the demand generation part, it is easy to draw parallels. Looking at how the textile industry has grown in our country, from being good cotton and silk producer historically, the downstream processes got developed like systematic investments into spinning, weaving, processing, and garments. Similarly, from a demand generation point of view, it is very important to have investments in the downstream processes of technical textiles products. A step in investments by the government through NTTM on fibres is a step in the right direction because that will develop the required fibre base, and the downstream will be developed and when the product is available, then it is an option for people to buy. Currently, nobody wants to trust us because we don't have basic fibres such as nylon 66 in our country. There is a need to look beyond cotton and polyester so that any buying hub such as Europe and US which are the main consumption centres can be captured. Mandate,

availability of fibres, and awareness are the three dimensions with which we will be able to create demand for technical textiles in India.

Just because mobiletech is popular in Europe,so we should focus on it may be the wrong approach although useful from a different perspective because the concept of mobile tech has changed now as mobile tech is moving from fossil fuel to electric vehicles. We should focus on the parts such as how to make the weight lighter of the panel which will go into the electrical vehicles whose market is going to bloom shortly. One big area is the tire-cord textiles which India was unaware of. In mobile tech, the demand exists but there is a lack of upstream and downstream processes. Another important part of the electric vehicle is the battery separator which comes under the textile sector and can be focussed on.

From the domestic point of view, agro tech is important and from the exports point of view, mobile tech is important.

DD: Agri tech, build tech, and biotech are the three segments in which we can grow fast. There is a demand and a manufacturing base, but then we have to go into it quite deeply. I just listed out about five recent innovations and research and development activities that have been carried out in the US in mostly technical textiles. It is a ranger company and multinational company advanced in the material division. They are very highly absorbent, cross-linked cellulose fibre which is not available in India. We are in so many types of physical fibres, but we are not in crosslink which is highly absorbent. Similarly, Vein Hauser, another US company, has patented economical, biodegradable, super-absorbent fibres used in incontinence garments. Similarly, the Stanford Research Institute, USC developed a novel range of biodegradable polyolefin polymers which we don't have. We have IITs and so many textile institutes in India which are being funded and promoted. Very soon we can have such fibre development in India. High molecular weight and low GSM textile composites and fibres are very much required.

3.2. Panel Discussion: Customer-Oriented Designs, Innovations and Market Entry Strategy

Moderator:	Dr.Vasundhara Chaudhary, Associate Professor, NIFT
Panelists	Ms. Adriana Usvat, Founder and Managing Partner, FLC Group, UAE
	Mr.Sreedhar. N, Executive Director, Handloom Export Promotion Council (HEPC)
	Mr. Muthuswamy, Zonal Director (South Zone), Weavers' service Centre Ministry of Textile
	Mr.Rajasekar DSK, Executive Secretary, Apparels and Handloom Exporters Association (AHEA)
	Mr. T. Venkatakrishna, Chief General Manager, National Bank for Agriculture and Rural Development (NABARD), Tamil Nadu

Dr.Vasundhara Chaudhary, Associate Professor, NIFT (VC): We all know there is a global leader called Benjamin Franklin. He once said that knowledge is the best investment

which can give you the best interest. So that's why we are here as a knowledge partner of the Global Spin Trade Conclave.

VC requested panellists to share their views.

Adriana Usvat, Founder and Managing Partner, FLC Group, UAE(AU)With regards to innovation and market entry into new different markets, I think the most important thing that we need to keep in mind is to focus on our customers and to take care of the customer. The moment you start to become customer-centric, you will see a difference. Companies which are succeeding, let's look at them. They are succeeding for the simple reason that they are obsessed with the customer from all points of view. And that is something which is going to make a difference. While entering into a new market sometimes there is a possibility that the market is saturated or there is possibility that the market is not saturated enough. So, I think the most important thing to keep in mind is what is our differential? How are we different from someone else which is already in that particular market? And last but not least, what is the need of the customer that we are satisfied with that particular product? Because if we have a amazing product, but it does not satisfy any needs, then we will have few customers for sure. Whoever wants to enter into a new market should always keep in mind how do we generate repeat purchases and how do we get one customer to become our advocate and to recommend us to hundreds and thousands of other customers.

VC requested Mr. Sreedhar, N. to share his views on innovations and customer-oriented designs which can lead us to open the market.

Mr. Sreedhar. N, Executive Director, Handloom Export Promotion Council (HEPC) (NS) India is the only commercial place where Handlooms are still spractised for commercial consumption. We make around USD 1.8 billion worth of merchandise out of this handloom. We are at the forefront of taking this Indian luxurious handloom product to the global market. So, off-late, why these Indian handlooms are getting disconnected from the connoisseurs of the world, the consumers as well as the domestic market is because there is a lot of disconnect between the consumer's need in terms of quality or in terms of the design interventions and what the market needs. They just make the product as per the contemporary input, what they have been trained in. So now at this stage, we need to impart skill education to the actual producers of the handloom about the current demand, current market requirements, and current fashion demands. Already governments and organizations like us are taking the correct steps to impart the requirement in the market so that the Indian handloom can take the global market. And in fact, we have been very successful in organizing more than about 30 international shows for the welfare of Indian Handloom Textiles. Anyone can approach us for any kind of market intervention for the international market, more specifically Indian products. To be very specific, we have one bass fibre extracted from a plant from the Himalayan range. If any consumer wants to have the authentic bit of that fibre, they have to come to India, the Himalayan range where it is also classified as a medicinal value textile. So, like that, they have a lot of products which can cater to the healthcare segment and the luxurious part of the consumer. There are a lot of good products available in the handloom that we can cater to top-class luxury brands. So, to talk about the innovativeness we can offer value-added natural fibre or value-added finishes are fibres which can also cure cancer. The value-added product made out of these natural fibres can be used in medicinal therapy methodologies and other procurement. If any of the exhibitors here or the participants here would like to take their innovative product or get into the manufacturing of handlooms of any kind they can always approach us. We are organizing a lot of knowledge-sharing seminars and also some workshops specific to the needs of the clusters. We are addressing the specific clusters in various states.

Mr. Muthuswamy, Weavers' Service Centre Ministry of Textile, Gol: I am the summit director from the Weaver Research Service Centre, Gol. Our institution is basically for the development and promotion of the handloom sector. The strength of handlooms lies in producing small quantities when compared to the mill sector as well as making some intricate designs that the mill sector and the power loom cannot economically produce. These are the core strengths of the handloom sector. So as handloom sector weavers we ought to focus on our strengths rather than competing with just producing ordinary fabrics, which the mill sector is making. We already have as you all know, many unique products and techniques all over India, right from Kanyakumari to Kashmir throughout the length and breadth of the country. We have a lot of handloom products with unique characteristics, with unique designs. Each one has its characteristics, own designs etc. So, what we need is innovation in different aspects, so that we can attract customers and they will encourage our handloom products. So, innovation can be in many ways, it can be using different raw materials, like in the handloom sector we mainly use traditional cotton silk and wool in most cases. But compared to the mill sector, or power loom sector instead of other things, we stick on to only these kinds of fibres. Of course, some institutions and some manufacturers, experiment with it, but not on a large scale. We can try and bring about some innovation in the products and terms of use also. Earlier in handlooms, we were using different kinds of weaves but nowadays I am not finding all those weavers. So, it is high time that we can bring back those weavers with small modifications and innovations so that we can attract customers. And my third innovation can be in terms of products. In the handloom sector, we mainly produce almost only saris dhotis etc. But nowadays people are making innovative products also. I was seeing earlier that weavers made only bedsheets and furnishing and curtains. Now they make, ready-to-use products, like purse cum carry bags that we can hold behind when going to the market and use as a purse and you can use it as a carry bag as well. A small idea, but they can market that product very well. Quilt fabric, with a ready-to-use quilt bed sheet with the in-built pillow. Such kind of new ideas and new innovation has to come into the end product so that they will be able to attract customers and at the same time will be able to pay more wages to the weavers. With this, I would like to request all of you to just think over it and bring the maximum innovation to the handloom products.

VC requested Mr. Venkatakrishna to express his views.

Mr. T. Venkatakrishna, Chief General Manager, National Bank for Agriculture and Rural Development (NABARD), Tamil Nadu (TV): I represent the finance sector. For any marketing you want for the produce, you require finance. I represent a different finance. I'm coming from NABARD which is an apex institution and a development finance institution that takes care of several activities that including weaver society, co-operatives and tribes. Whatever innovations you do, whatever production you do, it requires finance and they go to the banks and in their case, they go to a co-operative bank. And NABARD is the major funder, supporting them so that the funds are made available to them at the concessional rate of interest so that they will be in a position to take up their activities in a continuous manner. So our support is available - direct and indirect for all the handloom activities that are artisan business activities or even for the MSME. From the list of a few of our initiatives from NABARD, I would like to bring it to the notice of the audience that off late, for the last 6 years, we support Handloom and artisans and any other craftsmen by promoting them in the form of Off-Farm Producer Companies. We develop the clusters, and we give them all types of facilities to bring them together. We make them form a company or even a society. They will also contribute something to the company in the form of share capital. If you want to carry out the innovation, then you require that many weavers put that innovation into action and marketing will have to be done on a brand basis. If you want to go to an exhibition, or if you want to set up a shop, if you are in a company, or a society like weaver societies or the

farm producer companies, it will be easier for them to do all these activities in a group mode on an aggregator model. This is what over the last 6 years we have been doing. We have promoted about 60 companies on a pan-India basis. I have about half a dozen companies in Tamil Nadu and all the support is given in the form of grant. It is not given as part of a loan. It is only to enable them to take a loan later. But it's a 1-to-2-to-3-year period of support we provide from NABARD. It could be 100 weavers, entrepreneurs and artisans. Our ground support will be anywhere between INR 25 lakhs to 1 crore.

NABARD supports as a development financial institution in this fashion. What are the things which are required for covering the larger number of us on a cluster basis? We have several schemes. We send them for exhibitions at different places on a pan-India basis so that they come to know the customers' requirements and needs. Then we even set up some marketing outlets at different places where they can interact with the customers continuously. And we have recently, along with the Government of India, DPIIT started an e-commerce platform. It's called ONDC, and we are one of the sponsors. NABARD was the sponsor for that and a hackathon was also launched whereby all these weavers or anybody including OFPOs can find their buyers on this platform. So, it is getting developed and in course of time, it will also give a marketing opportunity for OFPOs. In that fashion, we develop even the rural market. We give them a structure to sell their products, whether a weaver product or an artisan product or a jute-based product. So, these are the various ways where NABARD provides marketing support.

VC asked a follow-up question if anybody can come to NABARD and ask for financial support. Do they have to belong to a rural area to come to NABARD?

TV: This is meant for a cluster of weavers, and artisans, and I think they will be in the rural areas, only. We usually take the support of non-governmental organizations and community mobilizing agencies whereby we work with several NGOs across India.

VC: So for example, if a weaver wants to ask for some financial help. Do they have to come via NIFT or NFDI to you?

TV: No, they can come through any non-governmental organization. So it is easy for them to mobilize that type of community. So you approach them. They will come and we will ask them to prepare a project report. Based on that they can have a lead person. He will go around for the next 2 to 3 years. What are the deliverables will be worked out by them and he will be part of their entire organization for two- three years. An NIFT candidate can be there who is employed by that particular organization. NIFT coming alone will not be applicable for the grant because we require an organization formed with weavers and artisans.

VC: asked another question Adriana - what kind of marketing strategy do you suggest for the weavers or the clusters to enter the international market?

AU: First of all, I want to assure everyone that there is a huge international interest in the textile market in India. And I think there is no better example than the LVMH group coming and purchasing an 8% share in Fab India in the year 2012. With regards to the different strategies for entering the market, there are different options depending on what is the best fit for various people. Today we have the opportunity of digital, which I think has been accelerated by Covid-19. So, one, we can have the possibility of selling through our e-commerce channel, but we can also sell through different e-marketplaces. Another option for entering the new market would be the option of opening an office there. If there is no possibility of doing that, then we also can look into tying up with a local distributor or agent, which is going to represent our interests in that particular market. Then we can look at

whether there is a franchise or a tie-up possibility with another company in that particular market. So, there are lots of options. What I think, specifically for the artisans and for the smaller businesses, would make an amazing case, is its participation at various conferences or small exhibitions which are being organized all over the world. So that is an opportunity of having your first foot in the market, try to understand it, and do an assessment of the potential of the market before going in and investing more actively in a certain market, which is of interest.

NS: Just to add up in the international marketing for the Handloom product, if you see the statistics as of now, what is being exported out of Indian handloom produce, what is being made currently is only 2 to 3%. That means 97% of the Handloom products which are being made, are consumed locally in and around the particular state. Most of these handloom units are small and medium enterprises. They may not have a budget even to buy the raw material and participate in the international event. NABARD is funding even the creation of the company. We do handholding support to these small, and medium societies. They can be societies of small and medium enterprises, and commercial clusters, called Off-Farm Producing Organisations (OFPO) by NABARD. We do have grants or we do have participation subsidies available for these companies. So, being a small company, they are not aware of what is the demand going on in the international market. What currently these handloom units are making is based on the colours or designs. What was its market demand is entirely different even in terms of colour requirement or design requirement? The garment has to evolve into an innovative product suitable for the global market, which can be done only when they are exposed to the international market through organizations like us.

If an entrepreneur or producers, companies, or societies want to get into the market, first thing is, instead of trying alone, they have to enlist with an organization like us, and be in the platform because we know which country buys what product. So, we have a cumulative experience of more than 75 years of international trade promotion. We have a database of more than 5000 buyers with us and we know which country buys what kind of product. We are a non-profit company and our motive is to increase the export share by 2-3% to double or triple in the next five years.

Question from the audience: Can I know which product is mostly demanded handlooms and textiles in your country?

AU: First of all, it's not only one product. I think India is in the top three exporters of around ten handlooms. I'm originally Romanian and I live in the UAE. So, I can give you the side of the European Union as well as the side of GCC. What I think are very popular as general items are bedsheets, toiletries, shawls, and carpets, especially in the GCC region. When it comes to the European market and especially when it comes to fashion brands, we appreciate innovation, we want something different. People who have already reached a certain level in terms of aspirations, don't want to go to famous luxury brands, just forgetting a product which anyone can get. So now there is competition among luxury brands. Where do they find the differentiator? And that's why I kept on talking about the differentiator. Where can we identify a new innovative material? Where can we find embroidery which is not available anywhere in the world? And I'm sure that you must be familiar. So, anything which I think is niche detailed going back to the traditional elements, more handwork is appreciated. I think the focus should be on differentiators to enter into the fashion industry.

Another question from the audience: We are radicalizing start-ups in India. In this context, what support we can get from the government for the start-ups, mostly the young generation to get into this employment generation program, of handlooms and handloom products? And

what is the export promotion support for the start-ups? Regarding innovation, is there any incubation which supports innovation in India, in handloom products?

NS: I think your question consists of three parts. First of all, what kind of support is available for the start-up? For that only organizations like NABARD. They are supporting any kind of start-up but it cannot benefit individuals. It needs to be a group of beneficiaries, like weavers or actual weavers or master weavers. They can form a producer's company. Earlier there was a concept called cooperative societies. And now, because Society Act has got a lot of advantages and disadvantages, they just want to make it a company and accountable. So that there are a lot of schemes available under NABARD for start-ups, even in the incubation stage. One of their offices will be on the board right from the inception of the company till they get into the market, till they stabilize the business. So they are hand-held till the company gets stabilized.

Regarding the start-up support, for any start-up recognized organization under the development commissioner, we have an NHDP scheme whereby raw material cost is subsidized, like around 10 to 15% of the cost of the yarn is getting subsidised. 10% cost here is almost INR 1,000. There are a lot of schemes available for a start-up organization that is one part. So once your company's manufacturing is established, and they are into commercial production, our organization steps in for taking them into the global market so they can become part and parcel of the Handloom Export Promotion Council and avail the benefit of various participation schemes. We work closely with about four or five ministries, for example, the Ministry of Commerce has a different scheme Market Access Scheme, MAS as it is popularly called and then under the Ministry of Textile we have the NHDP scheme and we have MSME ministry support. On the design intervention part, organizations like NIFT have come out with incubation centres. Various state governments are also coming out with various support schemes.

In the end, Mr. Yash Arya felicitated all the panel members - Adriana Usvat, followed by Mr. Sundar from HEPC, Mr. Muthuswamy from the Weavers Service Center, Mr. T. Venkatakrishna, Chief General Manager, NABARD, and moderator Dr. Vasundhara Chaudhary, Associate Professor, NIFT.

3.3. Presentation: Shri S. Sundaresan, Secretary, Indian Sleep Products Federation

Presentation on how mattress industries are associated with the textile sector: Indian Sleep Products Federation is having 130 manufacturers of mattresses, with a management committee of the top brands like Sleep Well.

Objectives of the campaign "*PhenkoNahi Recycle Karo*" are:

- To help people get rid of old mattresses sustainably and conveniently.
- To recover biodegradable and non-biodegradable material from mattresses such as foam, coir & spring and recycle them to reduce sleep industries' Carbon Footprint and to save resources.
- Bring consumer behaviour change - Following right disposal practices by incentivizing Dealers and Consumers for their contribution.

Every day, thousands of mattresses are discarded in India. While many of them end up in landfills, others are illegally dumped or set on fire. And the pandemic has made the situation even worse. The improper disposal of mattresses can pose severe hazards, relating to the environment and human health. To combat this problem, IPUA (Indian Polyurethane Association), ISPF (Indian Sleep Products Federation), and thekabadiwala initiated India's first mattress recycling campaign *PhenkoNahi Recycle Karo* from the city of Bhopal. In July 2021, thekabadiwala established the reverse logistics process and started collecting mattresses from retailers, households, hotels and institutes. We partnered with 70 home and living retailers across the city and made them our green ambassadors so that they can influence the customers and collect all the mattresses from them. To promote the right disposal practice, we incentivized the consumers through cash vouchers. These cash vouchers can be used for buying any product at our 70 retail partner stores. We made the process of the takeback convenient for the consumers by allowing them to schedule a free mattress pick up request. Once the mattresses are collected, they are taken to thekabadiwala facility where they are manually dismantled and useful material like foam, coir spring is extracted, baled and sent for recycling. Foam is used in carpet padding and for cushioning products. Coir is converted into ropes and compost. *PhenkoNahi Recycle Karo* campaign not only saves natural resources and reduces pollution, but also helps create green jobs.

Several outreach programs were conducted. In eight months of the pilot, we reached out to 3 million people, saved 8500 cubic feet of landfill space, and recovered and saved 10,000 kilograms of material for recycling. With collective action, we can make the impact even bigger, and together we can achieve a vision of 'zero mattress to landfill' in India. We are training dealers, and have trained more than 3000 dealers to educate the customer because 80% of mattresses are being sold through dealers.

As of March 2022		
Mattress Type	Collection in %	Count
Coir Mattress	52.88%	440
Cotton Mattress	15.02%	125
Foam Mattress	31.01%	258
Spring Mattress	1.08%	9
Grand Total	100.00%	832

Campaign Reports state the progress that 60+ Dealers Enrolled, 30lakh+ people get aware from this campaign, 500+ Mattresses recycled, and 700+ mattresses dismantled.

In the end, the presentation covered some general aspects of the importance of sleep and mattresses, and how to maintain sleep hygiene.

3.4. Presentation: ShriDevdasDhamodaraswamy, Member, Indian Technical Textile Association (ITTA)

Sh. DevdasDhamodaraswamy, on behalf of the Secretary, made a presentation about the Indian Technical Textile Association (ITTA) – its 13 different segments, issues impacting the growth of the sector in India and globally, and the key achievements and schemes of the

Government of India to boost technical textile industry in India. We have come a long way thanks to the government of India.

Formation of ITTA

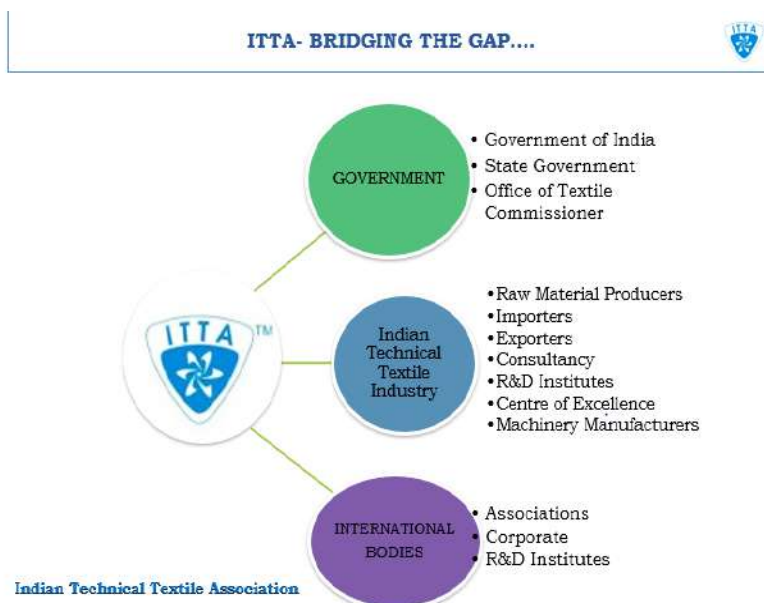
- ITTA was formed at the behest of the Ministry of Textiles, Government of India.
- Incorporated in 2009-10 under Section 25 of the Companies Act, 1956 (now revised to section 8(1) under the companies act, 2013).
- Only Association of the Technical Textile industry. Representing the entire Technical Textile Value Chain, with a current membership of nearly 400.
- Striving towards becoming VOICE of the Indian Technical Textile Industry.

The vision of ITTA: To build world-class, state of the art, manufacturing capacities with a focus on R&D and innovation to achieve a predominant global standing in the manufacturing and export of technical textiles.

ITTA membership and categories are:

1. Raw material manufacturers
2. Importers and Exporters
3. Centre of Excellence and the R&D
4. Finished goods manufacturers
5. Converters
6. Technical consultants
7. Machinery manufacturers

ITTA is bridging the gap between various sectors and segments:



Bridging the gap is our main function. Members are in different states of India and abroad. Gujarat is leading with about 111 members. Maharashtra follows with 109 members, and Tamil Nadu is a distant third with 39 members.

Engagements with central and state governments:

Inter-Ministerial Steering Committee (IMSC) under ATUFS has been formed under what is called the amended technology upgradation fund scheme. There are Start-up's Technical Advisory-cum-Monitoring Committee (TAMC) under ATUFS, the Internal Technical Committee (ITC) under ATUFS, the Mission Steering Group of National Technical Textiles Mission (NTTM), and the Empowered Program Committee (EPC) of NTTM. These are all the associations and various bodies with whom we engage. There is a working group on "Sustainability Strategies in Responsible Textile Production" by Textile Commissioner, Technical Advisory Committee on "World Class Conformity Assessment Eco-system for Textiles & Apparels including Technical Textiles" and "Testing needs for the world-class Quality Eco-system in the country" by Textile Committee for any technical textiles, testing and certification. This is important because, without testing and certification, exports will not be accepted.

ITTA & ITS MEMBERS REPRESENT 10 BIS SUB-COMMITTEES:

- Geosynthetics Sectional Committee - TXD 30
- Textiles Protective Clothing Sectional Committee - TXD 32
- Industrial Fabrics Sectional Committee - TXD 33
- Technical Textiles for Buildtech Applications Sectional Committee - TXD 34
- Technical Textiles for Agrotech Applications Sectional Committee - TXD 35
- Technical Textiles for Medtech Applications Sectional Committee - TXD 36
- Technical Textiles for Sportech Applications Sectional Committee - TXD 37
- Technical Textiles for Mobiltech Applications Sectional Committee - TXD 38
- Technical Textiles for Clothtech Applications including Narrow Fabrics and Braids Sectional Committee - TXD 39
- Composites and Specialty Fibers Sectional Committee - TXD 40

They contribute to the identification of Products/Testing Standards & Draft Preparation for the Development of BIS Standards. In addition, ITTA Secretariat leads the number of BIS Panels on very specialized subjects with domain knowledge. That is why we have a separate section committee for this. They contribute to identification of products, testing standards and draft preparation for the development of various standards.

ITTA's GLOBAL CONNECTIONS, COLLABORATING ORGANISATIONS:

The International Finance Corporation (IFC), a member of The World Bank Group helps the development of the PPE industry in India. They lent a hand during the Covid-19 period, and that is why we became the second-largest PPE manufacturer and exporter in just a short span of three years. The Textile Institute (TI), Manchester, UK supports to promote Technical Textiles in India. ITTA members (both Corporate & Individual) can take membership of TI and get their books/ publications at an attractive concessional rate. The Taiwan Technical Textiles Association (TTTA) also supports to promote Technical Textiles in India. ITTA is a member of EDANA and collaborates with them for the promotion of technical textiles in India.

ITTA's CORE ACTIVITIES AND SERVICES:

- Bridging gap between Central & State Governments and International bodies, R&D Institutions, COEs and Industry.
- ITTA represents different committees formed by the Ministry of Textile, GOI.

- ITTA has formed dedicated Sectoral Committees on all Technical Textile segments to take care of specific sectoral needs of members.
- Circulate E-Bulletins to share product innovations and the latest national & international news.
- ITTA conducts highly effective training programs on various focused segments of technical textiles.
- Lead trade delegations to International Events.
- Knowledge dissemination to producers and users of technical textiles through conferences, symposiums and workshop
- Facilitate technology transfer/ JVs with foreign companies
- Involve members to develop Indian Standards

Technical Textiles are textile materials and products manufactured primarily for their technical and performance properties rather than their aesthetic or decorative characteristics. There are different segments:

- AGROTECH – basic segment
- BUILDTECH -in construction textiles, for example,Coimbatore Airport
- GEOTECH – technical geotextile, for example in treatment plants, water management, rain management, road construction, etc.
- HOMETECH – home textile, for example, sleeping mattresses, fire retardant furnishings, etc.
- INDUTECH – industrial textiles, like conveyor belts, filters, barrier fabrics
- MEDITECH – sustainable and biodegradable textiles
- MOBILTECH - in automotive textiles
- OECOTECH - environmental aspects
- PACKTECH - packaging textiles
- PROTECH – protected textiles
- SPORTECH – sports textiles

Issues impeding the growth of the sector

Availability of raw materials: There is no domestic manufacturing of High-tech fibers used in Technical Textiles like Nylon 6.6 that have to come from France, Thailand, Indonesia and other countries. Other products include Meta and Para Aramids, Carbon, Basalt, Bi-component Fibers for all types of Cross Sections and polymers, UHMPE, etc. The import duty on such fibers & yarns is very high in the range of 23-26%. Government of India should bring down the duty.

Another issue is the availability of domestic machinery and IP:

- a) Almost negligible Manufacturing of Technical Textile Machinery in India of good quality.
- b) No original IP by any research organization has been commercialized even to Medium scale in the country, with few exceptions from DRDO.

The third issue is low domestic consumption:

- a) Per capita consumption in almost all of the twelve sectors is at very low levels compared to International levels.
- b) Agrotech and Buildtech in the Private sector need to be sensitized to the advantages of Technical Textiles Usage.

Possible Solution:Agencies may be deputed to do road shows and direct consumer interaction across the country for awareness creation; All firefighting personnel throughout the country should be mandated to wear fire retardant garments.

Key Achievements of the Technical Textile Industry:

- ❖ For the first time in 2019, 207 HSN Codes were defined for Technical Textile products & notified in Foreign Trade Policy.
- ❖ Further 52 New HSN Codes are added to the TT item list in the Customs Tariff of India 2022 effective from 01.05.2022 and now the total figure is 259. More are being added.
- ❖ 92 Applications are identified for mandatory use across 9 different user Ministries. 72 have been mandated.
- ❖ Under NTTM Scheme - 54 Research Projects have been approved in Specialty Fibers, Sustainable Textiles, Geotech, Mobiltech and Sportech worth INR 168.6 Crores.
- ❖ Under PLI Scheme - 64 applications have been approved with a total investment of INR19,798 crores.
- ❖ List of 107 Technical Textile items having Indian standards of Agrotextiles, Medical Textiles, Protective Textiles & Geotextiles products to be brought under Quality Control Order (QCO).
- ❖ Over 500 Indian standards on Technical Textile products, processes and test methods are developed with BIS.

Government Schemes boosting Technical Textile Industry:

- National Technical Textiles Mission (NTTM) - Total Outlay: INR 1,480 crores; Implementation period: 4 years= FY 2020-21 to 2023-24
- Production Linked Incentive (PLI) Scheme for Textile Sector -Outlay of INR 10683 crores for the five-year period. To promote the production of MMF Apparel & Fabrics & Technical Textiles products.
- PM Mega Integrated Textile Region and Apparel (PM MITRA) - 7 Parks to be setup - Outlay of INR 4,445 crores for a period of seven years up to 2027-28.
- New Incentive Scheme- Textile Technology Development Scheme (TTDS) will soon replace ATUF Scheme.

3.5. Presentation on Market Entry Strategies

Ms. Adriana Usvat, Founder and Managing Partner

FLC Group, UAE

To understand market strategy, it is important to understand where the opportunity lies:

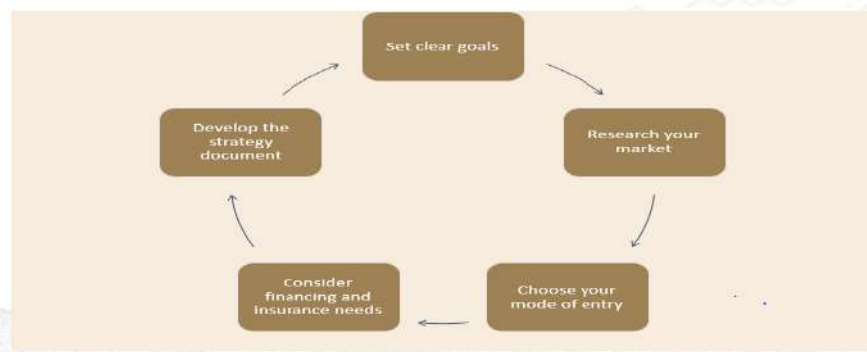
- The cumulative world market (as denoted by world imports or exports) for the top 13 handloom products is USD 20.18 billion (as of 2020)
- India's exports are around USD 3.4 billion or 17 per cent of the world market.
- India has a global competitive advantage in many of these products as it figures among the top three exporters in toilet linen, carpets, and articles of interior furnishings, shawls and bedspreads.
- This signifies that India has a huge untapped export potential for these goods. (83% to be precise)
- Indian handicrafts are exported across geographies, with top destinations being the US, UK, UAE, Germany, France, Latin America, Italy, the Netherlands and Canada.

There is a myriad of forces to support:

- The Government of India, Ministry of Textiles, Ministry of Micro Small and Medium Enterprises
- World Association of Small Medium Enterprises (WASME), Global SPIN & IAMKHADI.
- International set of Experts, from different countries and expertise in Business, Marketing, Technical Services, Finance, and Fund Raising

There are a few steps for a winning market entry strategy.

Steps for a Winning Entry Strategy



Set clear goals: I think it is very important to understand what is it that we are trying to achieve. And there are a few elements that we need to keep in mind. First would be what our business goals for the expansion are. What is the product which we want to start exporting? What is the target level of sales that we want to achieve? What is the target market? Where do we want to start? What are any major items and what are the timelines to achieve? Unless we are time bound, it is practically impossible. What is the budget that we need and what are the other available resources?

When we look at **researching our market**, we want to understand the following things:

- Size of the market
- Consumer trends, needs and perceptions of products like yours
- Domestic and international competition
- Unique value proposition
- Regulatory, certification, trade and other barriers and opportunities
- Potential support from the Government

How do **we enter** the next question? We can enter by using the services of our distributor or agents. We can enter by opening our offices there. We can also look at acquiring a local business. There is a possibility to do a franchising model or the licensing model. There is a possibility of selling through our marketplace or e-commerce channels. So, these are a few things that we need to keep in mind to enter a new international market or a new region in India.

Now in terms of **financial and insurance needs**, we want to know the following things:

- How the initial investment in production, shipping, hiring and other costs will affect working capital (current cash flow).

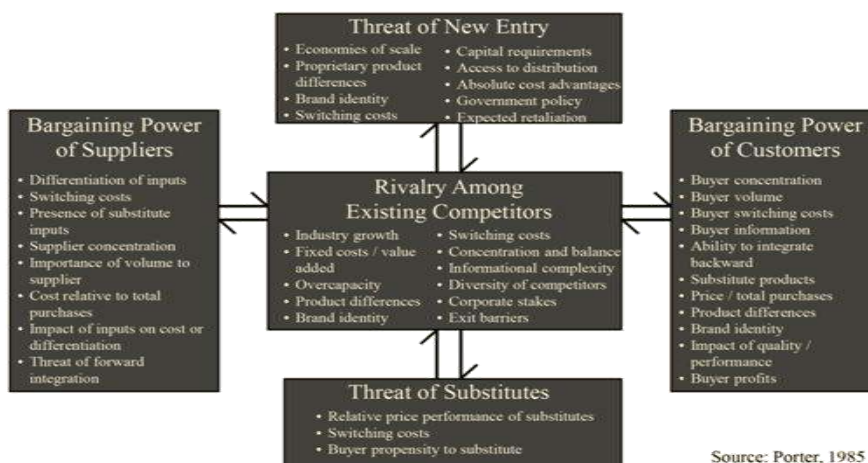
- See your banker about any financing needs to cover shortfalls.
- Map out a marketing budget without compromising on quality & quality.

Now **develop the strategy document**, which is a document that can be adjusted in time. It serves as a blueprint which is being followed and monitored in terms of timelines and terms of deliverables.

So, these are a few steps to keep in mind while developing a winning strategy. Now, in terms of **competition**, we also want to understand who we compete against.

- Competition is always something that needs to be considered when you're researching potential new markets for your product or service.
- You may find that a market is already saturated with products or services like yours; might give you the chance to come up with new creative marketing ideas.
- You may find there's a demand for your product or service that currently isn't being fulfilled in a market.
- Being aware of the competition you're up against will help you move forward, either into the market or on to different markets

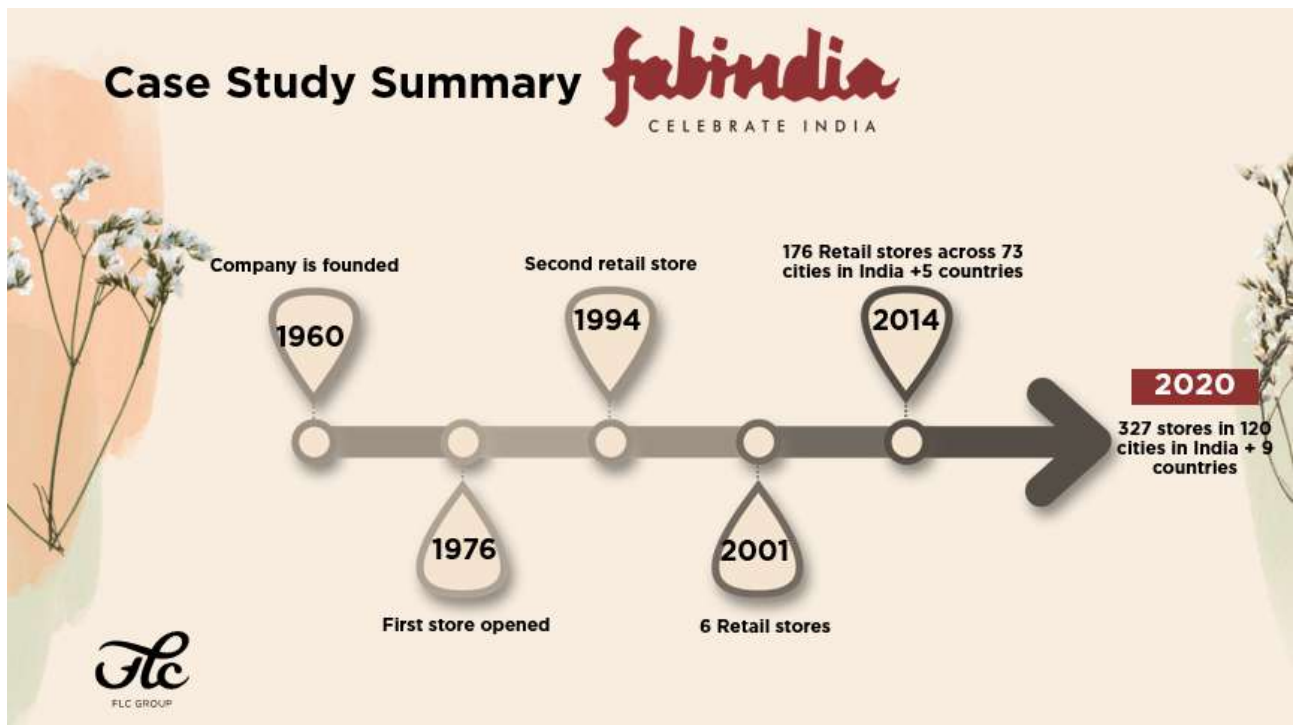
How is the market in which we want to enter? It is a saturated market and if it is, do we have a USP to enter that market or can we come up with an innovative marketing strategy which is going to make us different from someone else who is already in the market? Professor Porter, a Harvard professor, taught us about the **five forces of competition**.



Once we decided to enter the market, we need to look into building the five steps for a successful marketing strategy.

Creating Foundation	Building Identity	Creating a meaning	Gauging Response	Establishing and Maintaining Relationship
<p>Foundation These 5Ps of Marketing Mix are the KEY FOUNDATION in successfully launching the brand in the region.</p>	<p>Curiosity Creating buzz & hype (talk of the town) through exciting conversation.</p>	<p>Awareness A mass approach that will target to reach out to a maximum number of people.</p>	<p>Engagement Encouraging share-ability amongst the TG to create virality.</p>	<p>Advocacy Building a strong engaged community that stays loyal and committed to the brand to ensure repeat purchases.</p>

Acase study from India:



Success leaves clues. There are a lot of case studies that prove that success is possible and that there is huge potential. Let's build our success and legacy.

3.6. Start-Up Pitches/ Demos

Three start-ups presented their pitches to the audience. Some of them were also showcasing their products in the exhibition area of the venue of the conclave.

- Mr.Dharmveer Singh, Co-Founder, TRACEYARN
- Mr. Mohan Kumar R, Ph.D., Founder, FANPLAY IoT
- Ms.Shahin Ansari Murthi, Co-Founder, MAALGAADI

Mr. Dharamveer Singh, Co-Founder, Traceyan

Traceyan is a SPP of Block cube dedicated to the textile industry. It is a block chain based platform intended to enable traceability in the textile supply chain. Along with the traceability, it has also included a block chain based mechanism to enhance the income of farmers, artisans and other producers from their respective value-chain. The platform will also ensure adherence to the SDGs during the manufacturing processes. As a part of the traceability, the platform will include the quality parameters, origin markers and GIS to bring the trust of quality. For design counterfeit, they will be collaborating with the design innovation recentresand leveraging Traceyan'sblock chain to store the imitable data to make forging impossible.

Mr. Mohan Kumar R., PHD, Founder, Fanplay Internet of Things

Fanplay is a performance management system for sports teams and events. It is a digital fitness platform to capture real-time heart rate data through textiles. They have lately launched a heart rate monitoring vest that captures the rate through two ECG patches fitted in the vest. The digital app provides heart rate analytics for coaches and athletes to monitor the same. Apart from this, they engage with fans to capture their innovations through wire-able technology as well and are currently working with Chennai Super Kings. The company handles all the data through the Microsoft Azure cloud and is GDPR compliant.

Ms. and Mr. Murthy, Founder and Co-Founder, Maalgadi

Maalgadi is a HEPC-registered fashion and daily essentials store based out of Chennai and owned by Fabribe Private Limited. Maalgadi sources sustainable clothing and raw materials for its products to leave minimum impact on the environment. Maalgadi is lately in the process of switching to hybrid model that is operating online as well as offline to cater to the global audience.

3.7. Presentation by Mr.Srinivasa Rao, Deputy General Manager & Regional Head, India Exim Bank on Export Promotion

Exim Bank was set under an act of parliament in 1981 by the Government of India. It is completely owned by the Government of India. We perform policy business which is guaranteed by the Gol and we have a strong regulatory capital position. Exim Bank has access to multiple sources of funds, both on-shore and off-shore. We have various kinds of financing programs. Under export finance, we provide lines of credit which is a G2G business. Then we have Buyers Credit MEAA, we provide pre-shipment and post-shipment credit. We also provide credit to non-funds-based businesses through guarantees and LC. When it comes to export capability creation, we are offering term loans and working capital under export product development and export facilitation, import finance, investment finance, loans for R&D, ubhartesitaare and non-fund-based programs.

When it comes to resource raising, Gol is the shareholder. We have received INR 750 crores in FY 21-22. For the current year 2022-2023, there is a budget relocation of INR 1500 crores. We have raised resources in 2021-22 equivalent to INR 19046 crores, foreign currency resources we have raised around USD 2.2 billion. Our rating is at par with the Gol rating.

The Lines of Credit program is a G2G business. It's a proactive mechanism to share India's development experience with partner countries. India Exim Bank exchanges and operates LoCs on behalf of the Gol and also exchanges on its own. The loans outstanding as of 31st March 2022 are USD 6006 billion. We have grown at a CAGR of 13 percent over the last ten years and being around 41 percent of the bank's total owned portfolio. As of 31st March 2022, we have issued credit LoCs covering 66 countries with a credit commitment of USD 32 billion. Recently, in the FY 2022-23, Gol announced 6 LoCs aggregating USD 1.13 billion.

Region-wise breakup of the LoCs: In Asia, we have given 53 percent, and in Africa around 40 percent.

The next program is the Buyer's Credit under the NEIA program in which credit facility can be provided to the overseas foreign government or government-owned entities for the import of goods and services from India under different credit terms. It is covered under the NEIA trust which is provided by the Ministry of Commerce operated through ECGC. The credit period is normally between 8-12 years period and longer tenure can also be considered on a case-to-case basis. Under this program maximum of 85% of the credit, value can be given as a facility, a higher amount can also be considered on a case-to-case basis. These are the region-wise sanction amounts: 54% in West Africa and 25% in SAARC. Under the commercial business, we have done 129 proposals with INR 30008 crores under the commercial business during FY 2022. We have supported 75 project exporters with a contract value of INR 19380 crores in 39 countries. As of 31st March, we have financed around 652 joint ventures and wholly owned subsidiaries set up by 483 companies around 78 countries.

Under the overseas investment program, terminals will be extended to companies to make a mark in the overseas market as a manufacturing hub to invest abroad for seeking resources, market efficiencies or even strategic assets. Loans can be extended in INR or any other foreign currency available with Exim bank. The repayment and tenure will be structured suitably. Normally, it does not exceed 7 years other than the greenfield projects. Here the promoter contribution will be 20 percent which means 80 percent can be given as the loan component.

The next program is the term-loans for the export-oriented units. This is for extending finance to the manufacturing sector and the services sector. The purpose of financing will include expansion, modernisation, or diversification programmes. The loan can be extended in Indian currency as well as foreign currency. Repayment and finance can be suitably structured but generally do not exceed 10 years. Here also 80 percent can be given as the loan component.

Next is the Production Equipment Finance Program (PEFP), which offers a termloan for the import of machinery or the production of any planted machinery. The loan can be given in Indian currency, US Dollars or any other foreign currency. The repayment and finance can be suitably structured but do not exceed 7 years with 2 years moratorium and five years repayment period. The margin money here is a minimum of 10%, so 90% can be given as a loan from Exim Bank.

Under another program, we give a term-loan for R&D expenditure. India Exim bank encourages exporters to invest in their R&D spending to develop new products, processes or IPRs for enhancing their export capabilities. Research foundations, institutes, and SPVs promoted by the companies are eligible for financing. It can be given both for capital and revenue expenditure.

The next program is the project exports. If any Indian company gets an overseas project contract through an international competitive bidding process or multilateral agencies like the World Bank and the ADB, we support those Indian exporters through fund-based and non-fund-based projects. Fund-based will be typically pre-shipment and post-shipment credit. Under the non-fund based we can offer the advanced payments guarantee, performance guarantee, and retention money guarantee.

We have consultancy assignments and institutional linkages: India Exim bank is associated with the formation of the UAE Exim Bank formation and capacity-building support for the Ghana Exim Bank and we have associated with the Afro Exim Bank in 1987. Commonwealth secretariat appointed the Indian Exim Bank for the feasibility study of the Commonwealth

Small State Trade Finance Facility and capacity building for export credit insurance in several countries like Sri Lanka, Rawanda and Zimbabwe. We have also done a feasibility study for setting up of Commonwealth Trade and Development Bank.

Apart from that, India Exim Bank will conduct outreach programs for awareness about the financing for capacity building programs and we do the outreach programs for business opportunity seminars, knowledge dissemination and stakeholder discussions.

This is a new initiative that we have taken recently, called the UbharteSitare Program. Under this, the objective is to identify small companies with differentiated products, processes or technology. We have partnered with SIDBI for this program and we have an ongoing collaboration with industries, IITs and various incubation centres. This program was launched by the honourable finance minister NirmalaSitharaman. Under this program, we can give the equity investment and term-loan component as well. Under term-loan, we can give loans for technical assistance also. During the financial year 2022, we have sanctioned loans to 15 companies aggregating to INR 306 crores, both fund-based and non-fund based and dispersed about INR 153 crores. We have catered to various sectors such as aerospace, defence, auto components, pharmaceuticals, engineering, electronics, leather goods, consumer durables, etc. We have supported equity support to two companies with an equity investment of INR 13.5 crores. These are some of the companies that we have financed both in the form of equity and debt under the UbharteSitare program.

Recently we have started another program called the Trade Assistance Program. The objective of this program is to enhance trade between countries by exploring new markets. It increases the confidence of counterparties in the settlement of trade transactions, and risk covering in trade transactions and enables overseas banks and partner countries in establishing working partnerships with a large number of commercial banks in India. It is mostly useful for the MSMEs because sometimes the commercial banks will not have sufficient exposure to the overseas bank there. There Exim Bank can pitch in and we offer the counter-guarantee to the Indian banks so that the commercial banks can, based on our guarantee, offer the loan. Another initiative is the factoring services which is like a receivables financing. It is a traditional bank loan preferred by the MSMEs as it improves their liquidity.

DAY 2

3.8. Presentation on Schemes, Incentives and Benefits for MSMEs by Special Guest of Honor

Ms. Mercy Epao, CSS

Joint Secretary, Ministry of Micro, Small & Medium Enterprises, Government of India

Initiated with an overview of the Indian MSME Sector: MSMEs have emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs are classified into three categories Micro, Small and Medium based on investment and turnover criteria.

MSME Classification			
Criteria for Investment in Plant & Machinery or Equipment and Turnover			
Classification	Micro	Small	Medium
Manufacturing, Services & Trade	Investment does not exceed INR 1 Cr. and Turnover does not exceed INR 5 Cr.	Investment does not exceed INR 10 Cr and Turnover does not exceed INR 50 Cr.	Investment does not exceed INR 50 Cr. and Turnover does not exceed INR 250 Cr.

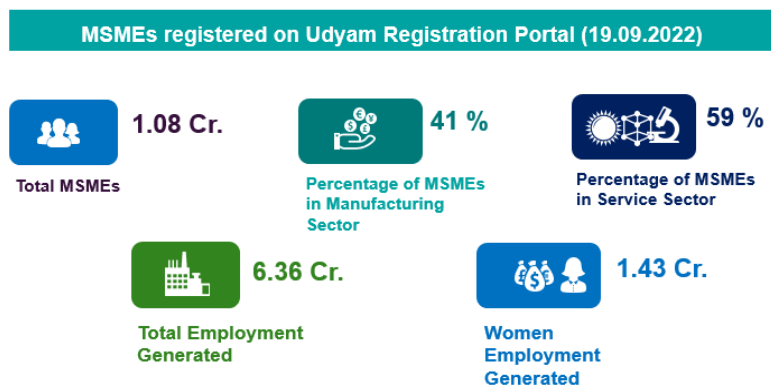
MSMEs contribute towards economic development in different ways:

National manufacturing output	45%
Total exports	49%
Contribution in GDP	30%
People Employed in the sector	11 crores
Number of Enterprises	6.3 crores
Products ranging from traditional to high technology and precision	6000+

Let's look at Udyam Registration:

Udyam Registration

MSMEs provides **employment** across the country at **lower capital cost**, **complement** industrial growth in **large-scale industry** and foster **nation-wide social and economic development**



Ministry of MSME

Objective: Promotion and development of the MSME sector through new enterprise development, employment generation, credit assistance, technology upgradation, infrastructure & capacity building, skill & entrepreneurship development, etc.

Functions of the Ministry of MSME

Finance Facilitation	<ul style="list-style-type: none"> • Prime Minister's Employment Generation Programme(PMEGP) • CGTMSE • Interest Subvention Scheme
Skill Development	<ul style="list-style-type: none"> • Entrepreneurship Skill Development Programme(ESDP) • Assistance to Training Institutions (ATI)
Technology Enablement	<ul style="list-style-type: none"> • ASPIRE • SFURTI • MSE-CDP • Special Credit Linked Capital Subsidy Scheme (SCLCSS)
Marketing/Linkages	<ul style="list-style-type: none"> • International Cooperation Scheme (IC) • National SC-ST Hub (NSSH)
Manufacturing Competitiveness	<ul style="list-style-type: none"> • Champion Scheme (A new approach to increase competitiveness) • First-Time Exporter Scheme

We elaborate on the major schemes with their objectives and the nature of assistance. These schemes are classified into different categories such as enabling access to credit, facilitating skill development, improving market access, promoting inclusive growth of MSMEs, policy governance and ease of doing business.

1. Enabling Access to Credit

Prime Minister's Employment Generation Programme	
Objective	<ul style="list-style-type: none"> • Encourage first-generation entrepreneurs by providing credit-linked subsidy support • Facilitate financial institution's participation for higher credit flow to the micro sector
Nature of Assistance	<ul style="list-style-type: none"> • Bank-financed subsidy program for setting up new micro-enterprises in the non-farm sector. • The subsidy is given between 15%-35% based on area and social category • Higher subsidy for Special Categories (SC/ST/OBC/ Women/PH/minorities/hill area/NER) • Maximum project cost: Manufacturing: Rs. 50 Lakh, Service: Rs. 20 Lakh <ul style="list-style-type: none"> • 80% of units are in rural areas. 50% units set up by SC/ST/women entrepreneurs • Provision to provide 2nd loan for expansion/upgrade of the existing PMEGP units from the year 2018-19

Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)	
Objective	<ul style="list-style-type: none"> • Facilitate the flow of credit to the MSMEs • Access to finance for unserved, under-served and underprivileged
Nature of Assistance	<ul style="list-style-type: none"> • Implemented through Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) • Both existing and new enterprises are eligible • Collateral-free loans up to ₹ 200 lakh are provided to MSMEs. • The corpus of CGTMSE is contributed by Government of India and SIDBI. • Guarantee coverage ranging from 50% to 85% for various categories of loans.

2. Facilitating Skill Development

Entrepreneurship and Skill Development Programme (ESDP)	
Objective	<ul style="list-style-type: none"> • Capacity building for existing MSMEs and new entrepreneurs
Nature of Assistance	<ul style="list-style-type: none"> • Assistance was provided for Industrial Motivational Campaign (IMC), Entrepreneurship Awareness Programmes (EAP) and Entrepreneurship-cum-skill Development Programmes (E-SDP) and Management Development Programmes (MDPs) • For unemployed youths including SC/ST/Women, Physically Challenged, Ex-servicemen and Below Poverty Line(BPL) • The Programmes are implemented through MSME-DIs/TCs.

Assistance to Training Institutions (ATI) Scheme	
Objective	<ul style="list-style-type: none"> • Support for infrastructure upgradation of training institutions of the Ministry and State level EDIs • Assistance for skill development programmes by training institutions of the Ministry
Nature of Assistance	<ul style="list-style-type: none"> • Assistance for infrastructure upgradation:Rs. 3.0 Crore • For Skill Development Programme: Training cost as per the base rates notified by the Ministry of Skill Development and Entrepreneurship • To build capacity for entrepreneurship, provide training of trainers to DICs & Government institutions

3. Improving Market Access

International Cooperation Scheme (IC)	
Objective	<ul style="list-style-type: none"> • Facilitate the MSMEs to become internationally competitive in global markets • Exposure to the international markets and the latest technologies • Promotion of the exports of MSMEs
Nature of Assistance	<ul style="list-style-type: none"> • Assistance for participation in International Exhibitions/Trade Fairs/Buyer-Seller Meets abroad (Physical & Virtual Mode) • Organizing International Conferences- /Workshops/Seminars (Physical & Virtual Mode) <p>New Inclusions</p> <ul style="list-style-type: none"> • Capacity building of First Time Exporter Scheme • Global Market Intelligence System

Procurement & Marketing Support to MSMEs	
Objective	<ul style="list-style-type: none"> • To develop domestic markets and promotion of new market access initiatives. • Facilitate market linkages for effective implementation of Public Procurement Policy • To educate MSMEs on various facets of business development • To create overall awareness about trade fairs, latest market techniques and other such related topics etc.
Nature of Assistance	<ul style="list-style-type: none"> • Assistance for the participation of MSEs in domestic trade fairs/ exhibitions across the country • Capacity building of MSMEs in modern packaging technique • Development of Marketing Haats • Vendor Development Program (VDP)

4. Promoting inclusive growth of MSMEs

National SC-ST Hub	
Objective	<ul style="list-style-type: none"> • Promote entrepreneurship amongst SCs-STs • Develop a supportive business ecosystem and strengthen their Capacities/ Skills • Leverage the Stand-Up India initiative

Nature of Assistance	<ul style="list-style-type: none"> • Various interventions include: • Vendor Development, Participation in Public Procurement, Credit Facilitation, and Skill Development for enhancing Manufacturing & Service capacity • Special Credit Linked Capital Subsidy Scheme: A special provision of 25% subsidy to SC/ST MSEs on institutional finance up to Rs.1 Cr. for procurement of Plant & Machinery • Special Marketing Assistance Scheme • Reimbursement Schemes: Bank Loan Processing, Bank Guarantee Charges, Testing Fee, Export Promotion Council Membership, Top 50 NIRF Rated Management Institution and Government Promoted E-Commerce Portal.
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5. Policy Governance and Ease of Doing Business

Udyam Registration Portal (URP)	<ul style="list-style-type: none"> • It is a unified portal with the registration process that is free of cost, paperless and digital. • Aimed at reducing transaction times and costs for entrepreneurs • Integration with Income Tax and GSTIN systems • Integration with Government e-Marketplace (GeM) portal • Retail and Wholesale trades are included. Street Vendors can register as retail traders.
Champions Portal	<ul style="list-style-type: none"> • Technology-driven platform for helping and promoting the MSMEs • Facilitates single window solution for needs/ grievances of MSMEs and make the smaller business enterprises big by solving their grievances, encouraging, supporting, helping and handholding throughout the business life cycle • Assistance in all business areas including Finance, Technical, Market Access, Export, Import etc.
MSME SAMBANDH	<ul style="list-style-type: none"> • The portal was launched to monitor the effective implementation of Public Procurement from MSEs by Central Public Sector Enterprises (CPSEs). • The Portal tracks the procurement made by CPSEs from MSEs including SC-ST MSEs
Government e-Marketplace (GeM) Portal	<ul style="list-style-type: none"> • One-stop portal to facilitate online procurement of Goods & Services required by various Government Departments / Organizations / PSUs <p><u>GeM Facilities</u></p> <ul style="list-style-type: none"> • Provision for the listing of Products/ Goods/ Services • Compare and buy facility on a dynamic pricing basis • Single window system for aggregating demands and ordering • Useful for low-value buying and also for bulk buying at a competitive price using Reverse Auction/ e-bidding.
MSME SAMADHAAN	<ul style="list-style-type: none"> • Launched on 30th October 2017 to assist MSEs in overcoming the issue of delayed payments • The portal aims to empower micro and small entrepreneurs across the country by directly registering their cases relating to delayed payments by Central Ministries/Departments/CPSEs/State Governments. • Entrepreneurs / MSE can check status of the filed online applications for delayed payments using the portal.

6. New Interventions




<p>Champion Scheme (A New Approach for Competitiveness)</p>	<ul style="list-style-type: none"> • The MSME Champion Scheme has six components: MSME-Sustainable (ZED), MSME-Competitive (LEAN) and MSME-Innovative (Incubation, Design, IPR and Digital) • MSME Sustainable (ZED): This Scheme is an extensive drive to enable and facilitate MSMEs to adopt ZED practices and motivate and incentivize them for ZED Certification while also encouraging them to become MSME Champions. • MSME Innovation Scheme <ul style="list-style-type: none"> ○ To promote all forms of innovations in the complete value chain from developing ideas into innovative applications through incubation and design interventions. ○ To provide appropriate facilities and support for the development of a concept to market, design competitiveness and protection & commercialization of intellectual creations of the MSME sector.
<p>Capacity Building of First-Time MSME Exporters' (CBFTE) scheme</p>	<ul style="list-style-type: none"> • The CBFTE programme encourages MSMEs to provide goods and services of a high calibre for the worldwide market. • To boost the quality of MSME products and services to match international standards for the global market
<p>Self-Reliant India (SRI) Fund</p>	<ul style="list-style-type: none"> ○ MoMSME designated NSIC to execute the Fund of Funds scheme of INR 10,000 Cr, by anchoring it through a 100% owned subsidiary company. ○ NSIC Venture Capital Fund Limited (NVCFL) was incorporated as a wholly owned subsidiary of NSIC for implementing the Fund of Funds, named as Self-Reliant India (SRI) Fund. ○ Fund will employ a 'Fund-of-Fund' investment strategy wherein the Fund shall invest in SEBI registered Category I and Category II Alternative Investment Funds ("Daughter Funds"), which shall in turn invest in MSMEs. ○ The Daughter Funds shall invest at least 5 times the amount of capital contribution received from SRI Fund (net of fees and expenses) in MSMEs, defined as per the MSMED Act. <p>Objectives of SRI Fund:</p> <ul style="list-style-type: none"> ○ Enhancing equity, quasi-equity and debt financing, as permitted under relevant SEBI guidelines, to MSMEs; ○ Supporting faster growth of MSME businesses and thereby igniting the economy and creating employment opportunities; ○ Supporting enterprises which have the potential to graduate beyond the MSME bracket and become National / International

	<p>champions; and</p> <ul style="list-style-type: none"> Supporting MSMEs helps making India self-reliant by producing relevant technologies, goods and services.
<p>Raising and Accelerating MSME Performance (Ramp) Scheme</p>	<ul style="list-style-type: none"> It is a World Bank-assisted Central Sector Scheme, supporting various Coronavirus Disease 2019 (Covid) Resilience and Recovery Interventions of the Ministry of Micro, Small and Medium Enterprises (MoMSME). The scheme is aimed at improving access to market and credit, strengthening institutions and governance at the Centre and State, improving centre-state linkages and partnerships, addressing issues of delayed payments, and greening MSMEs. <p>Aimed at:</p> <ul style="list-style-type: none"> Improving access to the market and credit Strengthening institutions and governance at the Centre and State Improving Centre-State linkages and partnerships Addressing issues of delayed payments and greening of MSMEs


Tool Rooms & Technical Institutions

Tool Rooms & Technical Institutions – Initiated in 1967. The Services offered by these Tool Rooms & Technical Institutions are:

Services provided by MSME Technology Centres

-  **Design & Manufacture** : Dies, Moulds .Using Latest Technology
- Precision Production Facility** (Job work)
Other sector incl. Fragrance, Sport Goods, Glass, ESDM, Leather.
-  **Train industry ready manpower** in tool making/ other trades (321 courses, School Dropouts to M.Tech and Industrial manpower)
-  Provide Consultancy to MSMEs across business life cycle

Sectors: Tool Engineering, Automotive, Aerospace, ESDM, Automation, Fragrance & Flavour, Footwear, Glass Foundry & Forging, Sports Goods



Existing (18 TRs & TIs)

Cluster Development Program: To build the capacity of MSEs through common supportive action, and infrastructure development in new and existing facilities.

Objective	<ul style="list-style-type: none"> To enhancingthe productivity and competitiveness as well as capacity
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	<p>building of Micro and Small Enterprises (MSEs), the ministry has adopted a Cluster development approach.</p> <ul style="list-style-type: none"> Under the scheme, the government provides financial assistance for setting up CFC and undertaking infrastructural development across the country.
Nature of Assistance	<p>CFC:</p> <ul style="list-style-type: none"> Grant of up to 70% of the project cost is provided the project cost of max INR 20.00 Crores Grant of up to 90% of the project cost to special category – Projects of NE & Hilly States, Island territories, Aspirational Districts / LWE affected Districts, Clusters with more than 50%(a) micro/ village, (b) women-owned, (c) SC/ST units <p>ID Projects</p> <ul style="list-style-type: none"> Grant of up to 60% of the cost of the Project (Rs.10.00 Cr for Industrial Estate & INR15.00 crores for Flatted Factory Complex) Grant of up to 80% to special category – Projects of NE & Hilly States, Island territories, Aspirational Districts / LWE affected Districts, Clusters with more than 50%(a) micro/ village, (b) women-owned, (c) SC/ST units.

Promotion of MSMEs in North-Eastern Region and Sikkim: Components

- For the development of MSMEs in NER and to promote entrepreneurship, the Ministry of MSME has launched a special scheme- “Promotion of MSMEs in North-Eastern Region and Sikkim” with a budget outlay of INR 295.00 Cr. for 5 Years (2021-2026).
- The scheme aims to strengthen industries like tourism, horticulture, food processing, and agriculture in the NER
- The scheme has 3 major components:

Development of new and existing Industrial Estates	<p>Key Features:</p> <ul style="list-style-type: none"> For New IEs – Maximum Project Value INR 15 crore For existing: Maximum Project value – INR 10 Cr. <p>Financial Assistance: 90% is provided by the central government while 10% come from the state government</p>
Setting up new and modernization of existing Mini Technology Centres	<p>Key features:</p> <ul style="list-style-type: none"> A project of up to INR 15 crore can be implemented under the scheme. <p>Financial Assistance: 90% is provided by the central government while 10% come from the state government</p>
Development of tourism sector	<p>Key features:</p> <ul style="list-style-type: none"> Project of up to INR 5 crore can be implemented under the scheme. <p>Financial Assistance: 90% is provided by central government while 10% come from state government.</p>

3.9. Panel Discussion: Global Market Linkages, Credit & Logistics

Moderator:	Mr.Yash Arya, CEO and Founder, IAMKHAADII FOUNDATION
Panelists	H.E. Prof (Dr) K.C. Jankee, Ambassador of Mauritius to Russia
	Mr. Sivan Selloyee, Director, MauBank& Chairman (Audit), Mauritius
	Ms. Adriana Usvat, Founder and Managing Partner, FLC Group, UAE
	Dr. Friday Okpara, Director, Small and Medium Enterprise Development Agency, Nigeria
	Mr.Alok Kumar, Senior Manager, Export Credit Guarantee Corporation of India (ECGC)

Mr.Yash Arya, CEO and Founder, IAMKHAADII FOUNDATION(YA): I will start with Dr. Okada. You know that this conclave is all about the promotion of indigenous products and looms handicrafts, and textiles made by our Indian micro, small and medium enterprises. How can our MSMEs engage with other MSMEs globally in terms of promotion, innovation, and technical support or in terms of developing new market opportunities for their products?

Dr. Friday Okpara, Director, Small and Medium Enterprise Development Agency, Nigeria (FO): I tend to say that the world is confronted with three Cs – Covid-19, conflicts, and climate change. These are the three crucial challenges confronting the world. The MSMEs too are affected by these challenges in terms of their supply chain, market penetration, global market, etc. That is why I think the commercial attaches and the various embassies have a crucial role to play as the guides reaching out to the chambers of commerce in various countries. I'm happy to see the president of the Asia and Africa Chamber of Commerce, and these are means and ways of actually exchanging goods and services within the countries. So, I think the MSME have a great role to play in these areas.

YA:Dr.Jankee, as per your experience, how do you see that we as an Indian community of MSMEs can build potential linkages with other parts of the world?

H.E. Prof (Dr) K.C. Jankee, Ambassador of Mauritius to Russia (KJ):The very first thing that I would like to say is the narrative about the handloom SMEs should change because now India and even elsewhere, we have to move from survival. You know, we should not go into the SMEs and the Handloom industry just to survive. We have to move from survival to integration and globalization. And this is the first step, which is very important. We should not look at SMEs as something just to create some employment. There is a legacy in India and we should try to save this legacy. In terms of logistics, we must professionalize, through education and training. Market intelligence is also very important.

YA:Could you please discuss the overview of your present position because you have the exposure of being an ambassador serving different nations?

KJ:Being an ambassador, I should tell you that India and Russia are closely related. And now with these sanctions on Russia, there's a big demand for textiles and all types of products elsewhere. There's an arrangement between Rupee and Ruble conversion. I think there's a big opportunity for small and medium enterprises to penetrate the Russian market. And this is where I would advise to organize a conclave like this in Russia. I would suggest

different entrepreneurs participate in the fairs and connect with the chambers of commerce in Russia.

YA: Adriana similar to Dr. Jankee, you also have a global experience of coming from the European Union and are presently stationed in the UAE. So, what as per you should be the ways for our Indian MSMEs to go global, what market linkages they should adopt to go global?

Ms. Adriana Usvat, Founder and Managing Partner, FLC Group, UAE, (AU): It is said that usually during the good time the regional markets are the focus and during time of recession the localization is moving global. We live in a global market where a product is being sold in the United States but potentially is produced in India with raw supplies coming from China. And the question is, how do we expand this Indian medium and small enterprises? I think the more we become visible and the more we show, we will notice that customers will start coming to us. I think that should be the focus. We have a variety of channels and today in the digital environment, the marketplaces, and e-commerce channels are allowing us to be present. We also have a lot of potential for tie-up opportunities in different ways through distributorship or franchise licensing which are going to enable us to become global. And then the other thing is creating communities of people in different parts of the world to endorse our products.

YA: India has recently signed PTA (preferential trade agreement) with Mauritius. It has opened lots of opportunities between both countries in terms of trade, especially textiles, and Mauritius is a gateway to Africa. How do you see logistics and global market opportunities for SMEs? And as President of India Africa Chamber of Commerce, how do you see the enhancement or streamlining of the relationship between both countries in terms of export development?

Mr. Sivan Selloyee, Director, MauBank & Chairman (Audit), Mauritius (SS): Mauritius is nearly an extension of India because over 30-40% of people in Mauritius are of Indian origin. In Mauritius, we have a unique platform - a gateway to Africa and zero tax for business from India. The Asian African Chamber of Commerce has a platform in Mauritius, we have what we call the offshore sector. I invite the SMEs to go outside the border and collaborate. The landscape is changing in the world with three phenomenon factors - climate change, war crisis and technology. If we don't adapt, we will not survive. During this pandemic, the logistics of India were a big test and performed very well, the knowledge can be exported to other countries. In Mauritius, we have many agreements with the SADEC Southern African Development Communities.

YA: Coming to Mr. Kumar, you represent ECGC, which is a government of India enterprise, and you give lots of relaxation to the exporters. Can you share more details on the benefits provided by ECGC?

Mr. Alok Kumar, Senior Manager, Export Credit Guarantee Corporation of India (ECGC) (AK): We were established in 1957, we give credit protection to Indian exporters who export to different countries on various terms of payment because credit risk is one of the major risks in any export business. Our second vertical is that whenever you seek finance from any bank, particularly public sector banks, we also extend our protection to all the public sector banks. So, once you approach any bank for any export-related finance, banks in turn get approval from ECGC Limited. So, these two verticals maybe of interest to you. Thirdly, we do the rating of the countries in terms of which country is liberal and where you should exercise caution while exporting.

To get the best of your product or to get the best of your margins, you are supposed to extend credit to your buyers because for any export business or any business as such, it starts from the advance payment. When you start extending credit that is the maximum risk which you are willing to take. So here comes the role of ECGC. When you export to any destination, we provide you with credit protection even before the start of your export transactions. Like if you are negotiating with any first-time buyer, you are supposed to check the credentials of the buyer. ECGC can help you there as we have a database for the last 60 years and all this data we maintain on our website. So, suppose a buyer X from a country reaches you for any order, you can just come to our website and verify whether the buyer is listed in the caution list or not. Similarly, we provide country ratings also.

If you have insured your transaction with ECGC, it's always advisable because we are highly sponsored by the Government of India and for all the credit protections, the premium is shared by the government of India at a very subsidized rate. So please avail of ECGC services to secure your business.

MSME Ministry has launched a capacity-building program and ECGC is one of the implementing agencies. For first-time exporters, for the first year, whatever cost you need to bear for export-related insurance or credit insurance, you will be getting a hundred percent reimbursed up to INR 10,000.

For any export business, I insist to consult with ECGC and secure your transactions.

YA: I would like Ms.Kinjal to throw some light on her company's initiative, how they are helping the exporters in issuing the payments and other benefits which their company is offering for the start-ups and the other MSMEs for exports.

Ms.Kinjal, e-commerce lead, Ping Pong: I lead the e-commerce in the offline segment for India Ping Pong. When it comes to payment solutions, we can help you receive payments in India from the global market. We have created our ecosystem where we will be able to help you in terms of guiding you with your product range, in terms of expanding your different categories. We can help you with the different countries where you can geographically grow. We'll have a dedicated person assigned to you, you will be able to sit, do the market research, and understand what fits your needs. Based on that, we will help you build your brand. So, it's not just the payment solution that we provide, we also help you build the overall export production that you do at the global level.

YA:What is the way forward for the Indian MSMEs with Nigeria as a country, in terms of collaboration, in terms of MoUs?

FO:Payment is normally a very big challenge when it comes to international trade because of currency. We use rupees in India and Naira in Nigeria. To smoothen the trade between India and Nigeria, we have to look basically at the mode of payment. Appraisal of USD tends to affect the exchange rate for both our currencies and the exporters tend to lose. That is why the African Continental Free Trade Area, whereby the 54 African countries are coming together to ensure that we have more intra-African trade.

One question is how you mobilize the MSME. And I think that is a very big problem for the chambers of commerce and for organisations like WASME, to galvanize and bring together MSMEs. Some of these entrepreneurs are not used to the Internet. They are not used to technology. How can we ask them to ensure that they do this? And on women's chambers, women play a very crucial role in Nigeria. If we look at it, the MSMEs are dominated by women. About 64% of the MSMEs are women-led in Nigeria. How do we assist them? How do we equally link women here with Indian women for their exchange trade and services?

AU: I started my Harvard journey this year and there were only 10% women. Five or seven years back there was only 1% of women.

As a part of the course, we discussed 15 case studies of which 3 were of amazing Indian businesses, which went global. First was the Oberoi case study, where the focus was on customer excellence. And the second was OYO, which is well known for going global in no time. And the third business case study was on Fab India, which was an amazing social foundation, focusing on artisans and how they made it global and how they got LVMH to buy 8% of the company. So bottom line is, I think India has a ton of smart people. And if there is a wish, there is a way. Probably one thing which is food for thought is if we have the right focus and right people.

SS: I intend to set up one small enterprise in India. I have my own brand which is being used in other countries. I will try to bring it here and try to see how my brand can emerge from here and with the collaboration of the SME, position it in other countries. Actually, we are doing it in Italy, but now I will set up assembly here.

YA: It is a great announcement and be sure to get incubated at an FDI, under the leadership of Dr. Nigam and Dr. Vasundhara.

AK: So, to all it seems my only advice will be that we all know no risk, no gain. And business is a risk. But we take it for our betterment, for the betterment of society. Take the risk. But it should be a calculated risk because in 60 years of our journey, we have seen corporations and MSMEs grow as well as fail. We had an exporter who started MSME some 30 years back and they were very small scale. Now they are one of the leading exporters of leather in the world from China. They are with ECGC. That's a success story for us.

3.10. Panel Discussion: Innovative Financing (Debt/ Equity / CSR and Grant)

Moderator: Dr. Vasundhara Chaudhary, Associate Professor, **NIFT**

Panelists Mr. Ravindran A.L., General Manager, **SIDBI**

Mr. R. Saravanakumar, General Manager National Small Industries Corporation (NSIC)

Mr. Premkumar C.N., Head Strategic Operations and Seed Funds, Crescent Innovation & Incubation Council (CIIC)

Dr. Vasundhara Chaudhary (VC) initiated the panel discussion by welcoming the panelists and requesting them to share their thoughts on debt-equity and CSR.

Mr. Ravindran A.L., General Manager, SIDBI (RAL): I represent the Small Industries Development Bank of India, it's an all-India financial institution, formed under an Act of Parliament for the promotion, development and financing of micro, small and medium enterprises, and to coordinate with the functions of the institutions engaged in similar activities. So I take care of Tamil Nadu and Pondicherry as a regional head. We have an All-India presence and we have branches in Tamil Nadu (nine in number) and one in Pondicherry. SIDBI was formed as a refinancing institution that is a wholesale financing institution. Later on, it transformed itself into a direct financing institution. So as our mandate

says, we are exclusively meant for micro, small and medium enterprises, for financing, development and promotional activities. So CSR forms a part of our promotion and development activities, and we are also into lending activities - direct lending with loan sizes varying from INR 15 lakhs to 50 crores. There are no negative lists. We are Apex Financial Institution and we compete very favourably in terms of rate of interest, and since it is a government of India enterprise, the rate of interest is low as compared to other competing agencies. And we also have a mandate to exclusively cater to MSMEs in the sense of not only interest rate, but we are also engaged with the Government of India for policy advocacies and other such matters.

Mr. Premkumar C, N., Head Strategic Operations and Seed Funds, Crescent Innovation & Incubation Council (PCN): We are an academia-based incubation council. CIIC is under the ambit of BSA Crescent Institute of Science & Technology, it's a 50 years old institution. At the incubation centre, we support start-ups and entrepreneurs. And we have a strategy called rubella - mentoring, money and marketing. If anyone has an idea of having an innovative technology or an innovative support system, we will be able to support you with mentoring, money and marketing. I can see a couple of our start-ups sitting here and we also have a branch office in Madurai where we are transforming MSMEs into start-up levels. We are closely working with four ministries, also closely working with the Department of Science and Technology - hasa centre for life savings there. We are also working with the Start-up India Seed Fund, where 5 crores of funding are provided to disburse seed funding to the start-ups. And we are also recently connected with MEITY, the Ministry of Electronics and I.T. Industry, where we are doing an Accelerator program. So we are an incubation, accelerator, and blended program where we support start-ups and entrepreneurs on their journey. Right now, we have 120 start-ups supported by CIIC, and we are doing a lot more support to these MSMEs. Also working with CII, SIDBI, and NSIC, doing various awareness generation programs and identifying the right MSMEs to be provided funding.

Mr. R. Saravanakumar, General Manager National Small Industries Corporation NSIC (RS): NSIC started in 1955 – one of the oldest PSUs and very relevant for MSME. We have been established only to cater to the services of MSMEs - mostly manufacturing and services. We are a service oriented company, not having any physical products. We have head office in Delhi and branches all over India. For a long time, we have been doing missionary finance but recently, we have been restructuring a lot of activities tailor made to suit the MSME sector. In that context, first of all what people need is training and skill development. For that, we have a training center in Chennai – called the Technical service center – training for ITIs, and diploma holders and we conduct 'Job Melas' so if an entrepreneur wants to be employed, we can give them the people and if they want to become an entrepreneur, we create and commission through our incubation center. When a trainee comes to start a company, he needs missionary finance for which we have been doing hypothesis support, but now we have stopped that. But instead, we have got most of the banks to sign an MoU with us, from the State Bank of India to private sector banks. So if any entrepreneur wants to avail bank support, we do the handholding, we prepare the project report, we prepare the appraisal, we go to the bank and hand-hold them till they get the loan. We don't charge anything for this till the credit comes from the bank. Eight out of ten proposals get cleared by the bank, so the entrepreneurs get the support. This is one aspect. Venture capital is a new entity, by NSIC - mostly micro category who are there to graduate to the next level. This is for financial credit support. Prima facie, our flagship operation is in raw material support where we facilitate raw material in two different models - one, we give the credit support and another, we directly sign MoU with the primary manufacturers and distribute from our warehouse. For example, for Paraffin Wax, Chennai Petrochemical Corporation Limited (CPCL) is the manufacturing unit. So for about 300 to

400 cottage industries, we take the paraffin wax from CPCL, transport it to our warehouse, distribute it to the cottage industries in terms of 50 kgs/1 ton etc. ,The next example is units that want to go for government business which is a huge business opportunity. They can do registration with NSIC – with the benefit of participating in any government tender without having an EMD to be enclosed. So NSIC registration helps you in two different ways - one is to get business and another is if you want to go into GeM (government e-market portal). Now the full purchase of a government tender has to come through GeM. With NSIC registration, there is no third party assessment, registration is very simple and getting business is very easy for a small industry. Next is information. For any entrepreneur to succeed, the first thing you need is information and data. Now it's all Internet, so NSIC recognizes that and has a portal – MSME market portal wherein you can subscribe on an annual basis. If you do a subscription, you will get a web page, you can display your products, and above all get tender alerts. Number two is award/contract information – who quoted previously and how much – these are decision making inputs. Next is country-specific leads and offers/discounts to buy computer tools, icloud etc. If you become a subscriber to our B2B portal, it costs INR 6000 plus GST for 1 year, but the government of India is giving a subsidy of 75% to micro units. So this portal offers very valuable information at a very competitive price. In the case of handloom units, for registration with the handloom promotion council, there is a subsidy of 75% so that council membership fees can be subsidized. And if they export for the first time through ECG, they will get a subsidy of 20,000 for the guarantee fee/ insurance fee. Then for SC/ST entrepreneurs, we have a range of support mechanisms. The most interesting is if an SC/ST entrepreneur wants to go for training, we provide support to go to one of the 50 training institutes under the Ministry of Human Resources like IIM Bengaluru etc. So these are the various service sector activities NSIC is running.

Ms.Kinjal, e-commerce lead, Ping Pong:On the payment solution, we help you receive the payments that you are getting for your exports. That is the basic service that we provide. Now, in this, there are a lot of other aspects that are associated with it. So when you receive payments, you need to think about closing your invoices, the shipping invoices, and getting FIRC (Foreign Inward Remittance Certificate). You want to get the payments in INR or USD or different currencies. We support you in all of those services as well. You are exporting to different countries, you might have to pay VAT. We help you make those payments as well. Apart from that, we have a different segment of the ecosystem. For example, a manufacturer exports to Fab India. Fab India is dealing not just as an exporter, but they're also into e-commerce - on Amazon, on Shopify, and other different marketplaces. At the same time, they are also doing offline retail outlets. So in those services, we can help you in both the ways - into showing which country will be able to help you in growing another segment or a new brand or a fashion that might help or whether there is any other marketplace in the same country which can help you to grow. We also conduct webinars and training sessions where we can help the exporters understand what exactly is going on in the market or how they can be benefitted in terms of sourcing the products and connecting with the suppliers. We also have a network of our different partners - our logistic partners, and our spin partners who can help you with the marketing part. Branding is one of the most important segments, and we can help each and every exporter to create the brand in the market.

VC thanked the panelists and asked a follow-up question though market and customer are important, before getting entry into the market, we need a funding rate. So when we go to any bank or any venture capitalist or any financier, the first thing is ITR/GST.

RAL: I believe entrepreneurship means you need to have three things. One is skilling. The second one is credit connect. And the third one is market connect. SIDBI has been working on all these three fronts. For example, SIDBI has entered into aMoU with ONDC (Open

Network Digital Commerce). If you are manufacturing your product, you have to get into an arrangement with Amazon. So we are coming out with a product wherein all the MSMEs, even microenterprises can get on to the network platform. That will be soon launched at the national level. Apart from this, SIDBI has been taking a lot of skill development program by partnering with many NGOs and institutions like CII to inculcate education on entrepreneurship. Similarly, for credit connect, SIDBI is both into direct and indirect financing. We tried to channel our credit through existing bank branches, but thought that is not working out too well, so we decided to get into direct finance directly. SIDBI as a national institution has not been competing with other institutions like banks. We are only trying to supplement the efforts of other institutions engaged in credit activities. To begin with, for any lending, collateral is one of the biggest issues. So we came out with the idea of credit guarantee fund trust for small industries – idea of SIDBI along with the government of India. For every three portions contributed by the government of India, SIDBI has been contributing one portion. It is associate institution of SIDBI where we are also encouraging other banks to give credit up to 2 crores without insisting on collateral. Based on the visibility of the projects, bank managers take a call on that in which case SIDBI or any other institution is unable to compel the banks to give credit. Although we have some regulations and we also have quarterly meetings conducted by the RBI, Ministry of Finance and others wherein our chief executives have to give data on number of entrepreneurs assisted under the credit guarantee scheme etc. On ITR/GST, we are a developing country and need to graduate to the next level. These are the kind of data that give us transparency. We have been relying on these data and we have an API where our applications are integrated with GST, income tax, etc. In the current era of digitization, SIDBI's entire process is digitized, right from filing the application online to disbursement of credit and recovery. Now we have a mandate to consider a loan within 48 hours. In fact, our CMD's dream is to do it within 24 hours. Another thing is promoters' contribution. In case of a Greenfield Project (being started afresh), you need to bring in at least 33% of the promoters' contribution and banks are willing to consider up to 67%. Now we have come out with a project where we are financing 100%. Your contribution, generally in the range of 20% to 30%, we take in the form of a fixed deposit and you earn interest on that.

PCN: Out of my 120 startups, 100 startups received funding. Out of these 100, only three people have got debt funding and 84 got a grant. Grant is a great subject now. Every business has an R&D. For R&D, government is giving grants - minimum of two lakhs to five crores of grants is available. That's how we are working closely with all the ministries. And SIDBI is giving a fund of funding to do an investment to the investors. We are closely working with almost six-seven investors and we are globally connected with the U.S., UAE market and European markets. In Startup India seed funds, they have provided five crores of funding to our incubation center to disburse to the startups and MSMEs ready with their innovative ideas. Pitch deck is only 3 minutes. In 3 minutes, you need to convince the customers, you need to convince the investors. In Startup India Seed Fund, mode of instruments is debentures, OCD and CCD where they can give an equity or they can repay the money and the debt is the loan and the interest rate is less than the repo rate. Grant is a credit for the startup or the MSMEs. Every ministry is working for a grant system where all you need to show is a fantastic idea to come up in the market, a fantastic model or research process. We tell you how to prepare yourself, and how to showcase yourself. That's how 40 startups have got grants from EDI, Tamil Nadu, 84 startups got grants from the Government of India, and so far we have received 6 crores of funding in this regard. Out of 700 faculties, we have converted 14 faculties into a startup. And out of these 14 startups, four startups received funding. Other than that, we have 26 student startups where we use pre-seed funding before reaching the grant level, say 50,000 or one lakh. This scheme is already

available in any ministry. MSME Ministry has opened a program called MSME BI – MSME Business Incubator Center and also MSM Livelihood Business Incubation Center, where focus is on Tier 2/Tier 3 MSMEs to come up with new innovative products. I wanted to say that the funds are already available. The only thing we need is to reach the right people or right place to get that funding.

RS: Indian economy is called elephant economy. Unorganized sector used to be very strong and government of India wants to formalize this, bring everything into tax bracket, control over digital transactions. GST is inevitable. If we have a PAN/GST, if you want credit, support, all are being linked, you are being tracked. So if you want to get into the formal system, keep your papers right. So if you want to go for a loan, CIBIL rating will reflect where you stand. If you want to go to an international exhibition, there is a subsidy available in the form of to and fro flight fares. NSIC is hand-holding for GST support and GeM portal and brings expert consultants on board.

3.11. Panel Discussion: Digital Supply Chain- Traceability The New Imperative

Moderator:	Mr.Padmanabhan M. N., CEO, Lakshaka Tex LLP
Panelists	Ms. Adriana Usvat, Founder and Managing Partner, FLC Group, UAE
	Mr. Sivan Selloyee, Director, MauBank& Chairman (Audit), Mauritius
	Prof. (Dr.) N. Raghuram, Joint Director, National Institute of Fashion Technology, Chennai
	Ms.Sakina Ansari, Co-Founder & CEO, Maalgaadi
	Mr.Dharmveer Singh, Co-Founder & CEO, TraceYarn

Mr Padmanabhan M.N (PMN) initiated the panel discussion on digital supply chain, traceability, and the new imperative and requested the panellists to share their views.

Ms AdrianaUsvat (AU): How essential is the digital supply chain? I think the next 3 to 5 years are going to be crucial for your business's survival. What's important is, first and foremost, it will help you plan and organize better. If today lots of things are happening manually, that's why there are lots of gaps. Because as much as we want, a human person cannot work faster than a machine. Additionally, it will help you better plan and because of that, decrease your costs. Sometimes while planning manually, what you can do is you can budget for more stocks to be kept in your warehouse. So it will basically help you better plan to decrease your costs and further optimize while doing it digitally. So rather than trying to look everywhere and not really understanding where the gap in the supply chain is, you'll have a perfect picture of where is the gap and now see that it will help you with a better plan. There is something which actually Amazon invented during this Covid. Today, Amazon doesn't wait for an order to come. They just start a shipment before the order is coming and then they just match the shipment with that particular customer and that's something they

can do only with the help of the digital supply chain, which is increasing the traceability of the worldwide element. One thing that we need to be aware of, is the more we go digital, there is one risk that we should be aware of and we should pre-plan for it which is the risk of cybersecurity, which is growing bigger and bigger as we go more digital.

Mr Sivan Selloyee (SS): Yesterday we talk a lot about tax technology, what I call tax tech. We talk also about eco-tech in textiles. And now it is very important that we are talking about Logitech, logistic technology support. In July 2015, Prime Minister launched the campaign, Digital India. This was one of the visionary launches and campaign has spread and helped a lot during the pandemic with all the logistics support. What has been achieved here could be brought to other countries and Mauritius could be one of them.

Companies that are using digital logistics have improved by over 30% in their efficiencies and competitiveness in comparison to a number of other countries. This is a figure that has been published by the IMF (International Monetary Fund) that 30% of growth is achieved with digitalization. If you are not digitalized, you will miss this progress. So, digitalization in the logistics sector is a necessity now.

Some banks despite the crisis time are showing huge profits because they have seized the opportunity to be paperless. They reduced their costs enormously, and their impact is dynamic. Hence, Logitech is a necessity in the end. A number of young people in India are initiating software design that will support the logistics supply chain. On the 10th of September, aRobo dressed in a saree went to the bank alone to collect the documentation for a loan approved by a bank in Kerala. This is digitalization. This is where small enterprises and entrepreneurial rooms need to go. The campaign Digital India was launched to achieve this. You have the volume and we from Mauritius can help you export it to other countries because we have the platform, the connection, and several initiatives that will help the industry.

PMN invited Ms.Sakina Ansari, Co-founder & CEO, Maalgaadi.

Ms.Sakina Ansari (SA): We don't accomplish anything in this world alone. It's all about collaboration and helping each other grow together and expanding our boundaries. I was not born with technology but I have learnt. When I started my entrepreneurial journey in 1993, we didn't have a smartphone. All my designs were personalised, and all my clients were personalised. We would just come there, sit, chat, draw, sketch out, and design a garment or whatever it is. But gradually I've seen how technology is helping us in so many ways. G-pay for instant payment is an example.

Traceability is an enabler. People question even authentic products because they've been copied, and don't understand what a genuine one is. Traceability would help to clear a lot of people's doubts and help the industry grow in leaps and bounds because handloom is a way of life, it is an emotion and we need to respect our artisans. We need to give them that platform, saying that they are artists and not just labourers. So, when you have traceability, definitely it's appreciated better and everybody is looking for what is a sustainable solution. And even government companies, everybody is talking about sustainability because landfills are growing. How do you address your waste? You need to recycle and up-cycle all that needs traceability to show that we are doing genuine products and if cybercrime can be addressed, that would be great. And like those who say that we are doing amazing things in India, we are so rich in our culture. We need to take this globally.

AU: One thing I wanted to address was with regard to traceability. It's important to know: Who is your customer? What are their interests? From where are they buying? How often do

they buy? And if you have all this data and you go into data analytics because you have tracked all the previous transactions, you can work smart in attracting new customers who are having the same customer profile.

PMN invited **SS** to share views on digital security.

SS: Security is one very important element. Authorities are trying to put many regulations and several compliances. Technology security is fundamental. But what technology do we use so that we are all secure in terms of our system because every technology has some weaknesses. As an entrepreneur, you need to keep your data and your valuable assets like the network secure. So, security is one of the important things, more and more people are talking about cybersecurity.

At the end, Mr Yash Arya felicitated the panellists and the moderator.

3.12. Fire Side Chat on AI & Block Chain Technology for Textile Sector

Moderator: Dr.Ajit Kumar Nigam, CEO, NIFT Foundation for Design & Innovation

Panelists

- Mr.Dharmveer Singh, Co-founder & CEO, TraceYarn
- Mr.MadhavaVenkatesh R., Co-Founder & CTO, TrusTrace
- Mr.PrasannaLohar, CEO, Block Stack
- Mr.Mohan Kumar R, Ph.D., Founder, FANPLAY IoT
- Dr.P.T.V. Bhuvaneshwari, Professor & Director, Centre for Internet of Things, Madras Institute of Technology, Anna University

Dr.Ajit Kumar Nigam, CEO, NIFT Foundation for Design & Innovation (AN): It is time we start thinking about what the world of tomorrow is going to be. And we believe that when we look at the textile industry, technology intervention is an extremely important element. That science has been there for 20 years. It's been running in a particular way. And with this change in technology, when we are talking of World Wide Web, there are huge changes. What are these changes, how they would impact, and how business models will change? And how do we look at the integration of artificial intelligence and blockchain into the textile industry? That's going to be the point of our discussion. Before we dive into any of these deeper technologies, there's a word that is often used within the community called Singularity and Singularity from the perspective of artificial intelligence.

Ms. Adriana Usvat, Founder and Managing Partner, FLC Group, UAE (AU) First of all, I'm going to look at the benefits, which means potentially more time for me to focus on myself, and more time for me to focus on things that are relevant to me. More time for me to focus on human interaction and building a deeper connection with people. Because even though machines are going to take over several aspects of our lives, they will never take

over human interaction. So potentially, I think we need to look at it in a positive way, letting machines do what they know how to do the best. And doing what we know the best.

AN: Don't you see a time when our cognitive thinking skills and what we call human interaction would cease to exist?

Mr.Dharmveer Singh, Co-founder & CEO, TraceYarn (DS): I have a slightly different view. I come from Bengaluru and I say that it's a city where people are getting lazier because of technology you want everything delivered to your doorstep. That is my perspective because not everyone would benefit from technology. Rather they would be dependent and they would have trouble coping with that.

AU: I think this is why we have the education. The role of education and educator is to make us focus on how we need to make a balance between things that have to be done with the machine and things that need to be independently done. If you look at countries like Western Europe and especially the Nordic countries, like Sweden and Norway, it is one of the few places in the world where you are allowed to work only part time. So it's all about education and the environment that you are growing up in and trying to take the good rather than the bad. I'm not saying that machines cannot potentially do something bad because we are seeing what's happening in terms of nuclear power and all, it all depends on the education.

AN: I believe sensors are a very important aspect of life. And sensors are getting upgraded day by day. So when machines start talking to the machines, where do we stand?

Dr. P.T.V. Bhuvanewari, Professor & Director, Centre for Internet of Things, Madras Institute of Technology, Anna University (PB): Truly device-to-device communication has come to help our lifestyle. Sensors are able to give you a lot of data that is vital for our betterment. How you use the technology is very important. So technology is not going to be wrong, but technology in the wrong hand is going to be giving you some wrong effect. Any technology that comes up will have pros and cons. For example, in healthcare, now most of us are wearing smartwatches, so it keeps alerting us about various issues. The technology has to be used as a precaution. Similarly, in the case of handloom, the production are going up, and using blockchain effectively is very important. So device communication is essential.

When you say globalization you are able to talk to anybody around the world. You're able to communicate with anybody around the world. You're able to enjoy the technology around you. So that becomes possible only through technological growth.

AN: What do we mean by singularity? Can any one of you throw light on that?

DS: Singularities are the point of collapse. One point where everything meets and collapses. Basically, if you will see it from time and space that is the real singularity where everything collapses. So my take on this is efficiency goes up, it makes lives better. But another thing that we cannot ignore is when you build technology, you just relate revenue to it. But it's also about human behaviour and the way that technology is designed to incite that behaviour.

AN: AI can be scary at times, but the blockchain is not. So how do we use blockchain from a traceability perspective in the textile segment globally, so that the artisan benefits?

AU: The way I look at blockchain and the importance of blockchain in traceability is that it's going to help identify the authentic piece from the piece which is not authentic. You are able to trace the origin. You are able to trace the fact that it's an authentic piece and you are again able to trace all the parts from the first thread which was in that particular textile still having the overall end product. Additionally, you'll be able to trace which hands that particular piece of cloth has crossed. And I think you can potentially also commercialize for the benefit of the initial owner or producer of the textile. So this is what I would see in terms

of the benefits of traceability for a brand. For a famous brand, the advantage of traceability is that they can ensure and give guarantee to their customers that they are holding a piece, which is a unique piece.

AN:We have also been discussing the fact that blockchain is a new technology. Can it be carried to mass customization? Or it should be only at the level of expensive products because the cost economics is also an element. Can it go to the unorganized level, or should it be at an organized level, at least during the initial phase?

DS: My take is that it should be done in the organized sector first. The organized sector is something that has bigger values and it is easier to implement. It would give you the concept, it would start showing the trust to the end customers and that should be the way to go. And then the unorganized sector eventually turns into, becomes a party, starts flowing, and becomes more and more organized.

AN:You're talking about the diffusion of innovation. I remember there was a discussion that was happening, which is how do you use technology in the blockchain space to input variables into the block? And when you have to do it across the country where people cannot even fill out a form? How is that to be done?

PB:Actually, blockchain is spoken about more in recent years, but blockchain has been there. It's not that new. Blockchain, for example, is any tracking system you already have, where you're able to know the intermediate stages. So blockchain has already been there, but now blockchain implementation is becoming more possible because of the evolution of the Internet of Things. So they give you more objects to get connected to. So earlier we were just connecting only computers, laptops, and smartphones. Now billions of devices can be connected. So those devices, when we say it can be any sensor. So the implementation of blockchain is becoming easier because of the parallel growth of IoT.

We can bring in blockchain in case of your manufacturing unit, say, I'm making a garment. At every stage, you want to know what kind of productions are happening. What is the outcome of every day's production as well as if any machinery has gone faulty? So now suppose one unit is not able to make the production. Rather than going and attending in person, you create an IoT-based automation machinery system that will be continuously monitoring the health of the machines. So blockchain is becoming feasible because of IoT.

AN:Do you think it could potentially enhance income?

AU:For me, I think it's putting the income in the hands of those people who actually deserve it. And that's why I think through this we are looking at the model which is rewarding the initial owners/ initial producers. For example, if you look at Van Gogh in the old times, he died poor and his family didn't benefit from his talent because the paintings went into different exhibitions and intermediaries sold them at higher and higher prices. But in today's time, youth would have posted his painting online and Van Gogh would have created an NFT out of it where a fixed share is coming back to him. So, while it is helping generate additional

income, it's also helping ensure that the initial creator is getting what he rightly deserves when that particular idea goes famous.

DS: Blockchain can help us create the traceability, you create the linkage to the original owner and you log every transaction that is happening there, then you know whom to reward. And it actually contributes to their recognition - monetary as well as the identity.

AU: I will go back to education and let's focus on how we can benefit from this technology. There will be different types of technology that will come during our times. Focusing on how to benefit rather than running away from it would be my conclusion.

DS: For me, the wrapping note would be the responsibility for the innovators.

PB: There are so many challenges that technology can address. The technology has to go to the right people. Through blockchain, the originality is coming out. The actual producer has to be recognized and he has to be identified and the entire credit has to be given to him or he has to get out of the technology. That is the outcome. So finally, the technology is successful when it is implementable. I think blockchain and IoT would really need to be appreciated because it has very good scope in future for all sectors.

3.13. Workshop: Zero Effect Zero Defect (ZED) Industry Awareness by Ms. Archana Sharma, Director, Planning and Development, WASME



MSME SUSTAINABLE ZED CERTIFICATION SCHEME

ZED: Motivating our MSMEs to adopt a quality driven ecosystem.

Vision: To improve MSME manufacturing systems & processes, enhance MSME competitiveness, make them sustainable and transform them as National and International Champions.

Eligibility: All MSMEs registered with the Udyam registration portal will be eligible to participate in MSME Sustainable (ZED) Certification Scheme and avail related benefits/incentives.

The ZED Certification is proposed to be implemented in 2 Phases:

PHASE 1: For Manufacturing MSMEs with Udyam Registration. This phase will focus largely on maximizing inclusion of manufacturing MSMEs and taking them through the journey of ZED

PHASE 2: Inclusion of Service Sector MSMEs. This phase will also strive to integrate those MSMEs (manufacturing and Service Sectors) who are registered under a State Government protocol/system but not on Udyam. This phase will also make provisions to align ZED Certification with the international certifications for its global acceptance.

Stakeholders



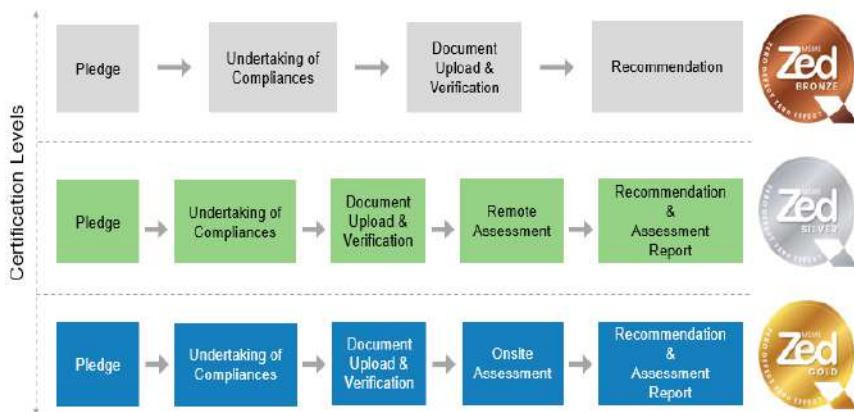
Features of the ZED Scheme:

1. Three (03) Certification Levels: Bronze, Silver & Gold
2. Conformity Model. No weighted average. MSMEs would need to comply with the requirements of the applied Certification level.
3. MSMEs can apply for any Certification level
4. Easy to understand Model, there are 20 parameters.
5. Few parameters exempted from assessment for identified certifications like ISO, Lean etc.
6. All MSMEs take ZED Pledge after Registration.
7. More Benefits and incentives.
8. Concept of Virtual Awareness & Training and Remote Assessment.

ALL SYSTEMS & PROCESSES IN ZED CERTIFICATION ARE END TO END DIGITALIZED.

ZED Certification: Process & Parameters

Certification Process



ZED Parameters Maturity through Conformity Assessment



1. Leadership
2. Swachh Workplace
3. Workplace (Occupational) Safety
4. Measurement of Timely Delivery
5. Quality Management

6. Human Resource Management
7. Daily Works Management
8. Planned Maintenance & Calibration
9. Process Control
10. Product Quality & Safety (Testing/Certification)
11. Material Management
12. Energy Management
13. Environment Management
14. Measurement & Analysis



15. Supply Chain Management
16. Risk Management
17. Waste Management (Muda, Mura, Muri)
18. Technology Selection & Upgradation
19. Natural Resource Conservation
20. Corporate Social Responsibility

BRIEF DESCRIPTION OF ZED PARAMETERS

LEADERSHIP	Commitment to the ZED values can be demonstrated by taking accountability of the effectiveness of the system, reviewing the performance of ZED parameters and promoting improvement.
SWACHH WORKPLACE	A Swachh workplace not only enhances the image of the organization in the eyes of stakeholders including the customers, but also boosts the morale of the people working in the organization as well.
OCCUPATIONAL (WORKPLACE) SAFETY	To create a safe working place, an organization should create a Safety Policy and comprehensive action plans to address the safety concerns of all stakeholders including (but not limited to) employees, contract workers, supply chain and community.

MEASUREMENT OF TIMELY DELIVERY	This parameter assesses the ability of various activities to deliver on time in terms of “on- time full delivery” which indicates how many deliveries are supplied On Time, In Full (OTIF)
QUALITY MANAGEMENT	Quality Management is key for any organization to sustain and stay ahead of the competition. The organization should define its Quality management system covering all products and processes across the organization and supply chain
HUMAN RESOURCE MANAGEMENT	In order to systematically develop the skills of its people, the organizations must understand their competence or skill levels, identify training & skill development needs and gaps to design effective people development plans at all levels to enhance the skills of the workforce.
DAILY WORKS MANAGEMENT	Daily Works Management (DWM) is the system that provides the ability to manage departments and functions wherein processes are defined, standardized, controlled, and improved by the process owner.
PLANNED MAINTENANCE & CALIBRATION	Planned maintenance means that there is a system of identifying the maintenance requirements (including calibration) of the machines, equipment & devices to create a schedule of maintenance so that they do not breakdown unexpectedly.
PROCESS CONTROL	A robust Process Control means active changing/ adjustment/ correction of the process, based on the results of process monitoring.
PRODUCT QUALITY & SAFETY (TESTING/CERTIFICATION)	The organization is required to identify and ensure relevant testing and certification requirements for the products & processes (as applicable).
MATERIAL MANAGEMENT	The fundamental objectives of the Material Management function, often called the famous 5 Rs of Materials Management, are acquisition of materials and services of the right quality, in the right quantity, at the right time, from the right source, at the right price.
ENERGY MANAGEMENT	Robust Systems for Energy efficiency is an indicator of responsible manufacturing as it not only conserves essential resources but also reduces carbon footprint. Energy in this parameter includes electrical energy, fossil fuel & renewable energy.
ENVIRONMENT MANAGEMENT	The organization is required to ensure that it meets the regulatory requirements and should have implemented relevant processes to monitor and enhance compliance.
MEASUREMENT & ANALYSIS	To objectively evaluate the performance of the organization, the Senior management must identify and measure the key processes with an aim to improve them.
SUPPLY CHAIN MANAGEMENT	A strong collaborative relationship between the organization & its suppliers increases the speed to market and shortens the development cycle. This also includes outsourced partners.
RISK MANAGEMENT	Every organization faces several risks which may severely impact the overall well-being of the organization. This parameter aims to assess how well the organization is prepared to manage the risks and ensure Business Continuity.

WASTE MANAGEMENT	Waste is broadly defined as anything that adds to the cost of the product without adding value to it. Wastes can be broadly classified into Muda, Mura & Muri.
TECHNOLOGY SELECTION & UPGRADATION	Adoption of the Best Available Technologies (BAT) including Internet of Things (IoT), sensors, Cloud computing, Artificial Intelligence (AI), etc. in a planned manner will help the organization produce superior products, enhance efficiencies and stay competitive. This may also include adoption of relevant developments like Industry 4.0
NATURAL RESOURCE CONSERVATION	This parameter deals with the Organization's understanding of renewable and non-renewable resources and the approach followed by it towards conservation of non-renewable natural resources and optimal use of renewable resources.
CORPORATE SOCIAL RESPONSIBILITY	Through Corporate Social Responsibility, organizations integrate social and environmental concerns into their business operations and interactions with their stakeholders.

Parameters exempted from assessment



Note: MSME units possessing the existing certifications, as listed below (from NABCB accredited Certification Bodies or by an Accreditation Body which is signatory to the respective Multilateral Recognition Arrangement (MLA) of International Accreditation Forum (IAF)), will be exempted from assessment of the relevant parameters. For exemptions on the parameters indicated for Lean, it is permissible, only if the Lean certification is obtained from the Implementing agencies under the MSME Competitiveness (Lean) Certification Scheme, of Ministry of MSME.

Parameter No.	Parameter Name	Certification required for exemption
3	Occupational (Workplace) Safety	ISO 45001
5	Quality Management	ISO 9001
7	Daily Works Management	Advance Lean-C (completion Certificate)
12	Energy Management	ISO 50001
13	Environment Management	ISO 14001
17	Waste Management (Muda, Mura, Muri)	Advance Lean-C (completion Certificate)

Benefits/Incentives for the MSMEs

A sustained practice of ZED principles will have multiple benefits

- Streamlined operations and lower costs

- Superior quality, reduced rejection and higher revenues
- Increased environmental & social benefits
- Credible recognition of the industry for international customers seeking investment in India
- Image of a Responsible Enterprise

Actual Cost of Certification

 <p>Rs. 10,000/</p>	 <p>Rs. 40,000/</p>	 <p>Rs. 90,000/</p>
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Subsidy on Cost of Certification

Micro Enterprises	80%
Small Enterprises	60%
Medium Enterprises	50%

Additional Subsidy for MSMEs

- A limited-purpose joining reward of Rs. 10,000/- valid for 1 year after taking ZED Pledge which may be adjusted against any Certification.
- 5% to MSMEs which are also a part of the SFURTI OR Micro & Small Enterprises - Cluster Development Programme (MSE-CDP) of the Ministry.
- 10% to MSMEs owned by Women/SC/ST Entrepreneurs OR MSMEs in NER/ Himalayan/ LWE/ Island territories/ aspirational districts.

Incentives

1. MSMEKAWACH- After taking ZED Pledge, MSMEs can avail support for their preparedness to mitigate COVID 19 risks.
2. Graded Incentives- Graded incentives as prescribed by States, Financial Institutions, other Ministry/Depts etc., for the three ZED Certification Levels.
3. Financial Assistance- Subsidy on Certification, Financial support for Testing/Systems/Product Certification, Subsidy on Handholding and Subsidy on technology upgradation for Zero Effect Solutions.
4. Financial Assistance in Testing/Systems/ Product Certification- Up to 75% of the total cost of Certification, with the maximum ceiling of subsidy being Rs. 50,000/- subject to conditions as mentioned in the guidelines.
5. Handholding Support- Up-to Rs.2 lakhs for consultancy for all ZED certified MSMEs.

6. Support in Technology Upgradation for Zero Effect Solutions- Up-to Rs. 3 lakhs for all ZED certified MSMEs.

7. International Cooperation (IC) Scheme-

Stall Charges:

- 3.00 + 0.50 Lakh for Bronze ZED certified MSMEs
- 3.00 + 1.00 Lakh for Silver & Gold ZED certified MSMEs

Air Fare:

- 1.50 + 0.25 Lakh for Bronze ZED certified MSMEs
- 1.50 + 0.50 Lakh for Silver ZED certified MSMEs
- 1.50 + 0.75 Lakh for Gold ZED certified MSMEs

Freight Charges:

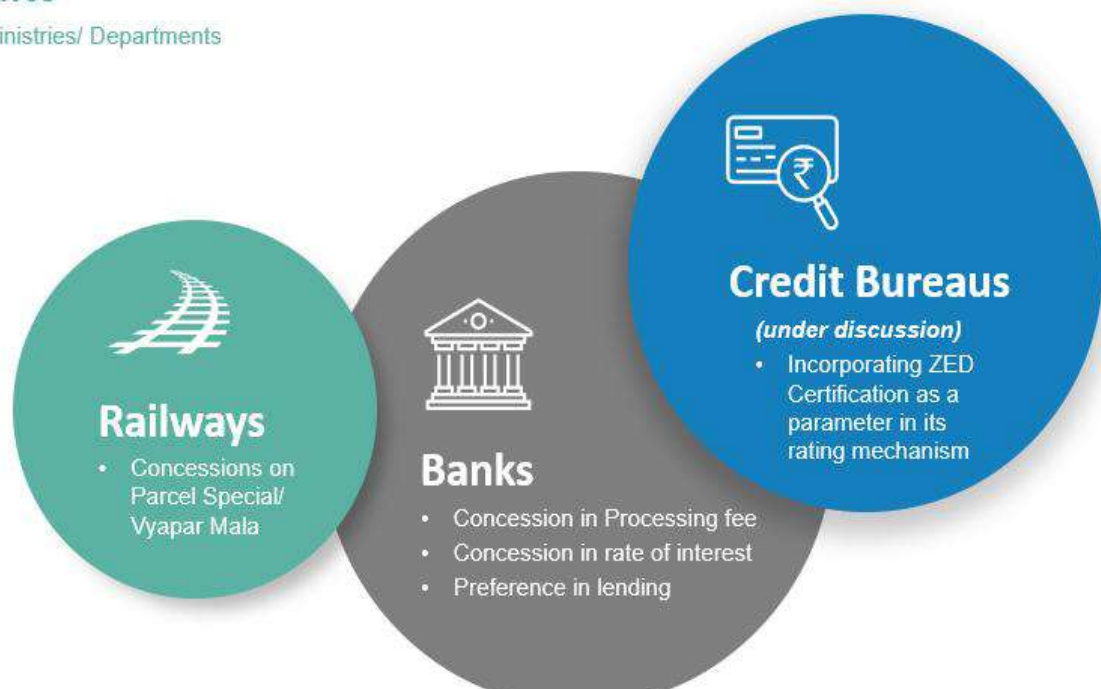
- Existing + 10000 for Bronze ZED certified MSMEs
- Existing + 15000 for Silver ZED certified MSMEs
- Existing + 25000 for Gold ZED certified MSMEs
- (INR 75000/- for Latin American countries and rest of the countries, INR 50000/-)

8. Digital MSME Scheme-

- Access to MSME Digital Bronze Subscription for Bronze ZED certified MSMEs
- Access to MSME Digital Silver Subscription for Silver ZED certified MSMEs
- Access to MSME Digital Gold Subscription for Gold ZED certified MSMEs

Incentives

Other Ministries/ Departments



4. Exhibition

The exhibition of start-up products and supporting organisations was also run parallel to the conclave at the same venue.

The exhibition included different handloom and khadi products from a wide variety of weaver cooperatives and others, ranging from bedsheets, mittens, aprons, pot holders, handbags and purses, bed spreads, to silk and cotton sarees.

Apart from this, the exhibition stalls also included saris, handbags, honey, bangles and jewellery, and other woven products from Tribes India.

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 Chennai Event were:

a) Promoting Innovation and Technology in the Textile Sector

- i. Imparting functionalities in the already flourishing textile sector in India by means of smart technologies such as 3D printing and customisation.
- ii. Promoting research and development capacity in the technical textile sector to widen its usage in diverse fields such as geo-textiles and agro-textiles, PPE kits, fire-safety fabric etc
- iii. Attracting government and foreign investments in the technical textile sector through government incentives such as National Technical Textile Mission and other Government schemes etc.
- iv. Developing the untapped potential of technical textiles in India through focusing on sectors such as Agri-tech, build-tech, biotech etc.

b) Developing a robust market entry strategy and customer-oriented designs for newer businesses

- i. Promoting skill development and capacity building to the artisans and weavers of the handloom sector to update them about current demand, current market requirement, and current fashion demands and develop value-added products in the handloom sector.
- ii. Developing e-commerce and digital platforms to market indigenous textiles within as well as outside of India.
- iii. Promoting innovative financing to export textile businesses by means of bilateral arrangements and other Government schemes and subsidies such as Export Credit Guarantee Corporation etc.

c) Digitisation of Trade in Textiles

- i. Promoting digital supply chains in the textile and handlooms sector to further optimise the operations and reduce costs.
- ii. Adopting digital tools that will further aid in improving business through data analytics and customer analytics in the textile sector.

d) Introducing AI and Blockchain technology in the Textile Sector

- i. Adopting modern technologies such as blockchain that would assist textile firms in tracing duped merchandise and further improving their business returns.

Annexures

A. Evaluation of Conference

B. Profile of Participants

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C. Patron Members and Advisory Committees

CHIEF PATRONS AND PATRON			
THIRU T.M. ANBARASAN Hon'ble Minister For MS&ME, Government Of Tamil Nadu		THIRU. R. GANDHI Hon'ble Minister, Handlooms And Textiles, Khadi And Village Industries Board, Boodhan And Gramadhan, Government Of Tamil Nadu	
SHRI. B. B. SWAIN, IAS Secretary Ministry Of MSME, Govt. of India	SHRI. U.P. SINGH, IAS Secretary Ministry Of Textiles, Govt. Of India	SMT. MERCY EPAO Joint Secretary (SME), Ministry Of MSME, Govt. Of India	THIRU. RAJEEV SAXENA, IRSS Joint Secretary & Mission Coordinator (NTTM), Ministry Of Textiles, Government Of India
ORGANISING COMMITTEE			
DR. KAMAL TOURI IAS (Retd.) FORMER SECRETARY, GOVT. OF INDIA	Mr. Yash ARYA Founder & CEO IAMKHADI	Mr. AjIT KUMAR NIGAM Founding CEO NIFT Foundation for Design Innovation	Dr. Sanjiv Layek Executive Secretary, World Association Form Small and Medium Enterprises

STEERING COMMITTEE			
SHRI. RAJIT OKHANDIAR, IFS Chief Executive Officer	MR. SANJAY RASTOGI, IAS Development Commissioner (Handlooms)	SHRI. SHANTMANU, IAS Development Commissioner (Handicrafts) & Chairman NIFT	DR. GLORYSWARUPA SUNCHU Director General, National Institute For Micro, Small And Medium Enterprises (Ni-Msme)

ORGANISING COMMITTEE		
Dr. Sanjiv Layek	Mr. Yash ARYA	Mr. AjIT KUMAR NIGAM
Executive Secretary,	Founder & CEO	Founding CEO,
World Association Form Small and Medium Enterprises	IAMKHADI	NIFT ,Foundation for Design Innovation

List of Speakers of the GlobalSpin Trade Conclave

Name	Company	Affiliation
Thiru. Ravindran A. L.	Small Industries Development Bank of India (SIDBI)	General Manager,
Thiru. Sreedhar. N	Handloom Export Promotion Council (HEPC)	Executive Director,
Thiru. C. Muthusamy	Weavers' Service Centre, Govt. of India	Zonal Director (South & West Zone),
Thiru. Suresh Babuji	Ministry of MSME, Govt. of India	Director, MSME-DFO Chennai,
Thiru. Narendra Kajale	Indian Technical Textile Association (ITTA)	CEO, Texport Syndicate & Executive Member,
Thiru. S. Sundaresan	Indian Sleep Products Federation (ISPF)	Secretary,
Thiru. Siva Rajah	T. N. Startup and Innovation Mission (TANSIM)	Chief Executive Officer,
Thiru. M. Parvez Alam	Crescent Innovation & Incubation Council (CIIC)	CEO & Director,
Thiru. Madhava Venkatesh R.	TrusTrace	Co-Founder and CTO,
Thiru. Dharmveer Singh	TraceYarn	Co-Founder & MD,
Tmt. Shahin Ansari Murthi	Maalgaadi Design Store Private Limited	Founder
Thiru. Prasanna Lohar	Block Stack	Chief Executive Officer,
Thiru. Ganesh Kasekar	Global Organic Textile Standard (GOTS)	South Asia Representative,
Thiru. Ajay Agarwal,	Exporters Association (AHEA)	President, Apparels and Handloom
Thiru. Rajesh Mrithyunjayan	Vice President, 3D Products & Solutions	Startup Founder
Thiru. Chandran Krishna	The Chennai Angels	Chief Executive Officer,
Dr. Mohan Kumar R.	FANPLAY IoT	Founder
Mr. Rajiv Saxena	IRSS, Mission Coordinator (NTTM)	Ministry of Textiles, Govt. of India
Mr. Rajesh Mrithunjayan	VP 3-D Products and Solutions	Monotech Systems
Mr Narendra Kajale	Chief Executive Officer	Texport Syndicate India Limited

Mr. Devdas Dhamodaraswamy	Chief Technical Officer	Loyal Textiles & ITTA Member
Dr. Vasundhara Chaudhary	Associate Professor	NIFT
Ms. Adriana Usvat	Founder and Managing Partner	FLC Group, UAE
Mr. Sreedhar. N	Executive Director	Handloom Export Promotion Council (HEPC)
Mr. Rajasekar	Executive Secretary	DSKApparels and Handloom Exporters Association (AHEA)
Mr.T. Venkatakrishna	Chief General Manager	National Bank for Agriculture and Rural Development (NABARD), Tamil Nadu
Mr. Devdas Dhamodaraswamy	Chief Technical Officer	Loyal Textiles & ITTA Member
Shri S. Sundaresan	Secretary	Indian Sleep Products Federation
Mr. Ganesh Kasekar	Head South Asia	Global Organic Textile Standard (GOTS)
Ms. Adriana Usvat	Founder and Managing Partner	FLC Group, UAE
Mr. Dharmveer Singh	Co-Founder	TRACEYARN
Mr. Mohan Kumar R,	Ph.D., Founder	FANPLAY IoT
Ms. Shahin Ansari Murthi	Co-Founder	MAALGAADI
Mr. Srinivasa Rao	Deputy General Manager & Regional Head	India Exim Bank
Ms. Mercy Epao	CSS, Joint Secretary	Ministry of Micro, Small & Medium Enterprises, Government of India
H.E.Prof(Dr)K.C. Jankee	Ambassador	Mauritius to Russia
Mr. Sivan Selloyee	Director	MauBank & Chairman (Audit) Mauritius

Mr. Alok Kumar	Senior Manager	Export Credit Guarantee Corporation of India (ECGC)
Ms. Kinjal	e-commerce lead	Ping Pong
Mr. Ravindran A.L.	General Manager	SIDBI
Mr. R. Saravanakumar	General Manager	National Small Industries Corporation (NSIC)
Mr. Prem kumar C,N.	Head Strategic Operations and Seed Funds	Crescent Innovation & Incubation Council (CIIC)
Prof. (Dr.) N. Raghuram	Joint Director	National Institute of Fashion Technology, Chennai
Ms. Sakina Ansari	Co-Founder & CEO	Maalgaadi
Mr. Dharmveer Singh	Co-Founder & CEO	TraceYarn
Mr. Dharmveer Singh	Co-founder & CEO	TraceYarn
Mr. Madhava Venkatesh R	Co-Founder & CTO	TrusTrace
Mr. Prasanna Lohar	CEO	Block Stack
Mr. Mohan Kumar R	FANPLAY	IoT
Dr. P.T.V. Bhuvanewari,	Professor & Director	Centre for Internet of Things, Madras Institute of Technology, Anna University
Archana Sharma	Director, Planning and Development	WASME

D. Itinerary



सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES



DAY-1

GLOBALSPIN TRADE CONCLAVE and EXHIBITION Theme: Quality, Design, Value and Innovation

WEDNESDAY, 21ST SEPTEMBER 2022 | 09:45 A.M. – 06:00 P.M.

09.45 am - 10:30 am	Registration
10:30 am - 10:40 am	Lighting the Lamp
10:40 am - 10:50 am	Welcome Address By: H.E. Prof (Dr) K. C. Jankee President, World Association For Small and Medium Enterprises (WASME) and Ambassador of Mauritius to Russia
10:50 am - 10:55 am	Introductory Note (About the Event) By: Thiru. Yash Arya Founder and CEO, IAMKHAADII FOUNDATION (IAMKHADI)
10:55 am - 11:00 am	PLENARY ADDRESS By: Thiru. Rajit Okhandiar, IFS Chief Executive Officer, Central Silk board, Ministry of Textiles, Government of India
11:00 am - 11:05 am	Address By Guest of Honor: Tmt. (Dr.) Anitha Mabel Manohar Director, National Institute of Fashion Technology Ministry of Textiles, Government of India
11:05 am-11:10 am	Address By Guest of Honor: Thiru. Habib Hussain Regional Chairman, Southern Region Federation of Indian Export Organization (FIEO), ministry of Commerce, Govt. of India
11:10 am - 11:15 am	Address By Guest of Honor: Thiru (Dr.) Abhay Sinha, Director General, Services Export Promotion Council (SEPC), Ministry of Commerce, Govt. of India
11:15 am - 11:20 am	Address By Guest of Honor: Thiru. Rajesh T.P, IAS Commissioner Handlooms and Managing Director, Co-Optex, Government of Tamil Nadu
11:20 am - 11:25 am	Address By Special Guest of Honor: Thiru. Rajeev Saxena, IRSS Joint Secretary & Mission Coordinator (NTTM), Ministry of Textiles, Govt. of India
11:25 am - 11:30 am	KEYNOTE ADDRESS By: Thiru. Dharmendra Pratap Yadav, IAS Principal Secretary Handlooms and Textiles, KVIB, Boodhan and Gramadhan, Govt. of Tamil Nadu
11:30 am - 11:40 am	PRESIDENTIAL ADDRESS BY CHIEF GUEST: Thiru. R. Gandhi Hon'ble Minister for Handlooms and Textiles, Government of Tamil Nadu
11:40 am - 11:45 pm	Vote of Thanks By: Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design & Innovation, Ministry of Textiles, Govt. of India
11:45 pm – 12: 30 pm	Inauguration of Exhibitions and Tea Break
12.30 pm – 01.00 pm	Panel Discussion on Innovation and Technology in Technical Textile Sector Moderator - Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design & Innovation <ul style="list-style-type: none"> • Mr. Rajeev Saxena, IRSS, Mission Coordinator (NTTM), Ministry of Textiles, Govt. of India • Dr. M. Vallalar, IAS, Commissioner Textiles, Government of Tamil Nadu • Mr. Rajesh Mrithyunjayan VP - 3D Products & Solutions, Monotech Systems • Mr. Narendra Kajale, Chief Executive Officer, Texport Syndicate India Limited • Mr. Devadas Dhamodaraswamy, Chief Technical Officer, Loyal Textiles & ITTA Member
01.00 pm - 01.30 pm	Panel Discussion on Customer Oriented Designs, Innovations and Market Entry Strategy Moderator – Dr. Vasundhara Chaudhary, Associate Professor, NIFT <ul style="list-style-type: none"> • Ms. Adriana Usvat, Founder and Managing Partner, FLC Group, UAE • Mr. Sreedhar. N, Executive Director, Handloom Export Promotion Council (HEPC) • Mr. Muthusamy, Zonal Director(South Zone), Weavers' service Centre Ministry of Textile • Mr. Rajasekar DSK, Executive Secretary, Apparels and Handloom Exporters Association (AHEA) • Mr. T. Venkatakrishna, Chief General Manager, National Bank For Agriculture and Rural Development (NABARD), Tamil Nadu
01.30 pm – 01.45 pm	Presentation By: Shri. S. Sundaresan, Secretary, Indian Sleep Products Federation (ISPF)
01.45 pm - 02.00 pm	Presentation By: Shri. Devadas Dhamodaraswamy, Member, Indian Technical Textile Association (ITTA)
02.00 pm - 03.00 pm	Lunch Break (Delegates, Exhibitors & Participants)
03.00 pm - 03.15 pm	Workshop By: Mr. Ganesh Kasekar, Head South Asia, Global Organic Textile Standard (GOTS)
03:15 pm – 03:30 pm	Presentation on Market Entry Strategies By: Ms. Adriana Usvat, Founder and Managing Partner, FLC Group, UAE
03:30 pm – 04:15 pm	Start-Up Pitches / Demos <ul style="list-style-type: none"> • Mr. Dharmveer Singh, Co-Founder, TRACEYARN • Mr. Mohan Kumar R, Ph.D., Founder, FANPLAY IoT • Ms. Shahin Ansari Murthi, Co-Founder MAALGAADI
04:15pm - 04:30 pm	Presentation By: Mr. Srinivasa Rao, Deputy General Manager & Regional Head, India Exim Bank on Export Promotion
04:30 pm – 06:00 pm	EXHIBITION



GLOBALSPIN TRADE CONCLAVE and EXHIBITION
Theme: Credit, Market, Technology and Supply Chain
THURSDAY, 22nd SEPTEMBER 2022 | 09:45 A.M. – 4:15 P.M.

09:45 am - 10:30 am	Registration
10:30 am - 11:30 am	Presentation on Schemes, Incentives and Benefits for MSMEs By Special Guest of Honor: Ms. Mercy Epao, CSS Joint Secretary, Ministry of Micro, Small & Medium Enterprises, Govt. of India
11:30 am – 12:00 pm	Panel Discussion on Global Market Linkages, Credit & Logistics By: Moderator - Mr. Yash Arya, CEO and Founder, IAMKHAADII FOUNDATION <ul style="list-style-type: none"> • H.E. Prof (Dr) K. C. Jankee, Ambassador of Mauritius to RUSSIA • Mr. Sivan Selloyee, Director, MauBank & Chairman (Audit), MauBank, MAURITIUS • Ms. Adriana Usvat, Founder and Managing Partner, FLC Group, UAE • Dr. Friday Okpara, Director, Small and Medium Enterprise Development Agency, NIGERIA • Mr. Alok Kumar, Senior Manager, Export Credit Guarantee Corporation of India (ECGC)
12:00 pm - 12.30 pm	Panel Discussion on Innovative Financing (Debt/ Equity/ CSR and Grant) By: Moderator - Dr. Vasundhara Chaudhary, Associate Professor, NIFT <ul style="list-style-type: none"> • Mr. Ravindran A. L., General Manager, SIDBI • Mr. Suresh Babuji, Director, MSME-DFO, Ministry of MSME, Govt. of India • Mr. Siva Rajah, CEO, Tamil Nadu Startup and Innovation Mission (TANSIM) • Mr. R. Saravanakumar, General Manager, National Small Industries Corporation (NSIC) • Mr. Premkumar C. N, Head Strategic Operations and Seed Funds, Crescent Innovation & Incubation Council (CIIC)
12.30 pm - 01.00 pm	Panel Discussion on Digital Supply Chain: Traceability The New Imperative Moderator – Mr. Padmanabhan M. N, CEO, Lakshaka Tex LLP <ul style="list-style-type: none"> • Ms. Adriana Usvat, Founder and Managing Partner, FLC Group, UAE • Mr. Sivan Selloyee, Director, MauBank & Chairman (Audit), MauBank, MAURITIUS • Prof. (Dr.) N. Raghuram, Joint Director, National Institute of Fashion Technology, Chennai • Ms. Sakina Ansari, Co-Founder & CEO, Maalgaadi • Mr. Dharmveer Singh, Co-founder & CEO, TraceYarn
01:00 pm - 01.30 pm	Fire Side Chat on AI & Block Chain Technology for Textile Sector Moderator - Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design & Innovation <ul style="list-style-type: none"> • Mr. Dharmveer Singh, Co-founder & CEO, TraceYarn • Mr. Madhava Venkatesh R., Co-Founder & CTO, TrusTrace • Mr. Prasanna Lohar, CEO, Block Stack • Mr. Mohan Kumar R, Ph.D., Founder, FANPLAY IoT • Dr. P. T. V. Bhuvanewari, Professor & Director, Centre for Internet of Things, Madras Institute of Technology, Anna University
01.30 pm - 02:00 pm	Lunch Break (Delegates, Exhibitors & Participants)
02:00 pm - 02:30 pm	Workshop By: Mr. Dharmveer Singh, Co-founder & CEO, TraceYarn on Traceability of Yarn
02:30 pm – 3:00 pm	Presentation on NIFT Foundation for Design & Innovation, Ministry of Textiles, GoI By: Dr. Ajit Kumar Nigam, CEO & Director, NFDI
03:00 pm - 03:30 pm	Workshop By: Zero Effect Zero Defect (ZED) Industry Awareness by Ms. Archana Sharma, Director, Planning and Development, WASME
03:30 pm – 03:45 pm	Valedictory Address By: CHIEF GUEST: Thiru. Dharmendra Pratap Yadav, IAS Principal Secretary, Handlooms and Textiles, Khadi and Village Industries Board, Boodhan and Gramadhan Government of Tamil Nadu
03.45 pm - 04.15 pm	HIGH - TEA

E. Event Photo Gallery



Tamil Thai Valthu , state anthem of Tamil Nadu @ Inaugural Session



Lamp Lighting Ceremony @ GlobalSpin Trade Conclave



Thiru R. Gandhi, Hon'ble Minister of Handloom & Textile, Govt. of Tamilnadu felicitate H.E. Dr. K.C. Jankee, President WASME



Inaugural Session



Introductory Note by Mr. Yash Arya, CEO IamKhaddi



H.E. Dr. K. C. Jankee President, WASME Sharing Welcome Address



**Plenary Address by Thiru. Rajit R. Okhandiar, IFS
Member Secretary, Central Silk Board GoI, Secretary General, International
Sericulture Commission**



**Address by Guest of Honour Tmt. Anitha Mabel Manohar,
Director, Chennai National Institute of Fashion Technology (NIFT)**



**Address by Guest of Honour Thiru. Habib Hussain,
Regional Chairman
Federation of Indian Export Organisations (Southern Region)**



**Address by Guest of Honour Dr Abhay Sinha
Director General ,
SERVICES EXPORT PROMOTION COUNCIL (SEPC)**



**Address by Guest of Honour Thiru T.P Rajesh IAS.
Commissioner , Handloom &
Managing Director of Co-Optex, Tamilnadu**



**Address by Guest of Honour Thiru. (Dr.) M. Vallalar, IAS
Joint Secretary, Ministry of Textile,
Govt. of India**



Special Guest of Honour Address by Thiru. Rajeev Saxena, IRSS
Joint Secretary, Ministry of Textile,
Govt. of India



MOU Signing & Globalspin Trade Conclave



Presidential address by Chief Guest: Thiru.R.Gandhi
Hon'ble Minister for Handlooms and Textiles,
Government of TamilNadu



Inauguration of Exhibition by Chief Guest and dignitaries



Exhibition @ Globalspin Trade Conclave



Foreign Experts with Chief Guest @ Globalspin Trade Conclave



Welcome address by Dr. Sanjiv Layek



Dr. Friday Okpara foreign expert during Q&A



Panel Discussion :Digital Supply Chain : Traceability the new imperative



Ms. Mercy Epao, CSS, Joint Secretary, Ministry of Micro, Small & Medium Enterprises, Government of India @ exhibition



Dr. Sanjiv Layek with foreign experts



Dr. Sanjiv Layek with speaker



Panel Discussion: Global Market Linkages, Credit & Logistics



Panel Discussion: Innovative Financing (Debt/ Equity / CSR and Grant)



Panel Discussion: Digital Supply Chain- Traceability The New Imperative



Panel Discussion: Fire Side Chat on AI & Block Chain Technology for Textile Sector



Panel Discussion:
Workshop By Zero Defect (ZED) Industry Awareness by
Ms.Archana Sharma, Director, Planning and Development, WASME



Panel Discussion: Innovative Financing (Debt/ Equity / CSR and Grant)



Panel Discussion: Innovation and Technology in Technical Textile Sector



Panel Discussion: Customer Oriented Designs, Innovations and Market Entry Strategy



Presentation: Shri S. Sundaresan, Secretary, Indian Sleep Products Federation



Workshop: Mr. Ganesh Kasekar, Head South Asia, Global Organic Textile Standard (GOTS)







Presentation on Market Entry Strategies Ms. Adriana Usvat, Founder and Managing Partner, FLC Group, UAE






Presentation on Schemes, Incentives and Benefits for MSMEs by Ms. Mercy Epao, CSS, Joint Secretary, Ministry of Micro, Small & Medium Enterprises, Government of India





F. Video and Presentation Links

Day 1

Session	Name	Type	Link
Inaugural Session	Chief Guest: Mr.Thiru R Gandhi, Hon'ble Minister for Handlooms and Textiles, Government of Tamil Nadu		https://youtu.be/734nWrNbcEA
Innovation and Technology in Technical Textile Sector	Panel Discussion M: Dr.Ajit Kumar Nigam		https://youtu.be/t-AWD9g_dZg
Customer Oriented Designs, Innovation and Market Entry Strategy	Panel Discussion M: Dr.Vasundhara Chaudhary		https://youtu.be/D42uKAO-3_I
Presentation	Sh. S. Sundaresan, Secretary, Indian Sleep Products Federation		https://youtu.be/fuFfB1_mn-c
Presentation	Sh. DevadasDhamodaraswamy, Member, Indian Technical Textile Association		https://youtu.be/fuFfB1_mn-c
Presentation on Market Entry Strategies	Ms. Adriana Usvat, Founder and Managing Director, FLC Group, UAE		https://youtu.be/fuFfB1_mn-c
Start-up Pitches and Demos	<ul style="list-style-type: none"> • Mr.Dharmveer Singh, Co- Founder, TRACEYARN • Mr. Mohan Kumar R, Ph.D., Founder, FANPLAY IoT • Ms.Shahin Ansari Murthi, Co- Founder, MAALGAADI 		https://youtu.be/3HaXVaR3Lxl
Presentation	Mr.Srinivasa Rao, Deputy General Manager and Regional Head, EXIM Bank India		https://youtu.be/fuFfB1_mn-c

Day 2

Presentation on Schemes, Incentives, and Benefits for MSMEs	Mercy Epao, CSS, Joint Secretary, MSME, Government of India		https://youtu.be/cuVsOwKp6aQ
Global Market Linkages, Credit and Logistics	Panel Discussion M: Mr.Yash Arya		https://youtu.be/9b0G9wXVU0s
Innovative Financing (Debt/ Equity/ CSR	Panel Discussion M: Dr.Vasundhara Chaudhary		https://youtu.be/1GuTfRG9cgg

and Grant)			
Digital Supply Chain: Traceability The New Imperative	Panel Discussion M: Mr.Padmanabhan M. N		https://youtu.be/0YKSDyBvFJo
AI and Block Chain Technology for Textile Sector	Fireside Chat M: Dr.Ajit Kumar Nigam		https://youtu.be/734nWrNbcEA
Zero Effect Zero Defect (ZED) Industry Awareness	Workshop By: Archana Sharma		https://youtu.be/mZD3QftGHM
Valedictory Address	Mr.Yash Arya		https://youtu.be/ZkjPS_YUv98

LEGEND

M- Moderator


P- Panellist

C- Chair Person

CG – Chief Guest

GH – Guest of Honour


VT - Vote of Thanks

 - Video


 - Presentation

G. Brochure


KNOWLEDGE PARTNER

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MINISTRY OF
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Hand in hand with our artisans...

 Khadi Khadi



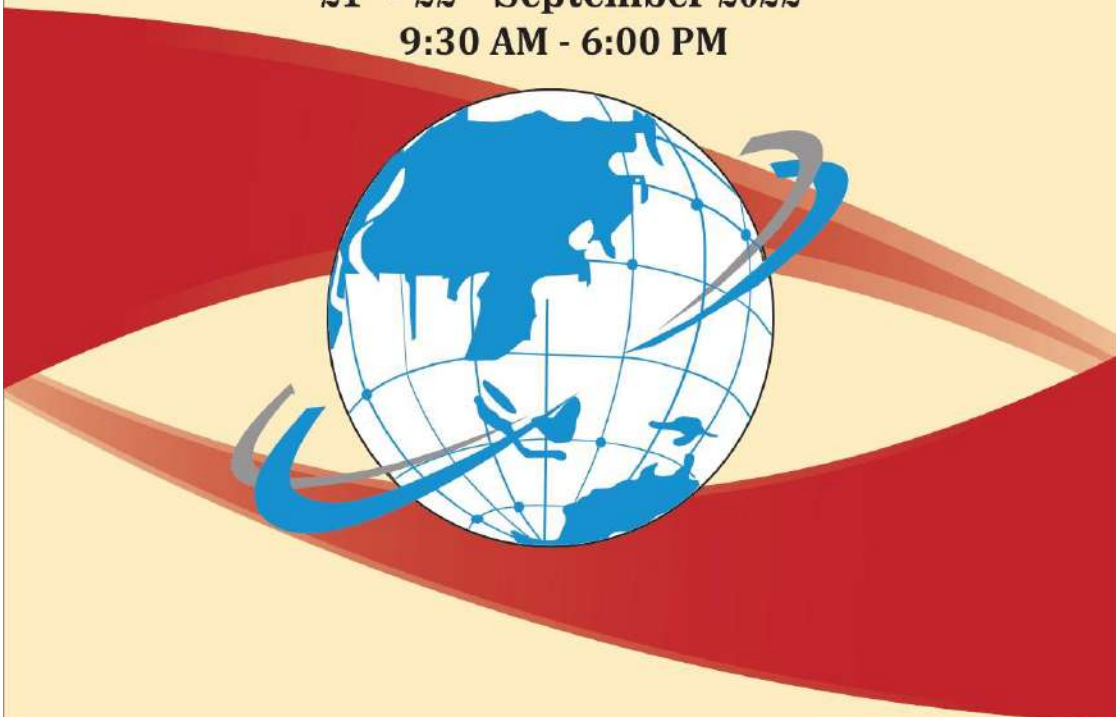
GLOBALSPIN

TRADE CONCLAVE & EXHIBITION

On Promotion of Handlooms, Handicrafts and Technical Textiles
(Technology | Supply Chain | Innovation | Credit | Market | Sustainability)

Crowne Plaza Chennai, Adyar Park

21st - 22nd September 2022
9:30 AM - 6:00 PM



About GlobalSpin

The conclave will lay emphasis on the following segment of Handlooms and Technical Textiles:

- Innovation and Technology
- Innovative Financing (Debt/ Equity/ Grant/ CSR)
- Market Access and Linkages
- Research and Development
- Export Promotion

To create a platform for sustainability of MSMEs (artisans, designers, traders, exporters, manufacturers) to not only have market access to Indian consumers but also international market and help accelerating their economic development on sustainable basis.

The Objective is to create a Startup Eco-system in the Textile and Fashion domain by assisting the Fashion, Textiles, Lifestyle Accessories, Associated Technology, and Design Community entrepreneurs, like Craftspersons, Artisans, etc..in commercializing their product/service ideas.

Our Industry Partners

Our trade fairs, expositions and trade promotion activities enjoy the support of apex chambers, relevant trade and industry bodies, associations, chambers of commerce, export promotion councils and boards of Investment across India and neighboring World Trade Centers so as to ensure the best possible B2B impact in terms of networking, buyer-seller meets and business interactions.



World Association for Small and Medium Enterprises (WASME) in association with IAMKHAADII Foundation and NIFT Foundation for Design Innovation (NFDI), Ministry of Textiles, Govt. of India promotes MSMEs & Start-ups.

Established in 1980, WASME is a statutory body dedicated to promoting MSMEs & Start-ups as a two way Global Investments and Business Hub and NFDI supports its vision & objective.

Together they organize International Exhibitions, Conclaves, Fashion Show and Trade Missions to create business opportunities for companies, particularly Micro, Small and Medium Enterprises (MSMEs) & Start-ups in the mainland and international markets.

They work with various EPCs and trade bodies to take companies from India to new emerging markets like Africa, North America, MENA, etc. to participate in trade fairs and other trade promotion activities.

Our Core Offerings

GlobalSpin is a vertically integrated trade and investment promotion company offering a large range of services



Exhibitions

- ✓ Trade Exhibitions
- ✓ Show Representations
- ✓ Stand Construction
- ✓ Vendor Management
- ✓ Design & Printing
- ✓ Logistics Support



Marketing

- ✓ PR Management
- ✓ Print Advertising
- ✓ Website Design & Mobile Apps
- ✓ Social Media & Digital Marketing
- ✓ Telemarketing
- ✓ Online Promotions



Trade Promotions

- ✓ Seminars & Conferences
- ✓ Buyer - Seller Meets
- ✓ Business Missions
- ✓ Business Matching
- ✓ Interactive Media
- ✓ Publications & E-commerce

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CHIEF GUEST



Thiru R. Gandhi
Hon'ble Minister for Handlooms and Textiles,
Khadi and Village Industries Board, Boodhan and Gramadhan
Government of Tamil Nadu

KEY NOTE SPEAKER

Thiru. Dharmendra Pratap Yadav, IAS
Principal Secretary to Govt.,
Handlooms Handicrafts, Textiles and Khadi Deptt.,
Government of Tamil Nadu

PLENARY SPEAKER

Thiru. Sanjay Rastogi, IAS
Development Commissioner (Handlooms),
Ministry of Textiles,
Government of India

SPECIAL GUEST OF HONOUR

Tmt. Mercy Epao
Joint Secretary (SME),
Ministry of Micro, Small & Medium Enterprises,
Government of India

Thiru. Rajit Ranjan Okhandiar, IFS
Chief Executive Officer, Central Silk Board,
Ministry of Textiles, Government of India

Thiru. Rajveev Saxena, IRSS
Joint Secretary & Mission Coordinator (NTTM),
Ministry of Textiles,
Government of India

Thiru. V. Arun Roy, IAS
Secretary,
Micro, Small and Medium Enterprises (MS &ME)
Government of Tamil Nadu

GUEST OF HONOUR

Thiru. (Dr.) M. Vallalar, IAS
Commissioner Textiles,
Government of Tamil Nadu

Tmt. Sigy Thomas Vaidhyan, IAS
Commissioner & Director,
Industries and Commerce,
Government of Tamil Nadu

Tmt. V. Shobhana, IAS
Managing Director,
T.N. Handicraft Development Co-op,
Government of Tamil Nadu

Thiru. (Dr) P. Shankar, IAS
Chief Executive Officer,
T.N. Khadi and Village Industries Board
Government of Tamil Nadu

Thiru. T. P. Rajesh, IAS
Commissioner,
Handlooms & MD Co-Optex,
Government of Tamil Nadu

Thiru (Dr.) Abhay Sinha
Director General,
Services Export Promotion Council
Ministry of Commerce and Industry
Government of India

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FOREIGN EXPERTS



H.E. Prof (Dr) R. C. Jankee
Ambassador,
Govt of Mauritius in Russia



Dr. Friday Okpara
Director, SMEDAN,
Nigeria



Ms. Adriana Uvat
Founder & Managing Partner
FLC Group,
UAE



Mr. Siven Pillay Selloyee
Director, MauBank & Chairman
Audit Committee, MauBank,
Mauritius



KEY SPEAKERS

- **Thiru. Ravindran A. L.**
General Manager,
Small Industries Development Bank of India (SIDBI)
- **Thiru. C. Muthusamy**
Zonal Director (South & West Zone),
Weavers' Service Centre, Govt. of India
- **Thiru. Narendra Kajale**
CEO, Texport Syndicate & Executive Member,
Indian Technical Textile Association (ITTA)
- **Thiru. Siva Rajah**
Chief Executive Officer,
T. N. Startup and Innovation Mission (TANSIM)
- **Thiru. Madhava Venkatesh R.**
Co-Founder and CTO,
TrusTrace
- **Tmt. Shahin Ansari Murthi**
Founder,
Maalgaadi Design Store Private Limited
- **Thiru. Ganesh Kasekar**
South Asia Representative,
Global Organic Textile Standard (GOTS)
- **Thiru. Rajesh Mrithyunjan**
Vice President, 3D Products & Solutions
Monotech Systems Limited
- **Dr. Mohan Kumar R.**
Founder,
FANPLAY IoT
- **Thiru. Sreedhar. N**
Executive Director,
Handloom Export Promotion Council (HEPC)
- **Thiru. Suresh Babuji**
Director, MSME-DFO Chennai,
Ministry of MSME, Govt. of India
- **Thiru. S. Sundaresan**
Secretary,
Indian Sleep Products Federation (ISPF)
- **Thiru. M. Parvez Alam**
CEO & Director,
Crescent Innovation & Incubation Council (CIIC)
- **Thiru. Dharmveer Singh**
Co-Founder & MD,
TraceYarn
- **Thiru. Prasanna Lohar**
Chief Executive Officer,
Block Stack
- **Thiru. Ajay Agarwal,**
President, Apparels and Handloom
Exporters Association (AHEA)
- **Thiru. Chandran Krishnan**
Chief Executive Officer,
The Chennai Angels
- **Thiru. Rajeshwari Endapalli**
Hon. Secretary,
The Crafts Council of India



Program Highlights

CONCLAVE HIGHLIGHTS:

- 300- 500 MSMEs
- 40+ Speakers
- 25+ IT Associations and Media Partners
- Key Note Addresses
- Round Table Discussions
- Exclusive Case Study Presentations
- Investment Forum
- Business Forum
- C Level Invitation Only
- Unique Networking Opportunities

CONCLAVE FOCUS:

- Blockchain
- Artificial Intelligence (AI)
- Internet of Things (IoT)
- Immersive Experience (AR/VR)
- Intelligent Apps and Analytics

CONCLAVE THEMES:

- Sustainable Textiles
- Market Access and Credit Linkages
- Innovation and Technology
- Export Development and Promotion

THEMES:

- **TECHNOLOGY:** Interventions by Start-ups for income enhancement of micro-entrepreneurs like artisans and weavers and to address Zero Counterfeit, assured Quality Assurances, Traceability and Transparency in the textile supply chain to achieve sustainability in the Textile, Apparel and Fashion industry.
- **CREDIT LINKAGES:** The needs of MSMEs/ Start-ups are unique, and customized financial offerings and services would make these services more accessible. Beyond VC funding, credit facilities from banks play a significant complementary role in ensuring capital adequacy for startups.
- **MARKET ACCESS:** Multiple stakeholders of Technical Textiles, Handlooms, Handicrafts and Apparel Industry come together to work towards Globalization of the textile industry by learning and analyzing the Best Practices, New Production Techniques, Innovative Procedures, and Product Qualities to satisfy international eco-standards, considering Circularity, Sustainability and Re-cyclability as a key-value differentiator amongst the international Buyers and Experts.
- **EXPORT PROMOTION:** To create business opportunities for MSMEs/ Start-ups (Services/ Manufacturers) and to act as a platform between Government and Industry in order to provide policy inputs, provide insight on Global Markets (existing and emerging) in terms of Opportunities, Challenges and New Technologies for high end value addition and to develop capabilities to meet the changing demand.

Problem Statements

Counterfeits

Producers are facing frauds & suffering from low price and less growth.

Lack of Technology

It refers to delay in the processes, transactions, informations, etc..

Fragmented Data

Data is being stored at multiple locations that are not close together.

Infrastructure Bottleneck

Delays in decision making, communication due to inadequate resources.

Innovation Gap

Lack of significant interaction in supply chain stakeholders.

Global Standard Failure

No common principles and standardization to ensure transparency.

Lack of Incentive

Remuneration standards are quite basic and have no added incentives to boost workers motivation.

Lack of Traceability

Not able to track and trace elements of the product and process.

Compliance Enforcement

There is a requirement to establish guidelines and rules.

Special Programs

Thought Leaders Conclave

The Handlooms, Handicrafts and Technical Textiles Thought Leaders Conclave will be a power packed evening with Industry captains from the Handlooms, Handicrafts and Technical Textiles Industry as well as policy maker coming together on a single platform to throw light on the challenges ahead ,uncover potential opportunities and discuss the means to achieve exponential growth.

GlobalSpin Innovation & Technology Advisory (GITA)

The GITA zone provides a unique and interactive showcase of the latest innovations from the top startup hubs from across the India. A showcase of the latest technology products, innovative and revolutionary solutions identified to impact and changes the industry today and in the future.

Textile Tech Exchange

An increasingly popular concept at the GlobalSpin Trade Conclave offers a unique lab to market platform to host and showcase research ideas and potential innovations to Handlooms, Handicrafts and Technical Textiles industry and helps to capitalize, exchange ideas and accelerate its successful development. This is a great opportunity, which helps NFDI Incubator and Accelerator to reach business investors and to get businesses off the ground.

GlobalSpin Excellence Awards

The GlobalSpin Excellence Awards offer individuals, start-ups and companies with a platform to showcase their contribution and value addition in the field of Handlooms, Handicrafts and Technical Textiles, Exhibitor presented during the program.

Showstoppers (Product Launches /Demo)

Let the world capture the magic of your revolutionary launch by kick starting your product promotions the ideal way. We give you the stage to make your launch day a memorable one that puts the focus on the people and not just the product, with a diverse gathering of the industry's most legendary creators & achievers, we help you turn your product launch into an elite event. Launch your product to a global audience at GlobalSpin Trade Conclave, and turn your product release into something worth talking about.

Start-Up Zone

It is the India's 4th GlobalSpin Trade Conclave event, the Conclave provides several specialized opportunities for start-up and emerging companies. Innovation Zone (Start -up Pavilion) was designed to provide the perfect opportunity to interact with entrepreneurs, angel investors, venture capitalist, mentors and accelerators and win a chance to showcase your innovative ideas to g-local audience.

BENEFITS TO MSMEs/ START-UPS:

1. Showcase Products and Services to the participating delegates.
2. Opportunity to test the products/ services in the marketplace.
3. Create a brand visibility of their company and explore Partnership Opportunities, Joint Ventures and Franchises with international companies.
4. A platform to network with potential technology partners, exporters, importers, dealers, suppliers, financial institutions and other stakeholders from different countries including India.
5. Understanding the significance of competitiveness to integrate MSMEs in global markets.
6. First hand information on transfer of technology, better human resource practice, improved productivity and success stories of MSMEs.

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GLOBALSPIN TRADE CONCLAVE



WORLD TRADE CENTER BENGALURU

WORLD TRADE CENTER MUMBAI



INDIA INTERNATIONAL CENTRE NEW DELHI

GLOBALSPIN EXHIBITION



APEC GURUGRAM

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WORLD TRADE CENTER MUMBAI



EMBASSY OF REPUBLIC OF INDONESIA
NEW DELHI

GLOBALSPIN FASHION SHOW



EMBASSY OF REPUBLIC OF INDONESIA
NEW DELHI



FICCI LADIES ORGANIZATION (FICCI FLO)
LUDHIANA



WORLD TRADE CENTER MUMBAI

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GLOBALSPIN ROUND TABLE CONCLAVE



PUPUL JAYAKAR HALL, NIFT NEW DELHI



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Organizer

WORLD ASSOCIATION FOR SMALL AND MEDIUM ENTERPRISES



World Association for Small and Medium Enterprises (WASME), a global non-profit organization headquartered at Noida, India, has been spearheading the cause and development of Small and Medium Enterprises (SMEs) world over since its inception in 1980. WASME enjoys consultative/observer status with concerned agencies in UN system such as UNCTAD, ITC, WIPO, UNIDO, UNESCO, UNCITRAL, UNESCAP and ILO, and several other inter-governmental and international organizations like WCO, OECD, ICSB, APEC, APCTT, etc.

IAMKHAADII FOUNDATION



IAMKHAADII FOUNDATION (IAMKHADI) is an export Start-Up recognized by Govt. of India and was incubated at Indian Institute of Foreign Trade, New Delhi on Export Promotion of Goods and Services. It works with Start-ups and MSMEs for Export Enhancement, Capacity Building, Implementation of Promotional Activities (Marketing, Events, Seminars, Design Workshops, Technology Adoption, etc.) for Textiles and other sector. The objective of providing promising Fashion & Textile Startups the needed expertise, opportunities, connections, investments and resources to rapidly scale up and go global under its project initiative, Digital MSME.

NIFT FOUNDATION FOR DESIGN INNOVATION



NIFT Foundation for Design Innovation (NFDI) is a Section 8 company set up by the National Institute of Fashion Technology and the Ministry of Textiles Government of India. The focus of this entity is to assist an entrepreneur at various stages of the business. You may be a young student brimming with ideas, or a corporate executive seeing opportunities, or a freelancer or a homemaker wanting to make a difference in the way things exist as of now and what can be done for the future. You may be at the Ideation stage, Validation Stage, or Scaling up; we would work with you. During this process, you would like to leverage the economic opportunities visible to you and monetize them, NFDI would be more than happy to support you in your growth.

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SUPPORTING PARTNERS



ECO-SYSTEM PARTNERS



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