



GLOBALSPIN TRADE CONCLAVE

Eco-Handlooms, Eco-Textiles, and Apparel

REPORT DELHI

29-30 MARCH 2022



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

Globalspin Trade Conclave 2022

Eco-Handlooms | Eco-Textiles | Apparel

Conclave Report

New Delhi

March 29-30, 2022

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Background

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

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

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

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

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

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

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

(Source: Ministry of Textiles)

TEXTILE INDUSTRY AND MSME's

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

The MSME Sector is fairly diversified including activities in the agro-based industries and accommodating surplus labour from structural transformation, and service centres in rural hinterland. Further, MSMEs also partner and collaborate with domestic and external enterprises to develop manufacturing and multipronged supply chains.

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

These include:

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

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

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

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

The textile industry is broadly divided into the **organized** and **unorganized sectors**. The organized sector applies modern technologies and comprises sectors like garments, apparels, and spinning. The unorganized sector is largely made of handlooms, handicrafts, and, to a certain extent,

sericulture for producing silk. A complete value chain beginning at the producer's level to the ultimate consumer exists in India. However, it is fragmented. The locale of production of the raw materials is often distant from the processing and/ or value addition sites. Often, components of the final product are put together in disparate locations and finally assembled at yet another unit. This affects the standardization of the products, and also leads to poor value chain integration and even a small disruption plays havoc in the entire sector.

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

RATIONALE OF PROGRAM:

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

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

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

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

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

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

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

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

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

Live Demonstration of crafts/advanced technologies by national/ international Startups/Enterprises with an aim of sharing the techniques, designs, patterns, processing, finishing, technology etc. between national & international enterprises & Startups, were held during the conclave. Startups/Enterprises persons were invited in categories such as Home Textiles & Carpets, Smart Wearables, Fashion & Lifestyle, Apparel & Athleisure, and Sustainable Fashion.

Context of the Programme – Recent Initiative #UNLOCKHANDLOOM

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

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

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

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

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

Following suggestions were made:

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

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

Programme

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

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

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

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

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

THEMES:

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

SUB-THEMES:

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

PROGRAM SESSIONS:

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

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

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

CRITICAL ISSUES FOR DISCUSSION:

1. UPGRADING SKILLS AT PAR:

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

2. IMPROVED TECHNOLOGY:

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

3. DESIGN & PRODUCT INNOVATIONS:

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

4. MARKETING INNOVATIONS:

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

Executive Summary

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

The Venues and Dates were

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

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

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

The Delhi event was inaugurated by Sh. Rajesh Aggarwal, IAS, Secretary, Ministry of Skills Development and Entrepreneurship, Government of India. He also appreciated the innovative products displayed by the entrepreneurs at the exhibition and commended the efforts to organize a very timely trade conclave focussed on eco-friendly textiles and apparel. He focussed on creation of capacities and capabilities in eco-friendly and sustainable textiles and Apparel to contribute not only to the Indian vision of achieving a trillion dollar economy but also a sustainable planet.

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

Two workshops and expert sessions on Eco-Handlooms and Eco-Textiles were the most sought out sessions in Delhi witnessing overwhelming interest by students, Startups, traders, exporters, experts and academia.

The second most popular session was the Start-up presentations, where 6 of the most promising start-ups from NFDI presented their eco-friendly products and designs ranging from PPE kits to technical textiles, to home textiles and eco-friendly textile based (hemp, Jute, Silk and Marcam) products. Some of these were showcased at the exhibition area of the conclave venue.

Five panel discussions on Technology Interventions in Textile, Customer Oriented Designs and Product Development, Capacity Building towards Export and Trade Competitiveness, Market Linkages & Logistics: National and International, Role of Funding Agencies towards Export Marketing; saw intense knowledge exchange among the Indian and International experts. We had a few videos from our international experts from Italy and Ethiopia on the best practices on Circular Economy and Trade opportunities in Ethiopia respectively.

The intense deliberations came to an end with the valedictory session chaired by Mr. Jyoti Kalash, (IAS) Addl. Chief Secretary, Govt. of Nagaland & Chief Resident Commissioner, Nagaland House.

Other guests of honour included H.E. Dr. Tizita Mulugeta, Ambassador Extraordinary and Plenipotentiary, Federal Democratic Republic of Ethiopia, H.E. Moustafa Shaikhon Embassy of Egypt in India, Embassy of Egypt; H.E. Dr. Godfrey Chipare (represented by , Ambassador Extraordinary and Plenipotentiary, Embassy of The Republic of Zimbabwe; while India was represented by Mr. Yash Arya, Founder, IAMKHADI; Dr. S. Glory Swarupa, Director General, National Institute for Micro, Small and Medium Enterprises (Ni-MSME) and Dr. Ajit Nigam, CEO, NFDI. All the International guests shared deep rooted trade relations with India in the past and were very happy to extend this to sustainable textiles and apparel trade too.

The Vote of Thanks was extended by Dr. Ajit Nigam, CEO of NFDI, thanking all the participants to share their valuable insights and deliberations before concluding the two day GlobalSpin Trade Conclave 2022.

DELHI REPORT AND POST-CONCLAVE GUIDE FOR ACTION

1. INTRODUCTION

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



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

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

The GlobalSpin Trade Conclave in Delhi was held on 29th and 30th March 2022 at India International Centre, 40 Max Muller Marg, New Delhi.

The Conclave was held in Collaboration with

- **NIFT Foundation of Design Innovation (NFDI).**



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

- **IamKhadi Exports Private Limited (IAMKHADI).**



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

INDIAN TEXTILE INDUSTRY

The textiles and apparel industry in India has strengths across the entire value chain from fibre, yarn, fabric to apparel. The Indian textile and apparel industry is highly diversified with a wide range of segments ranging from products of traditional handloom, handicrafts, wool, and silk products to the organized textile industry in India. The organized textile industry in India is characterized by the use of capital-intensive technology for the mass production of textile products and includes spinning, weaving, processing, and apparel manufacturing.

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

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

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

28%	Expected sector CAGR (2019-2021)
2%	Share in India's GDP
12%	Textile Exports share in overall exports
45 million	Direct Employment generated

Today, India's textile sector comprises four important segments:

- Handloom Sector
- Power Loom Sector
- Man Made Fibres and Textile Mills
- Non-Woven Textiles & Technical Textiles

The four major end product categories in the above are

- Apparel and Accessories
- Home Furnishing including Carpets
- Health Textiles - PPEs, At leisure and Smart Wearables
- Industrial Textiles – Automotive, Oil & Gas and Infrastructure

THEME OF THE EVENT

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

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

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

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

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

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

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

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





PARTICIPATING COUNTRIES

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

Participants and experts also joined from Italy in online mode.

PARTNERS

1.	 सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES	Financial Support Partner
2.	 All India Association of Industries  Solving MSMEs Globally	SME Partners
3.	 वस्त्र मंत्रालय MINISTRY OF TEXTILES	Knowledge Partner
4.	 N · S · D · C National Skill Development Corporation Transforming the skill landscape	Skill Development Partner
5.	 A Division of SPH Consultancy & E-Services Pvt. Ltd.	E-Publishing Partner

6.		Powered By
7.		Venue Partner
8.	 	NGO Partners

2. INAUGURAL SESSION

The GlobalSpin Trade conclave was inaugurated by **Mr. Rajesh Aggarwal, IAS** Secretary, Ministry of Skills Development and Entrepreneurship, Government of India at India International Centre, New Delhi. He visited and appreciated the Startups and MSEs at the exhibition co-located at the conclave venue before joining the other dignitaries on the dais. The Guest of Honour for the event was

Ms. Manisha Kinnu, an IRS officer, Commissioner Income tax and presently officiating as Director, National Institute of Fashion Technology, New Delhi. Other members at the inaugural session included Dr. S. Glory Swarupa, Director General, National Institute for Micro, Small and Medium Enterprises (Ni-MSME); Dr. Prateek Kanakia, Chairman, TheGreenBillions Limited; Mr. Yash Arya from IAMKHADI and Dr. K. Visweswara Reddy, Faculty Member & Rector, Ni-MSME.

The Introduction speech was delivered by **Yash Arya, Founder IAMKHADI**, one of the co-organizers of the program. 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 eco-friendly options of choice and enhance awareness of eco-textiles.

The conclave aimed to create an environment for sustainability of artisans, designers and weavers to not only have market access to Indian consumers but also international markets and help accelerate their economic development on a sustainable basis. To do this IAMKHADI has been working to create Micro Small Entrepreneurs' (MSEs) of the individual unorganized actors in the textile and handloom sector together. The endeavour is to focus on promoting Indian Handloom/Eco-Textiles as Exotic, Natural, Wearable and Sustainable fabric and encourage use of Eco-Textiles for Apparels and garment exports.

He also indicated how they intend to build capacities and capabilities and provide support to micro entrepreneurs through e-learning, e-lending and helping in digitization of the products to be sold through ecommerce platforms. The efforts are aimed at engaging, enabling and empowering the

micro enterprises and start-ups to gain a better understanding of challenges to global trade and export competitiveness. They are trying to map their efforts to achieving the vision of our honourable commerce and textile minister for touching the exports to 500 billion dollars and also the vision of the honourable Prime Minister of making India a 5 trillion economy.

After his speech, he welcomed all the dignitaries on the Dias and felicitated them with a bouquet of flowers.

He then invited **Dr. Pradeep Kanakia, Chairman, TheGreenBillions** to deliver the opening remarks.

Dr. Kanakia, started his speech by explaining what TheGreenBillions name stands for, as the name suggests, it is greening the world with an unwritten code of sustainability, where sustainability is about sustaining things, about how we would sustain a micro enterprise!

He further iterated that MSMEs in our country account for 45 percent of our manufacturing output and 40 percent of our exports. Currently we are facing an acute issue of unemployment, people keep complaining about it. India is the youngest nation, we have been producing educated youth, but we have not been able to provide them with jobs! The government per se is not able to provide them with employment. Government is just an enabler and we should come out of the mind-set that the government will be able to provide jobs to all. The idea is to basically equip our youth of our generation with the wings.

He further stated that the next 25 years would be governed by technology, by leverage of technology and sustainability with finance, technically what is called Sustainable finance. To support newer ventures, out of the box business models, new entrepreneurs, we require money, whether it is from the government grants, through Corporate Social Responsibility (CSR) funds or through Personal Responsibility Funds (PSR).

So the green billions initiative would be working to create an engine, a new age tech platform adopting artificial intelligence, machine learning, deep learning for enabling finance to the micro entrepreneurs, those who've just gotten skilled or up-skilled and meet certain predefined qualifications parameters. We need to work together as an ecosystem, government is just a nucleus, the idea is to involve the private sector and create an ecosystem of sustainable finance on the tech platform which the green billions is creating.

He ended his speech by stating that it is envisaged that TheGreenBillions will lend or facilitate finance to 10 million micro entrepreneurs and is looking forward to associating with all of the stakeholders in the ecosystem and making things happen by working together.

Dr. S Glory Swarupa, Director General, National Institute for Micro Small and Medium Enterprises (Ni-MSME) then gave the Welcome address. She 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. She stated that with this event in Delhi, Ni-MSME would be completing 5 International events to promote cooperation with International partners and Indian MSMEs.

The first event successfully conducted online was to promote **GI indications with the Mizoram** (a state in India North Eastern region). Mizoram has the maximum number of geographical indications products, out of five are for textiles and rest for anchovies and their chillies and ginger. We could make a match between the local entrepreneurs, especially the stakeholders related to agriculture and horticulture to the rest of India, the mainland and the world.

The second program was also online with emphasis on Ladakh and was the MSME **Shopping Festival**. Here they could introduce the women entrepreneurs more importantly to states of India,

other union territories and to other nationalities of the world to promote their pashminas, their apricots, honey, Jewellery and their Saffron and many other products. They were able to bring 143 entrepreneurs who placed their products on an online platform and visitors from 41 nations participated in this online festival.

She further stated that from this month, they have started with physical programs. First one they did in a familiar place with the help of a World Trade Centre Bengaluru and National Institute of Fashion technology. NFID and IAMKHADI were also co-organizers of that event. The second one was also a two days event in Mumbai at World Trade Centre with the same co-organisers and they could attract a lot of start-ups and entrepreneur and textile clusters. One of the cluster members came all over from Chhattisgarh to display his products on textile handicrafts. Many women entrepreneurs displayed their products at the exhibition at the collocated venue. This event in Delhi is the third in the row and last physical program she said and was thankful to all the stakeholders and co organizers for helping them in conducting these programs.

She introduced Ni-MSME as a sixty year old organization based in Hyderabad, which is celebrating its diamond jubilee this year. July 1st is the foundation day of the institute and all these conferences and programs were part of the celebrations. She extended an invite to all the participants to Hyderabad to visit the institute. Ni-MSME has contributed very significantly for the promotion of Entrepreneurship development, Skill development and MSME promotion in the country for the past 16 years through services like capacity building which is the major activity and research. Ni-MSME has completed almost 950 studies for the Government of India and State governments and also PSUs. They have a very strong research base and have trained more than half million officers including the Indian economic service officers and most of the Industries departments, Commerce department and line department officers by imparting the knowledge and the schemes of Government of India and the policies and the new developments in MSME sector. Ni-MSME has trained almost three lakh youth and the women who are unemployed but educated over a decade since 2009. Ni-MSME was instrumental in developing the curriculums and modules and imparting the skills across the nation and conducting International executive programs since 1967. She mentioned that Ni-MSME have been conducting these international programs and have already crossed 11000 delegates representing 150 nations. They have a large International alumni base through the Schools of Excellence in the institute.

The National Resource Centre for Cluster Development (**NRCD**) at the institute is an implementing partner of the SFURTI scheme for regeneration of traditional industries and khadi clusters. They have developed clusters in Tirupati and many other places. Through this scheme if you have a minimum 200 beneficiaries like weavers or artisans, Ni-MSME can help develop the common facilities to house the machinery, new equipment, technology up-gradation, market access participation in exhibitions and support building their soft skills like the design patterns and their production interventions. Through the cluster approach NRCD helps the artisans all over the nation not only for handicrafts and handlooms but also food processing.

Ni-MSME is also working on an ambitious plan for Doubling Women Entrepreneurs

Ni-MSME also has an Intellectual Property Communication Centre to help MSMEs to conduct Product Patent, Trademark, Industrial design, Copyright, etc. related services. Ni-MSME has been regularly conducting development programs on fashion technology and has a Livelihood business incubator for Fashion technology and Baking technology.

She ended her welcome address by thanking Mr. Rajesh Agarwal, Secretary Ministry of Skill Development and Entrepreneurship for sparing his valuable time on a working day and encouraging and supporting the event with his presence. She also welcomed all the Startups and the foreign

speakers from Ethiopia, Mauritius, Zimbabwe and the other delegates and hoped the deliberations will help the participants in enhancing their knowledge and skills and provide a good networking opportunity during the conclave.

The Guest of honour, **Ms. Manisha Kinnu, IRS, Director NIFT** started her address by thanking the organisers 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 which has been one of the premier institutes of fashion education in the world providing professional human resources to the textile and apparel industry. Graduating from the bottles of NIFT the alumni have changed the business of fashion in the country. 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. The NIFT curriculum has always focused on exposing students to the rich textile heritage of India, the Craft cluster initiative sponsored by DC Handlooms and DC Handicrafts has been a successful academic endeavour across various disciplines of the NIFT. The initiative has given opportunity to students to interact with artisans based in different clusters of India, the craft sensitization has familiarized students about Indian textile traditions, evoking a deep sense of regard towards sustainable cultural and textile practices. The artisans too have benefited through co-creation of contemporary and viable designs thus boosting their sales. There are many success stories of NIFT Alumni who have strived to amalgamate traditional craft skills in contemporary nation also providing their expertise to govern an international project with Ethiopian textile industry development institute ETIDI is worth a mention. As part of the project NIFT conducted training programs to strengthen the capabilities of ETIDI in training, consulting research and marketing for the Ethiopian Apparel industry. The recently set up NIFT Foundation for Design Innovation (NFDI) is a Section 8 company that will facilitate innovation and entrepreneurship by converting and translating innovative design and technology ideas in the fashion and textile industry. The facilitation provided by NFDI would include pre-incubation, incubation and acceleration services. She concluded by congratulating the organizers of GlobalSpin trade conclave for providing a platform to facilitate engaging discussions amongst the various stakeholders and hoped that the conclave will strengthen business opportunities and innovation in textiles and Apparel sector.

The Chief Guest **Sh. Rajesh Agarwal, Secretary, Ministry of Skills Development and Entrepreneurship, Government of India** began his address by greeting the delegates from India in other friendly countries. He mentioned that he went around and saw a few start-ups and their products and was very impressed by them and has been listening to all the speakers which was very educational.

In his present job role he mentioned he has to look at which job roles our kids should be skilled in. Where are the entrepreneurship or financial interventions required? Many Job roles of today did not exist 20 years ago, and we have absolutely no clue what the job market will be 20 years from now? What skills will be required 20 years down the line? So he has personally from his own assessment designed a scheme based on what are the basic human needs which are necessary since civilization began i.e. Food, Housing and Clothing.

He gave many examples from International and Indian context to reinforce his statements. He mentioned that if we look at written history going back to nearly 6000 years old in Mesopotamia, we see the references of the then lifestyles, some things have changed some have not. When we go to Konark temple sculptures, we see ladies with heels, so footwear was there. When we go to Ajanta caves, we see women with lipstick and practically hundreds of hairstyles and clothing styles, so these are areas where the jobs are. But over the centuries obviously the pace of life is increasing, acceleration is increasing so the production styles, the distribution channels and consumption styles have changed. Now we talk about e-commerce and home deliveries and so on. In textiles and the food also we have been sort of movers of global commerce for ages, we all know about silk routes

and spice routes so this is important. That is why we see a lot of our friends from other countries, so it is not only the production part, it is also the design project that also matters.

Sh. Rajesh made a great analogy of the job market, he mentioned that it consists of three **D's** -

- First **D** is **Demographics** so we have a relatively young population, friends from Ethiopia are telling me they also have 70 percent of the population is young. One it results in a labour force, abundant labour force, which in a sense dictates our production process, also if labour is cheap you would not really go for mechanization, so you will play with economical options, Also it indicates consumer preferences, if the population is young, your clothing, your textiles, your housing, your food, they all have to be geared to consumer preferences of the younger lot.
- Second **D** is **Digitization**. In textiles the digitization actually began in 1800 with the Jacquard loom, which was the first pattern making mechanical machine. The first analytical programmable loom was built by Babbage in 1880 or something. So textiles have been the front leader in the digitization process. Now we talk a lot about automation in the production process, use of Robotics in the textile sector, then in design, obviously you are day in day out using computers. And as a start-up, one is using Instagram and Social channels to showcase latest collections and products and also for sales. As an end user, we look upon Flipkart and Myntra to access fashion trends and shop online.
- Third **D** is **Decarbonisation**. We have only one earth and if we destroy it we have nowhere to go! So only a few hundred people will go to Mars! We are seeing the effects already, the climatic changes effects we have already started experiencing. But decarbonisation, does it mean going back to your roots that we should wear what our forefathers used to wear, or eat what your grandmother used to cook! No it means that it means energy savings, if you use fossil fuels and other means of energy which are a big factor of pollution; a production process may be whether it's a plant or a synthetic textile or whatever; or the way we process it, the pollution effect should be minimal the chemical dye has a huge pollution effect. On the energy side maybe ten years down the line there will be a breakthrough in nuclear fusion, maybe from the battery storage on the hydrogen fuel then probably we will not talk of energy saving in production, definitely less pollution is very important.

He concluded his speech by saying that he was very happy to see the **Story of Knots** and then **Hemp affairs** as even our Prime minister speaks about Circular Economy that nothing should go waste. And also Ahimsa Silk, so when we talk of decarbonisation, we mean to have a non-violent approach, where even animals are not being harmed, that kind of silk production process is also very important.

The Vote of Thanks was delivered by **Dr. K. Visweswara Reddy**, Faculty Member & Rector, NI-MSME.

On behalf of Ministry of MSME and the organisers NI-MSME, the co-organizers IAMKHADI and NFDI; he thanked the chief guest of the day Mr. Rajesh Agarwal, IAS, Secretary, Ministry of Skills Development and Entrepreneurship, Government of India to spare his valuable time and share some very valuable inputs with the audience today.

He applauded the mention by the Secretary about the basic human needs of the Roti, Kapda and Makan (Food, Clothing and Housing) and the mention of the heritage agriculture which dates back to 60 000 to 6000 years. He also mentioned about the great learning from his

speech about the three D's - the Demographic participation, Digitalization and Decarbonisation and assured that in this conclave start-ups are showcasing the same through Eco-handlooms, Eco-textiles and Apparel during the conclave discussions and the exhibitors.

He then thanked Ms Manisha Kinnu, IRS, Director NIFT, New Delhi for her presence and NIFT contributing towards the handloom and textiles, especially in involvement in the African region and helping them with technology inputs and supporting sustainability.

He concluded his address by thanking Director General Ni-MSME for her support in organising very successfully the five international conferences, which were held under the international cooperation scheme of Ministry of MSME to commemorate the diamond jubilee celebrations of Ni-MSME.

3. Technical Sessions

DAY1

3.1 Presentation by Industry Experts

- i. **Presentation by Embassy of Ethiopia**
Yibeltal Tegegne, Diplomat at the Ministry of Foreign Affairs, Ethiopia
- ii. **Presentation by NIFT Foundation for Design & Innovation**
Dr. Ajit Kumar Nigam, CEO, NFDI
- iii. **Presentation By TRST Score**
Mr. Sudhakar Raja, CEO TRST Score
- iv. **Presentation by SmartEdge Fashiontech on Sustainable Fashion**
Er. Dolly Bhasin, Founder SmartEdge Fashiontech

- i. **Presentation by Embassy of Ethiopia**
The presentation by the embassy of Ethiopia was delivered by **Yibeltal Tegegne**, Diplomat at the Ministry of Foreign Affairs, Ethiopia on **“Investment Opportunities in Ethiopia.”** He presented the Snapshot of his country and indicated the longstanding relations with India have been most cordial for two millennia. He indicated that Ethiopia is a growing and dynamic economy, special Incentives and support is available for both Fiscal and Non Fiscal and other support systems. It promises a robust infrastructure and state of the art trade connectivity to most developed countries.

Textiles and Apparel is the third largest export sector and figures as a key priority area. Three million hectares of land suitable is available (and currently unused) for **Cotton** with 8 cotton growing corridors and invited Indian companies to explore collaboration. He indicated that already many Indian companies like Raymond, Arvind, etc. already have a strong presence in Ethiopia.

Snapshot of Ethiopia

Head of State	President: Sehale-Work Zewde
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Prime Minister	Dr. Abiy Ahmed
Governance Structure	Federal Government 11 regions; 2 chartered cities Parliamentary system
Economy	GDP: 1 USD Bn GDP growth rate: 10%
Demographics	Population: ~100+ million Population growth (annual %): 2.5% Life expectancy: 65 years
Area	1.1 million square Kilometres

Bilateral Relations

- Ethiopia-India relations have existed for almost two Millennia. Diplomatic relations at legation level was established in 1948 and upgraded to a full diplomatic level in 1950.
- Ethiopia is the first country from Africa that opened its Embassy in India. Warm and cordial relationship cemented by frequent visits of higher officials
- Bilateral trade between our two countries stood at 1.28 billion USD
 - ❖ Ethiopia's imports from India---1.23 billion USD
 - ❖ Ethiopia's export to India-----55.01 million USD
- More than 607 Indian companies invested in Ethiopia with licenced investment of over 5 billion USD

Identified Priority Sectors of Ethiopia

- | | |
|---------------------|----------------|
| • Agro-processing | • Horticulture |
| • Pharmaceuticals | • Tourism |
| • Textile & Apparel | • ICT |
| • Energy | • Leather |

Ethiopia is a Growing and Dynamic Economy

With Abundant natural resources of Active & trainable labour force (>45 mill), It is the fastest growing economy with Annual GDP growth rate of 10% and Geographic proximity to EU, USA, Middle East and Asia. Preferential duty treatment is available to markets such as China, India, Japan, Canada and Australia and has Duty-free market access to USA and EU through AGOA and EBA

Tailored Incentives and Support

Special Incentives and support is available for both Fiscal and Non Fiscal and other support systems.

FISCAL

Corporate Income Tax exemptions
Custom tax exemptions
Loss carry forward
Full export duty exemption
Expatriates income tax exemption

NON-FISCAL

Guarantee against expropriation
Guarantee for repatriation of funds
Customs facilitation through bonded
Export factory and similar other
schemes
Relaxed Industrial park land regime

OTHER

One-Stop Shop Service
Expedited procedure for securing visa,
work permit & certificate of residency
Facilitation of market linkages

Sustainable Infrastructures

Sustainable infrastructures built to suit global standards and requirements

AIR

- 98 International destinations
- Largest cargo network and terminal in Africa covering 35 cargo destinations.

ROAD

- All weather roads nationwide
- Currently 113066 kms and expanding to 220000 kms.

RAILWAY

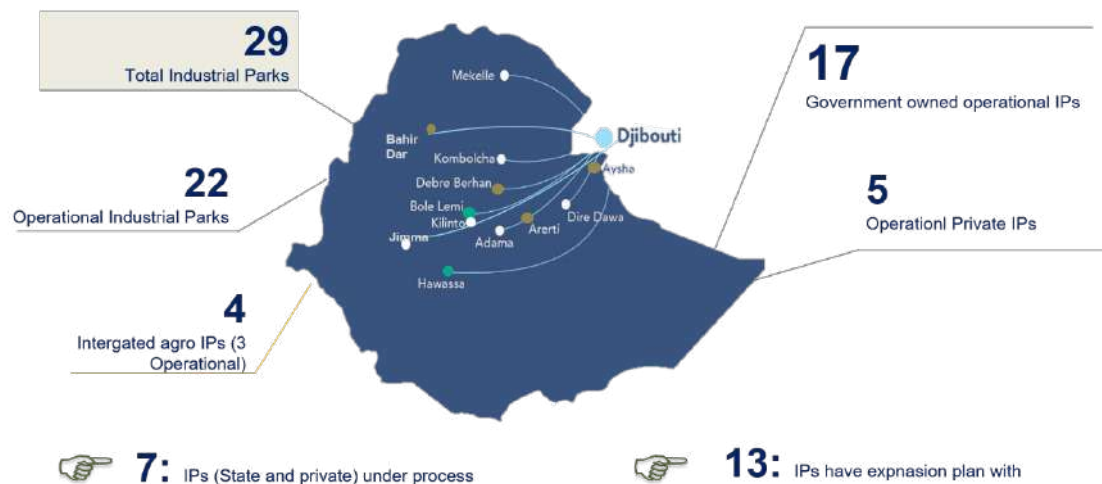
- Electric-powered
- Djibouti to Modjo (dry port city 70 kms from the capital city) cut from 84 hours to under 10 hours
- Cargo trains operating with capacity of 3500 - 4000 tons of freight per day

GREEN ELECTRICITY

- Low cost green electricity rate at 3 US cents/KWH – Cheapest in Africa
- Country power generation capacity - 2,421 MW to 17,000 MW
- Hydro power: 45,000 MW

INDUSTRIAL PARKS

Plug-and-play facilities & Infrastructure equipped Land in Industrial Parks are Catalyst to drive Ethiopia's industrialization agenda.



Textile & Apparel

Historically, Ethiopia's textile industry was geared to the local market and consisted mostly of home or small-scale sewing. Since 2015, the number of textile and garment manufacturers in Ethiopia has doubled. Now Ethiopia hosts more than 172 textile and apparel companies generating almost 80,000 local jobs and exports \$308 million. It is the third largest export earner after agricultural products - tea, coffee and grains and fruit. Nearly all this growth has occurred in the last decade

Cotton Potential Opportunities

Three million hectares of suitable land is available (and currently unused) for cotton with 8 cotton growing corridors. There are no restrictions on foreign operation of ginneries or cotton farming from September 2020. A mix of small-holding and commercial farming with mechanical and hand-picking. The short to long staple with average middling 28-30 is available. Most farming is effectively organic.

The complete presentation is shared in the Annexure.

- ii. **Presentation by NIFT Foundation for Design & Innovation (NFDI)**
Dr. Ajit Kumar Nigam, introduced **NFDI** as a Section 8 company incorporated under Companies Act by NIFT on 25 July 2020. This foundation aims at developing an eco-system enabling pre-incubation and accelerator support by assisting the fashion, textile, lifestyle accessories and design community entrepreneurs including NIFT members, craftsperson, artisans, and external community entrepreneurs in commercializing their products/service ideas. He indicated that in the next five years, 50 to 60 entrepreneurial ventures will successfully operate and employ more than 1500 people. The company is registered under 80 G, 12A, and CSR 1 to avail grants.

He indicated that the focus areas of NFDI are

- Home & Spaces, Incubator
- Smart Wearable Systems Incubator
- Apparel & Athleisure Incubator
- Fashion & Lifestyle Accessories Incubator


The Key activities to be undertaken by the NFDI would be:

- **Academic Research Commercialization**
- **Innovative Product development**
- **Industry-Alumni-Student Interaction**
- **State of Art Machinery & Equipment for prototyping and testing**
- **Monetization contribution to the Startups Economy**

NFDI was the co-organiser of the GlobalSpin events and showcased their start-ups in Delhi, Mumbai and Bengaluru and indicated that they look forward to exchange and collaboration among the start-up ecosystems of the partner countries participating in the conclave.

He also shared the statistics of the Fashion and Textiles start-ups database from STARTUP INDIA which gives an overview of the start-ups in India in the Textile and apparel sector.

The complete presentation is shared in the Annexure.



STARTUP INDIA

Industry	Ideation	Validation	Early Traction	Scaling	Total
Fashion	1055	714	787	282	2838
Textile & Apparel	1116	794	833	459	3202
Design	683	424	455	185	1747
Total startup					7787

iii. **Presentation by TRST Score,**

Mr. Sudhakar Raja, CEO TRST Score introduced the Trst platform for companies by companies.

Similar to Credit Score, TRST score is where employees/contractors/agents, etc. are given a rating based on their ethical behaviour. The TRST (Trust) score will change the way hiring is done and will dissuade unethical behaviour of employees. The TRST score aspires to save \$800 Billion for the industry and reduce the silent losses in companies.

The site for the TRST Score is at www.TRSTScore.com where companies can use it as a paid service.

The complete presentation is shared in the Annexure.

iv. **Presentation by SmartEdge Fashiontech on Sustainable Fashion**
Er. Dolly Bhasin, Founder, SmartEdge Fashiontech introduced Sustainable Fashion.

The Fashion Industry is the second most polluting industry in the world and has huge negative impacts on the environment. There has been an increase in proliferation of Fast Fashion contributing to huge amounts of waste which end in landfills. The production of textiles consumes a lot of water and causes the depletion of the water table, the indiscriminate use of chemicals in the manufacturing processes leads to water contamination which seeps into the underground water and causes harm to the water portability. Also there are microfibers which are released into water during washing which again end up into the ocean & water bodies causing environmental damage. Also, the production & distribution of textiles as well as the apparel create huge GHG emissions due to excessive use of fossil fuels for energy and transportation.

The textile value chain is very long and one of the problems it faces is that it is not well integrated, offering very little transparency and seamless integration amongst various actors. Storage and distribution of finished goods before it lands in the hands of the actual consumer is very expensive and causes huge energy and supply chain management inefficiencies. New supply chain and distribution models need to be looked upon including Circular models addressing increase in efficiencies and minimizing waste.

The challenges in the industry need to be assessed at a massive scale and solutions need to be found to address them, else we would be reeling under the huge impact to our environment which contributes significantly to the Climate change.

Sustainable fashion is the way forward to combat some of the above problems, we also need to find ways and means including technological interventions to address the issues and challenges. The discipline to use the technology to overcome and address some of the issues is called Fashiontech. This includes addressing sustainable production of sustainable textiles, value chain integration and seamless and transparent flow of information related to authenticity and source of origin, production and distribution actors with the value added at each stage across the entire supply chain.

As a partner to GlobalSpin Trade Conclave – Eco handloom, Eco-Textiles and Apparel, through her company's initiative **SmartEdge FashionTech**. Her efforts have been to bring in focus to market access of eco-friendly products of handlooms, sustainable textiles and position them as a niche offering from the producers of the products directly rather than through intermediaries in international markets, through the use of technology and digitization of the value chain. This would bring out clear value to both producers and consumers of sustainable and eco-friendly products and services.

To manage the change, the process requires to build capacities and capabilities across the value chain and supply chain on creating a new breed of technology innovators, digital first entrepreneurs and ecommerce entrepreneurs and help to promote their work. She has been doing so, by partnering with programs on **Sustainability** and **FashionTech**, through her own company's **SmartEdge FashionTech** division and partnerships with IAMKHADI, NFDI and by mentoring Startups globally through **SBC Fashiontech Accelerator, Milan (Italy)** and **Fashionablyin B2B portal** (London based).

The complete presentation is shared in the Annexure G.

3.2 Panel Discussion: Technology Interventions in Textile

Moderator:	Dr. Ajit Kumar Nigam, CEO, NDFI
Panelists	Mr. Rahul Garg, Bakson India , Gurgaon
	Er. Dolly Bhasin, Founder, SmartEdge FashionTech
	Dr. Milkessa Jagema Tolera, Government of Ethiopia
	Ms. Victoria, Fashion Designer, Zimbabwe

Dr. Ajit Kumar Nigam (**AKN**) initiated the panel discussion by welcoming the interesting panel on Technical Interventions in Textile space. He began with stating that the textile industry was the earliest to adopt automation when computerisation was just beginning, however the sector has lagged behind the technology up-gradation to the extent desired. The time has come now to look at how technology can be integrated back into this industry to leverage it to enhance employment opportunities and how income can be enhanced to give an overall boost to the economy of the country.

He posed the first question to Dolly Bhasin (**DB**) - what kind of technology interventions are possible? Especially related to the triangulation of IoT, AI and Block chain?

DB: I just finished starting in my previous session on Sustainable fashion the various challenges that the Fashion and Textile industry faces especially with reference to the negative environmental impacts of the industry. So our focus should be in applying technologies that address some of the most pressing challenges. One of the biggest challenge that the industry faces is of long Supply chain and Value Chain, wherein very little value is being added at each stage but the cost keeps increasing at every stage, thereby making the lowest rung of the value chain, who actually takes the maximum risk ends up not getting his share of profits. For e.g. If a Dress sells at 50 Dollars in a store, the person who stitched it does not get even 0.5 Dollars. So, Block chain can be applied to trace the value chain and improve the traceability and integrate the value chain better to solve this anomaly.

Earlier you had 1 or 2 seasons when fashion collections were released but now we have more than 5 or 6, per year, thereby a lot of overproduction is happening, which is giving rise to unsold inventory and waste. Also, low cost garments are being treated by consumers like disposable garments, and rarely worn more than 5-6 times and then discarded. Likewise, AI can be used to predict the demand and supply better and help integrate the Supply chain better through an integrated technology intervention with block chain.

Another big problem of the apparel sector is the RETURNS, which amount to more than 34% of the total goods sold. One of the main reasons for returns is that body shapes of more than 50% people do not conform to the standard sizes and one does not get the idea how the dress would fit and look on them. Technologies like 3D modelling of body contours and virtual mirrors (based on VR tech) can solve this problem.

Another application is Smart Manufacturing, where AI and Machine learning is used to reduce the waste during the manufacturing process by reducing the waste during the design and cutting process, which is also automated (near robotic). In fact, if orders are collated across geographies in advance, production efficiencies can be greatly enhanced, which also can be done through the integrated block chain/AI interventions.

New ways of marketing, specially using digital channels to offer a 360 degrees customer connection across multiple channels also offers better sales and marketing. Creating digital twins of the product by brands and having them placed in the Digital Metaverse is the latest fad of the industry, however, it might take a long time for adoption by masses.

Another area of Technological intervention which is required by the industry is in the space of tracking the Carbon footprint, GHG emissions, water consumption and energy consumption, which can also be solved through combination of IOT and Ai based solutions.

AKN: Thank you **DB** for touching upon some of the important areas, now I would request Mr. Rahul (**RG**) to address how the last mile delivery is being handled in the textile industry? Also, what are the other non-IT technologies that can be applied to solve some of the issues in the textile sector?

RG: Use of Mobile apps and combination of desktop and mobile applications most last mile issues are resolved.

The other major area of concern in the textile industry is its water consumption. Huge amount of water is consumed by the textile industry for dyeing and printing processes. New technologies are now available which allow waterless dyeing and printing which is based on ozone technology. Currently we are using 200 litres of water for one T-shirt with this technology we can reduce the water consumption to just 1 litre for 1 kg of fabric.

Another area of technology development has been in the space of Recycling of cotton fibres, earlier we were only having technologies to address Polyester fibre, now we can recycle cotton fibre and also Nylon fibre. The recycled nylon is called Equinal.

AKN: Thanks RG for the deeper perspectives of technological interventions required in the textiles industry. Now I would like to ask our foreign expert Dr. Milkessa Jagema Tolera (**MGT**) for his views. The world looks at India as a producer of technology and we are known to implement it in many countries. What is the state of technology and its adoption in the textile industry within your country? What are interventions that you are looking for? What is the collaboration that you envisage with India?

MGT: From the Africa point of view, we link our producers to various developed countries, we work with sustainable packaging for food products to achieve sustainability and create an eco-friendly ecosystem. Since textile consumes a lot of water, we have water treatment plants in our integrated industrial parks to reduce the pollution. For supply chain issues we have abundant resources and well developed infrastructure.

We have abundant land and cotton production capacity. We provide sustainable cotton production in our country and invite India to collaborate. We have integrated textile parks which allow sustainable development and minimize the environmental impact. We can also manage storage and resale to US/Other developed countries.

AKN: Thank you **MJD** for sharing your country's perspectives. I would now like to ask our friend Madame Victoria (**VIC**) from Zimbabwe after listening to MJD which is a producer country and linked to Europe & North America what are the technological interventions that you for see can be replicated across Africa

VIC: Thank you very much for your question. I have been in India for some time now and I have observed that many people want to do business with Africa and Europe but they are not successful. The reason is that they do not understand how business is done in Africa. If they want to do business they must understand that the world has become a global village and there are no limitations to what people can become. When people want to export to Africa with their design and name, they are not successful because the design and the way business is done is very different,

So I would say, if any company wants to export from India to Africa, they should first study Africa, understand what designs and products will sell through social media. We are conservative people and that is what is common among all African countries.

AKN: Thanks **VIC**, yes we understand that if we have to sell to Africa then we need to know - what are the products/designs that we have to sell? And at what price point and what is the buying pattern.

The question to **DB** is - But we are not just looking at Indian start-ups doing business in Africa, or African businesses doing business in India, how can we do business with Japan with Africa? Also, how can we use AI to understand the demand from social media? My question is also that do you really need a designer can AI take over the design work?

DB: You use to infer what is being said on the social media by a process called social listening, where you tend to understand the sentiment of people (also called sentiment analysis) based on the sentiments, an AI/ML model is developed which tries to predict and infer trends. You actually scrape data from multiple social channels to do that .A new area that is emerging is analysing VIDEOS through AI models in Stores to understand the consumer behaviour by tracking the preference and look to book ratio etc. In fact unsupervised learning is playing a big role in the same. AI is also used to do the listening on the 360 degree omni channel presence of consumer brands and track their behaviour. After the pandemic the user preference and choices have drastically changed and AI and IoT play a big role in assessing consumer behaviour.

AKN: I would now like to ask **RG** on his views on the other Technology interventions.

RG: I would like to mention that 3D modelling and software systems like CLO have revolutionised the design process with true-to-life 3D garment simulation. It allows us to produce faster, increase efficiency and accuracy to expand design capability better and shorten the time to do so. The sizing issue and the prototypes of the garments can be completely visualised by this software which allows you to see the garments without using any fabric, which saves a lot of costs and increases efficiency.

AKN: Thanks **RG**, now I would like to come back to **MJD** to know his views and the technology adoption in textile in his country by 2030?

MJD: As far as my country is concerned, AI is an important change driver, but understanding consumer behaviour is crucial, understanding the culture is critical and AI would help in setting the base. Understanding the culture of the society is crucial to ascertain the demand, for creating a market we need to have a market understanding.

India and Africa are strong traditional societies and are closely related so combining our efforts with 1 billion people can create a huge market.

AKN: Combining the efforts of Africa and India, we have a huge market!

MJD: We love India and treat India as a second motherland so we look forward to strengthening our relationships through textiles and garments space.

AKN: I would now like to turn to **VIC** to have your last words on Customer and technologies in textiles?

VIC: Thank you. I would like to say that let us as companies embrace technology. Let us move with time because everything now is digitized. There is now no point for us as the fashion industry or textile industry to remain behind while the customers have progressed. Today customers Google all the other information that they want about the textile and if we are still holding on to old systems we

will lose out. Customers have advanced and so should we. We need to invest in our technology be it cutting department, stitching department or marketing or trade and commerce.

AKN: Thank you **VIC** for your valuable insights, let us now consolidate our thoughts to develop an actionable document to take the positive steps together.

With this I would like to thank the lovely panellists for sharing their views and being here.

Please See Photographs in the Annexure Photo gallery

3.3 Start-Up Presentations

Five Startups from NFDI presented their pitches to the audience. Some of them were also showcasing their products in the exhibition area of the venue of the conclave.

- **Ms. Unmana Rynjah, Founder, ARRAS**

Arras works with artisans in North-East India to design and produce contemporary clothing, while ensuring adherence to a planet-friendly and sustainable value chain. Arras designs **modern day clothing** for the global audience, a brand wholly committed to the **triple bottom line**. They Engage with **women weavers** & micro-entrepreneurs and provide livelihood opportunities to artisans to create **cruelty free** and handloom products. They also advocate for **UN SDGs 5, 8 & 12**.

- **Mr. Arpit Aggarwal, M/s Hemp Affair Pvt. Ltd.**

Hemp Affair produces eco-friendly and sustainable Hemp based fibres and products. These products are 100% biodegradable, breathable fabrics and are available in more than 100+ designs, woven on handlooms by local artisans. They had showcased their products at the venue.

- **Mr. Anil Kumar, M/s ART India Pvt. Ltd.**

ART (Anti-Radiation Textile) is a startup which has been passionately working towards providing cost effective shielding options to the industry by creating anti-radiation textiles.

These textiles shield the wearer from **harmful radiations** and are available for both end users as well as Industrial environments.

- **Mr. Manish Kumar Gupta, M/s Fliqus Support System LLP**

Fliqus Support System LLP is presently working for Development, Commercialization of innovative products and SCM of the products across the globe in **Safety Work Wear** and **Home & Space** segment.

The objective is to protect human lives working in pathogenic and hazardous environmental conditions and in a way contribute towards our society and help to make this beautiful earth a safer place for our workforce.

- **Ms. Raheli Sarkar, M/s True Tomorrow (OPC) Pvt. Ltd.**

True Tomorrow is a **Low-Carbon Home Wellness** startup focusing on functional home textiles that solves the problem of Indoor Air Pollution.

The USP lies in the functionality that is achieved through different innovations and processes like **Carbon Capture Technology** where carbon particles are recycled to make textile dyes and air purifying **Nano-Technologies** that transform any ordinary fabric into air-purifiers.

The complete presentations and videos of the Startups are shared in the Annexure in the Presentations and the Photos in the Photo gallery section.

3.3 Panel Discussion: Customer Oriented Designs & Product Development

Session Chair	Dr. Ajit Kumar Nigam, CEO, NFDI
Moderator:	Er. Dolly Bhasin, Founder SmartEdge FashionTech
Panelists	Ms. Daria Martelli, Founder, Daria Martelli. Italy , Ms. Tsion Bahru Zewde, MISS.T.CAL Apparel Design, Ethiopia Ms. Samiksha Bajaj, Co-founder & CEO, Samshek Fahmeeda Choudhry, Founder, Bamboology Trends

Er. Dolly Bhasin (DB), introduced the topic to kick-start the panel discussion –

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

During the pandemic many of the brands faced challenges in the textile and apparel industry to reach out to their customers, which forced many companies to reimagine and repurpose their products to Customer Oriented Designs. One of the winners in managing this was the Loungewear segment, which was a small segment but gained a lot of emphasis during the pandemic.

However, to remain relevant to the growing **Conscious** Consumer, new products have to be introduced by brands, let us explore the views of the panel, starting with the views of **Ms. Daria Martelli (DM)**, from Italy, who works in the fashion industry and focussed on Sustainability and Circular economy as an enabler of change, she is also a mentor at the SBC FashionTech Milan. She has a recorded zoom video which we will play now.

[VIDEO]

So what we heard resonates well with our common assessment that the fashion industry is going through a deep transformation due to its unsustainable impact on the people and planet. Two of the most hazardous and common practices of the industry must be quickly and effectively tackled.

- Overproduction
- Short Life Cycle of the Products

Two of the most serious impact of this on Consumer trends are

- Lowest priced garments are being treated as NEARLY DISPOSABLES
- OUTFIT REPEATING is becoming nearly UNACCEPTABLE in the fashion Industry

So we end up with more waste generation impacting Health, Economy, and Pollution & Materialism



With the Case study on an Indian project, she described how a circular economy is beneficial for not just the conscious consumers but also provides livelihood options to many women, while conserving the planet. The project was designed by Fashion4Good and implemented through Reverse Resources. The project brought about how circular economy strategies can be implemented which focus less on newness and more emphasis on solutions and improvement on creating durability rather than volume. Decoupling value from volume growth is essential to achieve new positive income for social change by integrating women from the local societies with livelihood options and value creation.

DB: I would now like to address my next question to Ms Samiksha Bajaj (**SB**). I would like to know how you help consumers choose the right products with the help of technology especially for women.

SB: Thank you for this wonderful opportunity to share our experiences on what we have been doing for the last seven years. We run a fashion brand called Shamshek, which talks about how we can make every woman beautiful irrespective of whatever size they are. They might be extra small, extra-large or 5XL. Every woman faces challenges' especially with western wear. Women are not confident whether the dress is going to suit her, should she buy it? What kind of design goes with her body? So we came up with the concept of customisation, not just at a bespoke level but on a mass level, where you can see whether the dress suits you. You do not follow what people are wearing, but what actually suits you.

We came up with a technology that allows you to scan your body on your phone and get the measurements and see that this measurement will help you to buy the right outfit in your particular size. Let us take an example if you go to Zara for shopping, you like a particular dress, you like the dress but your arms are not looking good, so you may like a full sleeve, and with our technology you can customize this. So you have the same dress with full sleeves delivered to you which exactly fits. You can see the preview in the digital mirror before placing the order.

DB: Thank you SB that is truly amazing! This is what I had mentioned earlier that we need to have designs that are based on the demands of the consumer, and cater to what they need, and customised if required to match their preferences. Digital twins or the digital version of the product can be tried on by the consumer remotely and once approved, it would be manufactured by the designer/manufacturer.

So now I would request our friend **Tsion Bahru Zewde (TBZ)** from Ethiopia to share her experiences as she also deals with customer oriented product development.

TBZ: Thank you for this opportunity, I am founder and creative director of special events and customization is one of the core things that we do. Our customization is done on traditional garments and not on modern wear. So we focus on custom wear for individuals as well as companies. During the pandemic we designed specialised masks for companies with their logo in a colour that matched the dress code of the company. For us customization is consultation, we deal mostly with women. The body shape and body image is the most important thing for a designer or any cloth making manufacturing company. The data that you get from your customers is very valuable to understand the trend and the market demand. We started as a customisation company but armed with the data now I have entered into ready to wear garments and I was able to produce what sells. The other thing that I believe is customer feedback. Feedback on your social media pages and other digital direct messages enhances the value that we create for our customers, and we get more orders and references from. Engaging with the customers and the potential buyers through social media and events and parties wearing our designed clothes has helped us to create our brand.

DB: Thank you for sharing your views on customization that you are practising in your country. I would now like to invite Dr.Nigam (**AKN**) to share his thoughts on the topic mostly related to technology interventions in the consumer oriented product design.

AKN: I would like to look at the question from a slightly different perspective, for me performance and functionality are two major elements, which are important for industrial customers. For e.g. fabric customized for people working in Oil rigs for pilots or health professionals. This is a new segment which the traditional industry has not looked into. Here the customers are mostly B2B and the customization might be in the fabric, pattern or design and also the finish required. The variation may be in the context of the situation for e.g. a fabric designed to shield the body from radiation, a fabric that absorbs sweat for sports persons or special outerwear for defence people in high altitudes.

Technology can be embedded into the garments to gather a lot of data about the environment, the wearer and the alerts can be used using IoT and AI. This is an area that we must explore and dig deeper to create new business opportunities.

DB: Thank you Dr. Nigam for touching upon this new and emerging area of technical textiles and smart wearables, which the industry must take cognisance of. For example if you are wearing a dress fitted with a biosensor to monitor the biomarkers and the health parameters, it can issue alerts and warnings to you much before other symptoms may come up. Specialised coatings on outer wear worn by defence personnel at the borders can give warning before someone pounces on you from behind. These new areas have immense potential and are waiting to be tapped. I am sure many start-ups are already looking up on creating new businesses around these.

I would now invite our young start-up **Fahmeeda Choudhry (FC)** from Bamboo logy Trends to share her thoughts on the customization that you have been doing with the bamboo products and the new line that you have introduced recently.

FC: Thank you for the opportunity to be here and share my experiences. I have been in the fashion industry for over 19 years working in different capacities chasing ROI, Sales targets and servicing customers. During the Pandemic I decided to look into Sustainability, and decided to explore with some European customers and understand this market. I learnt that for a sustainable venture you need to focus on three things – Labour, Waste and Fibre. Ethical conduct towards the labour in terms of fair wages, working conditions and wellbeing is very important. How you manage the waste is the second important thing and then comes

the fibre or fabric which is used. All three make the basis of a sustainable enterprise. Armed with this knowledge, I launched my venture Bamboology Trends. We chose our focus on health and hygiene in our sustainable venture, targeting Sports and Inner wear. We explored all possible options of hemp, organic cotton, linen etc. and then zeroed down on Bamboo fibre.

Bamboo fabric is ultra-soft, which is antimicrobial, anti-bacterial and uses less natural resources for production. It requires 2700 litres less water to produce a T-shirt with bamboo fabric as compared to cotton. It also reduces the consumption of 500 grams of pesticides.

In the last one year we have been in production, we have sold 400 units out of which we had only 4 returns due to size mismatch. Our customer is a repeat customer, they are very happy and satisfied. They like our ultra-soft, anti-microbial, sweat absorbing and anti-odour product which is a need of health and hygiene for the planet and the people.

DB: Thank you very much **FC** for sharing your views.

Bamboo is one of the most under-utilized products in the textiles industry right now, but I think with your range of products we would see a lot more happening in this space.

So I would take one more effort to really understand some more from you on what exactly you are doing on sustainability? Because you have also been a sustainability champion in various forums. So please let the panel know what exactly you are doing in sustainability and how do you see the circular economy shaping up in India and abroad?

SB: So I would say Sustainability though it's a very old term, started in fashion goods two decades back almost but unfortunately, I heard this term in 2014 when I was in London College of Fashion and when these big groups like Kering and Louis Vuitton and all those big groups started actually executing small steps in terms of sustainability. The way Daria said in the presentation that sustainability is not only about textile waste or about overproduction, it is a complete process of fashion manufacturing, that includes manufacturing, textile waste, consumer behaviour, then only we can actually achieve the results of sustainability in next two decades, provided a lot of hard work is put into it.

On behalf of SamShek, what we have tried to do is that rather than overproducing all the garments, why not make everything once the order is being placed, by that you not only save textile but also you reduce the overproduction. Which is being done currently, as India is a hub of producing lakhs or million units every time for the brands which are being sold in Europe or America and after that, they have no idea where this over production is going on it is just dumped into landfill.

But talking about it and making it happen are two different things, so we filed our patent in the Supply chain that it covers. Everything has to be robotic starting from cutting, robotic sewing machines, AI to be used in finishing, less people, to create that SOHO model for mass customization. To achieve that mass customization instead of mass production.

But now talking about it and making it happen are two different things. So we filed our patent in Supply Chain that everything has to be robotic starting from cutting robotic sewing machines. AI should be used in finishing less people there to create that SOHO model or mass customization to achieve that mass customization instead of mass production. Now doing mass customization with manual help is not possible so we got the patent in America for the complete supply chain, where you can replace mass production with mass customization. So let's say if you have one lakh unit order in one day which you can with the help of technology, which we call as automated cutters robotic sewing machines, and AI in

finishing and then all the tailors all the machines are being mechanized by a lot of software's to produce one lakh unit per day. So that's how we introduce the supply chain innovation in starting with India as we have a unit in Noida and our whole aim is to get that process executed in next five years with the fully automated digital factory which is right now a hot topic, and if you talk about like Germany or if you talk about US, some companies and investors are jumping in to test the model in the market. Companies like Tukatek who are offering CAD services with small units that people don't have to buy the complete software but they can use to make the patterns instantly use 3D design software to do the draping and test the garment without making prototypes. The whole system, if we talk about it, is a sustainable process which as a consumer and as a fashion brand, we have to take an initiative to make this happen in the coming future.

The way H&M has announced that by 2013 they're going to be using complete sustainable textiles. Similarly Zara is coming up with the same race that they also have to come up with sustainable fabrics. So the word sustainability is all about starting from the first step of making a design to end production and then creating an awareness in the customer that you don't have to go with the fast fashion, don't expect all the brands that they come up with they change the light every 10 days the way the customer is behaving. I mean then it is a responsibility of fashion brands to come into the picture and create awareness, create social media campaigns to create that awareness of sustainability, that you don't have to buy clothes every time. I mean don't follow fast fashion, that's how we can actually start.

But on the whole, I mean we have taken a step forward to create a digital first factory, executing the complete digital factory in the next five years so that is what our bit. It is a kind of awakening call for everybody in the industry to come forward, join hands and take the step ahead in terms of sustainability. We, as a Start-up, as a fashion brand we have taken few initiatives to make this whole process as a sustainable fashion brand.

AKN: I am troubled by certain things which I wanted to place before the panel, if I may?

DB: Yes, Sure.

AKN: I am a great believer of technology but on the other hand there is a huge requirement of employment generation and that is something that we need to really think about. But for a country like ours, if we move towards technology then we face employment, how do we resolve this dilemma?

DB: So this is one of the things that is a constant dilemma, we had this debate sometime in one of the forums at SBC Fashiontech earlier and one thing that came out very clear that there are two ways of looking at things one is really improving the efficiency of the system and other is basically providing ethical, being ethical in your entire supply chain so these two need to go hand in hand so you need to really devise mechanism which basically cater to both the areas and choose the products based on whether you need to really reuse the product and make it more sustainable. The way to tackle the situation is to enhance the productivity and capacity of organised sector and upsell the products as niche products, while using tech for mass consumption and integrating value chain.

So in terms of the fashion if it is a couture brand you go into very high tech to make it a single piece or a customized piece, using tech; whereas when what you do the same for the casual wear then you really you can use other sustainability aspects which basically look at the production process more from the sustainable material aspect. There is a mechanism where you could use both together but at the same time bring in the best of the world.

DB: Sir, would you kindly share your parting comments.

RV: I am sure everybody is in sync about what exactly circular economy is? I believe then perhaps it could be more meaningful for going further into this. Now a few facts related to the Circular economy here in India. The major production, the major process, or the reverse process of making yarns from the old garments actually takes place in Panipat. Four thousand crore worth of business takes place every year. The major challenge which in fact the government is facing, we are facing right now is that, first of all is the awareness itself in the system about the fact what exactly is the Circular economy? How is it beneficial for the planet? For all you know, overall planning. I mean this is what perhaps more awareness first of all is needed as far as the circular economy is concerned and thereafter perhaps then changing the technology as such right now what we are using right now is 40 or 45 years old machinery, to convert the garments into yarns, so that is also so what we as far as the sector skill council is concerned, now we have taken this up now and we will be bringing the knowhow, making the country aware of that we are trying to do, implement the best of the latest technology. Incidentally, Pakistan is using the latest technology right now as far as the Circular economy is concerned. So we will be in fact taking the help of various experts taking the new machinery, bringing the new machinery and technology to our country and making and developing the skills accordingly, so that more and more you know these garments are able to be you know to be made as a fibre and then the yarns and we have the you know the planet survive.

Thank you very much!

DB: Thank you very much so with that end this session thank you very much panellists for giving such insightful thoughts. I hope you continue this dialogue further.

Thank you so much.

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

Session Chair Dr. Roopak Vasishtha, CEO & DG, The Apparel Made-Ups & Home Furnishing Sector Skill Council (AMH SSC)

Moderator: Dr. K. Visweswara Reddy, Faculty, Ni-MSME

Panelists Mr. Seleshi Lemma Bekele (Government of Ethiopia)

Dr. Sanjiv Layek, Executive Secretary, WASME

Dr. Sachin Goyal, Director and Co-Founder, UDAAN initiative

Good afternoon to one and all!

Thank you Yash for this invitation so we have a panel discussion on Capacity building towards Export and Trade Competitiveness.

The last two governments in India have been talking about the five trillion economy by 2025. They are talking about local for local and local to Global they are also talking about the Atma Nirbhar Bharat.

KVR: So I belong to the National Institute for Micro Small and Micro Enterprises. Let me introduce myself. I am Dr K Visweswara Reddy (**KVR**), a faculty member and Rector. So I would like to have a quick round of introduction of all these speakers, then we will have a discussion on how best the Capacity Building has to be done so that we move towards Export and Trade Competitiveness and we will also try to learn from one of our counterpart, we have an official from Ethiopia.

RV: I had introduced myself earlier, I am Dr. Roopak Vasishtha (**RV**), CEO and Director General of Apparel Made-ups and Home furnishing sector skill council.

SG: Good evening to all of you. I am Dr. Sachin Goyal (**SG**), I am Director of IAMKHADI and Co-founder of UDAAN initiative.

SLB: I am Seleshi Lemma Bekele (**SLB**), Deputy Director General and Government of Ethiopia.

SL: Good evening everybody, I am Dr. Sanjeev Layak (**SL**). I am the Executive Secretary of the World Association for Small and Medium Enterprises (WASME). We are a global organization, we are facilitating SMEs for growth and credit flow. I am looking after the global operations. Thank you.

AKN: I am Dr. Ajit Kumar Nigam (**AKN**), CEO of NIFT Foundation for Design Innovation.

KVR: Thank you for the quick round of introductions so first of all let me tell you briefly the capacitive building towards export and trade competitiveness is very much essential to whatever targets we have set for the coming decade and coming five years down the line so Ni-MSME which is a pioneer institute in Micro Small and Medium Enterprises is at the capacity building institute or a training institute as such.

I myself will look into how best we can build the capacity of the MSMEs in terms of training and hand holding towards Export and Trade Competitiveness especially the difficult, very difficult, not very difficult but the kind of documentation procedures which are required for exporting these products.

So, I would like to request the Chairperson Dr. Rupak Vasishtha, how this particular council is looking into this particular aspect and how best we can build the capacity of the through skilling or through training so that your products are going into the international market and we have an advantage over the other countries.

RV: Yes please when we say capacity building to reach the competitiveness especially for exports to do that basically we need two things one development of infrastructure number two is providing enough skilled manpower or reskilling and up-skilling the existing manpower which is available in the apparel industry as per the estimates at the moment there are about three point eight three crore people are directly you know working in the apparel sector at the moment in all you know small sector MSME large sector every you know um and as per the study conducted by PWC recently about 86 lakh more persons 0.86 you know 8.6 billion people are further required till 2025 in the Apparel industry in the country and what is happening right now.

We should know one more thing in India, this particular skill gap was already there that for one thing second thing because of government a lot of migration took place and the workers went to their natives and further created the skill gap and the third thing as we all know that the trend has changed and many of the western countries US, Canada and many countries are perhaps they have stopped buying or diverted they are buying from our neighbour and so this particular the product of the orders have started already pouring in into Indian

companies so additional capacity is needed so additional so this to three things one it was already there right it got you know further increased because of the migration and third because of the additional demand.

You know orders pouring in because of our neighbouring country so what we have basically done till now as I said that is that we have developed the governor with the help of the you know various experts we have developed the standards for 36 job roles which are prevalent which prevail in the Apparel industry right from as low as a Checker a Packer or a you know Washing machine operator as I as a fashion designer or a Compliance manager or a Production manager and we have we created the standards these are called qualification packs or the national occupational standards based on that the contents were created and so that that you know uniform skilling is provided across the country and these are based on NSQF national skills qualification framework so after that as I said 1.7 million persons still now have been certified and in fact that the what the change which has now come is that the government was earlier funding most of these the schemes now the government is now encouraging more industry to industry paid kind of courses or CSR or other kind of contributions to actually go for this skilling of these.

The rest of the questions so you're working on that both with the help of the CSR you know contribution and an additional part has also come is there in the in the form of nabs with the apprentices apprenticeship the word apprentice used to be a big taboo in the India in Indian industry earlier which is now a very industry friendly industry-friendly scheme now.

So you love people you don't pay even the minimum wage because they have prescribed some stipend for that and the government pays back 1500 rupees per month to the industry I mean this is and everything is online so with the help of you know even with the help of this apprentices act this capacity building can be created we plan to create the capacity with the help of this apprentices act as well in addition to our trust which is already going on with it you know plan to you know skill and provide the skill demand part of the Apparel industry in millions.

KVR: So thank you sir for your very kind information now we have Mr. Senshi Lema from Government of Ethiopia what measures specifically are being taken up for towards capacity building especially in terms of Apparel exports and how best your country is positioned in terms of apparel exports or what measures are being taken up for import substitution for reference in your country specifically.

SLB: Thank you very much Sir. It is a pleasure to just make a talk on this very important subject matter. I think capacity building is a little bit broader concern and competitiveness is another very important parameter one is the means and the other is the end so to me competitiveness requires a prerequisite to become competitive in the global environment be it in the domestic or global environment there are certain variables to be fixable be it export or import substitution. One very important element that we need to take into account is about quality unless otherwise the product and service that we are going to sell out is quality to satisfy the customer's requirement customers demand them can't be competitive and the second most important is cost or price in this global environment a coin can matter in the marketplace so cost is another very critical element of course just in time delivery is also very crucial scale is another very important element to take into account scale in terms of production size actually small is very beautiful but in a matter of consorting or just a similar type of place they can join hands and they compare to the market so these are elements that we have to tackle when we think of competitiveness to achieve this target or this parameters capacity building is extremely very important.

Capacity building is different for different categories - capacity building at macro level, capacity building at micro level, capacity building at miso level and at Company level it is the aggregate of all these levels. Capacity building differentiates the company or country to compete in the global environment.

So we have to look at in this perspective I think the final discussion that we have in the morning and in this afternoon in the presentation the new start-up that to me they all are meant for capacity in one way or the other they are much related to capacity building issues the trust score that has been explained as this morning shows us that India is losing close to 1 trillion, if I am not wrong right 800 billion. 1 trillion every month every year so this is highly affecting the competitiveness of companies so there is a need to build capacity there is a need to introduce technology to overcome this vicious circle and the design and the innovation the technology integration that has been mentioned earlier the new Startups the customer oriented design and product development this whole art just to make sure that companies can beat their competitors effectively so they all are capacity building issues so we have to think the capacity building as it has been mentioned the skill is one very important critical element in manufacturing industry of course human skill particularly in textile since it is of leather intensive nature the skill matters quite a lot although there are other parameters also to be competitive so there is a need really to upgrade and to comply with the latest technology we have to really make sure that the industry has got the right level force in terms of discipline in terms of ethics in terms of skill in terms of the latest technology because tax time is a fashion technology is changing now and then so they have to cope up we have to really provide the right training the right system the right curriculum to the workers so that there will be our profits the company can generate profit.

If they invest on human beings so the skill really is very critical of course there are government organization who are specialized in providing the right of training like what you mentioned the micro small and medium enterprise is very specialized in providing the right in our context also we do have similar types in the textile sector we do have more than 120 technically vocational college schools centres and more than 20 universities who are really meant for really producing the right labour force to the industry.

So this of course capacity building is not the confidence process it's not a one-time exercise there is a need to build really both in hardware and software in the system of this institution who are really involved in producing the right labour force so in our case we are trying really to invest on these areas we have collaboration with Indian companies.

We have had a very strong relationship with ICT Mumbai, we have a collaboration with, we have collaboration with IIT Delhi we have produced more than 120 specialists professionals in second degree and third degree for the last five six years would like to continue as I said as capacity building is not a one-time exercise so we have a target of course in our country in 2013 we have aimed to generate 9 billion US dollar export from the manufacturing sector right from 400 million currencies by 2030 would have a target to generate 9 billion years old and we have a plan to employ 505 million liver force in the industry like certain and capacity utilization in general abbreviated when you look at currently is close to 60 percent there is a need to improve the remaining 40 percent and the GDP contribution of the manufacturing sector is very small seven percent so we are aiming to increase this contribution by thinking absent by themselves so in nature when you look at this very ambitious funding there is a high need to build the campus so we would like really to associate ourselves with a relevant Indian company for the forthcoming journey. Thank you very much.

KVR: It was very informative and the kind of inputs you have given and the kind of targets you have set for the country as such.

KVR: We have Dr Sachin Goyal (SG), who is the Director of IamKhadi Exports Pvt. Ltd. and co-founder of UDAAN initiative thank you sir for being here and you are part of the things that three GlobalSpin trade conclaves which are going on very well so what is the kind of objective IAMKHADI is having as on today because national fabric and what exact measures are being taken up in terms of promotion of exports and achieving great competitiveness and getting more foreign exchange to this country so what measures are being taken up by your organization specifically in this regard and what are your future plans Thank you.

SG: Dr Reddy, I will not talk about the capacity building meaning of capacity we are all comfortable about this yes as we are having with us the chairperson of this panel doctor is with us and he is you know adding the organization which is basically for skill development as we have discussed a lot of things and recently i heard about the program launched by the ministry of the skill development and NSDC they just is which is for viewing the country to provide the for capacity building we can say development programs and for Japan also we have to provide skilled manpower for that so we have with us ambassadors from Ethiopia and you know Delhi and other countries also they require obviously they require their skill manpower for you know for this industry apparel and textile and go industry the CEO of this sector with us so why don't we collaborate for this and we are the implementation partner for this names me we are having on this panel you know something which is this need to be done and we are going to basically do in that sector also we are planning to touch the micro and small entrepreneurs those who are locally you know under the ODOP model they are doing very good in their local products but they are not able to connect with the export market and you know other countries so we are going to provide a you know a platform for them to touch the global market for that as well as these few one point which is basically came to my mind why don't we merge some QPS you know we have many QPS and the other statistical councils for this apparel and maid ups and councils you know is there any process to merge few QPS so that it can be a useful skill development program for the micro and small entrepreneurs those who are really want to connect with the global market right so if there is any you know process by which we can have different QPS we can mark the different QPS so then it can be a tailor-made up you can we can say that it could be for that micro and small enterprise yeah this is there already this process is very much there and we also keep promoting the multitasking and in the process of multitasking we keep merging the cubbies and keep you know rationalizing them and maybe with your kind suggestions we will be able to certainly do a lot in this recovery.

KVR: And we also have Dr Sanjeev Layek, Executive Secretary WASME. Sir I would like to know it's a world body for SMEs and we are also in the SMEs so there are two important aspects one is about SMEs and another very important thing is about the textile and the apparel industry which is one of the oldest industry in the country way back hundreds of years back it is very much there so as an organization as a world body so what kind of initiatives that are being taken up first of all like let me be very clear how they should first of all be stronger skilled and later on how they can get into the international supply chain market so what exactly the vast may is doing in this regard towards the promotion of exports and getting into trade competitiveness so can you throw some light on this?

SL: Sir, thank you Dr Reddy for giving me an opportunity and asked me to speak on this auspicious means forum so I was just amazed with the headlines that India has already crossed a 400 billion dollar export target and our Honourable Prime minister's vision of Atma Nirbhar Bharat and VOCAL for LOCAL and make them global this is the true example of this particular situation as you are very much aware of that this covet has already disrupted our life as well as our businesses and WASME represent a small and medium

enterprises as you are very much aware of that SMEs are the backbone of India's economy as well as many countries and 99 percent SMEs are here we are mentioned making them means capable and empowered by a few of the steps one of the steps is that backward integration of capacity mapping that is very important in this capacity mapping what are the requirements of what they have like demand forecasting what are the countries where what kind of textile products are available we have got global operations in Bangladesh, Nepal, Vietnam, Mauritius and other countries. So we know what kind of requirement is over there, so we first mapped them and accordingly in terms of demand forecasting, product quality, competitor's analysis, and pricing so these are the things we basically do then the digitization program. We are already in collaboration with amazon Flipkart, NASSCOM and Tata DEXA where they used to board their products and services and during lockdown they had already had the bad experience of having the digitization process so they were not in the e-commerce platform they lost their businesses and many of the SMEs they started with the working capital, so we address this issue to make them capable and that you must be having the understanding that this. Covid has already taught them how to produce masks, PPE kits and other products to cope up with this crisis. So we are still I mean just empowering them with the integration of the Start-up, MSMEs and the government schemes as our already serviced here and Dr versus he is already providing various kinds of sector skill council amends requirements to the MSMEs and we closely working with the government and other departments with the help of the government schemes like IC schemes, international cooperation schemes we are just reaching out to NSIC we are reaching out to ECGC and other organizations for awareness of the product the main challenges of the MSMEs are the three challenges one are the hand holding that another is the awareness of the government schemes and third is they have got very good product but they do not know how to market these products to other countries or other how to reach out and we have also collaborated with trust like men's organization, so that they can empower them in just mapping here what kind of employees they require what kind of skill sets they require so we are just in the process of empowering the SMEs in various skill sets thank you thank you very much very elaborate information you have shared and the way past me is trying to build the capacity of MSMEs.

KVR: Now we have Dr Nigam from NFDI, Sir!

We would like to know what kind of contribution is being made already I know but for the sake of the audience and the panel we would like to know in the this particular segment of textiles and apparel what measures are being taken up in terms of innovation, in terms of skilling and capacity building, incubating and so on. So what measures are being taken up?

Okay so what I really would like to talk about is this, that capacity building and then skilling We would like to look at it from a slightly futuristic perspective, as the world is changing and so much of technology intervention is coming and if we have to stay ahead of the race then we need to start looking from that end, yes certainly there is a, there were, there is the requirement of say operators, operating on a 3d printing machine, okay we have my colleague is that we have a 3d printed printing machine, but where are these people who would operate those machines and if I take this single example and expand it across it, I have a challenge the minute we get into Augmented Reality or someone talked about as virtual mirroring, okay yes at the top layer, yes there are people but if technology diffusion has to happen how will it happen? Where would people come from on my request to assist?

KVR: Thank you!

Now I would like to felicitate our international delegate who was from the government of Ethiopia Mr. Salishi Lemma, Executive Director of Bosnia initiatives.

Thank you sir, I will also would like to request our honourable esteemed delegate from Government of Ethiopia to be on the stage please.

DAY 2

3.6 Expert Session on Eco-Textiles

- Ms. Shruti Sancheti, Founder, Pinnacle by Shruti Sancheti
- Dr. Milkessa Jagema Tolera (Government of Ethiopia)

Miss Shruti Sancheti is the founder of Pinnacle by Shruti Sancheti. She would be sharing an expert session on Eco-Handloom & Khadi.

She is a designer and ardent lover of handloom and totally believes in the unsurpassed legacy of weaves, textiles and crafts that we Indians have inherited.

Excerpts of the Speech:

Khadi of course is an ancient fabric from the time of Indus valley; it's a two thousand year old fabric or more. It has been prevalent since the Indus valley civilization but of course it came into forefront during the Swadeshi movement and in India khadi is not just a fabric it is an integral part of Indian history and it was an integral part of the Indian freedom movement also.

Gandhiji, had used this particular fabric to install pride amongst the downtrodden Indians because at that particular time the Indians were very badly exploited and their own fabrics were being produced in Manchester man-made fabrics whereas we had such a rich tradition of having hand spun fabrics and this particular movement which started in 1905 and got an impetus in 1918. Khadi was introduced to instil pride among Indians and also generate employment. Khadi has been an integral part of India's rich tradition. Gandhiji had said that even if you have one piece of hand spun khadi, wear it with dignity instead of being dependent on foreign Fabrics. So the idea was not to boycott foreign fabrics, it was just that khadi was a medium, a tool for the Swadeshi movement and a deeper weapon of Independence and self-reliance.

Khadi should be the first fabric of the country, because it has so much history associated with it and every Indian. But isn't it time that we take this rich product heritage global? Because khadi has these unique properties, it is one of the seasoned fluid timeless fabrics which remain relevant for years and which can be worn multiple times, which are versatile.

Khadi is one particular fabric which fulfils every such role, it can be worn in summer it can be worn in winters, it looks opulent when brightly styled, it can look casual, so it has all the properties which anybody and everybody can wear and if treated and designed properly it can be relevant worldwide.

We have some beautiful clusters doing a lot of hand spun fabric in my first or second show with khadi and I got a congratulatory messages because we were working with this cluster in Maharashtra, where I come from and we have extensively tried to revive khadi and make it very contemporary, very global because what I would see initially was when I would visit these clusters the fabric was coarse it was not high fashion plus the colour combinations which existed 100 years back. It might not be necessarily relevant now, so we did a lot of design intervention as a designer I could not obviously teach the craftsmen they knew what they were doing best but what I could offer to them was how to make it more contemporary

more global and more fluid so we use better thread counts we use better colour combinations not better necessarily but more contemporary colour combinations would be relevant to today's youth.

I tried to inculcate some of these principles, which were more contemporary and we came up with this collection and in 2013 in Lakme Fashion Week, I presented a collection which I was talking about and I got a congratulatory letter from the Prime Minister Mr. Narendra Modi, applauding my work and ever since I have been associated with lot of clusters in India.

“Khadi is a Sustainable fabric which is timeless which speaks of understated luxury and has very restrained optimum mix high fashion statement so it's time that we make this versatile fabric global among all age groups that and it is time to empower our weavers and make this part of universal fashion”

PM has guided us

Farm to Fibre

Fibre to Fabric

Fabric to Foreign

“We try to do all possible design interventions in terms of colours and lines of silhouettes in styling so that khadi necessarily doesn't remain limited to India it is available worldwide and worn by people worldwide appreciate it and then I think then this IAMKHADI Foundation which is there it will make sense that you know when we become a global force to reckon with and I feel khadi will then be justified not only as the first fabric of the country, I am waiting for it to become the first fabric of the world.”

(Excerpts of Expert session on 30th March, at GlobalSpin Trade Conclave 2022)

Please see Full Video by clicking the Video Links in Annexure G.

Dr. Milkessa Jagema Tolera (Government of Ethiopia)

Dr. Milkessa Jagema Tolera is Director General, Manufacturing Industry Development Institute (The Government of Ethiopia). He presented an expert session on Eco-Textiles.

He began the session by defining Eco-Textiles:

- Any textile product, which is produced in an eco-friendly manner and processed under eco-friendly limits.
- ECO-TEXTILE is also known as Eco tech, and Eco friendly textile.
- Eco- tech segment refers to use of technical textiles in Environmental Engineering

Use of Eco Textiles Fibres – Related Industries

- Fashion and Apparel Industry;
- Home Furnishing and Textile Industry;
- Hygiene and Health Care Industry;
- Packaging Industry – “Eco Packaging” an Important Feature;
- Growing Recycling Industry- Generating Rural Employments;
- Medical Textiles Industry – Growing Opportunities.

USES AREAS OF ECO FRIENDLY TEXTILE

The primary segment in this is Landfill waste management which refers to the use of Geo-synthetic products to secure landfills against leakage of municipal or hazardous waste,

- Other areas include secondary protection in chemical/oil industries (ground covers and the like around process tanks for secondary containment).
- Floor sealing, erosion protection, air cleaning, prevention of water pollution, water cleaning, waste treatment/recycling, depositing area construction, product extraction, domestic water sewerage plants, etc...

Other Eco friendly Fibres – New Innovations

- Bamboo
- Corn Fibre
- Soybean Fibres
- Pineapple Fibres
- Banana Leaf Fibres
- Black Diamond Fibres
- Lyocell

For Complete presentation see Video from the video link in Annexure G.

3.7 Expert Session on Eco-Handlooms

Dr. Surendra Kumar, Ex-Director, IIHT, Ministry of Textiles, Govt. of India

Dr. S Kumar presented a paper titled “**Eco Handlooms – Product Diversification**”

Introduction

Eco- Textiles

Eco Handlooms

Handloom- an Eco friendly Machine

SWOT Analysis

Production of Eco- Friendly Products on Handlooms

Product Diversification

Design Interventions for enhancing Handloom Efficiency

He presented some facts on Indian Handloom -

Handloom is one of the most ancient surviving cottage industries of the world. It exists mainly in the developing countries where traditional ways of weaving are still practiced.

1. Two-third ($2/3^{\text{rd}}$) of the world export in textile and clothing is from developing countries.
2. India is the 2nd largest workforce sharing country (500 million people) in the world.
3. India has a share of 5% of the global trade in textiles and apparel (Annual Report, 2020-21) and the 5th largest exporter of textile and apparel (T&A) in the world with exports worth US\$ 36.4 billion (UN Com trade & Wazir Analysis).
4. Indian Textile Industry contributes to 2.3% share in GDP (National), 13% to industrial production and 12% to export earnings (Krishnan N, 2022).
5. Indian domestic textile and apparel market stands at US\$ 75 billion (2020-21). The market fell down 30% from US\$ 106 billion in 2019-20.
6. 97 % of the total textile output is from the unorganized which include handloom also.
7. India is known as the custodian of the global handloom which produce 95% of handlooms of the world contributes to 15% of the total cloth production in the country (Annual Report, 2020-21)
8. In FY21, the US was the major importer of Indian handloom products, with an estimated purchase of US\$ 83.11 million, followed by the UK, Australia, Germany, and France at US\$ 18.99 million, US\$ 10.7 million, US\$ 9.94 million and US\$ 9.73 million respectively.
9. Indian handlooms (28.20 lakh) sector engaged 35.23 lakh weavers and allied workers.
10. Export of handloom items during 2019-20 was Rs.2248.33 crore

Few other facts on Handloom Sector -

- First, it is the most important non-agricultural source of income and the most important employer of rural families for livelihood after agriculture.
- Second, it is a traditional cotton value chain-based activity with strong patterns of geographically clustered handloom activities.
- Third, it is one of the few non-agricultural sectors with a discernable presence in both urban and rural areas.
- Lastly, this sector also produces semi-finished and finished goods for domestic consumption as well as for international markets.

Innovations for enhancing Efficiency of Handlooms

- Handloom weaving machines coupled with dynamo can produce Electricity of 60 W per hour during operation.
- Use of LED lamps, canopy and inbuilt illuminating source in the frame of the handloom. (5W LED bulb, distance of 1.5 feet above gives an approximate illumination of 653 lux).

- System design approach for providing better supply of electricity

The Product Diversification Approach For Handlooms



GREEN MARK

- Handloom weavers want Green Mark as a symbol of authenticity of Indian Handloom Product.
- Going Green concept has been launched in Lucknow for Chikan embroidery and Varanasi for silk sarees

For full presentation, Please see Annexure G and Click the video link.

3.8 Expert Session on Digitization of Textiles in Fashion and Technology

Mr. Siven Selloyee, CEO – Founder & DG, SILOY Trading Co. Ltd., Mauritius.

Mr. Siloy, thanked the organizing team who took the brilliant initiative to organize this trade conclave which is now becoming an annual event and giving him the opportunity to address the audience.

Here is the transcription of his speech:

I will speak on digitalization of textile in fashion technology but before that I want to quickly introduce few more things -

FIRST

Mauritius is a secure and prompt business hub between Asia and Africa, it is a bridge, a fully developed logistic platform with modern infrastructure. Mauritius will play the roles toward Africa that Singapore has played towards Asia.

The republic of Mauritius is re-emerging as a star and key of the Indian Ocean, which it once was when all trade was going through Mauritius.

India has a really special place in the heart of Mauritians, which is why Mauritius chose the 12th of March to have its date of independence in memory of the great Mahatma Gandhi who started the protest march on 12th March.

SECOND

I am an entrepreneur in the luxury lifestyle and my brand name is SILOY. As you see over there we are mainly in fashion and its name is derived from my name and it's now in the local dictionary of Mauritius as a name of reference, which means perfect.

I did my MBA project on SME that is why I am very attached to the SMEs. I also worked for a very big corporation.

Considering that the event is on eco textile before coming to the technology but with your permission allow me to have a few words on eco textile going back to history. You will remember humans were using natural leaves to cover themselves. The India textile revolution started with this spinning wheel which everybody knows and I wish to make awareness in Mauritius with it because this is a starting point for the big revolution.

Millions of Indians grew up reusing and repurposing clothing passed from clothing parts from elder to younger, this was India and the circular economy was already existent thereafter it was used as household dusters to mop the house and up to finish. So this was the starting point where recycling was really taken care of by our generation so the circular economy existed.

Now the amount of waste generated by the textile industry is really heart breaking, most rivers are heavily polluted but it is avoidable to a large extent. Your Prime minister, the prime minister of India, honourable Sh. Narendra Modi, returned the ancient city of Kashi to its former glory. When the full cleaning campaign was done, he even went to have a dip in the Ganga River, this is a really silent example for all.

Having said that, let's come to the topic of digitalization. I will structure my speech very briefly on the 3D's which were mentioned yesterday by your secretary right, which means the Demographic, the Decarbonisation and the Digitalization risk should be our structure for whatever we do.

The world as we know is continually changing and one of the fundamental premises is digital is about the using of technology to do what you really do already but do it better. And I think that micro business SME have a lot of advantages here. I will not go in detail but I will just say that the digital economy is an economic activity that results from billions of everyday online connections among people, businesses, devices, data and processes. The backbone of the digital economy is higher connectivity which means growing in connectedness of people. The value of this place to organize this event is really very interesting but sadly we as participants have not been provided with internet connection, this I think is a weakness right because we are thinking about technology, so the digital economy is taking shape and undermining conventional notion about how business should become in the digital economy, all customers businesses, business to business as well as business to customers alike want to interact with business when and where they are in at any time it has been crucial to give all customers a personalized and unique journey right from the minute they learn business. Website technology was so important during the lockdown and was so important during the lockdown.

I was happy to hear yesterday from my good friend Yash Arya, who told us that during the pandemic he was able to work with over 1200 members of his entity so as to continue the activity with social media. So when your enterprise can understand its physical and digital assets, asset inventory, what we need, what I said, etc., this will be very helpful. I am trying to summarize my intervention for paucity of time.

Effectively executing a digital transformation requires strong leadership. Everything goes through literacy, if in your business you have a strong leadership approach that will and it should happen there are some challenges, however for enterprises particularly small enterprises to implement the digitalization. I will just give you the title but not give in detail for example the culture of the organization. If you decide to have a technology driven digitalization culture you will implement it. Some things that you have to worry about are IT resources and management skills which are very important, the agility and ability to handle challenges.

So to conclude I would like to say a few things:

- Digitalization challenges are complex to handle therefore
- Organise a substantial ecosystem to drive change seamlessly before embarking upon a digital transformation journey
- it is a strategic outpost for your business, for our business

So on this positive note thank you for your sustained attention and wish you all well.

I will be happy to answer any question you may have.

Thank you.

He then demonstrated a small Hand Charka to prove his points by revolving it by hand!

3.9. Expert Presentation by Silk Mark Organisation of India

Mr. Ajay Bindroo, Silk Mark Organisation of India

Mr. Ajay Bindru from Silk Mark, thanked Mr Yash Arya of IAMKHADI for providing him a few minutes to address this nice and such type of gentry. He said he was not aware that people from different walks have assembled here and we have industry experts from different parts of the world.

He began his presentation, which was very helpful to the general public. He also showed some videos on Silk.

TRANSCRIPT OF SILK MARK PRESENTATION DELIVERED BY AJAY BINDRU

I am Ajay Bindru from Silk Mark, before I start my presentation I would like to thank Mr Yash Arya for providing me a few minutes to address this nice and such type of gentry. I was not aware that people from different walks have assembled here and we have industry experts from different parts of the world. So let me start with the presentation. It will be very helpful to the general public. I will try to make it a very brisk one, not too lengthy one.

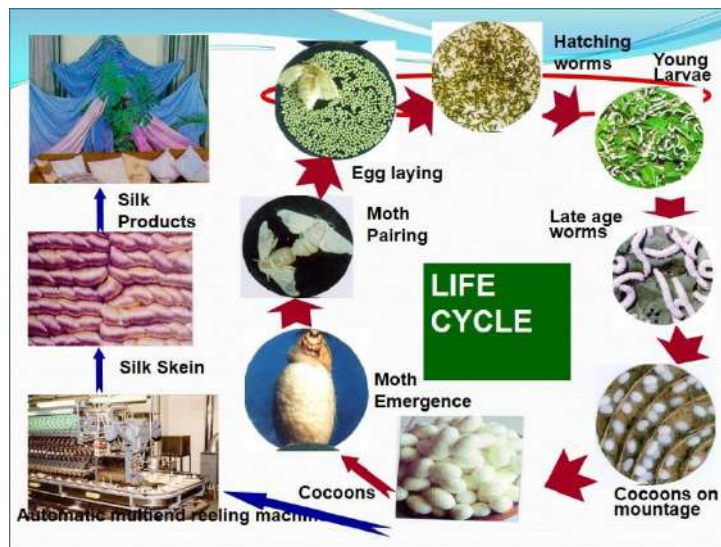
Silk Mark Organization of India

First of all let's start with the fibres. There are two types of fibres one is natural fibre and one is man-made fibre and silk is a natural fibre whereas polyester, nylon are artificial fibres.

There are basically four types of silk that I will take you through this session and also through the life cycle of the silkworm, and most of the NIFT students must be knowing about it so this is the basic life cycle of a simple that we have given here and I will like to divide it into four parts later on the first four varieties of silks that they are they are mulberry and Goa out of these four varieties

Only the Mulberry is the one that we can do the rearing in-house. Rearing the other three varieties which are called the wild silk or the Vanya silk of India, the rearing is done outdoors only on the trees.

Mulberry is the most popular out of the four because the rearing is done all over India and this is the life cycle of the mulberry silk work which feeds on Mulberry tree leaves.



Silk rearing takes 35 to 40 days but from the basic egg hatching is done then silkworm comes out of the cocoon and it takes 35 to 40 days for the same.

The next one is the Tussar which is done in the regions of Jharkhand and the leaves that the Tussar worm takes are Asan or Arujana plants. It feeds on Arujana /Asan plants and it takes around 60 days for the worm to grow from hatching till the cocoon level.

The third type of silk is the ERI silk which is also called Ahimsa silk because in this silk only we do not kill the worms the worms comes out of the cocoon first and then we use it although it's a broken thread it's not a length the length is not like 100 000 or 200 meters it's maybe 200 or 300 meters length. But it's called sunset it's nowadays it's very much popular people like to use this more and the life cycle of this Eri silk is last for 45 days it's again a wild state grown all the trees

And last but not least there's Muga silk which is called the Golden silk of India. It is available only in India and that too in the north eastern part of India. The Muga silkworm has a life cycle of 50 days. The natural colour of Muga silk is golden.

Now some of the common varieties of silk fabrics are Chiffon fabric, Georgette, Crepe and Taffeta.

How you identify the natural silks:

- The basic test is the burning test
- Chemical test,
- Microscopic test

But now if you go to a shop and tell him, to give a sliver and we want to burn it and check it he will not allow you. Neither can you carry a microscope along with you nor you can carry some chemicals and test it there, so what is the best way?

Now this is why Silk Mark has come into the market. It is just like any other mark, like Hallmark or Wool mark.

ISMA the Silk Mark was launched on 17th June 2004 at Bangalore, by the honourable union minister of textiles Mr Shankar Singh Vaghela.

Silk Mark is there to protect the interests of the consumers.

Silk Mark is a quality assurance Label which signifies the purity of Silk. It is a quality assurance label just like any other mark.

SMOI is a registered society promoted by SILK BOARD Ministry of Textiles, Government of India, and is governed by its own bylaws.

SMOI Sigma is a specially designed logo to represent the brand.

The silk mark labels come in these types:

1. **SILK MARK Label** consists of two parts **Printed Card & Hologram**

Hologram: High security hologram is used for Silk Mark

Concealed effects that can be visible only at a given angle

Unique number to identify the authorized User



2 **SILK MARK sew-in label** consists of two parts

Woven label & Hologram

You cannot remove it easily if you remove it will break into two parts, so to avoid this cheating we had made a new label.



Now some clips of the activities that we perform this is an awareness program that we did at Roorkee, Uttarakhand.

Awareness program at Haridwar

- Fashion institutes where we give the presentations and try to educate the children
- Fashion institute at Greater Noida for Awareness program at UTSO fashion
- Awareness program at SGT University, Gurgaon
- Association New Delhi
- Cottage Emporium CCIE

Thank you very much for watching this presentation. Now I want to show you a small video which hopefully you like. It is on silk only that is how silk is made.

In this video silkworms life cycle has more distinct stages namely larva and moth the life cycle is of about seven weeks duration which may change marginally with the race and environment the eggs hatch in 12 to 14 days the yellowish eggs turn blue a day before hatching the eggs hatch during early hours of the day. The larva eats its way out of the egg.

[Music/Video]

Newly hatched larvae are dark hairy about three millimetre long and weigh less than 0.5 milligrams so the larvae start feeding on mulberry leaves almost immediately after hatching the larval stage of silkworm lasts for about four weeks during which the larvae shed their skin four times the process of shedding the old skin is termed as moulting the first moult happens three to four days after hatching and it lasts for 20 to 24 hours during moult the larvae stop feeding the larvae resume feeding for two to three days before they settle for the second moult the second moult lasts for 20 to 24 hours larval size at first and second moult compared against the scale of a rice grain. The larvae resume feeding voraciously for three to four days before settling for third moult the third moult lasts for about 24 hours larval size at first second and third moult compared against the scale of a rice grain after four to five days of feeding they settle for fourth moult the fourth moult lasts for 30 to 36 hours larval size at first second third and fourth moult compared the actual process of moulting starts with vigorous contraction of the body

[Music/Video]

The process takes about 30 minutes since the starting of body contraction

[Music/Video]

The larvae out of the fourth moult feed voraciously for about six to eight days to the end of larval stage

[Music/Video]

At the end of larval stage the larvae stop feeding and get ready to spin cocoon, the front portion of the larvae become translucent and they start searching for a suitable place to make cocoon the structures provided for spinning cocoon are called montages the larvae first makes a footage with silk to hold itself before making the cocoon the larva swings its head in s or a pattern and move around to spin the cocoon

[Music/Video]

In two to three days 500 to 1500 meters of silk filament is spun into a cocoon by a single larva the third stage of life cycle starts inside the cocoon the metamorphosis happens in two distinct stages the first stage happens three to four days after spinning the cocoon the larva metamorphoses into pupae

[Music/Video]

The process takes about an hour since the starting of body contraction. The second change happens after another four to six days. The moth emerges from the pupal shell.

For details please see Presentation and Video link in Annexures

3.10. Workshop on How to Handle Digital Marketing for Fashion Products

Ms. Tsion Bahru Zewde, Founder & Creative Director,
MISS.T.CAL Apparel Design (Ethiopia)

TRANSCRIPT OF THE SPEECH

Thank you guys for having me today we're going to be talking about digital marketing for fashion products. I am going to specifically tell you what I have been doing with my brand in the digital world.

So I have a brand called mystical apparel design and special events. We have two categories in the business. Just to tell you a little bit about the company we mainly focus on the fashion products and the events both of which go together. We are brand in Africa, we integrate fashion art technology and women empowerment as well as entertainment in all business processes so that's mainly what we do and like I said before product and event is our main thing so our slogan stands for empowered women empowering women and we have a gang of girls who lead these events as well as the promotions and advertisements and the digital campaigns.

Just to go in a little bit about the digital world. I am sure you know everybody right now that data is the new currency is the new gold basically and so in my country the digital world is really like something current. By current I mean like up to 10 years before that it was just personally used etc.

In my company, we also manage some other brands through the digital world, but we'll get into that later so what we basically do is we have the objective and then we have the brand campaign objective. We target our customers as usual it's similar to the traditional business pattern and then we have contents which feature platforms different platforms we can use and we measure and optimize so this is generally what the digital world looks like and now let me dive deep into Ethiopia because that's why I am here to talk about so our the online market is really complex and very unpredictable in our country since it's new and also right

now it really remains one of the top things and a lot of companies are starting to get into the digital marketing it still remains very efficient although it's very new so by new I mean just currently a celebrity reached 1.1 million followers and as you know that's not a lot and so that's why I called it new her name is Hannah, actually a very famous celebrity in our country so we can see that these people that are coming in together and working on the marketing in the digital world are basically changing the whole game the whole landscape the environment and how these things are understood so there are so many influencers that have changed the game and now the companies are actually going forward with this and the traditional way of marketing is no longer really useful uh except for some other some huge companies like Ethiopian airlines for example TV would be important so in in mystical what we do is basically these five steps

We design the social media strategy. We have an audience segmentation a campaign calendar we produce social media content and then we have regular optimization and reporting so earlier if you listen to me. I told you guys that we have products and events and then this is something that stands for women empowerment and feminism and so I am going to show you a little bit on how we actually incorporate all these elements into one and how we make it come to life if you just like see this video with me it's the current the latest thing that we did this was last week it's a fashion show it's also an event there will be products parties dancers and so many things so just to give you an idea of what this would look like.

Okay so basically like you saw all the things that I have addressed are in this video a lot of women entertainment fashion aesthetics Africa Ethiopia so this is how we make things come together with our videos and then we use this on social media platforms to promote the products the country and everything we desire uh so when we segment the platforms. I would like to say that personally in mystical there's two different segments that you need to see there's me as young the entrepreneur bold boss lady that's how we segment it and then there's the brand mystical which is a lot of products and so many influencers celebrities etc. that work with us to push the sales of the products and so when I say choose smartly I mean choose your audience in the fashion world Instagram is the best one is the best platform to use in Ethiopia, but you can also see through other things and growing organically is also very important investing in paid ads from the beginning of the of the company is not very good because you're trying to sell products not just an image and people have to be really engaged and they have to really believe in your product and support you and love what you do and so LinkedIn we use also for the professionalism side and so when we have like conferences like this where I would come to speak this is where LinkedIn comes in it's a more professional platform as you know so we segment and use it differently posting different content and Tick-Tock, we use for visibility only and presence to be honest it doesn't really sell anything in our city. it's like I said it's just visibility and so while we are doing this we're very consistent about these four elements before selling any product it's very Important it's very important to promote it to educate to inspire and entertain by educate I mean you can have like Monday's information about fashion fabrics textile the industry et cetera where we put in information on our stories we inspire by having very inspirational people wearing the clothes posting for us working with us together motivational speakers etc. me also I also work as a motivational speaker for women leaders and so all these things come together and that's when it turns into a gold piece and the entertainment part as you saw obviously our events are the top tier event to attend in Ethiopia in Addis Ababa if you ever come you make sure you contact me.

Contest calendar as you know content calendars are mainly done annually semi-annually or quarterly me personally I prefer to do it quarterly because some things may be unpredictable for the market and it's just better to be updated because things change, prices change,

availability of fabrics and different product type's accessories change so because of these different variations. I prefer to do a calendar that's quarterly and that's how we execute all posts the quality footages our videos photos anything we post it is very high quality very high megabyte, gigabyte have any videos because that's the only way the algorithm would work with you having low quality photos and videos is not going to work on social media you will have low engagement so that's the one thing we do you would appear on the top of the platforms too when you have quality footages and then you will also get quicker numerical growth for followers because of the visibility that the algorithm would give you. Influencer marketing is like one of the centre things that we do we collaborate with so many people starting with musicians dancers film stars, just regular advertisers on social media dog breeders we've even done and then skate parks which I am going to show you a quick video on where we integrated this Skate part which was new and inaugurated and it's something for the youth something very recent that's happening in our hometown and so we took this advantage of having this as a as a recent topic and made it and turned it into a whole advertisement that worked really well both for the skate park and us. So, I will show you this video quickly. So this is a brand new skate park that was inaugurated in Ethiopia the first one and we're trying to push the skate park to have more female skaters and which is actually happening - street-wear, hats, etc.

[Music/Video]

[Music/Video]

Anyways I think you saw a little bit of what it is very slow so let's move on a bit yeah!

So like I said we were working with the youth a lot and that's when the skate park thing became alive and now it's working really well we sell a lot of products there for street wear and it was amazing so the other thing we do is we engage so much is in customer content a lot of things we do we interact through direct messages, we share posts were always on the hashtags, always generating new ones and we stay connected to all customers as well as our influencers and ambassadors and we jump on the trending the hottest topics that are over there. We have a team that is aware of what is going on in the city what is the hottest thing to wear right now what's not, who's the hottest person in the city right now so that we can work with them and so we have basically the most the fastest way to get viral is on TIK TOK in our city. But like I said it is not it doesn't necessarily mean you'll sell products through TIKTOK, so we use it just for visibility, other than that our direct messages are very important for us we have different things such as automated responses saved replies, direct contact meaning if a person needs us to make them a custom outfit for instance they would have to meet us physically in person, but they'll only reach us through our direct messages first and then this also gives us the direct feedback. The other important thing to do is obviously to reply always with professionalism and being polite. Paid ads versus organic growth like I said in the beginning, it's very important to grow organically at first, because we're trying to sell fashion products we're not just trying to sell an image or a page just for visibility so we grew organically first, so that would help us on the brand awareness on the customer service and the relationship building currently now. We do paid ads but only after a year and a half, we started doing that for the complete year of the company has been three years and a half now so we only started doing paid ads after a whole year and a half after we had our real people engaging with us and loving our products and everything so thank you so much that was all.

If this could be a global strategy well honestly I like the stuff, I mentioned it is global especially like the quality stuff and how to create a content calendar but however I feel like the engagement would be different in different countries, because there would be more

users in Asia obviously. And I feel like here it would grow faster even the pages because it's less people users less users in Ethiopia. And like I said it's pretty new so I think it would be different but at the same time at the core is similar.

All right. Thank you so much.

[Applause]

For the complete presentation and video link please see Annexure.

3.11 Panel Discussion: Market Linkages & Logistics: National & International

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

Panelists Mr. Seleshi Lemma Bekele (Government of Ethiopia)

Ms. Saroj Ayush, Senior Transport Specialist, World Bank Group

Dr. Tabassum Jamal, Chief Scientist & Professor (ACSIR), National Institute of Science, Technology and Development Studies (NISTADS)

Dr. Ajit Kumar Nigam (**AKN**) welcomed the panel and began the panel discussion.

AKN: After a good lunch, we are all Snoozy!

But it is time to wake up because we really need to wake up, as it is time to link the markets & products, especially we are talking about the textile sector. As we saw in handlooms, the difficulty which the producer has to undergo to ensure that the product reaches the market. So would like to hear from you Madam and I would also like to request you to kindly introduce yourself.

SA: Hi, good afternoon everyone this is Saroj Ayush, a senior transport specialist in the World Bank, I work on logistics and transport sector in the South Asia region and I am glad to be here. It is a very dry topic that I am going to talk about and I don't think it catches much of an attention of people when we start talking about transportation and logistics, but I will just take five minutes of your time to introduce you or sensitize you to what it actually means for all the Start-ups.

So, when I walked in, I spoke to Mr. Yash Arya and I was asking him what is it that is expected out of me to speak on the table and he told me that India is moving towards a five trillion economy and can you speak something about that. And my answer is I don't know as to how India would reach a five trillion dollar economy but what I do know is that the government of India is giving a boost through **Make In India**, what I do know that Government of India is putting Start-up India first and there are a lot of policies which supporting the manufacturing sector. What I also know is that the MSME industry is growing at 18.5 percent, that's the 2019-20 figure and it contributes to 29 percent of the GDP. Another thing that I know is that all the products that are getting manufactured have to reach a particular place and unless you belong to that particular segment of software industries, where things can travel across space without anyone knowing it, things really have to move from one place to another. Apart from people, it is very-very obvious that people do move and there is a desire to move to luxury or travel on vacation, or meeting friends. Goods don't have any such idea, goods just have to move to reach to be consumers and it becomes very

important for MSME especially for textiles. In textiles it takes another angle, which we say is the fifth “P” of marketing which we talk about. That is the “**Pace**” you know it has to the fashion industry has to reach a particular person at a particular place otherwise you have lost out on them. So Zara happens to be one of the examples which excels in that particular area, so let me bring it back to the mundane topic.

We worked a lot with the MSME segment of the country and we work across economies as you know and it's always talked about and I think everyone in this room would be knowing that India has got a 13.5 percent logistics first and India is kind of trying to reduce that. Good, well said, but is it really 13.5 the first step is? No, this is not true for the MSME segment, and it is specifically not true for the textile segment, if you are talking about because there the cost of logistics is even higher now. What does that mean for the segment? It means that this is happening to be another of your competitive advantages in the segment. If you do not reduce this cost, if you do not achieve on the base, if you are not reliably reaching where you are supposed to reach, if you do not make sure that the person gets you the feedback from the whole logistics channel, you are not there in game, if at all within the manufacturing sector. So that's the importance of the logistics sector, which comes not simply on the cost, but also on the pace and the reliability, that is what we are talking about.

Second is the stylized factor, I am wanting you to take away from this meeting from my side. It is the competitive advantage that restricts or allows you to expand to various economies. So if you're talking about trade, if you're talking about having to reach your product to various geographies, this is the cost that you are supposed to be bothered about, also so, because when we talk about the sphere of influence, there are certain costs which are directly under the influence of the manufacturer, which are the production cost, factory cost, the administrative cost and the expenses which we're talking about. There are certain costs which are outside the influence of the manufacturer and there are only two such costs. One is the policy in the regulatory hurdles, which you have to feel and those are the costs and second is the logistics. First is determined by an external person, and you have very little control on the external person, and that's where the role of the government comes that you are supported. When we talk about the role of the government then that brings me to a completely unorganised sector. Now we talk about logistics, so if you uh think about moving a product say this piece of paper from here to there, you will have to cross various layers and channels - there would be a storage, there would be a warehouse operator, there would be a bank, there would be a truck operator, there will be operators, shipping line operator containers, there would be a freight forwarding agency, custom house, pay checks, department of customs, department of MSME, department of finance and I can go on endlessly, the number of people that you have to deal with.

So there are two takeaways on this. One for the private sector and one for the government, and we are working along with the government. And what are these two takeaways, they both come to the same things. The first is do we have this segment, which has professional players over there, we can take care of that I think. I can either concentrate on making a piece of fashion garment, or I can concentrate on handling the entire gamut on chain of people, which form a part of the supply chain. So, there has to be another setup that takes care of all these things on my behalf and I just pick up a phone and say okay what's the cost that I need to pay, to make sure for the product reaches the destination. That raises a question as to what is the penetration of third party logistic service providers in the country. That makes a difference for the government and the takeaway for the government is that they need to look at, whether this is available and if it is not available what is the kind of employment opportunity that it is generating. Because even the third party logistics firms

that comes under the MSME segment, so it is actually a circular thing which starts from there and comes back to it and also helps in creating employment and reduction of cost, looks like a win-win situation, but certainly my friends, we are far away from that at present, and we would like to move in that direction, with that I will stop at that.

AKN: Thanks for this. What I see is there are disparate elements and unorganized sector and all I see is chaos, I mean how does it move my products? Can technology play a role? That's a question. What kind of technologies, can help streamline it? Could you throw some light on this? Before I move to the representative from Ethiopia.

SA: Absolutely. The good thing about the Indian community is that they work on the Jugaad system. There are a lot of people who are there to do a Jugaad, and whenever there is an opportunity and we can see that during COVID19.

AKN: For the international audience if you could explain what Jugaad is?

SA: Jugaad is an India word, and it exists in this country context where people use their Information skill to make a solution happen in the most complex and challenging situation, not really relying on a structured solution, but creating a solution to suit a particular requirement and that is state of art and you can keep on adding the numbers. So, as I was giving you an example of this particular it gives you gives you an opportunity so if you see the Covid19 lockdown period, the Dunzogs and the group of people who started taking over this logistics supply, you did not need to step out of your house to get your business, you would just order the groceries and there was this another person who would pick it up pay, come back take the money from you and give it to shopkeeper! As I said it is a supply chain, it is a supply network actually, but in the supply chain the block chain actually allows space for various actors to act simultaneously, in an integrated manner but to bring all of these together the technology exists, that the people exist, what we need is a top most layer of a company or an organization which brings them together. That is something that needs a little more facilitation than what they see today.

AKN: Thank you for this, now we move on to our friend from Ethiopia to tell us how does it works in Ethiopia and the rest of Africa and I have been speaking to a number of people that you are looking at Europe as a market, how do things get to the reach that market of European Union?

SLB: Thank you very much. I think these are a very important aspect of the event. Production and Marketing are very important two components which are inseparable one cannot exist without other. Of course in today's globalized world marketing is a driving force for production, particularly with regard to the Micro Small in the Medium enterprises. They have been encountered with marketing problems. Yesterday my colleague explained that these segments are very often encounter with selling their products. They don't have the competence and the expertise on everything, because they are individuals to sell out their product to the right destination, so creating marketing linkage is very important within and outside of the country. Let me be practical in this regard, most of the Micro Small and Medium Enterprises that we have in our country, they have had to be dependent upon importing fabrics and some accessories from outside themselves, so as a government we have trained to build the domestic capability of the vertical application so that the sector can grow and develop in the right direction. Because the value addition is low, the net gains that we are getting is extremely very low so after a very relentless effort, we were able to attract one very important Indian company Kanodia Africa Textiles and another company that specialized in producing denim fabrics, this is one of the unique company in Eastern Africa and Ethiopia. So this company, has able to supply to the micro small and medium enterprise

the required products of the denim, where we had been importing from China from India from the rest of the world earlier and it has outsourced the garments to these companies and this company is able to grow very fast for the last two three years. The number of MSMEs we had five years ago was only one thousand in numbers; now it has reached more than three thousand five hundred, it is because of this linkage that we have created. It has created market the product linkage as the same time market education. This is very important actually in boosting the development and growth of the small enterprise.

We are trying to transform this structural economy to industrialization. This morning my sister presented the digitalization of the fashion industry and she has shown the fabric, design and all these things.

This morning my colleague presented the country profile and showcased that we have built multiple parks throughout the country, where in these parks they collect raw form of agriculture products and would be transported into more value added products in that we have one Chinese company and one Indian company over there. The Chinese companies are specialized in edible oil manufacture and it has connected with over 70 000 farmers to grow Avocado trees and supply to this company so that it processes final oil from it and exports to the rest of the world. So in a way the agriculturalists have secured a market with the company and the company has secured the production supply project so this is the type of linkage that would like to create transformation for the industries. Likewise the dairy product the milk producing company, it has connected over 20 000 pastures, so you can imagine how really this agriculture can transform industrialization. So this is one product that can be sold by the combined value chain created by market linkages.

So, this is the type of linkage that we would like to create in our country, so that they can support each other and grow together. We have created a buying house, a trading house, where we collate products from the MSMEs to sell out either domestically or internationally.

This is really the type of linkage that we need to create to support the MSMEs, to grow together. This is very important in terms of sub-contracting, ancillary development and the Japanese experience of Toyota. They are sourcing 400 inputs from us. This is the kind of linkages that we need to create globally and domestically. Of course, sourcing companies from big brands play a big role. We are selling garments and fabric to Europe and America through the market access program through which opportunities have been created. We try to identify the right buyer and connect our producer to this right buyer and support this relationship, the market linkages. So this is how we look at the linkages that we are talking about.

AKN: Thank you, you used the word “finding the right buyer”, I am hooked on to this and Dr. Tabassum Jamal (**TJ**), I would like to ask you what we mean by market in the context of the fashion and textile industry and how do we aggregate that demand? Because, only if the demand is there we can look at logistics and reverse logistics.

How do we estimate the demand? And what would be the parameters for the demand aggregation.

TJ: I am happy to be here at this 2 day deliberations. But, I hope we will come to some conclusion about the issues being discussed during the meet. But before I start, I would like to give my intro first and then the background that I am coming from, and this will be different from what you have been discussing till now since yesterday. I am a senior scientist from the CSIR, and you may ask what the role of scientists is in this regard, I will tell you and it is very interesting. CSIR being one of the premier research organisations of Government of India, which has been doing research for the last 75 years. It has 38 laboratories all over India and

five extension centres. And why it originated, I am talking about post-independence, the scientific temper whatever the first prime minister talked about, how this scientific temper can be observed, or can be taken forward or can be taken into the industries for the international kind of co-operation or for competition. So the idea was that every region has some resource endowment and special resources in terms of human resources and traditional knowledge.

So the idea was how to capture the traditional knowledge and human resource put in use together with the kind of research background and with the support of the Education background. And that is what you see that all the clusters, because clusters have rich traditional knowledge and we have many textile clusters in India, you talk about silk clusters, you talk about Khadi cluster or you talk about any cluster in textile it is wide spread and biggest employment generator as far as industry or MSMEs is concerned. Keeping this in mind all over India there are various CSIR labs that are working very ambitiously linking with the research institutions of the state, the educational institutions and the industry, be it small, medium or big.

So coming back to the CSIR about 25 years ago, when we got some guidelines from WTO as far as we talked about the export linkage to the marketing into export then you have to abide by those guidelines. So one point, single point was that Indian fabric cannot enter into the market until and unless you have these parameters and that letter comes the ministry and the ministry where will it go, the ministry will immediately go to the Research institutions because there are some technological aspects and when you said what technology will do I will tell you what technology has done. So, I mean because every this kind of a thing that comes to the ministries, because they take all these issues and then just distribute the funds to the departments, so that they can do research forward. So, one such problem was the bleeding of colours of Indian textiles. So this was you know brainstormed at least for 2-3 months how do we go about it, then our National Chemical Laboratory which is in Pune, they came out of some solution because they developed some new chemicals through which our Indian fabric was able not to bleed the colours.

So, what I am trying to say that coming into this segment what this better discussion is on that how do we do market linkages; market linkages will be sourced from each and every angle it is not just the demand, it is not just the industry, it is not just the government, all have to play a part. So, we call it triple helix approach where research industry and government they are the partners. I mean it is a very ideal situation, it does not happen in many of the cases, but how it happened in CSIR case. I just used an example, because research is not just the paper and then yes or your idea, it is that how do you bring that into the implementation, how do you bring that innovative idea into the practice and because CSIR is known for this, as it is an abbreviation of Scientific and Industrial research, so industries which are prominent and taking all our foreign exchange and employment generation and things like that, CSIR is very conscious about them.

So, we have a networking amongst the labs where we do kind of institutional mechanism, network mechanism, where we coordinate with the industry and like we take for example, the mechanism that we take is a sponsored project. Though we are from government of India Ministry of Science and Technology, but we will have the sponsored projects from maybe industry from the ministries like the one we did for the Development Commissioner of Handicrafts, so they were bothered that what kind of technological up-gradation you can suggest so that our designs and you know they can be having and the quality first of all, because if you want to put in the market mechanism for export market then you have to stick to the quality, so how do we do that? That will come from the research and one small institutional mechanism then only it can be possible.

So what we do now like last 10 years CSIR has developed in each lab a business development program, so it is not that because scientist is doing a research he's not a marketing person and he should not waste his or her energy into you know asking for marketing or searching for the scope of marketing what he or she has done is innovative idea and how do we do it but then there is a business development group sitting over there who will network your idea or your product to the industry.

AKN: So this is one thought that I would like to take forward – Commercialization of research, a very important element which has bothered me for a long time. There is lovely research, but they do not see the light of the day. You have technological readiness levels you have manufacturing readiness, that all those things are there, how in your opinion research should really be commercialised, though it may not be happening, but what is your viewpoint on that?

TJ: It has to be, you know research is not meant for shelves. So now, we say Lab to Land! What you are doing In Lab has to reach the land. So research commercialisation is important, but what I told you that this is not the work of scientists to find out the market. The model we have globally is whenever you conceive an idea you have a governing body of that project or you know project formulation or say when you submitted for funding and things like that there, yourself you have those industrial partners with you, who are agreeing to take the technology as far as you come to technology readiness level eight. Now I tell you the problem is because every CSIR lab you know will work on the standards and there again I will come to the National Physical Laboratory, right here in Pusa road, so they work on the standards how do we then well if you don't have standards you cannot enter into the international market or maybe here also if the competition is so high, so the point is that how do you make it? So Commercialization is very important of technologies for that you have to have at the very inception level you have to have those people in your in your team, so that they can understand what you are conceiving and what you are making, whether it will see the daylight or not. So you see, there itself is the right kind of assessment is required but what happens as far as you know routine funding is concerned, yes, you have better linkages and you had the idea, and you get the grant, you do the research.

AKN: But what after the grant?

TJ: Yes, after the grant, now what I am telling you, that we like the last 10 years development in CSIR, I can talk about CSIR only that we were responsible for the part of implementation also. Because whereas my lab, I will say it is not a wet lab because the wet labs are where the experiment is not going on. But the lab where I am coming from is National Institute for Science Technology and Development Studies (NISTADS), so we are into the policy advisory and policy advocacy, so when such and such things come and they do come and whenever you speak loudly or say maybe the very true or say harsh then we are asked in the parliament that you come and reply what you have spoken. But research cannot be done under any limitation and boundation, so you have to face those questions, that's fine. But now the situation is that for the last few DGs like I will talk about last DG, Girish Sawhney and earlier Dr. Mashelkar, he will talk about that every scientist has to earn thirty percent of their salary, that means you have to have industrial linkages so when you have industry linkages, then only you would know that what is this vicious circle.

So that kind of practice something then we have this technology readiness level each lab will show what technology they have developed that what level they are okay, because at the level of five or six that is still in the Infancy or Incubation stage.

AKN: I just wanted to take this forward, there structures are fine, but we have moved away from Industrial age to an age which is Industry 4.0 and beyond. We are looking at Internet of Value as against Internet of Information, our whole organisation structures have to undergo a change and I would like to understand from the World Bank group that if Artificial Intelligence can be used for aggregating demand there are multiple ways of doing that. How do you think this will happen and what kind of role can AI play in the Fashion & Textile segment and with social media listing happening.

SA: You know I was listening to you Professor Nigam, as well as Madam there is this small little detail which cropped up in my mind and that will be of interest to the students and my younger friends sitting over there. During this time when the first Planning Commission was being set and we had the first and the second plan which was brought in. it was a deliberate attempt not to give too much of money to the textile sector remember and at the expense of the heavy they spent too much on heavy industries particularly of Mahalanobis and at that time textile actually saw a dip in the entire percentage output of the GDP itself. It is only in the recent years that the textile is once again seeing a climb up and there are two three factors which leads to it - first factor is our geographical coverage, you know it's currently no more restricted to a particular area where you are selling, because the internet of things or say these e-commerce platform have actually opened up for the world for you, so at your place and this is specifically relevant for MSME and that's why I am bringing this up you don't need to go to the market to sell your products anymore, you are sitting right at your house, in your factory, you've designed the product and somebody as far as Ethiopia would like to have that product and there is a laptop where you just click in and say okay I like it. Now what that has done specifically to the fashion industry and textile industry I am talking about it has done a little to the jewellery industry as well, is that a customized offering which was hitherto not possible has been sent to a place where hitherto it was not possible.

AKN: So you are referring to 3D modelling and try-ons, mass customisation etc.

SA: Yes, Now how does he select and that's where Artificial Intelligence and Internet of things comes in now we are seeing a development. I am not the new generation, but belong to the old generation, so I am not so used to it. But now what they're developing is if you see the internet there's a 3d space and you can actually try a tone, you can try a shade of lipstick as well. And you know which one you want to order. And that is the power of technology!

So my concern comes from and what World Bank has been trying to put across governments and economies is that this skill is moving at a much faster pace than you can realize it is changing every second and it is going to change every nanosecond. The second problem is that are your physical systems are geared up to meet that technical factor so when you ask them to talk about demand side interventions the demand is exploding actually but are your physical system really ready to move it or is it going to be replaced by 3d printing are we getting into some kind of a science fiction story.

AKN: But it is something that's becoming a reality

SA: Absolutely, So that I personally feel and I have done our work on this segment and I think we have a long way to go. I think we have a long way to go and this demand explosion has to be met from the supply side and that is where the MSME needs to be supported either through research or through market linkages which you have been talking about.

AKN: Let me ask you a counter question!

We have been talking about the supply side which means moving physical products in the physical world, But in tomorrow's world when we look at Metaverse, but they become just physical commodities and the real action moves to Metaverse and you are playing on the decision space. Avatar is the most important thing and not the other physical piece of clothing to it.

SA: I guess so! I am all *Ears to it*. Because we have been having this discussion in and out and this is actually a reality which is facing us and unfortunately we see, we feel, at least, I feel that I am a little outdated to really answer this, but what hope that lies and I am quoting one of the top most AI personnel over here is, He says that –

“The only three things that are going to remain in this world when Metaverse comes in are Experience, Experience and Experience!”

Okay, so it would I mean and I do not think that technology at least what we see and the name is going that it can really create the experience the physical goods the physical field of a human interaction and the physical feel of the geography that you're in that is something that maybe the internet might not be able to create and there I see a lot of role of transportation and logistics so at least I will remain with my job, I don't know the future.

AKN: What is the role of technology in Ethiopia as far as logistics is concerned and what stage at they are in Ethiopia and the broader applications in terms of logistics.

SLB: We are working on it okay, we have a long way to go but we are really because without efficient and effective logistic systems it will be very difficult to compete in the global market. We have introduced the Railway mechanism in which we have had only one railway from the port Devutee to Addis, but now we have expanded this throughout the country so it's just in time because marketing is all about delivering your goods and services on time.

AKN: The fifth “P” that madam was referring to!

SLB: Exactly!

So we are we are working on that and of course it is a very developing country, we are trying all our best in terms of infrastructure, in terms of logistics and making doing business easy. So, logistics it has a paramount importance in really influencing the competitiveness of any given country, so technologically we are trying to be supportive, supported by the technology the vehicles, the fleet under the control of new version of the technology where your driver is everything, so we are trying to expand for this facility. But as a developing country there is a long way to go.

AKN: Thank you,

Madam, I would like to know about Performance fabrics and Technical textiles, the two important areas which are catching the eye. How would we link the Market for them to production centres, especially this requires a large amount of thinking governments world over are working on this so what are your quick thoughts on that are? You, being a scientist, would like to have your views.

JA: A very interesting question!

For the last five six years we have been working on special textiles which can keep our soldiers warm in the minus temperatures. So those kinds of special textiles we are talking about in different kinds of climatic zones. We had this conference in FICCI and we picked up this idea from there and industry went into action on that. There are a lot of institutional arrangements for these kinds of special exercises.

To have those institutional linkages are very important whether the demand side is concerned or supply side is concerned. Until unless we have those linkages very genuine and strong and you know trustworthy, you cannot move on. For example I was having a chat with Dolly ji, she is a technocrat and in the room and mentors the Startups. She gave me an insight and she was very right when she said our fashion industry textiles is far from being eco-friendly and is creating too much pollution. Talking about being Eco-friendly is fine but when you look at the actual operations, it is a different world. Like if you go to Surat, another of our textile art silk clusters, you see the working conditions there, they are so inhuman, you just can't stand in that heat for a minute and they are working there, because they are paid hourly. So let me let me complete and because at one point of time India used to have only silk and cotton, structured and authentic fabrics in textiles, but now if you see because of our textile industry demand side and cost effectiveness in Art Silk. You know the suit which is sold by Banaras House for Rs.30000, because of so many versions available in art silk, you can have it for Rs.10000 also. Because the variety and range of art silk has proven that here in Gole Market, in the Walmart in the US you get all these suits for 10\$ to 20\$. Because the market is there, there are so many South Indians. Not just my observation but it's those people who want to wear it will still call you. So from 1000 per metre or say maybe 5000 per meters you bring it out to 50 rupees a meter, how do you do it? So some kind of research has gone into it already. I am not saying that but to create a market those institutional linkages were already there and that is how it would happen.

Take the example of North East, because it is known for its heritage, traditional knowledge there is that, and because we have clusters and we have our one case at CSIR lab NIST, Jorhat, they were working on what kind of textile North East can promote. And then they have World Bank Project at Guwahati and now the IIT has also come up over there so these institutions are set together and created the banana textile. You know, banana fibres textile, and that is very much favourite in the industrial market because it's eco-friendly. And I would not be surprised to say that the kind of junk you know great Nation America produce because they waste a lot, and they cry about pollution and the blame comes on India. And the kind of waste they produce, the paper plates and paper cups, that garbage they send to China. Because they are not able to process that in their own country. So, what china is doing that day from that ocean of waste they are making shoes from and they are selling it back to US and 400\$ they got because they are eco-friendly. When we talk about Eco friendliness, now there are so many international agencies, they are putting up their funds to promote these clusters who are making fibres from banana and I saw it myself with my own eyes. So it has Demand & Supply both sides where are there with institutional linkages it will always work. If we leave out the negativity of the policy implementation in India on this and then there will always be some percentage of people in institutions that my country will promote this kind of industry, it will be number one nation in textile. So these kinds of linkages have to be established, and there are people who are doing it, and that is how we are surviving.

AKN: When we talk about market linkages, it is easy to establish linkages where production has some quantities but there are places and there are products with micro quantities and which can also add to employment a lot in that particular region what kind of Institutional mechanisms is in place for them?

If you look at Kaziranga University, it has just been set up by the private sector, in the North East. Because you must be observing that in Delhi university you see so many northeast students because there were no private universities, but for last 10 years, so keeping in mind the importance of what you said because they are the industry people who have established

this university so they have established their environments and their professors collaborated and built a very beautiful strategy for themselves.

AKN: The same question to you from a technology, because this is the conversation,

I have been having they say that in certain regions you have micro production only and the international demand is of a higher level so the linkage becomes very tenuous it tends to break because the requirement is of 500 pieces, whereas the production capacity maybe only 40 pieces; as an example.

SA: You want a good answer or a bad answer? The good answer is what she just said, not just about CSIR labs but also the University example. The bad answer is that economies of scale do not work and you have to do what is called customization, which is expensive. But the Ministry of MSME supports many Technology Business Incubators, Livelihood Business Incubators and Common Technology Centres. Let us take an example, if we have a requirement of 200 chairs and capacity to produce only 40, I believe these technology centres can help in creating the tooling and bending of the pipes etc. much faster and leave the MSMEs to do the finishing part, this can be a solution to the problem.

SLB: Yes I agree with madam to increase the productivity or the production of a given company or entire price from 40 chair I don't know what type of technology really you can really put on that but if there is ideal answer from me encouraging new start-ups another way of handling this case to satisfy the demand, second the point that I mentioned the buying house or trading house collecting similar standardized items from different micro enterprise so that to satisfy the given demand this is another way. of really particularly micro and small enterprises they are encountered with marketing, so the Ministry of Micro and Small and Medium Industry in our case, The manufacturing industry development industry they are tasked to facilitate to make a consortium of different parts to produce the right product to the right market so we can tackle exactly. Thank you

AKN: Thank you, open to questions from young minds and even senior minds, if I can use that terminology any questions to the point.

Yes sir has a question, thank you!

SK: My question is that the work which is being carried out in the labs as a scientist, I find that a lot of the research work is going in the lab but it has been it has not been transferred to the lab technology, the fault is at the scientist level.

JS: I mean this is a very basic question but again, I would come to the point that you know when you as far as the hard core technologies are concerned like if I talk about that how do you reptiles out of place can a scientist will work on the you know the chemistry of that he will not go and see the market so it is basically the foresightedness or network inter worthiness of the Director of that lab. I come to that point okay, in the government and the labs, the promotions that they get are based on how many papers they have published, how many lab levels you have got, the awards and the citations you have got. They will not see that in how many advisory board of industry are there so that they can do self-assessment. I will say that assessment parameters should have been changed a long time back because people were busy writing papers, getting patents; patents are good because that is how you are known for the world.

SA: Our commercialization of product is really having the difficulties, you know can I come in over here I am just in the defence of the lady, because it is not possible for an organizational person to defend that the pathetic structure that she has been talking about the triple helix - Research, Administration and the Industry is something that world over there

realizing that it works! The problem is that it requires a lot of institutional effort and especially if that is for International markets.

AKN: Thank you so much, I really enjoyed this conversation with all of you.

3.12 Panel Discussion: Role of Funding Agencies towards Export Marketing

**Session Chair:
& Moderator** Mr. Amarendra Khatua, IFS (Retd.) Former Secretary (Special Assignment) to Ministry of External Affairs (Govt. of India) and Former Director General (ICCR)

Panellists Dr. Milkessa Jagema Tolera (Government of Ethiopia))

Prof. Amit Budhiraja, Founder, International Business Academy

Er. Dolly Bhasin, SmartEdge FashionTech

CA. Ridhima Shukla, Strategic Advisor, MSME Business Forum India

MC: So actually this is the final discussion, we have our people right here so I will just take the names out, please step up on the dais. For the moderation, we have Mr. Amarendra Khatua (**AK**), he is a retired former secretary, special assignment to Ministry of External Affairs, Government of India and former Director General ICCR here with us as a moderator, Welcome sir!

We have our panellists also here, I would like to call Professor Amit Buddhiraja (**AB**), Founder International Business Academy; I would like Er. Dolly Bhasin (**DB**), Founder SmartEdge Fashiontech to join, I would also like to request Ms. Riddhima Shukla (**RS**), Strategic Advisor, MSME Business forum India to join the forum; I would also like to call upon Dr. Milkessa Dragama Tolera (**MDT**) from Government of Ethiopia to join the panel discussion please. So this discussion is going to be about role of funding agencies towards export marketing and to felicitate our speakers, I would like to invite Dr. Nigam and Miss Sonia to please felicitate Professor Amit Buddhiraja and I would also request one more time, Please Dr. Nigam and Sonia to felicitate CA Riddhima Shukla.

Thank you so much and we are open for the discussions now.

So we are open for the discussion

AK: To begin with let me start by congratulating Yash Arya for choosing the subject and the way he has brought us together.

When we are talking about Textile trade we are talking about three things, that are global trade, we are talking of exports revenues, movement of cargo and textile related services; second we are talking about employment generation; third we are talking about sector wise different principles and policies of various countries. For example, my friend is from Zimbabwe; the Zimbabwe government has a plan to generate their local textile industry away from India and China. How can they take technical cooperation help from us? Our friend from Mauritius is here, they are trying to create a value chain warehouse and storage of textile products of global trade in Mauritius.

So the COVID has affected everything, so for example India's export was 40 to 45 billion dollars. But since 2018-19 growth is not there. Then financial support is required by the textile industry, and innovation has stopped, all those things have to link up. Then last is when you are talking about the role of funding agencies, the most important is what will they do? What are the lead ways?

We will start the discussions now, it will be very interesting with the presence of all the stalwarts here.

And I think what I will do is start with our friend from Ethiopia. Please introduce yourself because the introduction she gave is not enough.

MDT: Hi, I am Dr. Milkessa Dragama Tolera, General Manager of Manufacturing Industry Institute, when we are talking about the role of funding in promoting export, to my understanding there is no country standing by itself in a global world. Globally we are interlinked with each other, so why does a country export some products? In the case of my country Ethiopia, especially developing countries there is a trade imbalance, most of the time import is greater than export. So in the global economy, especially when we are talking about this coronavirus pandemic issue. For example, I wanted to indicate, Ethiopia is mostly exporting the garments. We have presented in an earlier session that we have more than 27 Industrial parks in the country, all these Industrial parks are for Textile and Apparel.

AK: Ethiopia is the third largest exporter of Textiles in Africa.

MDT: Also we have a high population, we have 110 million people and from that 70 percent is already an active labour force. We try to see the export volume, in 2012-13, we exported 98 million US dollars which is very small. This volume was slightly more in 2013-14, we exported for 111.3 million US Dollars only in Textiles. In 2019-2020 we exported 171.68 million US Dollars. During the pandemic in 2020-21 we exported 151 USD but we lost more than 20 million USD at the time of the pandemic. So presently the government is trying to revive its economy and after the pandemic, which is already down, the government is trying to promote trade. Especially Europe, the American market is not good to Ethiopia, so we are trying to use our diplomatic routes, we are interlinking with agencies, especially international agencies like UNIDO. We are already highly interlinked with the World Bank, different financial institutions are already closely working with Ethiopia, so we are trying to fix and upgrade our economy, especially in the export-oriented area. Presently we are trying to find other marketing destinations, rather than the previous ones. We are searching and trying to find other marketing destinations, especially India and Asian countries are very important for us. We are presently working with our embassy to search counties of competitive advantage, so this is what we have to do so that we can develop the economy.

AK: Thank you, the most important point which he made is that the post pandemic global situation entails increased technical cooperation between the countries, on materials, on drawings, on patterns, on funding, etc.

Let me now go to Professor from Indian Institute of Foreign Trade (IIFT) and let's talk about how the funding arrangements would be streamlined now in today's world and how this could support or like increase export initiatives of different countries.

AB: Thank you sir, thank you my friend from Ethiopia who spoke very appropriately about the tech striving and ecosystem that exists in Ethiopia. This deliberation is being built at a very appropriate time when India has achieved its highest export growth target of 400 billion dollars, which is the highest ever in the history of India. Textile has played a significant role

in achieving this target, especially India has been focusing on the Northeast region. The National Sustainable fabric has also gained a lot of prominence during this period.

And the second aspect, if you look at this period, what is our target, what is the future target of India? if we talk about it we are looking at one trillion dollars now, so if you're looking at one trillion dollars, textile is going to be playing a major role; it's a major employment generator, that's another factor we have here we have a huge skill set available, huge human resource pool is available here and with the new foreign trade policy, which is going to be announced very shortly. Currently we have foreign trade policy 2015-20 that has been extended up to 31st March 2022, most probably it will be introduced in the first week or middle of April we will have new foreign trade policy, which will have a lot of new initiatives where the promotion of textile is going to gain prominence, especially there is a new thing that's going to be introduced, new schemes that are going to be introduced, where the import of technology and machinery is going to be made friendly for SMEs. This is what kind of discussion papers that we have been reading from the Ministry of Commerce and others. That is what we look forward to.

Now, if you look at the whole structure of the global ecosystem, currently if you see the global trade it is currently around 18 to 19 trillion dollars, what is the share of India in this global trade? I think 1.7 to 1.8 percent and that is what the government is looking at doubling this share. We are talking about four percent four to five percent of the global trade and if you look at what is India's export share in India's GDP, it is close to 35 percent and again we are looking at making it to 50 to 55 percent and what is going to play the prominent role? Textiles. Now if you look at textile trends what is textile all about? It is about SMEs. Globally ninety percent of the businesses are SME only and fifty percent of the exports is done by SMEs and SMEs are the largest employees whether we talk about any country in the world, that's how it has been structured globally. Now in the whole ecosystem, if you start looking at something, would you like to live in a house with doors and windows closed or would you like to live in a house with the doors or windows open, obviously you would like to live in a house with the doors and windows open, that's what India is all about today but it's about Atma Nirbhar Bharat (Self Sustained India) that means my feet are soundly grounded. I have opened all the windows, I have opened all the doors, but actually my feet are extremely firm on the ground. So I am going to be a self-reliant country with exploding tech strengths all over the world.

Now what and where does the challenge come from to SMEs? When we talk about policy, what we wear, we wear very big brands. We don't wear SME brands, why? All of us here. I don't want to name those brands that we are wearing because I don't want to be a marketing agent for them. They don't pay me for that! Right, so I am not going to name any of those brands but we are wearing those brands right so why are we not wearing SME brands because SME has not created a brand for itself. It has become a contract manufacturer somewhere in the global value chain, it has just become a labour, providing the stuff, so what it is missing out on, is missing out the benefits of the global value chain.

Who takes the most margin or the profit out of the whole value chain? They who make the brands! SME doesn't get anything, he remains where he was.

Who takes all the loans for the machine? SMEs

Who goes to the bank for collateral to take his loans? SMEs

Who is this manufacturing for the big brands? SMEs

And what are the brands doing? They are just doing Marketing, not doing any manufacturing.

How we can make a small SME a brand in itself is something we have to look at in times to come.

Now when we talk about these global value chains, like somebody was talking about Mauritius becoming a hub now, if you look at its global value chain it is being made so complex by these big brands by using a myriad of FTS and free trade agreements that SMEs cannot benefit out of it.

Now we need somebody from the government or these kind of forums where we can educate these SMEs how to work his way around the among these FTAs, he doesn't understand how he can source his machinery from Germany, fabric from Indonesia, embellishments from Sri Lanka and certain designs from Tanzania and create a product which we can sell in Netherlands or in USA.

Can we empower and SME to that level the brands are doing it and making all the money. I think the future is where we bring SME to that.

I will stop here, I can continue endlessly, so I will give the other panellists an opportunity to also contribute to the discussions! Thank you, sir!

AK: We have among us Riddhima ji, from the MSME industry itself.

The point he made is you may say while supporting all the big industries, helping promote our exports must create its own brand. It is not important for India but also important for my friend from Zimbabwe, there for Ethiopia, for many countries which have large segments of their GDP from where they export textile products.

Let me ask Riddhima ji to talk. I would request you to talk about three aspects or four aspects - one is the funding part, second is the globalized effort, part three is the market chain part then fourth is how to bring this awareness in the MSME industries.

RS: Thank you, for giving me the fortunate privilege to speak about the topic which is relevant to the exporters.

We are fortunate and excited to read that India today has crossed 400 billion dollar exports, so which is a record. I am heading MSME business forum India working as a strategic advisor fundraising head. The forum's objective is to provide 360 degree support to the MSMEs. As we all know that MSMEs are the backbone of the economy, there are big firms also who support large corporations with all the services which they can afford, but for MSMEs we know that when MSME start they can't afford high consultancy fees. so we have created this forum in 2018 with the objective of the government of India's vision that to provide 360 degree support and act as a one-stop windows solution for the MSMEs so we have collaborated with the funding partners, family offices experts and MSMEs, so we have created an umbrella which support MSMEs we have law firms we have merchant bankers, we have fundraising and we provide all these services at the cheapest cost.

So my role here because the topic is export factoring so my role is to ensure I ensure my clients and my exporters that they should get the factory product at the cheapest rate. We have collaboration with the German partners with the Singapore based companies so factoring here plays a very important role and it has saved the exporters in the pandemic era, also because factoring is a product which allows exporters to en-cash their accounts receivables and get the immediate payment, which act as a working capital and they can

prepare for their next orders. It improves the liquidity position of the company and the most important thing is that it is collateral free and it is insurance covered. The credit risk insurance is covered under this product, so credit risk insurance means that it covers the risk of non-payment by the foreign buyers, still the company gets payment; exporter is relieved and that's how it saved a lot of exporters in the pandemic and the COVID era they got their money and they were relieved because lot of buyers went bankrupt in that phase. So factoring plays a very important role in today's era and it is better than the banks because banks need a lot of documentation and they need exporters profile, whereas the factoring companies with the least documentation and a very fast process they give you money within 24 hours when you present the bill. Also if the exporter completes one payment cycle it not only gives post shipment finance, it gives pre-shipment finance facility also, so it is very important. So, we as a MSME forum, are spreading this awareness among the exporters and we are conducting programs and we have to do a lot more awareness so that we can reach the target of a one trillion dollar economy.

Thank you.

AK: After all this discussion the one most important thing in this segment is Institutional Support whether it is government, whether it is financial sector, whether it is Credit agencies, whether it is the Global financial chain and Technical cooperation. Without this support the theme that we are taking is that we need each of our countries to increase the share of textile exports in the GDP and improve the role and performance of MSME s involved in this sector to discuss this, let me invite Er. Dolly Bhasin, a specialist, let her speak on these issues.

DB: Thank you sir, for the opportunity, I am a knowledge entrepreneur and focussed on digital transformation, but I have had a some experience in SMEs area especially the technology related interventions and since Mr. Khatua been kind enough to invite me to this panel, I would like to take this opportunity to share some of my thoughts.

Trade basically happens when the right kind of information flows between the buyer and the seller and that effectively means that you need to identify who the buyer is, what is his requirement and the sellers need to really comply to the kind of norms that are required by the buyer, whether it is in terms of the financial transaction or whether it is in terms of the certifications. So in this particular case we need to really understand in the textile garments space what are the kind of emerging norms that are happening that are being enforced internationally and how do we really comply to those especially in the context of today's session in the global textile ecosystem, there are there is a real shift in terms of really looking at sustainability as a core of the entire trade. So whether you have a product which is using ethical labour, you are using the manufacturing process which is transparent, as well as looking at how the kind of trade laws which are there within their respective countries are met or not. So for facilitating that in the country, we have a huge amount of organizations which are supporting the MSME ecosystem beginning from aggregating the kind of supply side through the Gem portal which is basically a portal which MSME government ministry has tried to bring everything online for facilitating the supply side aggregation.

The second major institution network is the Export promotion councils. We have various export promotion councils and I won't really name each one of them but the most important is the Apparel Export Promotion Council.

AK: There are eight of them.

DB: It's the framework in which we are working and to facilitate the export and import, there is an Export Import bank which is a very important body to really facilitate this particular

thing. A couple of years back when the borders were opening for cross-border trade and e-commerce was just entering there was a demand for small products. I had led a delegation for women of Women Entrepreneurs through a women entrepreneur association to see if we can be given an opportunity to export without an export license. The idea was that we can export up to a certain amount of small products that are being manufactured in house by women entrepreneurs in any part of the country. So this has now become a formal facilitation with which it is possible up to a certain amount you can export without getting a formal export license. Now this was good enough for many women entrepreneurs and first time entrepreneurs to get started through e-commerce activity now and now it has been extended to cross-border exports too. When we talk about all this I think technology has been the biggest enabler to make this happen and players like eBay, Myntra, Flipkart, and Amazon have played a big role.

We also have a central bank which is exclusively for Small and Medium Enterprises called Small Industry Development Bank (SIDBI). Now there are a lot of schemes which will be brought in for facilitating the trade through various kinds of programs which will help the buyers and the sellers to really transparently kind of take up the trade without even knowing each other at SME to SME level. They have a whole lot of schemes but one of the schemes that really make life very simple for these small time garment exporters is the kind of line of credit as well as in terms of facilitating the guaranteeing of the money flow. It also allows getting a special working capital loan against order as Ridhima just explained through factoring.

One more thing that I would like to share which is now coming up in the technology space is a recent induction of what is called the Digital Money and Digital Currency. Payments can be made digitally through banking channels and also through peer to peer in domestic markets using fintech products like PayTM, RuPay, PhonePe, etc. and also through UPI payments. The honourable FM of India has just announced the Central Bank Digital Currency (CBDC) and we will see a lot of trade really being facilitated by using this digital currency called CBDC which is the Central Bank Digital currency. This would facilitate especially the export sector largely. We have already been seeing this happening by the private sector by using the crypto but crypto was not legalized, now that India is going to have its own Crypto currency which is a legal tender by the government of India, it would become much simpler once we have country wide CBDC to CBDC transactions among partnering countries then will have a moneyless flow of money which would make the export very easy and very fast. I remember about 35 years back when we installed the first Swift network in India, as a technologist, some 35 years back at Bank-net, which made overseas banking faster. We are now moving towards the crypto based regulation which will usher a new era for fast banking enhancing trade. Thank you very much for the time and in case there is anything being left out, we can take it up in Q&A.

AK: This is a very interesting subject. We needed much more time. We have five minutes.

As I said four things are very important –

1. To support all our SMEs in the textile sector
2. To Increase technical cooperation between the countries having similar experience
3. Training and appearance of the funding agencies specific to the textile segment
4. More of this kind of get together, where the traders the funding agencies the consultative agencies, the experts, the technology people, they get together and discuss the research

Now we don't have much time five minutes please ask any question to them and also I wanted to ask our colleague Victoria from Zimbabwe to basically speak about what is happening in Zimbabwe in the sector. What changes are they bringing?

VIC: Thank you so much, in what has been happening, the publicity and all that people in Zimbabwe have gone to develop their starting to use their own resources instead of exporting and getting from other countries now a product called hemp. Yesterday we had somebody from Hemp Affairs who was also showcasing their products. Zimbabwe has really started going in that direction where many farmers because of the access of land that we have many farmers venture into hemp farming which is something that they can do as a way of raising a capital, as a way of raising money, within the country and to develop our own resources as well; instead of relying on other countries because of the negative publicity, so it's really going quite well. Right now I know a number of farmers that have started growing hemp and it takes about four months with our climate in Zimbabwe and it's doing quite well so we also would like to have companies like Hemp affair to come and input in terms of in knowledge and to international and exchange ideas with our country in Zimbabwe and anybody involved in hemp production or hemp farming as a country, because this is something that has just happened and we might have certain challenges in terms of exporting it to other countries but if we have other players that are already experienced in terms of how we can go about it and grow it we would really appreciate it.

AK: Thank you, African development Bank has a policy of supporting local textile industries in most of the African countries to support and finance technical cooperation activities to develop products like hemp and other materials away from dependence on India and China, so that Africa can become self-sufficient for locally generated textile products.

Now let me ask our colleague from Mauritius to speak a few words on what they are doing?

SS: Thank you so much Mr. Khatua, but you have a varied experience in the field, you have a rich experience to know that Mauritius is positioned itself as a real platform to facilitate trade for Africa. So we have built a really sophisticated financial hub as well as an offshore hub with all facilities including warehousing and logistics. Mauritius has been marked as first in Africa for doing business and 9th in the world for ease of doing business. So any business probably in between India to Africa probably can transit to Mauritius because you will benefit and locked from no tax there is an tax and Mauritius with Africa we have a No Tax agreement coming your products in transit to Mauritius will help you a lot for the Small and Medium Enterprises coming here.

AK: Thank you, I think Egypt Honourable Excellency, our friends for next session is coming, he is most welcome and they are my colleagues!

But if anyone else has any questions or any comments please ask.

This is a very interesting topic because of COVID, export of textiles has gone down by 4.7 percent, employment has gone down by two point three percent and most of the affected countries as you are saying are not the big people the Small and Medium people and our countries that is why this topic is so important.

MG: Manish here on behalf of Fliqus support system. I am here from last two days involved in this seminar and learnt that there are two challenges, very big challenges are there as madam told us it is the second highest polluting industry, also at the same time we have to have some excellent resources with respect to the technical manpower, so we have to manage our resources and adopt technology. Also, the Professor told us we have to support MSME in order to make them brands at a global level. So the idea is how we can integrate

these, in order to make the integration better for the resources in terms of better SME Globalization.

RS: So basically if any Start-up/SME comes to us, we provide hundred percent support, starting from the compliances that the Start-up needs for funding through the schemes and the support system that we have so we can help you know from here from the beginning till the end. We provide a complete ecosystem to the client.

AB: What you are talking about is integration of SME into Global value chain one would be your financial pillar one could be your regulatory pillar and one would be your logistics right so MSME has to master all these four pillars right and once he has mastered all these data his business model around all these pillars, it would be very easy for him to make a transition with a global value and an SME should be looking at becoming a SME-multinational with somebody else today for example the lady from Zimbabwe is here and we have a gentleman from Mauritius who says the your textile is not competitive from here, you buy from Zimbabwe, use Mauritius as a hub to repackage, rebrand and sell it to wherever you want, why to restrict yourself to any particular region, why because he says in the ease of doing business he's number nine and I am at 57, so obviously, he gives me a better ecosystem, so how do I use this kind of an ecosystem for that you need to be very well versed with the four pillars that I was talking about.

AK: Thank you I think this was a very interesting session, the VIPs have arrived and I think Yash and others will continue with this in future. Thank you.

3 Valedictory Session

Chief Guest: **Mr. Jyoti Kalash (IAS)**, Additional Chief Secretary, Govt. of Nagaland and Chief Resident Commissioner, Nagaland House

Other Guests: **Dr. S. Glory Swarupa**,
Director General, Ni-MSME

H.E. Moustafa F Shaikhon,
Ministry Plenipotentiary, Embassy of Egypt

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

H.E. Dr. Godfrey Chipare,
Ambassador Extraordinary and Plenipotentiary, Zimbabwe

Represented by Ms. Namusa Mungwangway, Trade Counsellor,
Embassy of The Republic of Zimbabwe

Vote of Thanks by:

Dr. Ajit Kumar Nigam
Chief Executive Officer, NIFT Foundation for Design and Innovation

MC: I would request the Chief guest Mr. Jyoti Kalash, (IAS) Addl. Chief Secretary, Govt. of Nagaland & Chief Resident Commissioner, Nagaland House to be on the stage please.

I would now like to invite Dr. Glory Swarupa, Director General, National Institute for Micro, Small and Medium Enterprises (Ni-MSME) to come on the stage.

I would now like to call upon your Excellency, H.E. Moustafa F Shaikhon, Ministry Plenipotentiary, Embassy of Egypt.

I would now like to call upon Ms. Namusa Mungwangway, Trade Counsellor, Embassy of Zimbabwe.

I would now like to call upon your Excellency Dr. Tizita Mulugeta, Ambassador Extraordinary and Plenipotentiary, Federal Democratic Republic of Ethiopia

And lastly, I would like to call upon Dr. Ajit Kumar Nigam, Chief Executive Officer, NIFT Foundation for Design and Innovation, Ministry of Textiles, Govt. of India to be on the stage.

MC: I would now request Dr. Glory Swarupa, DG, Ni-MSME to felicitate our chief guest, Mr. Jyoti Kalash, (IAS) Addl. Chief Secretary, Govt. of Nagaland.

MC: I would now request Dr. Glory Swarupa and Yash Arya, IamKhadi to felicitate our guest Excellency Dr. Tizita Mulugeta Ambassador Extraordinary and Plenipotentiary, Federal Democratic Republic of Ethiopia.

MC: I would now request Mr. Reddy, DG, Ni-MSME to felicitate our guest His Excellency, Mustafa F Shaikhon, Ministry of Plenipotentiary, Embassy of Egypt.

MC: I would like Mr. Yash Arya, IamKhadi to please take his chair.

MC: I would Dr. Amarendra Khatua to please felicitate Dr. Glory Swarupa, DG, Ni-MSME

MC: Before we begin the discussions, I would like to invite feedback from a few of the participants of the event for the Conclave.

I would like to invite Mr. Anil Kumar (**AK**), Head of Textile Design Department, PLC - SUPA, Rohtak to share his views about the

AK: I would like to thank Mr. Yash Arya and Dr. Nigam for inviting me to GlobalSpin Trade Conclave. They have chosen a very good topic of Eco-Handloom, Eco-Textiles and Apparel, it is an emerging topic. We are moving towards Green Textiles and this was very timely. I hope they will organize such conferences in future also.

MC: Thank you for sharing your views.

MANISH GUPTA (MG):

I am Manish K Gupta, Start-up at NFDI, Fliqus Support System LLP, Gwalior, Madhya Pradesh

This was a good platform for Startups to understand what is the best prospects in near future, what is the change actually required for the product development for the finance and for the export market capitalization, it is the best platform where we can understand how the resource can be managed the best possible way and how we can manage our planet for the Greenery and for the better tomorrow!

I am thankful to those who have taken this initiative. I would like to request that all the outcomes should be circulated for everybody and the outcome has to be carried forward to the next level for execution.

Thanks a lot, I am very happy to be part of this program.

MC: Thank you for sharing your views.

MC: I would now like to call upon another startup, The Story of Knots. I would request Shailesh Saini and Umang Kokhar to come up and share their impressions.

The Story of Knots Team

Hello everyone, thank you for having us here today, so we have a brand and a small business that is named Story of Knots and as the name suggests we make back-to-back home decor products.

The organisers have been helping us with the CSR funding and working through various clusters and we are also working towards development and skill development for rural women and the women in need. We want our work to go on global platforms like this coming year. It was such an experience for us meeting wonderful intellectual people at this conclave.

MC: I would also like to request one of our foreign delegates Ms. Victoria (**VIC**) from Zimbabwe to share her experience.

VIC: I have really benefited on behalf of the designers that I mentor in my country, right now in our country in Zimbabwe. I mentor about 235 designers and one of them actually made a breakthrough by featuring in Eva Paris fashion week which was great ground breaking for us. At platforms like this, we get to learn and we get to explore and we get to grow, so that we go back and we feed them with more developments that are happening in the Industry. So I would also like to request that if there are other departments or organizations that we can really partner with so that we grow and we really flourish in the industry, we would really like to invite you to say come let's exchange ideas in Zimbabwe.

We maybe still a small player in the fashion industry and India is more like as my ambassador always says that it should be the fashion city of the world, we would really like to get you to come and speak to our designers as well and teach them, so that we have the experience because when we are here we are limited because only one person or two people can attend and the information was very rich, but people that are also reaching out and they are coming to where more numbers are like grow going global that would really be beneficial. I would like to say as I have learned here I would like to take some of the organizations with me to help impact the knowledge that I have learned because when I go back when I speak to the designers it may be limited what I can express but when we go and we meet them in their numbers we are able to impact so much knowledge to them and we help the industry to grow. Thank you so much.

MC: So I would like to now move on to our esteemed members here on the dais.

I would like to invite your Excellency, Dr. Tizita Mulugeta, Ambassador Extraordinary and Plenipotentiary, Federal Democratic Republic of Ethiopia, to say a few words about the GlobalSpin Trade Conclave.

MC: You can just talk from here.

H.E. Dr. Tizita Mulugeta

Thank you so much, Greetings to all the dignitaries, diplomats, delegates and participants!

Ladies and gentlemen, first of all I would like to say thank you so much for the invitation letter of this program and making it happen and also for inviting the Ethiopian delegation and facilitating everything from the time they are coming here to till now.

I can say that Ethiopia is representing Ethiopia here. Ethiopia & India have enjoyed more than two millennia of history, where traders from India from the Gujarat area, used to go to the IDAHOs port that is in Arabian Sea, to meet with Ethiopian traders, who used to sell ivory and gold, whereas the Indians had their own spices and silk. This relation has been so historic and it has been there for a long period of time, and this relation grew to a diplomatic level during 1948, just one year after the independence of India. So this makes Ethiopia the first African country to establish its diplomatic relation with India and our friendship has been here from that time. It has been like friendly cordial and mutual mostly dependent on people to people relations, where majority of Indian professors used to go to Ethiopia, especially during 1960s to teach people in the universities to teach people in different high schools, and also there are a lot of Ethiopian students who are undertaking their education in different Indian universities. I can say all over India we have close to 52 Indian universities, so this really gives us an opportunity to take wisdom from India in one way or another. This relationship also has grown into a trade and investment relation where again, when Ethiopia opened itself for Foreign Direct Investment, it was Indians who were like among the three most important investors that went to Ethiopia and opened their markets. It is also India that had a good trade relation with Ethiopia and currently also Ethiopia transformed and also reforms, it has different kinds of trade and investment policies and it gives priority to different sectors especially given the focus on textile, garment, leather products and tourism.

Today if we see how much Indian investors are participating in Ethiopia, the majority of them are concentrating on such kinds of activities, especially in textile manufacturing of textile garments, apparel, leather products. So this really shows that there is big potential in Ethiopia in terms of textile, because the Ethiopian government has allocated more than 3 million hectare of land for the growth of Cotton, and there are also more than eight cotton corridors, which are meant to grow cotton development in the country. So this shows that there is a big potential in developing textiles, textile industries in the country. In addition to that when we see different kinds of expertise in terms of textile and garment and Apparel production. I believe that Ethiopia is also one of the ancient countries that has its own way of weaving, its closest traditional way of weaving its clothes which are beautifully decorated kinds of woolen material, cotton material and so on. And the availability of cotton in the country, really played a big role for such kind of activities. So I can say that different stakeholders in this sector like the weavers, designers, spinners, many of these stakeholders have been playing a very good role in marketing Ethiopian textile products both for the domestic and also to the foreign markets. So there is a big and big potential for Ethiopia to grow in this textile market. When we see cooperation with India in terms of such a market, I can say that the Ethiopian textile industry co-operation has been playing a very good role. It has different kinds of twinning programs with different institutions that have been taking different types of lessons and also sharing and best practices, which really helped the

Ethiopian community, the Ethiopian textile industry, to grow to some extent. But still, there is a big gap which we can fill, because there is expertise in this side, there is technology in this side, which can be easily adaptable, which can be easily transferable, and there is a need from that side. There is a raw material from that side, there is a readiness from the policy perspective from that side, and also there is a need from this side and need in terms of cooperation and in terms of development cooperation. So it's just a matter of making these two things to get in contact. So, I believe such kind of training would really help to get together all the stakeholders, who are in the industry, to come together to discuss the issue, to come up with important ideas, and to go further ahead.

Because as I have said there is still a big gap for instance, there is a gap in the market chain. Of course everything is over there but how to organize that, there is also a gap in developing this Small Micro and Medium enterprises, because the Ethiopian government has given very good attention to these sectors, but there is shortage of potential, there is shortage of knowhow. So as it has been already said, as India is very well overwhelmed by the capacity of such kinds of technologies, we can develop in getting all these gaps together and then moving forward. So, I believe when there is a willingness there is a way of doing things. So our embassy here which is located in Chanakyapuri is always open and interested enough to work on such kinds of initiatives and I am really grateful to the opportunities that have been given now for the Ethiopian delegation.

So, I hope with such a good intention, we can work hard, we can work a lot and we can achieve, and we can work for strengthening the already existing good relationship between these two countries, and bring a very good change in the Small Medium and Micro Enterprises that are still in need of our intervention.

Thank you so much.

MC: Thank you Madam for sharing your inputs and words.

I would like to request your Excellency H.E. Moustafa F Shaikhon to talk some words about the event and our efforts.

H.E. Moustafa F Shaikhon

Thank you good afternoon everyone please distinguish yes thank you very much for having me today but before I start I just want to share with you something that came up out of my mind when I first entered the door here I felt a positive energy and I know for sure that positive energy mainly comes from talented entrepreneurs, I always deal with entrepreneurs and happiness really comes out from being with family or friends or close friends.

So I felt mostly at the matter of fact and I should say congratulations by the end of but I will say now that it's better to feel the success rather than to say so I felt it and I congratulate you on the successful of this event just for the beginning.

Egypt and India are two of the oldest civilizations in the world. We do have great and excellent relations between the two countries. I heard from the previous session that pandemics had its negative effect on the global supply chain and the trade and the international trade, yes but from crises, opportunities can arise. We have successfully in 2021-22 increased our trade volume last month by more than 50 percent for the trade between India and Egypt. Egypt and India 3 billion Egyptian exports and 3.3 billion Indian imports, both sides witnessed increase.

Investment side, we do have 53 Indian companies operating having their manufacturing facilities in Egypt right now benefiting from 111 free trade agreements that have digitized

with Africa, USA, EU, Turkey due to free access manufacturing your products in India and the Indian countries successfully doing that especially in textiles within the governments provinces out there events like this bring us together and all those are those on one-on-one interaction this would create trust and trust is the base of everything. So we are here meeting your chancellors. I am here in Delhi and my friends here with me at my office at the embassy, I extend the invitation for all you need any help in support to exchange event ideas. I am all yours of all ears, I am offering another invitation for all of you. Thank you wishing you more and more successful events. Thank you.

MC: Thank you so much for your blessing sir, thank you I would now like to request **Ms. Namusa Mungwangway** kindly share your inputs about the efforts

Ms. Namusa Mungwangway

Good afternoon!

I would like to say my Valedictory remarks on behalf of my Ambassador his Excellency Doctor Godfrey Chipare, Zimbabwe.

The Chief Secretary, the Director General your Excellencies, Ambassadors, represent members of the diplomatic and the organizers of the GlobalSpin Trade Conclave, Startups and Business persons present here.

Zimbabwe enjoys very good relations with India dating back to the Monomotapa Empire in the 1200s when merchants would exchange textiles and spices for gold and other products. Indeed it is a pleasure to stand here on behalf of my ambassador and make a few remarks. Zimbabwe as a founding member is proud to be affiliated with the GlobalSpin Trade Conclave, I would like to commend the organizers of the event for organizing such a timely intervention.

Indeed sustainability is a crucial factor in today's world, I am not the timely intervention given that we have heard from one of the participants that exports for textiles in our countries have gone down and have affected the livelihoods of players at the same time. I wish to thank the organizers of the conclave for such a timely intervention that will go a long way to ensure that the sustainability of sector dependent livelihoods is not left unhinged. I wish to inform distinguished delegates that Zimbabwe also has a textile industry that produces cotton and other textiles. We are also venturing into the production of textiles from jute, hemp, banana and other fibres. However more can still be done to maintain the performance of these sectors and skills capacity building will go a long way in this regard. I would like to urge the organizers of the contest to consider visiting all the different partner countries to find ways in which they can impart skills, which have been shared through this conflict to the industry that is in our state I would further wish to request NIFT to assist with skills training for the partner member states textile industries and Startups without saying too much, I thank you for the opportunity given to my Ambassador.

Thank you very much.

MC: Thank you madam. I would not now like to request Dr. Glory Swarupa, Director General, Ni-MSME to say a few words.

Namaskar! Hon'ble chief Guest of the day, Sh. Jyoti Kalash ji, (IAS) Addl. Chief Secretary, Nagaland.

Her Excellency Ethiopia and again Her excellency representing ambassador of Zimbabwe, His excellency from Egypt, all the excellent people, Mr. Ajit Kumar Nigam, Mr Yash Arya,

esteemed speakers from Mauritius Ethiopia, Zimbabwe and all the delegates present over here. Startups and students other delegates entrepreneurs and ladies and gentlemen a very good evening to all of you and greetings from National Institute for Micro Small Medium Enterprises, Ministry of MSME Government of India, we are located in Hyderabad, so we thank our ministry for giving us this opportunity to conduct this program under the International Cooperation Scheme of Ministry of MSME, my compliments to our service agency, IAMKHADI.

I think the objective is achieved, we were holding back this program actually we are supposed to conduct this program during December- January, but because of this third wave of COVID19, we couldn't do this program and we were hopeful that so we will all come out on this day with good health and a good life then we could do this program the physical one.

So we thank god because you know we are all safe. That's how we could do this physical program and in India for the government. The march month is very crucial to complete all the targets and to achieve whatever we have planned for the entire financial year, our financial year is April to March tomorrow we are completing that day but from Ni-MSME's side we could successfully do this physical events with the help of our service agency and, I thank each one of you for making this event a success and also the dignitaries on the dais for extending their cooperation supporting us with their presence and also giving good message and encouraging words most importantly Ethiopian excellency for narrating the good relation the trade relation between India and Ethiopia and also extending the invitation of other collaborations.

We do have a lot of collaborations with many consulates also for specific projects. We have it present with Guyana and Vietnam for the skill development, we are doing otherwise with all these developing nations. We have a very good association in terms of capacity building. We have been doing that for over 50 years. We have been doing as an institution starting from micro enterprise development and developing the master trainers in entrepreneurship development and all the aspects of the ecosystem related to MSME. We have been doing that so most of your executives have visited our institute and India they have also shared something with us and whatever advancements we are doing related to MSMEs so we have been imparting them so that's how this knowledge sharing was going on. We are very happy with that and we are hopeful from April second week onwards we are again getting the executives from all these nations, so our ministry is very open now because travel bans are lifted, so these executives would come down to India and to our institute again, we will have you know those good old days before 2020 having this knowledge sharing.

As everybody was narrating so this textiles apparels are very important for all of us and MSME sector they contribute so much and now we are talking about a lot of you know natural fibres and organic textiles and many things one good learning to me was yesterday like cruelty free fibre, you know the yarn, like the branding, It was really encouraging like you know without damaging the insects without causing any harm to the insects so how do we take that so that was narrated by one startup, so I think whatever, we have planned for these two days event I think that is achieved because experts from all the areas all the facets of the textile industry, the officials the practitioners and the professionals, the Startups, entrepreneurs, even representatives of government was here in delivering their inputs and also through panel discussions.

I think most importantly the Startups, entrepreneurs could get some leads, so wherein they can improve their business and they can even go overseas to expand their business relations. I thank each one of you for supporting this physical event and we are hopeful that this relation will go a long way and we are in the services of MSMEs.

As an institution we have taken a call to double the number of women entrepreneurs in our country, so you can reach us for any assistance related to MSME your registrations getting some subsidies, getting the schemes and for networking with associations or with the bankers and with Industry officers or any Trade promotion related requirements, we are with you including IP products so any Geographical Indication, your patents or your trademarks, anything we can help you out, because we have the Centres of Excellence in our institute and we are government of India organization so we can help you whatever you are looking for. So you can reach us through social media, you can visit our website www.nimsme.org, we are in Hyderabad or through IAMKHADI also you can approach us, we will help you out so from our Institute Ni-MSME I wish all the best to the Startups and Entrepreneurs and I also wish the great success to the entrepreneurs and Startups and time to thank all the ambassadors and the representatives and most importantly the esteemed speakers so we who came all over from Mauritius, Ethiopia and Zimbabwe to share their valuable inputs in this GlobalSpin Trade conclave.

MC: Thank you very much thank you very much ma'am for your inputs and words.

I would now like to call our chief guest for the event Mr. Jyoti Kalash to deliver his address.

Address by Chief Guest Mr. Jyoti Kalash

Good Evening, Greeting to all the dignitaries on this stage, my friends who have come from different parts of the world, Excellencies from Egypt, Ethiopia and Mauritius. It is a very important day for all of us that we are here and that too when we are discussing the future of the Textile Industry, that too for MSMEs in the country. Though I have never worked in the Textile Ministry, the subject is of general interest. And particularly important for me, because I come from the state of Nagaland, the North East part of the country, where the Handloom Industry is the most important Economic Activity.

Many of you may not be aware of Nagaland, as I was looking at the madam from Ethiopia she had encircled Nagaland and was asking about it, then I exchanged my visiting cards with her and explained about Nagaland that it is an Indian State at the border of Myanmar. Awareness is very important and generation of awareness through such conclave such platform gives us the opportunity to share our ideas, exchange our ideas and how to grow our business, how to improve our marketing, because without awareness without education, without sharing our thoughts, without sharing our ideas, we cannot clinch the market, we cannot have our presence felt in the market. It is very important that whatever product we have anywhere, whether it is Africa, whether it is India or any other country people should know what are you producing, how valuable that product is for human beings, in what way those products can be used, its utility value? I share one example from my state – Naga shawls are very popular, there are 16 tribes in the state and each tribe has a pattern on the shawl. You can make out from the shawl, which tribe the person belongs to, male and female shawls are different. Vibrant colours, so beautiful. When you Google for Nagaland shawls, you will be surprised that this state produces such beautiful shawls. But, what is lacking is the market, we produce it now with social media and new Startups, awareness has been increased and it is reaching everywhere. So revenue has increased, but a lot of work needs to be done. I was there in Zimbabwe, I was telling Victoria, I had gone there to conduct the Presidential Elections in 2018. And beautiful pieces of garments, it was so vibrant, I brought from there,

My friend from Ethiopia, the other day was wearing a very vibrant garment and I commented on what a beautiful dress she was wearing, vegetable dyed and very vibrant colours. You

will find the same type of garments and colours in all eight Northeast states. How do you improvise? Earlier it was restricted to shawls, now you have jackets, which have travel patterns on them. There's a word called Mekhla, a dress which women generally wear. You must have seen Aung Sang Su Kyi, of Myanmar, wearing Mekhla in her photographs.

I remember on one of the Independence Day celebrations, when our Prime Minister had called all the Southeast Asian country heads, they were given to wear Shawls and Mekhla one day before, this hit the headlines in national and international media. Everybody was asking where the dress was from? So marketing is very important, you must show the product only then will people know where the product is from?

Our Prime Minister's vision is to connect the Northeast with the Southeast Asian countries. Once this dream is fulfilled you will see the market inflow and outflow, both imports and exports. World has now shrunk, they used to be a trade between Gujarat and Ethiopia. It used to take 6 to 7 months to reach there, but today in six to seven hours you are into a different country which was unthinkable once upon a time.

Mauritius, six hours seven hours and you are there so my point is we must use this market, we must promote our products and aggressive use of social media and marketing is the best thing to do second is the price and the quality. It is a competitive world where you have to see the price because every buyer who goes to a shop first asks the price then touches the fabric and then if it is acceptable, reasonable he buys it.

Thank you for giving me this opportunity to share my thoughts.

MC: Thank you so much sir for your inputs members on stage, now I would like to request Dr. Ajit Kumar Nigam to say a vote of thanks.

Vote of Thanks by Dr. Ajit Kumar Nigam, CEO, NFDI, Ministry of Textiles, Govt. of India

Before I formally propose a Vote of thanks, your Excellencies and the foreign delegates, I would like to put the context, on what we did and how we propose to take it further. The whole idea was born from a Stakeholder engagement that we had during the COVID times, trying to find what as a Nation we should do, We had a National Stakeholder meet in which two points emerged that Market access and financial inclusion are the two action points, we moved forward, we supported the Startups in NIFT and outside NIFT students, to give them an opportunity to exhibit their products through exhibition which gave them market access. Lot of people developed relationships, businesses actually physically happened. So we worked to take this further, through three GlobalSpin Trade conclaves and we worked with IAMKHADI Foundation to do cities like Mumbai, Bengaluru and New Delhi. The kind engagement with local communities that we got, the kind of corporate support and local leadership support we received was amazing. This is what I would request from the delegates from international communities that we would like to engage the Startups in Textiles and Fashion space from India with the Startups from your countries. So once, in the fashion and the market access happens a lot of engagement on development on partnerships on financial and marketing will happen and eventually will move to economic development of people of both the countries across. So this is what, we at the National Institute of Fashion Technology have the expertise to put all these things together on ground.

I also would like to thank people not only present here but people who participate in Mumbai, people who participated in Bangalore, honourable governor of Maharashtra and a lot of other stakeholders I cannot really name them. The kind of work which we have done but a lot for them together has been immense and the kind of support we got is something I really would like to thank them for. The kind of support we got from the Designer community, both in Bangalore and Mumbai gives me this feeling that once we connect these dots together there's a lot we can achieve together.

With that I would like to close and thank one and all present here.

5. Exhibition

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

Silk Mark of India exhibited products and services of Silk mark with live demonstration of Silk cocoons of all major varieties of silk, which became a most visited stall during the conclave.

The second most visited stall was of Story of Knots, a startup supported by Raj Foundation. Many delegates and participants liked the stall very much and posed for pictures at the excellent backdrop of the same.

The third most visited stall was the stall of ART for its Anti-Radiation Textile demonstration.

The other stall which was hugely appreciated was the Hemp Affair stall of the NFDI startup. Hemp based products from shawls to stoles, fabric and garments were showcased to catch every ones attention from the chief guest to foreign delegates and local participants alike.

Please see some of the photos in the photo gallery section in Annexure.

6. 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 Delhi Event were:

a) **PROMOTE SUSTAINABILITY**

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

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

Sustainability is required to be addressed at three levels

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

ACTION POINTS

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

b) DEVELOP CAPACITY AND CAPABILITY

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

These need to primarily address the:

- Demography
- Digitization
- Decarbonisation

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

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

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

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

ACTION POINTS

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

c) DEVELOP MARKET LINKAGES & IMPROVE MARKET ACCESS

Four problems face the market linkages in Indian scenario:

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

ACTION POINTS

1. Develop Projects to strengthen the existing institutional framework and create a nationwide campaign at textile clusters for capacity and capability building to create sustainable Indian BRANDS and technology adoption.
2. Develop Skills and Entrepreneurial training for new skills required by the MSMEs on ESG and other standards required by Europe and USA and promote the same.
3. Explore new markets for textile brands by leveraging the supply chain through partnership model, for e.g. explore Ethiopia as a destination to grow cotton, take designs from Zimbabwe and use Mauritius as a hub to export apparel.

4. Use Ecommerce and B2B digital channels to help support MSMEs to connect with buyers and partners in textile trade.
5. Leverage Indian prowess in technology to build systems for demand prediction and insights on new and emerging sunrise sectors like Smart wearable's, Home textiles, Atleasure, technical textiles, etc. and develop MSMEs to help them to create niche markets in these areas.

d) TAPPING NEW AND EMERGING MARKETS FOR COOPERATION

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

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

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

ACTION POINTS

1. Government of India through its Textile and Garment Export agencies of Textile Ministry should sign bilateral understanding for technical and trade agreements of co-operation with Ethiopia and Mauritius.
2. Delegations of Indian exporters and technical experts should be taken to Ethiopia and Mauritius to tap the combined synergies. Egypt has great expertise in Cotton and textile business and the exports from India in apparel has doubled after the pandemic, which needs to be further increased by engaging SME to SME collaborations while providing a structured framework from governmental cooperation.
3. Co-operation with other countries like Zimbabwe and South Africa for apparel trade needs to be explored further.
4. Co-operation between Indian and Italian governments to explore Fashiontech and Circular Economic models need to be taken up.

e) NEW BUSINESS MODELS FOR MSMEs

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

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

FIRST - Commercial Pillar

SECOND - Financial Pillar

THIRD - Regulatory Pillar

FOURTH - Logistics Pillar

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

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

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

ACTION POINTS

1. Develop Projects to provide the framework to strengthen the MSME Export orientation and education.
2. Develop Skills and Entrepreneurial training for new skills required by the MSMEs on export and trade procedures specific to textile exports
3. Create a MSME focussed Credit line for textile trade with a proper support to MSMEs and Startups alike.
4. Startup & MSMEs exchange between partner countries to expand globally and raise funding.
5. Develop an Institutional framework to support Fashion and Textile brands to leverage the technology in the emerging areas with cooperation with countries like Italy and Netherlands for Fashiontech and Circular Business Economy models.

Annexures

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

ANNEXURE A Evaluation of Conclave

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

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

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

1. Use of Ethiopia as a bas

TESTIMONIALS

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

EMAIL TESTIMONIALS

PANELIST

Dr. Tabassum Jamal

***Former Chief Scientist, Professor (AcSIR) & Head BDG
CSIR-NISTADS, Dr K.S. Krishnan Marg,***

Thanks for inviting me to speak from the platform of this very timely and efficiently organized Global Spin Trade Conclave at IIC New Delhi on 29th – 30th March 2022. This event was a great success towards showcasing a meaningful partnership of all the stakeholders including Government institutions, industry associations, academic and research bodies, corporate houses, entrepreneurs, artisans and high officials from partner countries. The event jointly organized by National Institute For Micro, Small and Medium Enterprises (Ni-MSME), Ministry of MSME, GOI, NIFT Foundation for Design and Innovation (NFDI), Ministry of Textiles, GOI, and IAMKHAADII FOUNDATION (IAMKHADI) in which Ethiopia partnered with other African countries focusing on technology interventions and its partnership to promote textiles fashion together from a single platform is what made the event very special and appealing. This also perfectly fits to face the challenges related to the economic development and industrial growth, especially the post-covid recovery path for our country as well as our collaborating partner countries.

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

Three start-ups participating in the conclave namely, Unmana, ARRAS; Ms. Raheli Sarkar, True Tomorrow (OPC) Pvt. Ltd.; M/s Hemp Affair Pvt. Ltd.; M/s ART India Pvt. Ltd. and M/s Fliqus Support System LLP. Could be the best example of showcasing and translating the ideas and discussions from the panellist's, experts and diplomats spoken in various sessions.

This also provided a great opportunity to our budding entrepreneurs by interacting directly with policy makers, experts, researchers, technocrats in the textile sector and diplomats from partner countries, which I am sure would have been very encouraging to understand the global demand and competitive manufacturing by these young entrepreneurs. Realizing these issues/aspects definitely will go a long way to enhance the capacity and capability building of our MSMEs textile sector in particular and the whole manufacturing sector at large!

(Submitted via email)



IAMKHAADII FOUNDATION <iamkhaadiifoundation@gmail.com>

Reg. - Request Feedback and Testimonial for GlobalSpin Trade Conclave : IIC New Delhi on 29th – 30th March 2022 !!

Miss T <miss.t.cal251@gmail.com>

Sun, Apr 10, 2022 at 6:01 PM

To: IAMKHAADII FOUNDATION <iamkhaadiifoundation@gmail.com>

Cc: tsionbahru@misstcal.com, kvisweswarareddy@nimsme.org, globalspintradeconclave@gmail.com

Dear sir/ madam,

Thank you for reaching out!

The event was very interesting and informative; it was a pleasure participating.
Hoping we would connect again some time soon.

Thanks,

Kind regards.

Tsion Bahru

VIDEO TESTIMONIAL (LIVE)

Manish K Gupta, Startup, Fliqus Support System LLP, Gwalior, Madhya Pradesh

This was a good platform for Startups to understand what is the best prospects in near future, what is the change actually required for the product development for the finance and for the export market capitalization, it is the best platform where we can understand how the resource can be managed the best possible way and how we can manage our planet for the Greenery and for the better tomorrow!

I am thankful to those who have taken this initiative, I would like to request that all the outcome should to be circulated for everybody and the outcome has to be carry forward in the next level for execution. Thanks a lot, I am very happy to be part of this program.

Ms. Shelly Saini & Umang Khokkar, Startup, Story of Knots talk about their impressions

Hello everyone, thank you for having us here today, so we have a brand and a small business that is named Story of Knots and as the name suggests we make back-to-back home decor products.

The organisers have been helping us with the CSR funding and working through various clusters and we are also working towards development and skill development for rural women and the women in need. We want our work to go on global platforms like this coming year. It was such an experience for us meeting wonderful intellectual people at this conclave.

A foreign delegate Miss Victoria from Zimbabwe to talk about her Impressions

I have really benefited on behalf of the designers that I that I mentor in my country right now in our country in Zimbabwe. I mentor about 235 designers and one of them actually made a breakthrough by featuring in Eva Paris fashion week which was great ground breaking for us. At platforms like this that we get to learn and we get to explore and we get to grow, so that we go back and we feed them with more developments that are happening in the Industry. So I would also like to put a request that if there are other departments organization that we can really partner with so that we grow and we really flourish in the industry, we would really like to invite you to say come let's exchange ideas in Zimbabwe.

We maybe still a small player in the fashion industry and India is more like as my ambassador always says that it should be the fashion city of the world, we would really like to get you to come and speak to our designers as well and teach them, so that we have the experience because when we are here we are limited because only one person or two people can attend and the information was very rich, but people that are also reaching out and they are coming to where more numbers are like grow going global that would really be beneficial. I would like to say as I have learned here I would like to take some of the organizations with me to help impact the knowledge that I have learned because when I go back when I speak to the designers it may be limited what I can express but when we go and we meet them in their numbers we are able to impact so much knowledge to them and we help the industry to grow. Thank you so much.

These video testimonials were delivered live at the Valedictory session of the Day 2 of the conclave.

ANNEXURE B Profile of Participants

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

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

There were 132 registered participants and approx. 40 speakers in 16 sessions over the two days actual registration details are as follows:

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ANNEXURE C Patron Members and Advisory Committees

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

For Details of other Committees please see website www.globalspin.net.

ANNEXURE D

List of Speakers of the GlobalSpin Trade Conclave at Delhi

INDIAN SPEAKERS

Name	Company	Affiliation
Dr. S. Glory Swarupa	National Institute For Micro, Small And Medium Enterprises (Ni-MSME)	Director General
Dr. Ajit Kumar Nigam	NIFT Foundation For Design & Innovation (NFDI)	CEO
Mr. Rajesh Aggarwal	Ministry of Skills Development and Entrepreneurship, Government of India	Secretary
Dr. Prateek Kanakia	TheGreenBillions Limited	Chairman
Ms. Manisha Kinnu, IRS	NIFT New Delhi	Director
Dr. K. Visweswara Reddy	Ni-MSME	Faculty Member & Rector
Mr. Sudhakar Raja	TRST Score	CEO
Er. Dolly Bhasin	SmartEdge FashionTech SPH Consultancy & Eservices Pvt. Ltd.	Founder Managing Director
Ms. Samiksha Bajaj	SamShek	Co- Founder
Mr. Rahul Garg	Bakson India	Gurgaon
Ms. Raheli Sarkar	M/s True Tomorrow (OPC) Pvt. Ltd.	Startup Founder
Ms. Unmana Rynjah	Founder, ARRAS	Startup Founder
Mr. Arpit Aggarwal	M/s Hemp Affair Pvt. Ltd.	Startup Founder
Mr. Anil Kumar	M/s ART India Pvt. Ltd.	Startup Founder
Mr. Manish Kumar Gupta	M/s Fliqus Support System LLP	Startup Founder
Dr. Roopak Vasishtha	The Apparel Made-Ups & Home Furnishing Sector Skill Council (AMH SSC)	CEO & DG
Dr. Sanjiv Layek	Executive Secretary	WASME
Dr. Sachin Goyal	UDAAN initiative	Director & Co-Founder
Ms. Shruti Sancheti	Pinnacle By Shruti Sancheti	Founder
Dr. Surendra Kumar	IIHT, Ministry of Textiles, Govt. of India	Ex-Director
Mr. Ajay Bindroo,	Silk Mark Organization of India	Sr. Executive
Ms. Saroj Ayush	World Bank Group	Senior Transport Specialist
Dr. Tabassum Jamal	National Institute of Science, Technology and Development Studies	Chief Scientist & Professor (AcSIR)
Mr. Amarendra Khatua, IFS (Retd.)	Ministry of External Affairs (Govt. of India)	Former Secretary (Special Assignment) Former Director General (ICCR)
Prof. Amit Buddhiraja	International Business Academy	Founder
CA. Riddhima Shukla	MSME Business Forum India	Strategic Advisor
Mr. Jyoti Kalash (IAS	Govt. of Nagaland	Additional Chief Secretary
Mr. Yash Arya	IAMKHADI Foundation	Founder

INTERNATIONAL SPEAKERS

Name	Company	Affiliation /Email	Country
Ms. Tsion Barhu Zewde	MISS.T.CAL Apparel Design	Founder tsionbahru@misstcal.com	Ethiopia
Ms. Daria Martelli	Daria Martelli	Founder, dariamartellidm@gmail.com	Italy
Mr. Siven Selloyee	Siloy Trading Co. Ltd	Founder, selloyee@yahoo.fr	Mauritius
Ms. Victoria Tauya Samushonga	Fabusse	victoria@fabusse.com	Zimbabwe
Dr. Milkessa Jagema Tolera	Government of Ethiopia	General Manager	Ethiopia
Mr. Yibeltal Tegegne	Ministry of Foreign Affairs, Ethiopia	Diplomat	Ethiopia
H.E. Dr. Tizita Mulugeta	Federal Democratic Republic Of Ethiopia	Ambassador Extraordinary And Plenipotentiary	Ethiopia
H.E. Dr. Godfrey Chipare	Embassy of the Republic of Zimbabwe	Ambassador Extraordinary and Plenipotentiary	Zimbabwe
Ms. Namusa Mungwangway	Embassy of the Republic of Zimbabwe	Trade Counsellor	Zimbabwe
H.E. Moustafa F Shaikhon	Embassy of Egypt	Ministry Plenipotentiary	Egypt

ANNEXURE E

Itinerary of the Delhi GlobalSpin Event

DAY 1: GLOBALSPIN TRADE CONCLAVE | INDIA INTERNATIONAL CENTRE

Tuesday, 29th March 2022 | 09:30 – 17.00 hrs. IST

09:30 -10:00 hrs.	Registration
10:00 -10:15 hrs.	Introduction By Yash Arya & Lighting the Lamp
10:15 -10:25 hrs.	Opening Remark By: Dr. Prateek Kanakia Chairman, TheGreenBillions Limited
10:25 -10:30 hrs.	Welcome Address By Dr. S. Glory Swarupa, Director General, National Institute for Micro, Small and Medium Enterprises (Ni-MSME)
10:30 -10:45 hrs.	Guest of Honour Ms. Manisha Kinnu, IRS, Director, NIFT New Delhi
10:45 -10:55 hrs.	Chief Guest: Mr. Rajesh Aggarwal, IAS Secretary, Ministry of Skills Development and Entrepreneurship, Government of India
10:55 -11:00 hrs.	Vote of Thanks By: Dr. K. Visweswara Reddy, Faculty Member & Rector, Ni-MSME
11:00 -11:30 hrs.	Tea Break
11:30 -11:45 hrs.	Presentation By Embassy of Ethiopia Mr. Yibeltal Tegegne
11:45 -12:30 hrs.	Presentations NIFT Foundation for Design & Innovation by Dr.Ajit Kumar Nigam, CEO, NFDI Presentation By TRST Score - Mr. Sudhakar Raja, CEO Presentation on Sustainable Fashion - Er. Dolly Bhasin

12:30 - 13:30 hrs.	<p>Panel Discussion: Technology Interventions in Textile</p> <p><u>Moderator</u> - Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design & Innovation</p> <ul style="list-style-type: none"> • Mr. Rahul Garg, Bakson India, Gurgaon • Ms. Dolly Bhasin, Founder SMARTEDGE FashionTech • Dr. Milkessa Jagema Tolera (Government of Ethiopia) • Victoria, Fashion Designer, Zimbabwe
13:30 - 14:30 hrs.	Lunch Break
14:30 - 15:30 hrs.	<p>Start-Up Presentations</p> <ul style="list-style-type: none"> • Ms. Unmana Rynjah, Founder, ARRAS • Mr. Arpit Aggarwal, M/s Hemp Affair Pvt. Ltd. • Mr. Anil Kumar, M/s ART India Pvt. Ltd. • Mr. Manish Kumar Gupta, M/s Fliqus Support System LLP • Ms. Raheli Sarkar, M/s True Tomorrow (OPC) Pvt. Ltd.
15:30 - 16:30 hrs.	<p>Panel Discussion: Customer Oriented Designs and Product Development</p> <p><u>Moderator</u> - Ms. Dolly Bhasin, Founder SmartEdge FashionTech</p> <ul style="list-style-type: none"> • Ms. Daria Martelli, Founder, Daria Martelli (ITALY) • Ms. Tsion Bahru Zewde, Founder & Creative Director, MISS.T.CAL Apparel Design (Ethiopia) • Ms. Samiksha Bajaj, Co-founder & CEO, SAMSHEK • Dr. Ajit Kumar Nigam, CEO, NFDI
16:30 - 17:00 hrs.	<p>Panel Discussion: Capacity Building - Towards Export and Trade Competitiveness</p> <p><u>Moderator</u> - Dr. K. Visweswara Reddy, Faculty, Ni-MSME Chair Person: Dr. Roopak Vasishtha, CEO & DG, The Apparel Made-Ups & Home Furnishing Sector Skill Council (AMH SSC)</p> <ul style="list-style-type: none"> • Mr. Seleshi Lemma Bekele (Government of Ethiopia) • Dr. Sanjiv Layek, Executive Secretary, WASME • Dr. Sachin Goyal, Director and Co-Founder, UDAAN initiative

DAY 2: GLOBALSPIN TRADE CONCLAVE | INDIA INTERNATIONAL CENTRE
Tuesday, 30th March 2022 | 09:30 – 17.30 hrs. IST

10:00 -10:30 hrs.	Registration
10:30 -11:30 hrs.	Expert Session on Eco Textiles <ul style="list-style-type: none"> Ms. Shruti Sancheti, Founder Pinnacle by Shruti Sancheti Dr. Milkessa Jagema Tolera (Government of Ethiopia)
11:30 -12:00 hrs.	Expert Sessions Eco-Handlooms & Digitization Expert Session on Eco-Handlooms Dr. Surendra Kumar, Ex-Director, IIHT, Ministry of Textiles, Govt. of India Expert Session on Digitization of Textiles in Fashion & Technology Mr. Siven Selloyee, CEO – Founder & DG, SILOY Trading Co. Ltd. (Mauritius)
12:00 -13:00 hrs.	Workshop on How to Handle Digital Marketing for Fashion Products Ms. Tsion Bahru Zewde, Founder & Creative Director, MISS.T.CAL Apparel Design (Ethiopia)
	Presentation By Silk Mark of India Mr. Ajay Kachru, Deputy Director, Silk Mark of India, Govt. of India
013:00 - 14:00 hrs.	Lunch Break
14:00 – 15:00 hrs.	Panel Discussion: Market Linkages & Logistics: National and International Moderator - Dr. Ajit Kumar Nigam, CEO, NFDI <ul style="list-style-type: none"> Mr. Seleshi Lemma Bekele (Government of Ethiopia) Ms. Saroj Ayush, Senior Transport Specialist, World Bank Group Dr. Tabassum Jamal, Former Chief Scientist, Professor (AcSIR)
15:00 - 16:00 hrs.	Panel Discussion: Role of Funding Agencies Towards Export Marketing Moderator - Mr. Amarendra Khatua, IFS (Retd.) Former Secretary (Special Assignment) to Ministry of External Affairs (Govt. of India) CHAIR PERSON) Dr. Milkessa Jagema Tolera (Government of Ethiopia) <ul style="list-style-type: none"> Er. Dolly Bhasin, MD, SPH Consultancy & Eservices Pvt. Ltd. CA Riddhima Shukla, Strategic Adviser, MSME Business Forum India Prof. Amit Buddhiraja, Founder, International Business Academy

16:00 – 17:00 hrs.	<p>Valedictory Session</p> <p>Chief Guest :</p> <p>Mr. Jyoti Kalash, (IAS) Addl. Chief Secretary, Govt. of Nagaland & Chief Resident Commissioner, Nagaland House</p> <p>H.E. Dr. Godfrey Chipare , Ambassador Extraordinary and Plenipotentiary Represented by Ms. Namusa Mungwangway, Trade Counsellor, Embassy of The Republic of Zimbabwe</p> <p>H.E. Dr. Tizita Mulugeta Ambassador Extraordinary and Plenipotentiary, Federal Democratic Republic of Ethiopia</p> <p>H.E. Moustafa F Shaikhon, Ministry Plenipotentiary, Embassy of Egypt</p> <p>Vote of Thanks By:</p> <p>Dr. Ajit Kumar Nigam Chief Executive Officer, NFDI, Ministry of Textiles</p>
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ANNEXURE F Photo Gallery

DAY 1 Photos



Mr. Yash Arya, IAMKHADI Inaugural Session



Panel Members Consumer Oriented Design



Sh. Rajesh Agarwal meeting Organisers



Sh. Rajesh Agarwal meeting the delegates



Chief Guest giving an Interview to the Press

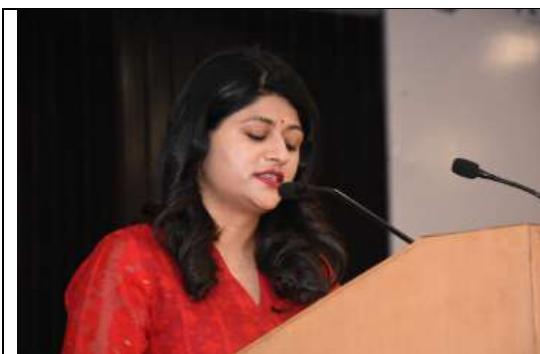


Sh. Rajesh Agarwal meeting the delegates



Ms. Gloryswarupa, DG Ni-MSME welcomes the Chief Guest Sh Rajesh Agarwal and the delegates





Ms. Parul Mahajan welcoming Delegates



Mr. Yash Arya delivering Inaugural address



The Inaugural Panel on the dais



Dr. Pradeep Kanakia, TheGreenBillions



Ms. Manisha Kinnu, Director NIFT Delhi



Dr. Reddy delivering the Vote of Thanks



Chief Guest watching the Exhibition



Dr. Kanakia watching the Exhibition



Silk Mark stall at Exhibition



Audience and Delegates in Rapt attention



Delegates from Ethiopia with Dr. Kanakia



Er. Dolly Bhasin with the Chief guest



Country Partner Ethiopia presentation



Presentation of NFDI by Dr. Ajit Nigam



Er. Dolly Bhasin, Sustainable Fashion



Presentation of TRST Score by Sudhakar Raja



Mr. Yash Arya engaging with the delegates



Panel Discussion Technology Interventions



Welcoming the Ethiopian Delegate on panel



Welcoming the Zimbabwean Delegate on panel



Moderator -Er. Dolly Bhasin, SmartEdge FashionTech



The Panel of Women Power advocating Consumer orientated design & development



Dr. Milkessa Jagema Tolera, Govt of Ethiopia



Ms. Victoria participating in panel discussions



The Moderator Dr. Ajit Nigam, CEO NFDI



The Panel on Tech Interventions in Textile



The Prelunch Group Photo



Intense Networking during Lunch



Grabbing some Lunch after intense sessions



Women Startups with Mr. Ajay Bindroo, Silk Mark



Startup Presentation – ARRAS



Startup Presentation – The Hemp Affair



Startup Presentation – ART India Pvt. Ltd



Startup Presentation - Fliqus Support System LLP



Startup Presentation – True Tomorrow (OPC) Pvt. Ltd



Yash Arya Encouraging & Promoting Startups



Panel: Consumer Oriented Design & Product Develop



Chair Person, Dr. Roopak Vasishta, CEO & DG, AMH SSC



Ms. Dolly Bhasin felicitating Dr. Sanjeev Layak, WASME



Ms. Fahmeeda Choudhry, Founder, Bamboology



Ms. Samiksha Bajaj, Co-founder & CEO, SAMSHEK



Ms. Tsion Bahru Zewde, Director, MISS.T.CAL



Dr. Ajit K Nigam advocating Technical Textiles



Panel Members Consumer Oriented Design



Panel Discussion: Capacity Building - Towards Export and Trade Competitiveness welcoming the chair Dr, Roopak Vashistha



Welcoming the foreign delegate Mr. Seleshi Lemma Bekele, Ethiopia by organisers



Dr. Sachin Goyal, Director and Co-Founder, UDAAN initiative



The Panel discussion initiated by chair Dr. Roopak Vashistha



Mr. Seleshi Lemma Bekele, Ethiopia



Dr. Sanjeev Layak, WASME



Moderator, Dr. K. Visweswara Reddy, Faculty, Ni-MSME



Panellists of Capacity Building panel group Photo



Group Photo of two sessions



Group Photo of Delegates



Group Photo of Delegates



Delegates fully engaged in rapt attention

DAY 2 Photos



Mr. Yash Arya, IAMKHADI Opening the session



Er. Dolly Bhasin, setting zoom services for remote login



MC of the day Ekta Malia setting the tone



Expert Session on Eco-Textiles- Ms. Shruti Sancheti



An avid engagement of a delegate with the expert Ms. Shruti Sancheti



Expert Eco-textiles speaker Dr. Milkessa Jagema Tolera, Ethiopia being welcomed by Organisers



Expert Eco-textiles speaker Dr. Milkessa Jagema Tolera Shared a presentation on Eco-Textiles



Expert Eco-Handlooms speaker Dr. Surendra Kumar, Ex-Director, IIHT, Ministry of Textiles, GOI being welcomed by Organisers



Mr. Siven Selloyee, CEO – Founder and DG, SILOY Trading Co. Ltd. (Mauritius) being welcomed by Er. Dolly Bhasin and Sonia



Mr. Siven Selloyee, CEO – Founder and DG, SILOY presenting on Digitalization of Textile and Fashion Business



Mr. Siven Selloyee, Siloy (Mauritius) proudly displaying a small Hand Charkha



Mr. Ajay Bindroo of Silk Mark Organization of India sharing expert session on Silk Production and Silk mark



Welcoming Ms. Tsion Bahru Zewde, Director, MISS.T.CAL



Ms. Tsion Bahru Zewde, Director, MISS.T.CAL



Welcoming Saroj Ayush, World Bank



Welcoming Tabassum Jamal



Panel Market Linkages



Mr. Seleshi Lima Bekele, Ethiopia



Dr. Tabassum Jamal, Senior Scientist, AcSIR



Dr. Ajit Kumar Nigam, CEO, NFDI



Startup Manish Kumar Gupta, asking a question



Group Photograph



Panel: Role of Credit towards Export Marketing



Mr. Amarendra Khatua, IAS (Rtd.)



Dr. Milkessa Jagema Tolera , Government of Ethiopia



Prof. Amit Budhiraja making a point on MSMEs



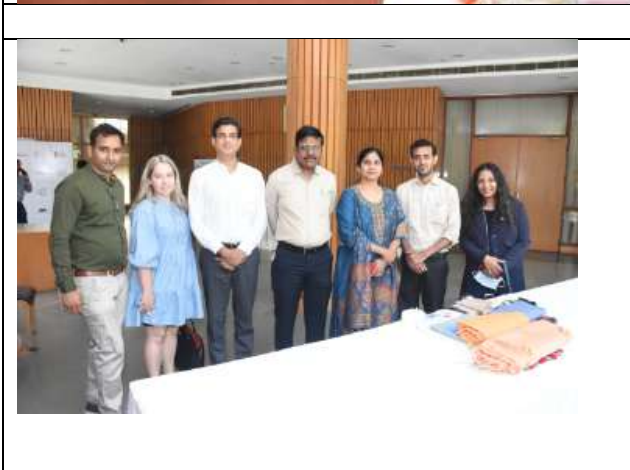
H.E. Moustafa F Shaikhon, Ministry Plenipotentiary,
Embassy of Egypt



Chief Guest Mr. Jyoti Kalash, (IAS) talking to a delegate

Misc. Photos







Exhibition Photos



Dr. Glory Swarupa, having a look at a demo

Ms. Manisha Kinu, having a look at Exhibits





Story of Knots exhibition Stall












Chief Guest watching the Exhibition

ANNEXURE G









Video and Presentations Links

Video Links

Day 1

Session	Name	Type	Link
Inaugural Session	Chief Guest: Mr. Rajesh Agarwal, IAS Secretary, MSDE, GOI Guest of Honor: Ms. Manisha Kinnu, IRS Director NIFT, New Delhi		https://youtu.be/dENpOLR7EQw
Presentation by Embassy of Ethiopia	Mr. Yibeltal Tegegne		https://youtu.be/78jCfdM4WlQ
Presentations on			
• NFDI	Dr. Ajit Kumar Nigam		https://youtu.be/xz3ev7GcnFc
• TRST Score	Mr. Sudhakar Raja, CEO		https://youtu.be/HRZ4luTGujU
• Sustainable Fashion	Er. Dolly Bhasin SmartEdge FashionTech		https://youtu.be/M9j3aJ3BPnk
Technology Interventions in Textile	Panel Discussion M: Dr. Ajit Kumar Nigam P1 : Mr. Rahul Garg P2: Er. Dolly Bhasin P3: Dr. Milkessa Jagema Tolera P4 : Ms. Victoria, Zimbabwe		https://youtu.be/pU4jDlpqmTk
Start-Up Presentations	<ul style="list-style-type: none"> • Ms. Unmana Rynjah • Mr. Arpit Aggarwal, • Mr. Anil Kumar, • Mr. Manish Kumar Gupta, • Ms. Raheli Sarkar 		https://youtu.be/o-sBxlrOyyE
Customer Oriented Design and Product Development	Panel Discussion C: Dr. Roopak Vashistha M: Er. Dolly Bhasin P1 : Ms. Daria Martelli, P2: Dr. Ajit Kumar Nigam P3: Ms. Tsion Bahru Zewde P4 : Ms. Samiksha Bajaj P5 : Ms. Fahmeeda Choudhry		https://youtu.be/78jCfdM4WlQ
Capacity Building - Towards Export and Trade Competitiveness	Panel Discussion C: Dr. Roopak Vashistha M: Dr. K. Visweswara Reddy P1: Mr. Seleshi Lemma Bekele. P2: Dr. Sanjiv Layek P3: Dr. Sachin Goyal		https://youtu.be/o3G7SdfecI0

Day 2

Expert Session on Eco-Textiles	Ms. Shruti Sancheti		https://youtu.be/nuaKWAsEq7o
	Dr. Milkessa Jagema Tolera		https://youtu.be/94lyk_8SER0
Expert Session on Eco-Handlooms	Dr. Surender Kumar		https://youtu.be/KWHY69ZKBn0
Digitalization of Textiles and Fashion Business	Mr. Siven Selloyee		https://youtu.be/3EA3hbAwls
Presentation Silk Mark Organisation	Mr. Ajay Bindroo		https://youtu.be/YEM8YcybqPA
Workshop on How to Handle Digital Marketing for Fashion Products	Ms. Tsion Bahru Zewde		https://youtu.be/YyGbsyIE6FA
Panel Discussion: Market linkages and Logistics: Local & Global	M- Mr. Ajit Kumar Nigam P - Panellists <ul style="list-style-type: none"> • Mr. Seleshi Lemma Bekele) • Ms. Saroj Ayush, • Dr. Tabassum Jamal 		https://youtu.be/kWs0Pnl2DdE
Panel Discussion: Role of Funding Agencies towards Export Marketing	C - Dr. Milkessa Jagema Tolera M - Mr. Amarendra Khatua, IFS (Retd.) P – Panellists <ul style="list-style-type: none"> • Prof. Amit Buddhiraja, • Er. Dolly Bhasin, • CA Riddhima Shukla, 		https://youtu.be/2GPQFc_-XEE
Valedictory Session	CG: Mr. Jyoti Kalash, (IAS) Addl. Chief Secretary, Govt. of Nagaland & Chief Resident Commissioner, Nagaland House GH: H.E. Dr. Tizita Mulugeta Ambassador Extraordinary and Plenipotentiary, Federal Democratic Republic of Ethiopia		https://youtu.be/hLxR6FAtPNM

LEGEND

M- Moderator


P- Panellist

C- Chair Person

CG – Chief Guest














GH – Guest of Honour

VT - Vote of Thanks

 - Video

 - Presentation

PRESENTATION SLIDES

Presentation by Embassy of Ethiopia	Mr. Yibeltal Tegegne		Download PDF
Presentation Silk Mark Organisation	Mr. Ajay Bindroo		Download PDF
Presentation on NFDI	Dr. Ajit Kumar Nigam		Download PDF
Presentation on TRST Score	Mr. Sudhakar Raja, CEO		Download PDF
Presentation on Sustainable Fashion	Er. Dolly Bhasin		Download PDF
Start-up Presentations			
• ARRAS	• Ms. Unmana Rynjah		Download PDF
• Hemp Affair	• Mr. Arpit Aggarwal		Download PDF
• ART India Pvt. Ltd	• Mr. Anil Kumar		Download PDF
• Fliqus Support Systems Pvt. Ltd.	• Mr. Manish Kumar Gupta		Download PDF
• True Tomorrow Pvt. Ltd.	• Ms. Raheli Sarkar		Download PDF
Expert Session on Eco-Textiles	Dr. Milkessa Jagema Tolera		Download PDF
Expert Session on Eco-Handloom			Download PDF
Workshop on How to Handle Digital Marketing for Fashion Products	Ms. Tsion Bahru Zewde		Download PDF



ORGANIZERS



National Institute for
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(NI-MSE)



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TEXTILES



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HOST

where ideas grow



SUPPORTING PARTNER



GLOBALSPIN TRADE CONCLAVE

Eco-Handlooms, Eco-Textiles, and Apparel

INDIA INTERNATIONAL CENTER,
NEW DELHI

29 - 30 MARCH 2022

SPONSORED BY

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

ORGANIZED BY

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CO-ORGANIZED BY

NIFT Foundation for Design Innovation
IAMKHAADII FOUNDATION (IAMKHADI)

RATIONALE

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

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

OBJECTIVE

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

WHY NEW DELHI

New Delhi, in terms of textiles is famous for its wholesale cloth market in Nehru Place, a haven for handloom and cotton fabric. A strong processing hub for fabrics and garments. The hub is processing knitted and woven fabrics (dyeing and printing) along with garment processing in Faridabad.

Gautam Budh Nagar is known as the 'City of Apparel'. Garment Manufacturers and Exporters. An 'Apparel City' has Noida Apparel Export Cluster. And a readymade garments cluster can be found in Gurugram.

CRITICAL ISSUES FOR DISCUSSION

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

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

UPGRADING SKILLS AT PAR:

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

IMPROVED TECHNOLOGY:

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

DESIGN & PRODUCT INNOVATIONS:

Design, Product Development and Innovation -Role Play

MARKET ACCESS AND LINKAGES:

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

EXPORT PROMOTION:

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

CHIEF PATRONS



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



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

PATRONS



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



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

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Dr. Ajit Kumar Nigam

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NIFT Foundation for Design Innovation (NFDI)
Ministry of Textiles, Govt. of India
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SESSION THEMES

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

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

THEMES

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

AUDIENCE BENEFITS



Audience
Visibility



Reach Target
Audience



Explore New
Markets



Establish
Expertise



Generate New
Leads



Community
Connect



E-Learning



E-Lending



E-Tailing

PARTNER COUNTRY REPRESENTATIVES



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



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



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



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

FOREIGN EXPERTS



Mr. Bhugaloo Naweed
CEO
ILOY TRADING CO LTD



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



Ms. Nomachule Gigaba
Chairperson
Noma Mngoma
Foundation



Ms. Mahlet Afework
CEO
MAFI MAFI Design and
Manufacturing



Abiot Malawa
CEO
Nnandi_Couture



Ms. Tsion Barhu Zewde
CEO
MISST.CAL Apparel
Design



Dr. Rumbidzayi Masina
University of
Zimbabwe Textile
Department



Mr. Tsakatsa Ishmael Humphrey
CEO
Zargue'sia



Ms. Chido Madiwa
Member of Parliament
Mutasa North



Mr. Abdulrazak Mahmoud Antar
CEO
Antarmode Fashion
House



Enria Bia
CEO
New Team Project



Mr. Ramez Basmaji
CEO
Fabusse



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



Ms. Daria Martelli
CEO
Daria Martelli



Ms. Bibi Russell
Bibi Productions
Fashion for
Development

NOMINATIONS OPEN FOR GLOBALSPIN AWARDS 2022

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

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

HANDLOOM, TEXTILE AND APPAREL

ATHLEISURE DESIGN

COMMERCIAL
DESIGN

KNITWEAR DESIGN

MENSWEAR DESIGN

TEXTILE DESIGN

FOOTWEAR &
ACCESSORY DESIGN

WOMENSWEAR
DESIGN

EDUCATIONAL
INSTITUTE

RESEARCH &
PUBLICATION

COMMUNITY
ENGAGEMENT

PEOPLE'S CHOICE

LIFETIME
ACHIEVEMENT

TECHNOLOGY AND INNOVATION

SUSTAINABILITY

RECOMMERCE

NEW MATERIALS

POSITIVE CHANGE

E-PAYMENT

E-COMMERCE

E-EXPORT

TECHNOLOGY FOR
GOOD

SUPPLY CHAIN

VETERAN YOUNG
TALENT

INNOVATION

CARBON FOOTPRINT
INITIATIVE

START-UPS

HOME & SPACES

COMMUNITY
PARTNERSHIP

SMART WEARABLE

PROMISING YOUNG
TALENT

FASHION &
LIFESTYLE

LOGISTICS &
FULFILMENT

APPAREL &
ATHLEISURE

SOCIAL IMPACT

FASHIONTECH

CREATIVE
ENTREPRENEUR

CHANGE MAKER

GREEN
ENTREPRENEUR

DAY 1

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

10:05 AM – 10:10 AM:
OPENING ADDRESS

10:10 AM – 10:15 AM:
WELCOME ADDRESS

10:15 AM – 10:25 AM:
KEY NOTE ADDRESS

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

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

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

11:00 – 11:30 AM:
TEA BREAK

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

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

1:30 PM – 2:30 PM:
LUNCH BREAK

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

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

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

DAY 2

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

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

11:00 – 11:30 AM:
TEA BREAK

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

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

1:30 PM – 2:30 PM:
LUNCH BREAK

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

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

4:30 – 5:30 PM:
VALEDICTORY SESSION



REGISTER

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<https://globalspin.net/>

Ms. Sonia Lamba
Chief Co-Ordinator, GLOBALSPIN
M: +91 9818023785



**National Institute for Micro, Small and Medium Enterprises
(ni-msme)**

(An Organisation of the Ministry of MSME, Govt. of India)
Yousufguda, Hyderabad – 500 045