



# GLOBALSPIN TRADE CONCLAVE

Eco-Handlooms, Eco-Textiles, and Apparel

## REPORT MUMBAI

25-26 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

MUMBAI

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

The Mumbai event was inaugurated by Sh. Shri. Bhagat Singh Koshyari, Honourable Governor, Government of Maharashtra. His Excellency Shri Bhagat Singh Koshyari, while speaking at the GlobalSpin Trade Conclave on Eco Textiles, Eco Handlooms and Apparels, has touched on the ancient culture and the technology that existed during that period, especially in the textile sector. He has given a vivid example stating that India has been a pioneer in textile and handicrafts for ages, and he draws an example where the sari woven by the weaver could pass through a finger-ring. Shri Bhagat Singh Koshyari has said that time has come for the weavers and MSMEs to bring back our ancient technologies along with the new age one, which will help the country achieve the US \$ 5 trillion economy.

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

The second most popular session was the Start-up presentations, where Startups presented solutions ranging from Sustainability, Waste to fashion garments, a marketplace for sustainable fabrics and apparel, a Website building solution and sustainability certification.

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.

The intense deliberations came to end with the valedictory session chaired by Dr. Visweswara Reddy, Faculty Member & Rector, National Institute for Micro, Small and Medium Enterprises. Other guests of honour included Dr. Rumbidzayi Masina, Professor, and University of Zimbabwe Textile Department, Mr. Tsakatsa Ishmael Humphrey, Founder and Creative Director - Zargue'sia, and Mr. Ramez Basmaji, Founder Fabusse; 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 Er. Yash Arya, Founder, IAMKHADI Foundation, thanking all the participants to share their valuable insights and deliberations before concluding the two day GlobalSpin Trade Conclave 2022.

# MUMBAI REPORT AND POST-CONCLAVE GUIDE FOR ACTION

## 1. INTRODUCTION

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



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

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

The GlobalSpin Trade Conclave in Mumbai was held on 25th and 26th March 2022 at World Trade Centre, Mumbai.

The Conclave was held in Collaboration with

- NIFT Foundation of Design Innovation (NFDI).



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

- IamKhadi Exports Private Limited (IAMKHADI)



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

## THEME OF THE EVENT

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

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

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

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

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






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

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

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



## PARTICIPATING COUNTRIES



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

Participants and experts also joined in online mode through Zoom.

## PARTNERS

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



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

## 2. INAUGURAL SESSION

The Mumbai event was inaugurated by Sh. Shri. Bhagat Singh Koshyari, Honourable Governor, Government of Maharashtra at World Trade Centre, Mumbai. 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 Mr. Pavan Godiawala, presently officiating as Director, National Institute of Fashion Technology, Mumbai. Other members at the inaugural session included Dr. S. Glory Swarupa, Director General, National Institute for Micro, Small and Medium Enterprises (NI-MSME); Mr. Yash Arya from IAMKHADI and Dr. K. Visweswara Reddy, Faculty Member & Rector, NI-MSME.

The Introduction speech was delivered by **Dr. Glory Swarupa Director General, National Institute for Micro, Small and Medium Enterprises**, the organizer of the program. In her speech she introduced the GlobalSpin Trade Conclave's core objectives to the audience. She 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 accelerating their economic development on sustainable basis. To do this IAMKHADI, the co-organiser has been working to create Micro Small Entrepreneurs' (MSEs) of the individual un-organized 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.

**Er. Yash Arya, Founder, IAMKHADI** 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 in engaging, enabling and empowering the micro enterprises and Startups 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 dais and felicitated them with bouquet of flowers. He then invited Mr. Vijay Kalantri, Chairman, World Trade Centre Mumbai to deliver the opening remarks.

Mr. Kalantri, started his speech by explaining what World Trade Centre has been doing in order to promote the micro, small and medium enterprises, where sustainability is about creating sustainable businesses; whether it is micro, small, medium or a large enterprise!

He further shared that the textile industry contributes 2% percent to the GDP of India. He added that we have approximately 10 crore people employed in textile sector in India. He focussed on the fact that Ahmedabad was the "Textile Capital of India", often nicknamed as the "Manchester of India" whereas Mumbai is close second. Having a good irrigation system of Cotton, he suggested for the use of Khadi as a primary textile and position it as a National fabric.

He further stated that a huge amount of waste is generated in the textile industry and there's a plenty of scope to work in those areas and how World Trade Centre, Mumbai can work hand in hand with organisations like IAMKHADI to reduce this waste and promote handlooms and hand-woven products globally.

**Mr. Pavan Godiavala, Director of NIFT Mumbai**, stated that the Indian handloom or textile heritage is quite rich and dates back to centuries and can be utilised to create a niche in the world, if promoted in a positive manner. He added that the program GlobalSpin Trade Conclave, organized by Ni-MSME, Ministry of MSME and other co-organizers, supported by Ministry of Textiles, brought together multiple stakeholders from across the globe from the area of eco textiles, handlooms and apparel industry under one roof to provide a forum of dialogue, brainstorming for the future.

**His Excellency Shri Bhagat Singh Koshyari**, while speaking at the GlobalSpin Trade Conclave on Eco Textiles, Eco Handlooms and Apparels, touched on the ancient culture and the technology that existed during that period, especially in the textile sector. He gave a vivid example stating that India has been a pioneer in textile and handicrafts for ages, and he drew upon an example where a Sari woven by the weaver could pass through a finger-ring.

Shri Bhagat Singh Koshyari said that time has come for the weavers and MSMEs to bring back our ancient heritage along with the new age technologies, which will help the country achieve the US \$ 5 trillion economy.

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, his Excellency Sh. Bhagat Singh Koshyari to spare his time to grace the occasion. He thanked Sh. Vijay Kalantri and World Trade Centre to provide all support to organise this event and provided the venue at Mumbai and Bengaluru.

He concluded his address by thanking Director General, Ni-MSME for her support in organising very successfully the four international conferences, which were held under the International Cooperation Scheme of Ministry of MSME to commemorate the Diamond Jubilee celebrations of Ni-MSME and the fifth one that is planned later in Delhi. He also thanked the Ministry of MSME for their financial support to organize the event. He extended his thanks to Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design and Innovation, one of the co-organiser and being the pillar behind the organisation of both Bengaluru and this event. He also thanked the local NIFT Mumbai and their students and the NFDI Incubator, Mumbai and its Startups to extend all local support at Mumbai.

### 3. Technical Sessions

DAY1

#### 3.1 Presentation by Industry Experts

- i. **Presentation by Embassy of Mauritius**  
H.E. Seewraj Nundlall, Counsellor of Investment & Trade, Embassy of Mauritius
- ii. **Presentation by NIFT Foundation for Design & Innovation**  
Dr. Ajit Kumar Nigam, CEO, NFDI

#### i. **Presentation by Embassy of Mauritius**

The presentation by embassy of Mauritius was delivered by **Seewraj Nundlall, Counsellor of Investment & Trade, Embassy of Mauritius**. He presented the scenario of the prevalent textile and handloom industry in Mauritius. He shared the latest trade and logistics facilities

and business hub that they have created to facilitate exports for Asian countries to USA and Europe. He also talked about the friendly relationship of the two countries: India & Mauritius at length. He urged the Textile, Handloom & Apparel industry from India to use Mauritius as a hub for exports helping the trade and commercial relationship between the two countries further strengthen.

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, craftspeople, 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 Startup Economy

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

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



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
<b>Total startup</b>					<b>7787</b>

He encouraged all students of NIFT and young entrepreneurs to take advantage of the facilities and infrastructure created by NFDI to develop innovative products and services in the textile and fashion domains. NFDI has a centre for Smart Wearable, which is located in the NIFT campus and spearheaded by Dr. Rashmi, in Mumbai. At all centres, there is a systematic approach of Pre-incubation, Incubation and Acceleration of Startups to not only provide the technology and infrastructure support, but also Market Connect and Investor connect to them.

He indicated that they will provide hand holding support from ground, from the idea stage itself to a time when the startup is ready to roll out in the market. The Smart wearable Incubator led by Dr. Rashmi in NIFT Mumbai and they are going to put up another one called Fashion and Lifestyle accelerator in Mumbai.

He mentioned that whenever you start any new enterprise you need to look at how do we run it, so thereby Ministry of Textile has given them a grant and NIFT has given them a loan, so there are two organizations supporting them and NFID is an independent organization under the Ministry of Textiles with hand holding support from NIFT they are buying equipment of various kind cutting-edge equipment to be used by any citizen of India who becomes part of these incubators for example, if they need a 3D printer costing about 57 lakh rupees they would provide access to that thereby there are multiple machines we are purchasing there will be house inside NIFT Mumbai for smart variable systems and Fashion Lifestyle Incubator.

He urged the industry for their support as they want to build this ecosystem together and when you build this ecosystem the entire ecosystem will benefit, the support could be in terms of donations or by providing mentorship to the Startups.

They are working closely with NITRA and other Research and Support organizations to extend the required support to the budding entrepreneurs.

The complete presentation is shared in the Annexure G.

## 3.2 Panel Discussion: Technology Interventions in Textile

### **Session Chair:**

Mr. Ganesh Kasekar, Representative in South Asia, Global Organic Textile Standard (GOTS)

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

**Panelists:** Ms. Sakina Ansari, National President, WICCI National Handloom Council

Mr. Ramez Basmaji, Founder Fabusse, (Lebanon)

Mr. Sachin A. Punekar, Founder President and Principal Scientist, Bio-Spheres

The MC welcomed the panelists, Er. Dolly Bhasin (**DB**), Founder of SmartEdge Fashiontech, Ms. Sakina Ansari (**SA**), Mr. Ramez Basmaji (**RB**), Founder Fabusse, Kuwait and Dr. Sachin Puneekar(**SP**) from Biosphere.

He also welcomed Dr. Ajit Kumar Nigam (**AKN**), CEO NFDI and Mr. Ganesh Kasekar (**GK**), Indian representative of GOTS to moderate the session on Technology Interventions in Textile.

### **Transcript of Panel Discussion: Technology Interventions in Textile**

Good morning once again and we're going to talk today about technology and as I mentioned during my short introduction on NFDI that we believe that technology can bring about a change so what we would do is I am going to give about two to three minutes to each person to talk about how technology, especially things related to Web 3, Artificial Intelligence, Blockchain and whatever else, how this can make a change and believe me apart from these things, where you have heard, we are going to have a surprise we will talk about things from the natural world, how we understand, how learnings from natural world in textiles will make a change. I am going to request Dolly ji to speak, but before that I would like Mr. Kasekar to say something.

**GK:** Thanks for the opportunity, very well said textile industry is one of the oldest industry in the world and of course India happens to be having a long legacy of the textile industry and technology which is an integral part of this industry, has been running this industry from past so many years. Now let's not talk only of technology on this platform, but the buzzing word around in the current world and just now sir said about natural, something related to sustainability and that's the buzzing word around in the industry and if you are sustainable in the current world and along with the technological support then I think nothing can stop you all from getting gaining heights in reaching your goals in the market. So, I think along with technology, let's talk of Sustainability and that should be beneficial for all.

Mr. Ganesh Kasekar then introduced GOTS.

GOTS is the stringent voluntary global standard for the entire post-harvest processing (including spinning, knitting, weaving, dyeing, and manufacturing) of apparel and home textiles made with certified organic fibre (such as organic cotton and organic wool), and includes both environmental and social criteria.

Key provisions include a ban on the use of genetically modified organisms (GMOs), highly hazardous chemicals (such as azo dyes and formaldehyde), and child labour, while requiring strong social compliance management systems and strict wastewater treatment practices.

GOTS was developed by leading international standard setters - Organic Trade Association (U.S.), Japan Organic Cotton Association, International Association Natural Textile Industry (Germany), and Soil Association (UK) to define globally-recognised requirements that ensure the organic status of textiles, from field to finished product.

GOTS is a non-profit organisation which is self-financed.

**AKN:** Right thank you so much.

So, we are talking about a combination of technology from the traditional sense of mechanics and taking it to a world which is natural and so Dolly ji, please tell me what are your thoughts as far as technologies is concerned from an Indian perspective. You have travelled the world, you understand, do let us know?

**DB:** Thank you, so my take on in fact I am not from the fashion world, I am from the IT world but having worked with IAMKHADI for some time as a Director, I looked at the problem that India has in terms of not being able to really position themselves across the world of our rich heritage in terms of our textiles and also our khadi product. So when we talk about anything in the sustainable side of it this is a big buzzword internationally both from the consumer side as well as from the point of view of technology adoption internationally, unfortunately in India, we have not had this combination, so this prompted me to really start **SmartEdge Fashiontech**, where we are really looking at up scaling what is our offering through two things- one is basically the Technology adoption for the growth of the entrepreneurship, the capability and the credibility of our products through a block chain based network which will help both the farmers who grow the basic product right up to the entire value chain and the supply chain at the same time on the second side we need to really look at in terms of what technology has to be used where, which actually means that we have to look at what are the problems in the industry. The problems in the industry really are in terms of supply chain issue, there is an issue of market access, and there is an issue of traceability and transparency in the entire value chain and the supply chain as well as waste and energy consumption.

The sustainability aspect needs to be proved we are not in a position to prove it, so we need to really use technology effectively to make sure that we have the traceability across the entire sector, the second thing which is emerging in a big way is the concept of Metaverse, it is the concept of using a digital twin of the fashion that you are creating. Fashion is incidentally, the highest up-scaling of the industry per se and I think if we position ourselves through the fashion and also the Digital fashion, we are going to really rule the world. I have taken it on myself, to really make sure that we really work on having the sensitization amongst the fashion designers as well as to the technology and that is how I see the whole.

**AKN:** Thank you, Dolly ji, so I have an interesting question for you, you talked about Metaverse and the world is changing and how should a young person sitting here look at the future, especially from the perspective of the digital twin in the Metaverse and how things would have would happen?

**DB:** So that's a very difficult question to answer in two minutes, but if you can give me some time I would like to show a few slides which will which is as late as yesterday, The Metaverse Fashion Show has been done in London and I have, I can show and demonstrate that as to how it can be released if you permit me, if possible.

**AKN:** We can have the discussion as of Now.

**DB:** The answer to your question is that fashion is something which is very exclusive, is something that really represents you, it gives you an extra character to whatever you are offering. Unfortunately all products cannot be taken internationally, but the digital mediums really allow you to take it to any kind of geography without any problem and also you can actually have an immersive experience now that immersive experience is something that is there are two new areas as we talked about block chain, Blockchain is one of the very important technology which allows a mechanism in the digital world which gives a smart edge towards the fashion industry per se as well as the sustainability in the other area so I just talked about the supply chain integration and transparency but in the fashion I would like to emphasize that in the fashion industry, fashion is something where you can actually create a different persona of yourself digitally, you might not be physically be in London, but if you are participating in the in the fair that is just going on right now at the Metaverse Fashion show, there you can actually represent yourself through an avatar, which is basically and they are wearing the garments that you have designed, so you are basically

trying to really showcase yourself in a near real world kind of scenario and not only that you can have an auction of your products right there in the digital Metaverse.

Metaverse is nothing but a digital world which actually represents something which in which is done in the in the real world so now we are trying to really merge this and very soon you will see that this merging becomes so common that you will be seeing a lot of activity happening in the Metaverse in the fashion industry, in Milan, in London, these things have become so common that now people are buying and transacting, brands are actually adopting this and creating new products new NFTs.

The NFT is another area where through NFT, you can actually sell your products, sell the tickets of your fashion show, actually have premium products really distributed through the NFTs and so on and so forth. So that so that would basically, I would say in a short is where the world is moving and having interacted with about 20 entrepreneurs at SBC Fashiontech Milan, I have gained a lot of insight into how the world is moving and there are people who are working on sustainability on one side and also on immersive experiences. India has an edge in the technology, if we can bring it down to really merging the two things the sustainability as well as the technology prowess I think we have a long way to go. What we did in the 90's when Nasscom really started promoting India as a services hub for BPOs, we can do the same thing and we can repeat the same thing with the Fashiontech.

**AKN:** Thank you Dolly ji, for this from her perspective there is a different world of tomorrow, a world which I can't even visualize, I don't know? Will we have a world with clothes or without clothes in Metaverse tomorrow I don't know? Do we really go and buy out physical clothes I mean will physical clothes be just a commodity I don't know? That is a world we need to look at.

And so moving on to Rameez Basmaji, you are a fashion icon and a fashion consultant who understands things, travelled the world, you've been to India a number of times you understand the Indian fashion and how India should go and make a mark in the world using technology so that is what we would like to hear from you?

**RB:** Yes, sure please first let me introduce myself I am a fashion consultant since 1995 I am from Lebanon, I study fashion designing and Jewellery designing and I travel a lot to the county of the world. I visit India since 2005 and I cooperate with a lot of designers in India who are a class -Amit Agarwal, Manish Malhotra, Manish Arora, etc. All these designer I visit a lot of fashion week I am invited to the lot of textile fair in India and my role in India is mainly to help new designer to grow their markets mainly in the gulf countries like Saudi Arabia, Kuwait, Qatar, etc.

It is not easy to do this kind of business, because now after Corona everything is digital, so about this technology I visit last time Paris the who's next fair and they begin to talk about this technology but I believe that it will take time, not one year, two years, it will take more than five years to be acceptable especially in our area in the Arabic countries. So, I think now it's better to grow your network on the digital marketing when I say digital, I say Facebook, Instagram and now we have Tiktok. More exposure to these, you can sell through this network more and you can put your design more in different kind of online shop who accept multi-designer, the Indian designs are very attractive in our area. A lot of client I travel I told you mainly India, Korea and Turkey, so each country have different style. The style of fabric in India, the embroidery the design are very famous for the lady in Arabic country, they like it, example when the lady go to the store and they see Indian design or Turkish or Korea, she go first to the Indian design so the designers are very creative here they need more push. I am ready to help them because my experience is 25 years in this fashion



industry, I am ready to negotiate any kind of business with all the designer, guide them and help them to grow the market there and put their product also in some exhibition there, because I believe that the new generation they have a lot of ideas here, so what else, right

**AKN:** You have you have a question Ganesh Kasekar?

**GK:** Mr Ramez, I would like to ask you a question about this, you have been looking into the industry from the past 25 years as you said and you have been in contact with them with the many designers top class designers and many of the industrialists, we are talking of sustainability and technology how do you look upon because you have been in India from past so many years doing business with the Indian entrepreneurs when it comes to a claim of any sustainability things and when we are talking on the international platform from my perspective I am clear, but from your vision because you are on the other side of the table looking at these words from the international market to various countries how do you look upon the claims from the Indian industry regarding the sustainability, the authenticity of the same and how important it will be in coming times in the global market?

**RB:** They begin to understand system trinity in our area before they don't understand it, but we have to explain for them this kind of work it's easy to let them understand but we have I think not all the buyer coming here, this is the point especially after corona and digital you cannot show them this kind of things it is better that we can in the future arrange some physical demonstration in our country with some samples though that they can begin understand. There is I find some products in Qatar and to our sustainability and I see that people begin to demand this kind of garment.

**GK:** Yes, thanks

**AKN:** So, you feel that technology has its own limitation and in a world, we are hit by corona and the wars and travel is a challenge and we are trying to do it through digital media, yet the kind of work which you could you can do by a physical interaction is much more simpler and easier and not everything can be done using technology.

**RB:** Can be first, example when the client know the designer and he see it physically after he can order and he can demand from any country of port, but first he must see and test the quality and we have to be clear with you, we face some problem with some Indian designer about the late delivery of the order and some quality. I mean not too much, maybe five or ten percent because also sometime when we begin corona since two years so a lot of order have been late not only in India in turkey and in Korea, in different country. So, if they know and see the quality first physical guarantee after they can order online because there is two three famous platform in India they accept a lot of order from Arabic region, there.

**AKN:** very interesting. So I am going to ask my moderator this so you are from an organization called GOTs and certifications are an important element to you do you think certification process without the need for a physical interaction maybe on the sample side also can that make a change? I don't know, things have not happened but is that possible?

**GK:** Well certification claims are not that easy you know there are a lot of things to be evaluated a lot of things to be highlighted a lot of things to be you know test the testimonials for all these things so just having a physical sample in your hand and going ahead with say okay this is sustainable is not going to be that easy, as a very first mam said that there is a the point she raised was of the traceability and when we talk of all such compliances claims or sustainability claims or such certifications the traceability should be very clear right from the origin up to the final product and the entire supply chain should be a part of this not only this, but also the surrounding industry around the supply chain should be a coherent part of

this certification processes, so it's but obvious just by having a digital image or just by having a product in your hand you can claim it to be a sustainable, you have to follow all the stringent and vigorous policies and the standard policies claimed laid down by all these standards to claim your product to be sustainable and that's the only way.

**AKN:** Maybe blockchain can do something there anything?

**GK:** Of course, when we talk of traceability, blockchains are going to be an integral part of all these and various certification bodies even the standard owners like us are also looking upon on these type of solutions in future, we are working on all those on those parameters.

**AKN:** Okay very interesting, very interesting.

So I want to move on to the next person there and that is no that's madam, because I want to keep you for the last and want to hear from you that what is possible in the trade using technology as a medium and how we can go about that?

**SA:** Hello, thank you for having me here and it's a pleasure to have a wonderful audience. See I come from a design bank round I have been designing for the past 25 years and I am not from the IT background but I know that yes it's the future and I can understand IT because all my kids speak the same language.

So I think we are caught up in this meaningless dichotomy of losing our you know identity, creating sustainable products because the handloom sector is plagued by low-cost imitations and that's the huge problem that I see and I would like to address that, so definitely the way out is only with our AI and Blockchain and now we talk about Smart textiles or it's called the electronic textile where a component is fixed and you know what a fabric is all about you know about fashion and we talk about our industry as the largest provider of employment and still we cannot boast of a great economy, so how are we going to do have we failed to protect the handloom sector because I am addressing the handlooms only and of course textiles is a part of it and I have been working with weavers for many years and I have seen this weavers over the past 20 years and he's still in the same level, so we definitely need intervention, we need design intervention as well of course technology intervention.

I am thinking of also ergonomics, you cannot only keep talking about your 200 year old history or whatever you know, because I have also experienced the looms which help you explore your creativity, it's not about skills, even an eight-year-old child can sit on the loom and weave so that is ergonomics you need to you know evolve there, so that is the change that we can make with our AI or whatever IT, you're going to be using and that is Greek and Latin to me but again yes of course I do resonate with all of you.

**AKN:** You have a question?

**GK: Q1.** Yeah I have a question for you Sakina.

You specifically mentioned the hand loom industry, yes when we talk of all these technology and the claims and everything for bigger industries they are they are quite ready, they have the expertise they have the team to come under the scope of various standards and compliances but when they talk of such a decentralized sector like handlooms where one particular man may be having a loom in his home, okay. He may be making the finest of the products, yes finest of the quality, but unfortunately because of some sort of the other things he cannot claim himself sustainable or can't claim to his product as standard to the top companies. If you really want to bring this decentralized sector under one roof and elevate them from a certain level to a top level I am sure that you must be doing this and I would like

to understand what are the challenges that you are facing while elevating their position from one position to not to elevate them to a top position.

**SA:** A lot of things are happening, I mean there's a lot of lobbying and then of course we speak about the weavers leaving their jobs and we talk about resources that are depleting there are many things that are happening so it's all it starts with your farm. You need to connect to your land first, it starts with your farming, so it is from Farm to Loom, so and the small scale industries need intervention, they are the ones who need intervention, who need support, we should have more training centres in all these pockets, where they are the main ones who need support, because they're not labourers they are artisans, so we need to be proud of them, but we're not treating them that way, so that is where we need to make a huge difference. We need to change that our mind-set, so we need to be sustainable, so we have to leave less carbon footprints and this is the right direction to go. We need that support, definitely Small Scale Industries should enjoy what they're doing with the ergonomics of the looms, they should, because creativity should flow it's not only about skills it's also about creativity and your mind will expand and you're doing, you are giving back to society in a very in your own way so and a small drop will become an ocean.

**GK:** Thanks for the answer, I think we have a lot of things to be done together so, I will call you definitely thank you.

**AKN:** So we have been discussing some very interesting issues. Bio mimicry in textiles, does that even make sense or can we use this as a concept to create new product lines new thoughts link it with technology and move forward so you are a scientist and let's hear from him.

**SP:** First of all I would like to thank the all the panelists who are here the organizers of today's conclave on global spin trade conclave. So I am extremely thankful for inviting me, you know to interact with you people I am a representation of mother nature today and sir has given me an opportunity to you know communicate with you people from mother nature, so I am thankful for that day before yesterday, we just you know met at we just met in governor's house two days before yesterday and we spoke about something and they said that you have to be here for the interaction so that much you know kind of impetus or support and I have tea and IAMKHADI and UDAAN is giving to the panelists also so students should mark this particular point so this is the kind of support they are extending. So yes definitely there are you know certain things that we basically were working for unravelling the secrets of Mother Nature so unravelling the NisargaSutra. I must say because if we unravel the NisargaSutra, because technology what we are having today millions of years this technology are already existing in you know nature and we are just mimicking nature so what is the bio mimicking it's nothing but the imitation of technology imitation of nature. Okay, so what animals and plants and even microbes they're having a very effective solution in mother nature and they are based on different aspects or attributes that is, first is aesthetic durability then functioning and price, means what how much you know inputs you are putting into that comes to the price, but the more importantly, the functionality in nature so how our products are going to function their durability you know and their aesthetic part and pricing so these are the four components. They are at most important and these four components are already there in Mother Nature so here comes the importance of the bio mimicry.

So basically in bio-mimicry, if you can see there are a number of important points like super hydrophobicity, self-cleaning, self-repair, energy conservation, drug reduction, dry addition, adaptive growth and so on so basically if you take an example why these fabrics are there? why these things are there basically they are a protective mechanism, okay they also act as

a cushioning mechanism and even they act as a you know in aesthetic to attract the opposite sex too, so protection, attraction and then nurturing of their young ones are probably because if you can see leaf structure, if you can see a seed there you will find a different kind of fabrics okay a seed having a cushion of a certain plant material which may act as a thermo-regulators it can you know protect the seed from the thermal shocks, so you know my suggestion or my appeal to the NIFT or IAMKHADI, or rest of the panelists over here that we have to you know, go to our basics. Go to our roots, you know explore various technology uh in mother nature and where to give you know support or we have to extend on all kind of support to the basic sciences, basically sir, NIFT or IAMKHADI, we should have a separate entity who can explore various technologies, which are there in nature, if you can promote if you can support those people, they can definitely come up with various ideas because, see I am a basically scientist I am Dr Sachin Punecker founder of Biospheres, you all know biospheres is the places on mother earth where life dwells basically and I have published a very small book, a 2.5 kg so if you don't read it use it as a you know for your exercise, so you can find the thousand colour photographs over here so this is the work of say nine years of work that we have put in this particular book, so we have extensively researched in forest areas and we have documented all flora fauna, their kind of interactions in that, so my earnest request is sir, if you can provide a kind of support to the basic sciences, they will come up with very new ideas and that, we can easily mimic into the technologies. So it is my humble request to you sir. users so from a functionality perspective, let's look and explore we have not done that in reality there is some work which has happened but this gives us a direction yes that what the what mother nature does it in in reality can we think can we bring some of those concepts in the fashion industry and when the minute we start talking about sustainable these elements start becoming important and we start to look at technology and it's used there

May I talk something, see there are technologies, I would like to cite one or two examples are you all aware about you know Crematogaster ant in Marathi okay can you also speak in English we have delegates, see there's a species of ant it is belongs to the genus called as chromatogaster you know what it does that ant basically harvests you know certain grass epidermis, okay certain silica rich material from the grasses and with the saliva of that silica rich grass material they prepare a kind of material and they built a very fine nest, right in the canopy of the forest and that is called as Pagoda ant and you can Google it pagoda ants. So basically that fabric or material is hydrophobic in nature and that particular pagoda ants they are typical of high precipitation areas in western Ghats, so not a single drop of water goes inside the nest.

Okay so we have to learn from this insects, because they have been using this technology for millions of years so we have to decode mother nature we have to unravel the *NisargaSutra* with certain things so there are a number of examples we daily, we used to being a researcher, we used to see these technologies they are existing in the nature we have to simply observe it and made an application and made into this you know kind of technology which human being wants today and for the human being comfort, that we can mimic that so there are a number of things even you can take from there. An example of a tree bark, why the bark of the trees are different, so you can get different designs, you can get different textures and that those designs are already existing in mother nature so similarly, there are pollen grains, similarly there are seeds, which have a different you know surface coating they may be ink let in it, they may be hairy, they may be smooth, why they are so? because there is a rational behind this, there is a science behind this and we have to unravel those secrets and with the help of researchers we definitely we can unravel that and we will definitely bring into the technology what human being wants today and that is the need of the hour.

**AKN:** All right thank you. You have heard a totally different perspective, now you're a fashion, yes okay and I want to ask this have you heard and this as a direction in which fashion industry can go using bio mimicry understanding what's happening in Mother Nature and using that as a design process both for aesthetics and functionality?

**RB:** This it can be done but it will be take time to let the client understand this technology is not easy people not understand now how they can buy example Roberto Cavalli in 10 dollar on the online so I think it will take time to let the people and the client understand but it will be successful in the final and the people they will love it and they will buy it sure now as I mentioned you people and the student must go and understand such kind of technology but they cannot sell now I think they cannot sell now it will be take time to reach this opportunity and the mentality of different region in all the country let's say in Europe I am also based in Stockholm, so when I am in Stockholm and when I come to Kuwait there is different mentality. Example. A short example in Europe they buy everything online but if you're talking about our area where there is a lot of money they don't buy everything online they want to see and they want to touch this kind of things but they begin after especially after corona they begin buy but my guide to the designer all this new designer not only focus on the design **No** you have to go to the price it is very important and the Indian designer they have a lot of competitor in different country as said in Turkey and in Korea in China so and after corona the embroidery work less on the design, we can say example bridal gowns can be buy by client before around 15 000 Euro but now she cannot pay more than 5000 euro about this. And now the fashion if you talk all around the world is not more on the embroidery it's more on the design and the price, so we have to follow these two things when you have to grow your name any designer from you he can sell whatever but he want to follow this three point the design and the quality of the fabric and the price. Because if I travel a lot and the client he first checked the price it's not like before he checked the price and then he can take a size of the design and then he can buy this is the life now we cannot go back so these things is very important for now right.

**AKN:** Thank you, Dolly ji, two minutes on what you've heard and if you could summarize from your perspective and I am going to ask this to each one of you that based upon the discussion we have had what are your thoughts on before I open this to questions, comments and observations to the floor.

**DB:** So, I like to really add on the bio mimicry side, as far as the biomechanics yeah so when we talk about bio mimicry there's something actually if you follow the international Stanford and MIT have been doing a lot of research on bio mimicry. I happened to attend one of the very recently about two months back a workshop on how do we use bio mimicry in the fashion area and I would like to share three examples one in terms of Aesthetics in in terms of aesthetics the biomimicry has been adopted mostly in the fashion industry by the use of the Mermaid design. Mermaid is a half fish, half human kind of representation which I don't know whether it really exists or not but there's a lot of research which has happened in that area and the fish like structure has been adopted in the fashion industry in a big way by developing gowns which give the kind of flexibility what a fish has, the fins basically give the breathing ability, through the fins that are there, so that has been mimicked in the gowns and so on so forth. So this is one example, the other example that personally interested me a lot is use of not pure fashion, but basically Smart Wearables where the technologies the bio mimicry of through examples like we have in India we have a plant which is called *Chui-mui*, I don't remember the technical name of it but, **touch me not** but the technical name is eluding me. Basically the representation where you, what it does is when you touch it basically contracts there is a proper chemical analysis of why this happens and if that is mimicked in the in the garments that we wear, they become smart this thing and which gives

you an indication that there is some danger around you and that can be really that sense, that sense can be really relate to multiple set of peoples and there's a lot of research happening on it and the third example which is the most relevant to us in India is the silk rearing. Currently our silk rearing has a lot of problems in the way we are actually rearing silk and there is a lot of waste which is happening and a lot of people complain about the cruelty to the silkworm, the process per se for the worms which are there so to really do this MIT has been working on it on creating a cocoon kind of structure where the silk is basically being reeled right in a big huge kind of a Dome in which the worm is really going across and by mimicking the kind of web that the Spiders use, as well as combining the silk spinning process and the this thing the worms and all are basically placed in that structure and it keeps moving in those web kind of structure and the silk really gets basically spun out of that particular process rather than killing the worm, so this is this is a direct example of how two different kind of species have been mimicked and basically brought in to really improve the production of the textile material for fashion. So in in nutshell, what we need to really do is to really learn from what the researchers are doing and how we can adapt it in the overcoming the problems of the fashion industry. Fashion has a lot of lacuna they have this most polluting, second largest polluting sector but at the same time it has a lot of potential in terms of earning revenues and it is about this if we really look at the circular economy it is going to really be touching 2.5 trillion dollar kind of economy and right now it is 2.5 trillion dollar and it is expected to grow to 5 trillion economy and what is the kind of aim that India has I think if we really touch on the Circular economy model we can actually achieve 5 trillion dollar, we can contribute towards that 5 trillion dollar just by using the Fashiontech and it includes all the aspects of removing the inefficiencies of the thing, through the use of effective technology whether it is pure technologies or whether it is Bio-mimicry or whether it is in terms of managing the waste and managing the sustainability aspects.

**AKN:** Thank you Dolly ji, you gave us great examples how this can be done on ground and we've seen that if we learn from nature there's a topic which you've brought in and use that into Smart Wearables. Dr. Rashmi here I don't see her here. Smart variable incubator please reach out to Dr. Rashmi, if you can think what's happening in the nature and you can put this on ground, she is a great resource person to have here so and our friend here has also offered seeing these young vibrant would-be designers and people from the industry if you want to move forward you want to reach out to the middle east he's the person to go to, you can actually meet him talk to him, you're building a business it reaches a certain stage and why don't you talk about what yes about my experience.

**RB:** I love the Indian designer I like their design, so for me I am ready to cooperate with them to open market for them whatever is younger new generation professional, you can communicate with me through email you can send me your portfolio, your design, I am open to promote them and also if they need to go and work in the gulf country, I am ready to help them, to do business with them because there is a lot of demand for the Indian designer in the gulf country. So don't hesitate to contact me anytime I will send my contact with the company afterwards.

**AKN:** Thank you so much for this offer thank you the fashion fraternity both students and the designers and the industry, please take this offer and work with them, we would be more than happy to support you Rashmi madam from a NIFT is here, she shall be in a position to support you and will move forward and while we are talking about this, our friend who is talking about biomimicry wants to say something.

**SP:** Thank you Nigam sir for giving this opportunity again. See we were discussing about various examples, I would like to cite one you know very small example there is a bee called

as stingless bee you know stingless bee or a solitary bee generally in the forest area there is a plant called as canary amstrictum, some chemicals so the bee harvest that particular you know secondary metabolites bring back to the nest and plaster the nest because the secondary metabolites are anti-microbial in nature okay so there should not be any infection to the nest, so in texture industries in the leather or maybe it is clothes, in my you know moisture ridge area there may be you know you will find certain infections to the clothes or leather so if you can use that secondary metabolites in those textile products probably we can avoid these infections. So we have to mimic from the nature learn basics from the nature answer I would like to suggest one thing definitely in the digital era we have a number of initiatives which you know create a kind of awareness about various products of textiles and other things but we have a number of entities like different you know government departments like Postal department so if we can make use judicial use of the Postal departments we can do wonders probably we have tech textile products in India, so if you can maybe publish a kind of pictorial postcards on GI tagged textile products of India or probably different states or different province they have their unique you know products with us so to promote our own products if you can have such you know pictorial postcards with us, so this is our plan it's a pictorial postcard and it is a government approved you know picture postcards and from our each state, if you can promote pictorial postcards of our product that will be our biggest impetus for our products so we can sensitize people and we can reach across the globe with our local products so that thing I would like to share with you sir. Similarly we can have a special cover it is called as **Vishesh Avaran** (*Special cover*) of postal departments and you can see here it is purchased it is there on the special cover and actually it's a piece of cloth here you can see it's a piece of solar charka on the special cover so similarly our products if you can you know put on special covers we can sensitize the globe similarly we have very important indigenous products like Ghongri, is the fine product and we are only restricted to the you know as a blanket but number of things we can do wonders with the Ghongri, so such native products our ethnic knowledge should you know properly tap and bring into technologies to promote our basically ethnic sciences thank you, thanks for the opportunity.

**SA:** I mean what each one of you have spoken I think will resonate with all of us out here and all I would like to say is we need to be more conscious and we should know what we are buying and what goes behind the making of it, so that is very important and each if each one of us do that I think we are in for a better world and I am sure handlooms can really be glorified like in the past, we should be progressing in leaps and bounds. Thank you

**AKN:** Thank you thank you madam for that now I would like to open this for questions, there are a lot of people who want to ask questions,

**MC:** But we'll allow three. We can have more if there is time.

We will see so we'll one is this lady, you have lifted up your hand I will come to you next

**Q1 from Dr. Rashmi**

If I ask the question in this forum my students will also get to hear the answers.

**MC:** Absolutely, so I am coming closer

**Dr. Rashmi:** But the thing is you all like I know you are from GOTs like you represent and it talks about organic textile standards and time and again like me also being a faculty our students do want to do several projects related to sustainability and then we pull them back saying first you need to understand what is sustainability. Very often they get confused organic and sustainable and I understand organic is a subset of sustain like everything which

is Organic may not be Sustainable need not be so I was just like you people were discussing so what are your opinions like from all of you about the sustainable apparel coalition which has come up with Higgs index which is trying to standardize you know you were talking how to say it which is sustainable so they have this core and we teach them partially we do not have the license version so what are your opinion like can that be one tool too because I have people like you are from biosphere so you people are from that environment so I would like to know so that they also get benefited out of this uh so what is your take on it thanks uh that question is really close to our hearts first of all uh there is a very uh minor difference between what is natural and what is organic everything is uh no like we need to understand the basic differences between this since we all are here from the textile fraternity

**AG:** I would just like to take one, I would like to give a small example how we differentiate between what is organic cotton happens to be the we call cotton as the king of fibres because it is the most dominantly used fibre across the world and then we are very proud to announce and we are very proud to know that words 51percent of organic cotton supply comes from India, 51 of certified Organic cotton comes from India in addition to that more than almost we are having 15 000 close to 15 000 certified companies which are producing organic textiles and within that also again India is the top most supplier of organic textiles in the global world so the responsibility along with the pride is more on us the standard is based on is based on three parameters – Social, Environmental and Ethical, these are the three big pillars of the organic, I mean the GOTS standard if you keep on going talking about GOTS itself it will take whole day but I would like to clear only one point that you have asked me over here what is the difference in the organic standard of the textiles, we don't allow any genetically modified organisms we don't allow any GMO seed or cotton which is grown by using GMO seed to be covered under the GOTS all the other fibres which are grown naturally, as per the organic standard and which falls under the ipharm family in India the organic standard is governed by APEDA likewise in US and in Europe there are various other agencies which cover this term organic. In many of the countries like in us the word organic is legally protected so as an advisory I would like to tell you that when you are using this word organic for your business perspective please keep in mind that which country you are exporting to because somewhere it is legally protected and you should not be you know have a victim of having a wrong claims on your product which will harm your name and harm our country's name also because we are the largest supplier of organic cotton so this is the major difference that we don't allow genetically modified organisms seeds all natural all the cotton and every like silk and all should be grown in a natural processes and there is a complete system how to be followed we are very much open. I mean in previously in past also for NIFT my ex colleagues have already organized some training sessions some for the students and we are we always welcome such moves and if you need we can always come to your Institute and give a special training program and one day seminar for explaining about in depth knowledge about the organic textiles so I think for now consider the time constraint this is okay.

**DB:** About that sustainable fashion concerns not just addressing fashion textiles or products but also addressing the whole system of fashion, there is where the differentiation basically lies when we really use a sustainable fashion we are not only addressing the textile or the basic this thing but the whole value chain whole supply chain and when we look at this thing there are the social aspects, the cultural aspect, the ecological and the financial systems, that's often ignored when we talk about sustainable products and we really have the production done in Bangladesh in India and being used in US that's not sustainable fashion, because there is so much of cost which is really incurred in transportation which actually loses out the sustainability aspect, at the same time when we really look at we also have to look at the user the user is a very important element which gets missed out when we are



talking about standards, when we are talking about so the consumer the way he is consuming the product, so not only on the production process but also on the consumption process we have to sensitize the users to use sustainable fashion, which effectively means that the sensitization has to be done two prongs, from the production side as well as from the consumption side where all of these really come together to form what is called a Systems Thinking Approach, where we really bring in multiple stakeholders together and try to find out how we can synergize towards a more sustainable way.

**MC:** Thank you thank you ma'am.

Yes Ms. Kanika you want to ask a question?

**KB:** So, I would like to address this to the Doctor scientist, Sholapur so you know, I think isn't it important to make our traditional arts and crafts contextual and I think that is where the designers come in I mean I designing so much in the segment of home fashions and you know hotel fashions I would love to use a show uh for each other okay on a bed back over you know hotel uh you know the rooms but the point is it's so difficult, you know transforming their mind sets you know it one has to really do some kind of a *Jugal Bandi* (synergy) with the craftsmen in terms of the designer has to make that extra leap extra step and I think 50 years back whatever the Sholapur Cheddar was and everything else in our traditional you know arts and crafts was all very good, because now the times have changed just as you are embracing technology and like madam said Metaverse, same way I think we have to take leaps and bounds in transforming the artisans to meet what the you know the consumer wants today so I think that's going to be an extra effort and that's where then acceptance for the crafts will also come because we have so much wealth in the same you know in this field

**SP:** Yes, it's a very valid kind of observation rather I say.

**AKN:** So many people worked for quite a bit of time to ensure that this event happened and so this event was not only here, it happened in Bangalore, Mumbai and as we go to Delhi we would try to integrate everything together and take baby steps to build such an ecosystem together.

Thank you, so much and it was lovely working with you guys.

### 3.3 Start-Up Presentations

Three budding entrepreneurs 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. Sakina Ansari, MAALGAADI**

**MAALGAADI** explores several concepts - at the forefront is the crossover between fashion and interiors and with it the juxtaposition of materials, scale and form. It houses an assortment of quirky installations, an eclectic mix of high end fashion from few of the best fashion labels in India, interior and lifestyle accessories.

Foraying into the sustainable design space, Ms. Ansari talked about her debut apparel collection. It uses cotton cultivated, handspun and hand-woven at the Karunganni village located in Western Tamil Nadu.

Please see the Video to know more about the startup in Annexure G.

**Mr. Kartik Raichura, Websites.co.in**

**Websites.co.in** is a Consumer Internet and Mobile (CIM), SAAS platform and services play that enables new digital solutions to connect people, allowing them to share ideas and do business more efficiently. The Websites.co.in platform enables businesses to get an active, geo-location based, online presence within minutes using their App or Web dashboard. Their online discovery model enables a customer to quickly create, update and manage content on their website on the go through their app and web platform.

Mr. Raichura presented case studies of how young entrepreneurs, Startups and MSMEs have benefitted from using this no code platform by creating and promoting their business worldwide. He also demonstrated how a website can be created in 5 minutes without any coding or technical person.

Please see the Video to know more about the startup in Annexure G.

**Ms. Bhavini Parikh, BunkoJunko**

**Bunkojunko**, as a label, is a blend of sustainable and innovative design. They design, deconstruct and develop chic garments using industrial waste, dead stocks and sustainable material. Every product has its own story and no two garments or products are the same.

They try to adapt this thinking in their design process- where clothes are comfortable and utilitarian, made up with up cycled as well as in their production process- where they try to work on a zero waste policy. Everything from post production is put back into use through various kinds of patchwork, knitting of fabrics, making accessories etc.

The complete presentations and videos of the Startups are shared in the Annexure G.

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

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

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

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

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

**Panellists:** Ms. Kanika Bawa, Director, Design & CEO Interior Design

Ms. Savitha Suri, State President, Maharashtra Handloom Council  
of WICCI

Ms. Jyoti Gupta, Maha Chaupal, WICCI

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

**MC:** Well, moving on to the panel discussion on Customer Oriented Designs and Product Development, we have a very interesting panel and it gives me great pleasure to welcome Dr. Rumbidzayi Masina, Professor University of Zimbabwe, Textile department, to be one of our moderators.

Ladies and gentlemen, my dear students, a big round of applause to Dr. Masina.

I would also like to invite Miss Kanika Bawa, Director - Design and CEO, Interior Design to be part of this esteemed panel. Kanika ji, a warm welcome to you to.

I would also like to call upon Ms. Savita Suri, State President, Maharashtra Handloom Council of WICCI to the august panel, to share her views, a warm welcome to you madam. Welcome Madam, can you take your seat please.

Students at least you all can clap, thank you!

And finally, to join this august gathering I would like to invite Ms. Jyoti Gupta, President, Maharashtra chapter of WICCI.

Very interesting panel and I am sure, we are going to enjoy it.

We will wait for Ms. Jyoti Gupta, I visited your stall in the morning very beautiful just like your Sari.

Thank you, I will now leave it to the moderator, to take the session forward.

**AKN:** Thank you! As you create a product, it has to go out of the market, somebody has to open his or her wallet to buy it, without that business does not happen, we may have great products but unless until there's market acceptability only then things move.

Keeping that as a base and how do you create a product which the market really demands?

So these are the questions, I will be asking my fellow panel members, trying to understand from their experience what they have done and I am also going to request the lady from Zimbabwe, she is a professor and understands textiles very well, so I will also leave it to her to ask questions to the team or would you like to say something?

**RM:** Thank you very much! I am Dr. Masina from the University of Zimbabwe. I am in the textile technology department and I am very happy to be part of this event and as we are talking about SMEs and we are talking about our customers, we are talking about job creators, we are going to learn more about how we are going to take our products to the customers? Who are the consumers of the products that we are going to produce so we are going to hear a lot from the panelists decide how we are going to interact as designers? what role our upcoming designers who are our students going to take in as far as marketing is concerned in as far as customer oriented design can be promoted?  
So over to you!

**AKN:** All right. So, let us divide this discussion into two parts, one is the Customer Oriented Design and after that let's talk about the Product Development towards that design.

I would like to start from you, Ms. Jyoti (**JG**), you have been in the business for some time and you have also seen multiple business both nationally and internationally and therefore, I would like to understand from you what do you really mean by Customer Oriented Design?

**JG:** Hi, I will begin by saying that I have a corporate experience for 15 years, where I have been a product developer for a cement and you know how hard cement it is to sell a cement product, because the product is homogeneous. But the beauty of textiles is that it is heterogeneous you know but the point is are we really concentrating on the buyer, what is it that he really wants?

So I mean, it comes from my experience in cement where I have been able to sell, why because we were able to create a certain brand for it and same goes for your product.

In India we have so many products, we have such beautiful techniques of you know can that can be applied on the on the fabric that and lure the customers as well I mean in my experience I have been to textiles for the last one and a half years. I will complete my two years and it all started by an accident. You know a newspaper article on Kota Doria, I am a Marwari from my background and of course a marketing person so it sort of created interest and that's where it all began, the biggest thing that I realized about Kota Doria which initially was only about selling the product so that the point was to sell their inventories but then I gradually realized that the customers are not happy because they are

getting the same Monotonous colours, Designs and zari, people have really forgotten what exactly what Kota Doria was? That it was not Zari, it was basically plain combination of cotton and silk which is so lustrous, so billowy you know the fabric, which I believe in the whole idea of Zari, it was being lost.

So, I think what I have done so far is basically to revive that to remove a bit of Zari and bring in newer variations to the same fabric to show versatility and the very belief that the product is very delicate and it'll tear you know, is now behind after all these concepts that I have applied on the fabric, so that's all has been my experience, it has been a good experience.

Then we did our first Kota Doria exhibition in France, at the Silk Lyon festival. I think that is the first time India actually presented itself and I was very proud, I am extremely you know I was honoured that I had Savita ji with me, I had Tulika from ICCD, you know to be with me to support me. I can say Savita is somebody from whom, I have learned a lot from her and she's an excellent person and a sovereign, I would say in textiles. I am very new to this sector, but I think what I have learned is basically I research a lot and I try to understand what the market wants and that is how I have come this far. You know that if you want to sell, you need to create something new, you need to bring in variety, you need to show versatility in the fabric and that's how you actually attract consumers.

**AKN:** So let's talk about your French experience and when you went there and fine, you wanted to talk about your product line and you started interacting with people, there must be some change in thought, some change in orientation, so tell us about these there are a lot of young people who would be doing this in future, so your experience will help them orient towards the market and which eventually leads into sales!

**JG:** Actually, I could confidently go to France, because I have travelled across a lot in Europe mainly because I was a Sales specialist from Lafayette, which is a French company and then moving to CRH which was again an Irish company, So I have gone through the Europe extensively, I have travelled most of the European countries, been to Australia and people have a very different taste so Europeans are typically who like a lot of blue colours blues and browns and blacks, so similarly if you see, and I mean, I have been a big time buying stuff from Marks and Spencer's and also you get to know what kind of colour people usually prefer and would like to buy. However Switzerland was a very different market because they said why you are bringing such blues and blacks and browns for us we need reds we want some bright colours, now you need to understand what kind of colours work the seasons? What is going to be the colour of the next year? You know, you have Pantone where you can actually check out what is the colour for next year 2023! Start to make designs, your own outfits considering those colours, so you have to first research,

there's so much of text content on the YouTube, where you can actually see what all is being sold. Marks and Spencer's and H&M are great examples, where you can see what kind of colour combinations are taken out every year, every season and that's how you should keep following. If you keep following for four five years, you will understand the kind of colours people actually wear. However in France, I just knew one thing Bonjour! And japa long.. That's how I managed all my sales in France, that's all I knew!

**AKN:** Very interesting, so I am going to come later to you and ask you about how Artificial intelligence systems can replace this generation of customer demand, but that's something for the later.

**RM:** I know not going to have a customer at one end and the designer remains at the other end, but they should engage there should be an interaction so that the designer gets to understand the demands of the customer, so that they design according to their customers' needs like what have just been said, that there is a need to understand different aspects around the design, the colours that the designers would want, at the events that they would want to use them for their designs. So, there is really need for this research that has been mentioned, there is really a need to come closer to the customer and get to know and produce data driven designs, so we would not want a situation that in Africa we are known of getting imports only relying on imports, getting clothes from other countries, but we have designers in our countries, we have designers in Zimbabwe, but they need to step up their efforts so that they design their products, they design their clothes that are customer oriented so as long as the designer understands what the customer needs, then it is demand driven and the designer will actually be able to realize a lot of our profits the designer will be able to survive and compete in environment even locally and abroad, especially when you are looking at Africa we can have designers that can also compete abroad.

Thank you

**AKN:** Thank you!

I like the term which you use data driven design and so my question to you Kanika ji (**KB**) is related to data driven design, now how do we use this data which is coming up for understanding the demand.

**KB:** See, I think actually you're not asking the right question to the right person, what you are asking you know, I think somebody else will be more equipped, but let me give a take on this. Post pandemic you know the whole world was at home, let me talk about basically Home textiles, because I think you will have a whole lot of section of people and designers talking of Apparel, but not too much is spoken about the Home textiles and Home fashions.

So, if you think I mean if you really go to see post pandemic the whole landscape of the home fashions has changed it is transformed. I would like to really say that you know personally I would like to use the term which is the consumer is now looking for a home detox movement, you know, which is I mean it is just my personal coinage but you see today after the pandemic I mean we're still reeling in it, but the customer the consumer really knows his mind, in the last two years they have done so much of research and truly today it is customer centric you know as designers and retailers or you know people, exporters, we need to understand the customer and so hence the emphasis on customer centric, client centric, you see today you have living examples you see fashioned in a you know a lot of fashion designers are all entering into the home fashion, home textile segment, why? Because there's big opportunity here, right. This is created from whom? Who has created this opportunity? The customer who is sitting at home. So you know, to answer your question, I am going to answer your question in a different way because I am not really like a computer or an internet maverick like the gentleman there, but I will try to do justice to your question, so all these things you know, the whole landscape has changed and you see designers like Sabyasachi, you see designers like Ritu Kumar, from fashion from apparel they're all coming into home fashion imagine look at the change in the last two years you see everyone you know every fashion designer is wanting to get into the home section right? Why? Because again the customer the client is driving this right and there is this whole segment has so much to do, there is a lacuna, yet not much has been done in this segment you know a lot can be done, you know achieved in terms of what the customer wants in home fashions the other thing is very one you know every retailer or wholesaler or a designer knows the process what is the process, process is to design for the customer right so design creates and waste. Now waste is again a huge opportunity, which today the customer can understand right that is sustainability so these are again you know pivotal areas and these are touch points for the customers which designers and retailers and exporters must understand today customer is truly the king in the last two years of the pandemic he studied each and every website he has you know served so many places right so he definitely is in sync with trends, you know whether it's bio mimicry, whether it is you know ecological homes, ecological home fashions which are made from banana fibres, hemp and things like that, so again it's like he wants many more options, he doesn't want to be stuck with a few customer is the king truly even if you see like the ecological way is the wave in the future and that is the way to be so we really need to understand and our product design has to be in that direction is the way forward.

**AKN:** Yes so very interesting, so when we use the word customer oriented design and this question is to you, the lady in the yellow (Savita Suri -**SS**) how do you really aggregate this

demand, because for any business house there has to be a reasonable demand before he starts production in those kind of things, so how do you aggregate that?

**SS:** I will take this from the angle of the handlooms, because that's the landscape I work in and considering that the number of students are here and I hope some of them become very big names that we can track in the coming years, there's certain basics that I will go into before I come to how the data can be read, you know there has to be an **Awareness** created there has to be an **Appeal** and there has to be **Accessibility** in order to get commercial viability, so I call this the **Triple A**, now this will be resting on a foundation of authenticity, credibility and sustainable value chain principles. You know at the end of the day each one of us here is a storyteller sometimes we are telling our story when it comes to textiles we are telling the story of not just ourselves but we're also conveying stories of perhaps centuries old we have stories of our weavers of our crafts persons of our surface embellishment craftsmen we have 100 stories we tell on textiles to that a designer adds their own layering or their own interpretation of that the challenge is how well can I tell my story to make it viable for which I need to understand the segment I am selling my product to a lot has been said about making it for the customer now.

There is a quote that says –

*“If you are looking for a book and you don't find it, you have to write it for yourself!”*

This is the same, you know there are two kinds of customers - one who is looking for a necessity, now I could go out into the market and look for a handloom towel, it's a very simple thing but it does require a lot of design as well, it is not a *Ghisa Pita* (very lack lustre) designing that you do, towels can look very interesting, even when they are just ordinary hand woven cotton towels, there is a lot of technical finesse that goes into making a good towel, I could make a towel which is an answer which comes as a solution to a customer's problem otherwise, I create the problem and give the customer the solution, I make it aspirational

**AKN:** Very interesting, you create a problem! And give it to the Customer!

**SS:** Of course, I create the problem because then I can highlight the problem and then I create the solution, so they come to me for the solution that is a win-win situation for a designer, right. I don't need a Sabyasachi lehanga but now he made it, it's a problem for me and because it's a problem for me, I will have to buy it from Sabyasachi right and then he goes and diversifies into Home fashion like she says and yes that's a huge segment you know hand looms especially handlooms and I am coming from that perspective, does not have to be about the clothes we wear, it could be about the cushion covers we make, it



could be panelling on the walls for interiors, it could be so many things I know that in the northeast women weave bags in which they store their pan and beetle nut they weave these bags on the back strap looms, beautifully embellished bags. So much can be done with hand looms that I think we're not doing enough justice so yeah, like I said once you have a product once you've all of this all of what I am saying requires you to have your ear on the ground, how do you get data? Where does this data come from? you know data sounds like such a big IT word, it doesn't have to be it doesn't have to be data is what we do sitting on the bench in a park eavesdropping on what the other people are talking about, data is what I collected when I was a back bencher in the morning session and I was listening to what the students were talking while the panel discussions were happening here, that's data too right what do I do with this data is what matters you can collect data any way you want but the best most reliable way for you to do is to keep your ear on the ground to have real time conversations with real people you know we're so focused on technology and IT, we are having conversations in the virtual space which are heavily moderated modified conversations, real-time conversations with real people with your ear to the ground at all times and much as I think, I should not be saying this there's more to be learnt outside the four walls of the classroom, so if offline classes are there and you are traveling to classrooms, do try and meet people outside try and do site visits try and talk to craftsmen try and talk to people who working in various capacities in that landscape and gather these stories because at some point our life is all about joining these dots. Have you played joining the dots as kids that's what life is really about at this stage we're just putting the numbers together, we're just looking at it and saying okay 1 ke bad 2 aur 2 ke bad 3 (After 1 is 2 and after 2 is 3) then you start, the picture starts emerging once you start joining the dots so I think you're at the stage and so am I, where we're just counting the dots that we have to join them, so this is really data collection, that is how you will read the customer and that is also the way you will ensure your own commercial viability and sustainability, you know you will be sustainable only if you understand what's going on in the customer's mind and the customer can think both ways, so you'll have to be two steps ahead of the customer at all times, two to five steps ahead, so it's really about that, so don't get bogged down by big buzzwords like data and sustainable fibres, it's all there, we know all of these things you ask your grandmother about sustainability she will do a brilliant three-hour lecture on sustainability, what Bunko Junko is doing is sustainability, when we use a cotton shirt that becomes a *poacha* (a wiping cloth) eventually this is one form of sustainability, *Kantha Quilt* (Quilt made by sewing old clothes with embroidery) is sustainability, when my Sari, I get bored of it I get a dress stitched out of it is sustainability! So we have known these for the longest time in India, Recycling, Up cycling, Sustainability these are words of the century, yeah buzzwords that we're using big data analytics data gathering, data driven products all of this has already been there you just need to look back and see how your childhood was

have conversations with the elders in the family and start connecting it to what you're hearing today and I think you've got it all sorted out, I think you'll have great careers ahead if you all are able to do this!

**AKN:** Fantastic sustainability asset exists today and the world has to learn a lot from us, so keeping that in mind how do you think and this is

Back to you ma'am, how do we take this idea of sustainability as it exists and link it take it to the world?

**JG:** The world already knows about it, we are just coining the words everywhere.

**KB:** But the point is how do we use our own stuff instead of buying anything new that's what I feel okay and of course so you know will just share with you know basically what we've been doing so in terms of we've been making you know uh stuff for the home and home interiors from a lot of waste so we had from couple of projects we had a leather waste so we utilized that for leather like you know leather panelling for the walls we made a lot of cushion covers from leather waste we made floor coverings from leather waste then yet for another company they had you know you see a lot of denim you know surplus waste left after they you know do the cutting pattern drafting there's a lot of stuff left so one of the companies came to us and we made chairs from denim waste you know we also made these denim art panels with a lot of this zipper embellishments and that turned out to be quite a transformatory wall surface so that was again very interesting so we've used a lot of leather we've used denim we've also a small initiative that we're doing a CSR initiative with another company where we are using the Pettény waste now pettinee is so expensive and I was like surprised to you know I couldn't fathom the pricing of a pettinee you know, crafts object or whatever a sari or a panel for that matter so there was so much of Pettény waste and we again did a lot of transformations again all for a hotel, so we used it in the you know the wall coverings we used it for the bed bags uh we also used a little bit as a mural, you know we created little mural panels of the pettinee, so I think it's for us to really reinvent, like even Bhavani ji mentioned in one of her slides she was showing a wood carving, all that carving waste she created something really WOW! I mean it was unique!

So, I think all of us like madam also said like you know our grandparents, grandmothers have been you know excellent, what do you say, how do you say that messengers of sustainability because from times immemorial they have used a Saree into a Dupatta, Dupatta into a curtain and things like that.

So, I think also, if you go back to one of my recent world records which I created with Smriti ji at Pragati Maidan, that was the world's largest ecological cushion in the world which is 25

feet by 25 feet and it has all the waste yarn as the filler and it has stories of Indian embroideries and Indian textiles on one side so it's called it's there in the Limca and Guinness book of world records and this was my third record before that I have got the record for the largest art Kolhapuri Chappals which was inaugurated by PM at the **Make In India** show in 2016. So the point is you don't have to be a textile designer. I feel textiles is an amalgamation of interiors, architecture, fashion and textiles there shouldn't be a dividing line it's all overlapping, so it really encompasses the sensitivity and sensibility of all these fields and finally it's upon us to realize this and to transform and what better use and make use of waste and again the pandemic has taught us everything.

We were doing so much no, just as that Asian paints ad that says – *HAR GHAR KUTCH KEHTA HAI* (every house says something) same way when you do some kind of sustainability at your level it again reflects about your principles and it goes to reinforce so much more you know and make the world a better place to be in by utilizing the waste. Could I just add to you know, I just wanted to add this thing when we talk of Sustainability and a whole lot of swap like I said we are storytellers, what I would like each one of you to do, I mean maybe on your way back home is to just jot down three things what's your favourite memory of food what's your favourite Food Memory (not what is your favourite food) what's your favourite story of your grandmother or your mother and third what's your favourite place, which is the place that your heart feels most comfortable at. Look for answers here and you'll find that sustainability is not a standalone value or principle it is part of the cultural ecosystem that we live in so when you go out on field visits and you're looking say at a weaving cluster yes you are going to learn the warp and the weft, the design, the history of the textile and all of that, but what you will also look at is how do the weavers live? Who are the people who are helping the weaver? Who are the warp winders? What is his wife doing? What are his kids doing? How does the village come together to build this ecosystem? Because the deeper you go into this you'll realize that it's a very complex interconnected ecosystem, so when you design a product it needs to appeal to the cultural ecosystem, your customer comes from more often than not, when a product fails it usually fails because you're not able to create a lasting impact and connect with the customer so part of your data, part of your research has to include how does my product fit into the customers cultural ecosystem and how long lasting is it going to be? Is it going to be part of a cultural fad the customer is going through or is it going to be part of the indigenous native cultural ecosystem the customer belongs to? So, I think this plays a huge role in Product design, product Development and Product marketing as well.

**AKN:** So we are talking about value proposition for a particular segment and unless until that value proposition is not connected to the segment absolutely just don't move forward! You wanted to share something?

**JG:** I feel sustainability is something which should not be restricted to just this section of students which is textiles, I think it should be become a classroom subject where every child should be taught sustainability from the very beginning and I think once you know if that starts saving and I think a lot of we will see something really new something different coming up going forward.

**AKN:** Madam, how do you look at sustainability from your country's perspective and larger Africa?

**RM:** Thank you very much, this is working okay, thank you very much I am looking at sustainability in terms of restyling, say the garments that is being used by the mother, the mother no longer needs it that can be restored into another garment that can be used by a child, so we call that restyling or we can take a garment say it's like in our country, we use shades shade blouses straight skirts so on a straight skirt say there's no there's a style feature that I really need to add to that skirt that I used to wear I can add for example a pocket to that so that's restyling and that garment is now sustainable. I can continue to use it say I no longer wanted the garment anymore but because I have added another style feature that's restyling and that the garment becomes sustainable we can also talk of renovations whereby the garments maybe the seams are worn out the pocket is on out the collar is on out we can assess the extent of the damage on the garment and if it is necessary then we can redo the process that has been damaged and then that garment can be worn again we can continue to wear that garment so in that manner it becomes sustainable so over and above making the existing garments continue to be used we can look at these garments that we can take again and then destroy and come up with new garments new products all together. I mean we can um redo them and then rework them into new products we can come up with a variety of products and our country is known of a very good products that can be sold which are made from these garments that have been used and that have been remade into other products like the dormant, the placements, the gloves, so we can make all those from um through recycling the products and that way the products we can now talk of sustainability and in design in product design we need to understand the customer before the product is made during the use of the product and even after the use of the product so during before the product we are saying like we have been saying here already that we need to know what the customer wants right there we are now the customer has the product how are they using the product? How are they taking care of the product that's part of sustainability right so after how are they going to dispose of that garment? so this process is very important and we are looking into this and in Africa in Zimbabwe we are also valuing sustainability of textile products and we are not just throwing

the clothes they use the clothes in the landfills, but we are making very good use of those clothes in coming up with new products through renovations through restyling and through recycling and coming up with new products and I would want to believe that this is also happening in other countries like India.

**AKN:** Thank you. From sustainability let's go by which I went slightly tangential, so I want to come back to the Customer Oriented Design and I really wanted to understand that Madam from you is this that we have our products we make beautiful crafts and finally these crafts have to find a buyers and the likings of a buyer willing to open his wallet on first to purchase could be different we as a nation are great in our products we do a lot of good work but unless until we are able to link to the market in the real section should go forward looking at that aspect?

**SS:** I will take this in two parts one comes from my experience at Lyon last year in November, the Silken Lyon is the world's largest trade and networking fair for silks and it's held every year in November in the city of Lyon in France and for the first time India had a four-member delegation, Jyoti Gupta of Kota Doria was part of that as we had curated a traveling museum of Indian silks, India is the only producer of all the varieties of silk in the world we have five and we took about 250 samples of products using silk, right from embroidery threads knitted crochet yarn to shawls to sarees to whatever and we did curated walks for all the visitors in the sense that all the visitors who came for Silken Lyon got a guided walk through a selection of our textiles yeah so every time it would be say 10 products that we are putting out there and we talk about it and the product combination was like you know sarees with surface embellishments woven textures and a whole lot you had Ajrak you had Bandhani, you had Hand Embroidery, you had so many things going on what I personally found very interesting and this is something that I firmly believe in is coming back to what I said earlier, we are storytellers we have some amazing incredible stories that India has to offer every I think every one of us has a million stories within us it's about how well we tell those stories because I found people paying 15 Euros every day to come back to listen to the next set of 10 stories that India was willing to share, they would come back with book and pen and say can you repeat what you told us about Ajrak can you show us again, how Bandhani is made? Can you show us how to drape the sari? Can you show us how to wrap a two and a half meter Dupatta as a sarong there are stories of craftsmen there are stories of our every textile motif has a story somewhere, I feel while looking at the price tag alone both as designers, entrepreneur and customer we miss out on the million stories that the fabric is telling us so for me it is very important that when we go out into the market, especially the international market what sells for India is the stories our textiles narrate, no other country has the diversity or depth of stories that our textiles offer no other

country and I am saying this with a lot of conviction and pride because I stood there in with so many maybe what hundreds of international participants there and no one told the stories the way India was. We were the only pavilion that stayed two and a half hours after closing time because we had so many people visiting and also uh the again it's a matter of pride the Indian delegation got a standing ovation at by the French government for its contribution to silkenly on this game entirely, because our textiles told the stories, we need to be very good storytellers and two we need to value our products better, The one thing that was I repeatedly told to me was that how are you pricing your product so low why are your products so cheap? because just to give an example there was an Eri silk throw that we had that was priced at 3000 rupees and this came straight to us from the weaver it came from the producer location and they were shocked because they said we are willing to pay 40 000 for this how are you selling it for three and I wanted to tell them you know in India. I would be standing here listening to other customer bargain and say but why is this so expensive, we under value our products and the question is very embarrassing because they asked how do you expect us to value your products if you do not value it yourself and we do not value it because we do not I think somewhere have enough conviction and belief in our products we are selling the story of the poor weaver so much we've forgotten that he has a right to be proud of his skills and craft, we keep boasting of a 5000 year old heritage, so are we valuing the work and craftsmen enough you know there is room for everyone under this sun, so there is a room for 100 rupee towel, there is a room for a 10 lakh rupee Sabyasachi and a one crore Sabyasachi as well the point is how well are we valuing what we make is it because we do not understand or believe in it ourselves don't we? believe our stories enough, I think these are the two things one be a very good storyteller and that will happen only if you have understood right from the grassroots if your ear was to the ground you've heard the stories, there is authenticity and honesty in your work, you will be a good storyteller because you don't have to spin lies your story, will be told by the textile or the product you produce, so you don't have to worry as long as you're authentic repeated authenticity will give you credibility with credibility comes commercial viability with commercial viability, commercial profitability will come, because you know that many this product is worth this much and don't back off when you discount your product when you put down the value take a 25 percent discount, it is a sign of desperation, 50 percent clearance sale flat 50 percent off all my products, so people will wait for that 50 percent sale you're offering and by then they won't buy the rest of the year, that's not a sustainable business practice either, which is why in the beginning I said Authenticity, Credibility and Sustainable Value chain principles are what is going to put India on the road to that trillion dollar economy, these three especially for the landscape you all are working in going to work in. I think this is incredibly important that we value the stories we value the product in monetary terms in as accurate and as beneficial a manner because you are going to earn you are

going to feed a value chain as well they need to grow along with you only then will you grow better so I think these two things, if you ask me.

**AKN:** Mesmerized hearing you. Fantastic, would you like to add something to this?

**KB:** one important vital point I mean they are ready to pay much more for anything. Handmade because it's very exquisite and also they understand the kind of toil the person has to go through to really create that piece of art or you know the home accessory second thing I would say is application the greater you know demand is always going to be for application only you know using that craft for a curtain and a cushion or a table mat or a runner you have to look beyond that you have to give it a new language, the same craft which was 50 year old you need to give it a new speech the voice has to be different.

**AKN:** So we are talking about different orientation and take that forward with that

**KB:** yes that.

**AKN:** Thank you so much for this.  
I would like to open for questions.

**MC:** Unfortunately we don't have too much time for questions. Rupaji, Namaskar, warm welcome to you, Rupaji, Namaskar I said a very warm welcome to you!  
We have the Executive Director, of the World Trade Centre, let's give her a big round of applause, so whatever is happening today is because of our blessings and our support. Thank you Rupaji, Thank you very much,  
Okay so what Yash is saying nothing today would have happened and tomorrow without you. Thank you, okay now I have only time for only one question, a quick question and a quick answer, okay one quick question, Okay Dr. Reddy!

**Dr. Reddy:** My question to Savita mam, it was very interesting actually I was feeling sleepy but the words the way you were talking actually I have got realized like it is true you are very clear like Sprite.

So my question is very straight how do you value the product? Is it through its intrinsic value or is it the amount of hand made the product as madam Kanika was also talking about that and how do you value is it the material, the efforts, the skill which has gone into it? So, because you were talking about 50 flat 25% discount and all these things, unfortunately that is what is happening, you're true absolutely true but which is not the case

in the other parts of the world. So as a part of like, I am into export training so when we talk about value, how do you how it has to be according to you?

**SS:** Thank you sir, so when it comes to valuing a product, I would say this is the commercial value I will make a distinction on the fact that this is the commercial value we are talking not of the intrinsic value of the product which in that case we would not be able to put a price we can't put a price to a painting or to exquisite piece of Art. Jyoti can you just show that Sari, the batik one, you know Jyoti will show this sari and I want someone to guess how much the sari could be, no don't tell you're not allowed to answer I want someone to tell me how much the sari would approximately be? Give or take five thousand rupees, Give or take, what did you say give it five thousand okay any guesses how much 30 000, she said she's the closest it is 40,000. This is an Indonesian Batik, done on quarter Hand woven Kota Doria.

**AKN:** Auction that's an auction

**SS:** Yeah someone's said a lac. I am selling it for a lac to you and the profits I will take.

So that's the thing you know value of the product the Intrinsic Value is something that you as a prospective buyer will look into it someone will say this does not look more than six thousand bucks, someone say one lakh because it looks as exquisite, but the real value which will come is when she tells a story of this. This is Indonesian batik done by a master craftsman on hand woven Kota Doria, so we add up what are fair wages, so I will go the other way round, if I have a Kurta at FAB India that is normally priced at Rs. 2000 Rupees and they are having a clearance sale which I am sure all of you know about 50 off so that Kurta is going to come to me for thousand rupees as a customer if I am truly conscious, I am going to do back working,

Is it coming from their profit? No, Fab India, or anyone is saying, no we'll take a thousand rupees cut on our profit but we will give it for less, are they saying that no!

So there is a Value chain there behind that is paying the price there is a value chain behind that's paying the price so back work if we are working on say even 40 profit margin do your rough back of the envelope calculations and look at what the weaver is left with does that look fair if you were the weaver does that look fair I think that gives you the answer that gives you the answer you know in Europe in Lyon, we went to the weaver service centre and they weaved this thing called Genoa Lace Velvet, it sells at a whopping 23 000 Euros per meter, that's the base price they will not give you discount hazard 23 000 to 40 000 Euros per meter is what you pay because they value the pair of hands that's working on it so it's up to us as a community to keep creating awareness about why handmade products are priced the way they are and it is fair to ask for that price because just like how you and I have dreams and want to grow further the handmade craftsmen working in our villages working in



our tire two cities also have dreams unless they grow we cannot grow handlooms is the second largest employer in the country so the best way to keep that employment generation going the best way to cut migration to urban areas the best way to cut losses of heritage and skills is to pay them more than fair wages, not pay them 20 rupees a meter for weaving one meter of fabric for us, no I think it's worth much more than that so there is an intrinsic value there is a commercial value which will be based on whatever the minimum wage act talks about and reasonable profit margins.

**MC:** Thank you madam, Thank you very much now may I invite

**SS:** We pay for a Paten Patola, don't we? Paten Patola starts at two and a half lakhs it takes three years waiting period so why not why not?

**MC:** Thank you Savita ji

Okay you want to answer the question okay

You want to say something, ma'am take the mic take the mic.

**TN:** Patola, you know the artisans village where we go that weaver Ramesh Pardesi, does not sell anything less than, yes he doesn't I have because they have a he also runs for a similar kind of a story when and if students go over there he is very passionate about his craft, so I am just sharing that will not sell a cotton Pattene for less than 50 000 rupees.

**MC:** So one final question one final question the young lady there, thank you.

**Q2.** Hello, so my question is that we as design students are industry experts we're sensitized, towards these topics so we get to learn about them on a daily basis, read about them so coming from a customer point of view like if I go and talk to my family or if I am doing a customer survey a lot of times even if I tell them about it they'll be like okay but like we are more interested in the trends right so this is just a question like your opinion on it?

If we take the hand loom or the handicraft sector and we create a line merging them with the current translate because everyone is focused on the silhouettes that are trending right, now so if we can create a line to just to create an awareness and get things going so that you know they get a user experience of the fabric or of the handicraft so what do you think that would go like can I take?

**SS:** That you know selling the story of hand looms is like reciting a poem, if you're going to recite a poem to someone who hasn't learned alphabets you're in the wrong place you need

to talk alphabets to a person who's learning alphabets you need to recite poems to a person who's far more literate it's see we're all on the same journey it depends we're all at different points on that path so if you're looking at a customer and you're giving a very elaborate hand loom story to a person who's looking at a handloom for the first time this you have not understood the customer properly you've not done your market research properly so what product would you introduce to a customer like that maybe a towel maybe a napkin maybe a bread roll basket you know maybe a you know a recycled plant holder simple products very simple products that are not expensive to make because the myth is hand looms is very expensive they're dull they're boring they're difficult to maintain you see the huge burden hand looms have to carry other than the fact five thousands of years of history and that is going to be 99 of the people in the country that is going to be 99 of the people in the country I doubt any man here is wearing handloom, I am not very sure man I said man very quickly because I know the ladies more or less I can find some hand looms, the men is much more difficult but Savita ji, but yes that's how rare it's going to be, so you need to create products, that have a very base level appeal at a very low cost that are highly utilitarian by nature not something they're going to take out once a year and flaunt it on Diwali and put it back put it out there every single day can those be placemats can those be tea coasters whatever simple products that the person is going to see every single day, you have hooked a person no the next time they look to buying say a bed sheet or place, mats or whatever they will think hand glue that's how the journey begins so we are all on that same path probably at just different points in that journey.

Thank you thank you very much

Thank you we have to end now but not before, please sit down may I invite the Executive Director of WTC Rupa Naik ji to kindly acknowledge and honour our panelists and our moderators, Rupaji we like to have you on stage please, Thank you!

**RN:** But I do first inform you all that there is an organization in the United Kingdom which looks after dying arts and they come to India and they buy almost a whole lot of crafts and arts which are not really sold in the normal market because they realize the value of handmade products so it's up to us as Savita said all of you have been talking about how important hand loom is and it's up to all of you to make sure that this heritage is carried on in the future generations because the weaver's child is not going to continue his weaving. I don't know whether you saw the Paitanee sarees that were showcased today, so Sonali's grandfather was one of the first weavers of Paitani saris, but he says she told me that her grandfather could never afford to buy a Paitani to make for his wife, so these are very sad stories that we come to know about the weaver himself because he doesn't clothe the clothes his family with the weaves that he makes so beautifully for all of you.

**MC:** Thank you, Thank you Rupaji, I first wanted to acknowledge her Excellency, Ms. Masina please can we have her trophy and a bouquet of flowers, thank you very much your excellency for your participation today, a big round of applause, Please, Thank you.

Thank you, please sit down I would like you to now acknowledge Miss Jyoti Gupta, President, WICCI, Rajasthan Chapter, a big round of applause.

We thank Director Design and CEO of Interior Design for your presence here today, thank you ma'am for the wonderful contribution and of course Ms. Savita Suri, State President, Maharashtra Handloom Council of WICCI for your inputs, your insights and yeah wonderful thank you.

A big round of applause very dynamic Rupa ji, I want you to kindly join them for a group Picture.

Please join them and stand up, Customer Oriented Designs and Product Development Join your hand for some big round of applause ladies and gentlemen.

Thank you

**MC:** Thank you very much.

We are not having a tea break, but when tea is ready, from the last rows, take your tea come back to your seat, then the second row can do same, you can start but don't take a break we are starting the last session now.

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

**Session Chair:** Dr. Bose K. Nair, President, World Trade Centre, Vishakhapatnam

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

**Panellists:** Ms. Tripti Chakravarthy, Assistant General Manager, Trade Promotion and Marketing

Mr. Anand Kulkarni, Founder Director, Dyota

Ms. Shibani Jain, Founder, BioDesign

#### Transcript

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

**MC:** President WTC Shamshabad and Vishakhapatnam Dr. Bose K Nair, is here please come sir.

I would like to invite Ms. Tripti Chakravorthy, Manager Trade Promotion and Marketing, World Trade Centre, Mumbai

I would like to invite Mr. Anand Kulkarni, Founder Director, Dyota, a warm welcome to you. Sir and finally I would like to invite to join this august panel founder CEO Baaya, Miss Shibani Jain

**KVR:** Very good afternoon we had a very interesting panel discussion just before. This was related to the consumer choice and consumer designs, and of course before we actually start this session, as a moderator I would like to know and I would like to request all the panelists including the chairman, to introduce themselves, so that the audience can know who exactly they are, and what exactly we are going to talk about. So I start from my right Madam.

**TC:** Good evening ladies and gentlemen, I am Tripti Chakravarthy from the World Trade Centre Mumbai, I am the Assistant General Manager for trade research programs. So I will be talking on the capacity building through training through our World Trade Centre Education programs.

**KVR:** Thank you Tripti

We would like to have the introduction of Bose Nair sir.

**KVR:** Good evening to all of you I am Bose Nair, I am the President of the World Trade Centre Shamshabad and Vishakhapatnam, prior to that I was with the World Trade Centre, Mumbai as a Joint Director then moved to Bengaluru Centre Bank Road, to set up three World Trade Centre in south that's Bengaluru, Kochi and Chennai, now I recently taken charge as a President of the World Trade Centre Shamshabad and Vishakhapatnam.

I am also heading the Asia Pacific Trade Service of the World Trade Centre's Association New York.

**KVR:** Thank you very much

We would like your introduction, Ms. Shibani

**SJ:** I am Shibani Jain, I am the founder of Bio, and we work with Indian Artisans extensively to bring their products into marketplaces and premium homes and Corporate Institutions.

**KVR:** Thank you madam, thank you for this quick introduction of all the panelists we have here,

So, we are going to talk about the Capacity Building towards Export, And Trade Competitiveness. First of all let us talk about the background so when we talk about the vision and mission of the Government of India led by Mr. Narendra Modi, we are talking about some important aspects like **Vocal For Local**, we are talking about the 5 trillion economy by 2025, we are talking about Atma Nirbhar Bharat or Self Relent India, we are talking about the Export Competitiveness, especially the Export Competitiveness of the MSMEs, we are talking about how we sensitize our MSMEs, the Artisans in the rural areas, the Handicrafts Artisans in the rural areas, how they can be made aware of, how this capacity building among themselves with regard to the export procedures and

documentation can be made. So I would like to first of all talk to Tripti. So how World Trade Centre Mumbai, is taking up measures in terms of creating awareness capacity building and hand holding the MSMEs towards exports.

**TC:** Thank you so much. So as we are all aware we're living in times which are very dynamic and at every due to policy regulations, due to quality standard changes, due to geopolitics, and the entrepreneur has always to adapt his business to such changes, and the only way out to meet the ever-changing requirements, one has to train and so World Trade Centre took upon itself to roll out a number of trade education programs. So we have our institute which is now called as the World Trade Centre Mumbai academy of foreign trade, which was initially called as the world trade institute which got established in 1991, and we started off the first of the training program which is called postgraduate diploma in foreign trade, which is our flagship program. It trains entrepreneurs it's saying Startups in subject matters that are important when doing cross-border trade. Then we got on to introducing the postgraduate diploma in forex and risk management which is mainly for people who are into fund managers who are in cross-border trade investments, and portfolio management and such. So thereafter we went on to bring out a number of other smaller courses. so we had a small course which is a shorter version of the postgraduate diploma in foreign trade which is called the certificate course in export import business, and this was mainly for people who were having a paucity of time, and but however needed to skill themselves with you know the kind of skill sets required to run a business. Then as you're all you're aware that India and China has a lot of trade going on between, the volumes of trade is very high. So World Trade Centre thought it necessary to bring out a language course, and we call it the basic Chinese practical business conversations course, enabling students to converse in in the basic Chinese which is Mandarin for the purpose of business. Shortly after that we rolled out the course which is a little advanced course in the in the Chinese, that also did it very well it was a little more advanced to the basic course. Then we had a number of management development programs, which teach topical issues. So we had programs on Packaging, we had Export Import Documentation. Then we also had global market access programs, where you know students and entrepreneurs could reach out to new and emerging markets through such programs. So we had programs the GMAP as it is called. We did it on European Union, we did it on the Latin American Caribbean, we did it on ASEAN, we did it on Eastern European markets and such, where we called Consul Generals, where they came and made various presentations, on the opportunities that await businesses wanting to do business in those countries, and of course our faculty are experts in the Industry. They have you know real-time knowledge hands-on several years of hands-on experience, and they have very well taught students various subjects on International trade such as you know the Foreign Trade Policy cum Export Exim Finance Logistics, Custom procedures, which are very important in doing business, and I would urge each one of you to consider doing these programs, just to get an edge in your business. So we are rolling out the Postgraduate Diploma in Foreign trade. The next batch which is on April 25<sup>th</sup>. So those who are interested please get in touch with us, we will be happy to help you. So with these few words I hand over the mike.

Thank you very much.

**KVR:** Thank you Tripti, it was like the kind of activities that are being taken up for Capacity Building in Export Documentation Procedures, and other very important aspects related to International Trade. So, World Trade Centre is doing a wonderful job in this regard to see that the Export Competitiveness of the Indian industry, especially goes up by leaps and bounds. I would like to ask the gentleman on my left, Dr. Bose Nair who has spent his major part of his life in World Trade Centre in different positions in different parts of the country. Dr.

Bose I would like to know why we feel that still though we contribute 40 percent of our total exports are coming from MSME sector, but still we see the MSME sector is not at up to that particular mark though it has got its potentiality in terms of Exports, but could not reach to that particular level that benchmark. What could be the reasons and what could be the solutions? Thanks.

**BN:** Maybe I'll start with where Tripti had ended. Now the capacity building is mainly what we look into the existing system, what we have, what way we can improve upon in various way. Now we all say is 40 of the exports or otherwise the MSME is the backbone of the economy and these are a good thing to say, but there are a lot of areas where we can improve upon. One maybe the trade education part of it what Tripti mentioned. See World Trade Centre play a different role, it is not like any other universities or otherwise the academic institution what they pay or the chamber of commerce. Normally whenever we launch a program we do a gap analysis, just to quote you I know it called what Tripti mentioned, there is a reason for introducing the postgraduate diploma in Foreign Trade. I was with the Ministry of Commerce earlier, when I was working with the Ministry of Commerce there is prior to liberalization, maybe I cannot say this one day maybe knowing, I don't know that that time it was a very cumbersome procedure just to clear the exporting board consignment goods, and the layman cannot understand. I don't know what really the policy procedures, what is the exchange control regulation, that type of action. It is okay now, thanks to our liberalization LPG movement, we made most of the things like no symbol, but if you look into for the what you call middle management cadre or in the clerical cadre, you know what we used to say 20 years back the awareness, it is lacking how to do it, then we always are going to look into the consultancy, who can I can make things more complicated, rather than simplifying it, and which we start, either not necessarily blaming the custom offices or the government officials etc. I cannot there should be an end to it, that was one of the reason why we started you know this wrap-up was which working executives can I will not undergo and can understand not the typical like the postgraduate diploma or the MBA courses, what they are looking only to the hard core subject, what it's giving it. Now World Trade Centre plays a vital role in capacity building. How? One the World Trade Centre is a unique organization, we always believe supplementing or complementing the activities of the other organization and we don't compete with them. Now what is our USP our USP is mainly as we have 320 branch offices across the Globe. This is the only one organization which can connect you, if you are dreaming about export, just to the business community, but now you are taking this type of facilities World Trade Centre is known for, One is iconic infrastructure supported with a value-added services. I am not here as a marketer for the World Trade Centre, just mainly creating an awareness part of it. Now here how we play, now we will be in a position to connect you to any country, if you are already selected, you are ground work this is a country, but I am looking for a focus country, we will be in a better position to connect you. We will be in a better position to arrange for a panel discussion debate without interference of the political like cloud because these organizations are a non-political, not-for-profit organization, where the think tank is debate and come to a conclusion these are the things. I don't know what is to be looked into by the government. Got it now, where in it is bringing to the attention of the policy makers we play a vital role, because it is from the experts it is not any scheme of the government, which may be favourable for one industry may have adverse effect on other industries too we have to balance it. That's why I don't know whether centre play a vital role maybe, I could not do any experts like I don't know who worked having a very good work experience I think Deshpande worked with the World Trade Centre Mumbai for a long time I think was an advisor. We look into a critical analysis part of it, then because if we don't do a post office job, whatever we got it. Coming back to Capacity Building, one may be way of trade education, trade information, arranging

face-to-face meeting, and business to business meeting, maybe what it called policy suggestion. We also do a comparative study, the developed country cycle know what they are doing why can't we not looking to adopt that type of policies procedures or these schemes in India just to, which will be more business friendly as such. Now unfortunately coming to the MSME part of it still I don't know, it is working on isolation now the cluster movement if you take it, or maybe town of excellence if you take it, one product one city if you take it.

It's rather good but it is still not there is like no, it takes time, it is happening but it is it's not happening the way it should, but luckily where I know central and the state government have a very good coordination, there it is working much faster, than the other states part of it. That is the only, I don't know, most of these schemes what presently what we have, we copied from the other countries, without understanding whether is it practically possible or feasible to our country. Now look into the SEZ concept, we copied from China, if you look into economics he said the city of Mumbai is one assistant but the production is too high volume but definitely the unit price will be entirely different, what about very less maybe last time to in Bengaluru, we were telling what the government should look into is provide good infrastructural facilities, but the transaction cost should be not minimized one of course to some extent nowadays government interference in the businessman's activities are reduced to a large extent. All the organizations like Ni-MSME, what they are doing in Chamber of Commerce, Export Promotion Council, the World Trade Centre, even the government officials, who are into export act as a facilitator rather than a controller or otherwise a vigilance department. The third thing I don't know what I'm concerned or what I've seen in Bengaluru, if you take it there are quite a big Pennya Industries Association is a very big. Pennya Industrial City is one of the Asia's largest industrialization, unfortunately that industrialist is not doing well the reason is they are not ready to adopt the new technology, now the technology changes very fast if you don't catch then you are obsolete and second thing maybe if it is a family business the taste or the passion of father or grandfather is not the same with the what it called the grandchildren. In that case, I can you have to look into in the changing scenario what is to be able now, what type of business model we have to look into, what type of products what we have to look into, what type of services the consumer need, it is not like it's okay, I have this if you want you take it not, no leave it, you first do a ground work what really where there is a gap what can be not looked into then make accordingly to the need of the community or the customer part of it. If that groundwork the MSME does it I think so I cannot we can really do wonders. I really agree on my previous speaker what she was telling now most of the schemes what you have may be, what you call application for that eligibility etc. I know it is very transparent you can look into even approachable to now most of the government officers work as a facilitator and they do a lot of things but we should take advantage of it if we take advantage of it definitely we can do wonder, the youngsters part of it yes, don't jump into unless until you do your groundwork, first you have to always ignore in the corporate or the MBA what you look into, gap analysis you look into where there is a room for you catch it at right time take decision any decision if you take it there is a risk involved but it should be updated you should be in a position to. I cannot digest attack don't take a risk which you cannot afford or otherwise it is too big a burden for you.

**KVR:** I thank you very much so thank you very much sir so you have got you have given a very clear-cut information to the audience that of course technology up gradation taking the support of the government making MSMEs understand the real crux in the international market documentation procedures the things have definitely changed I am from Ministry of MSME there are so many schemes most of the people have not heard about like there is Market Development Assistance is there is International Cooperation under which this

present program is going on actually one of the main objective of this particular program is to see that you bring international delegates from different parts of the world and share their experiences put forth the case studies of the those respective countries especially the developing countries and understand what are the opportunities we have and they also can identify the opportunities to trade with so all these things they are very important and there are under International Cooperation Scheme, itself their buyer and seller mates organized in different parts of the world and most of the chambers of commerce will organize these events in different parts of the world where the Indian sellers go there exhibit their products and interact with local traders right and try to understand the significance of Indian products.

Now it is time to talk to one more person, we have Anand Kulkarni ji. Sir, I would like to know sir, are you from the textile background?

**AK:** I am from life coaching business, family run business.

**KVR:** Okay so you are from Mumbai itself. So Mumbai earlier, as you know that Surat and Mumbai someone was telling in the morning in the Inaugural session were the Cotton capitals and the textile capitals of the country, Manchester of the East, all these words we have heard about Surat about Mumbai and so on. There are so many family run businesses which were from Mumbai, which were into textile business and unfortunately now they are not doing well, except one or two, if I if I am not mistaken.

**AK:** Correct.

**KVR:** So what should be the measures in textile sector, especially the handloom sector, what measures should be taken up so that not only domestically, they will be doing very well, but also they can penetrate into the international market and can reach to the international markets of international markets and the international customers can accept our products so what measures you feel if you foresee so that our students from NIFT can definitely get into enterprise can get into manufacturing get into design and again can definitely promote their products not only in domestic market but also in international market

**AK:** Very good thank you so much for the opportunity sir, I will begin this with a small couplet in Hindi.

*“Khudi ko kar buland itna*

*Ke har tadbeer se pehle*

*Khuda bande se ye poochhe*

*Bata teri raza kya hai”*

The meaning of this is -

*“Make yourself so much capable that the almighty will come to your doorstep and ask you what it is that you want my son”*

So this is Capability building aspect, if we keep in mind I'm sure each one of us here can help the sector grow to the next level.

During lunch hours, I was just discussing with a couple of students and he said I have a legacy of almost about 100 years my great-grandfathers used to do certain things so these artisans which were there in the initial days and which are there in this proud country India I am sure we have a lot to give to the world of in the last panel discussion actually Madam Savita was just sharing with tremendous amount of passion there is a story to tell are we



good storytellers now there is a generation gap which is being created particularly for you know the ages of 100 years back the business has started or 200 years back the business has started and today the current generation is not interested in the business that's what sir also mentioned a few minutes back why are they not interested why is that generation gap being created if we are able to understand and address these nuances to the core, I'm sure things will be definitely conducive.

Dear friends you need to understand what is capability building is it only taking degrees and certificates courses, yes they form an important and integral part as a door opener, but what is important is how is your attitude towards the work how are you empowering the artisans who have got tremendous amount of talent in them these people are not vocal, they are not the ones who are going to give you PowerPoint presentations, they are not the ones who are having the skill set of good communications, in that situation here is a great opportunity for all the students sitting here. I want you all to think from the angle of how can I empower my artisan in the country can I try to feed him with tremendous amount of knowledge of how his pro how he should develop his product and not how he should market. Philip Kotler the marketing guru says there are four P's that are important Product Placement Price and Positioning, now these four instead of these four p's he himself has realized can it be converted to a formula named as SAVE now what does save stand for? You as individuals should help the artisans understand this. They if they don't understand, do it on their behalf, because this rich culture of this country has to survive and you will have a story to tell what does this SAVE stand for? Save stands for the first one is whatever products are being produced should be **S**olution oriented, how is it a solution to the problem that the world is facing how is it a solution to the problem that a particular community is facing or challenge you know particular city is facing, if you are able to understand what is the Solution that is provided by this particular product, I am sure positioning becomes powerful; the second one is **A**ccessibility and **A**vailability, can you make the product accessible and available and you as business owners or entrepreneurs should think from the angle, of can I be a solution provider, Can I be an person who can make it available, can I be a distribution network creator, can I be a platform creator, with the digital marketing coming in place, now that you know you can be a aggregator that's accessibility and availability; the third is does your product create value, the artisan doesn't know what is the value of his product can you as an individual help him understand the value, I was stunned when I saw that Sari actually costing thirty thousand rupees, sorry, a forty thousand, I was just thinking it would cost somewhere about you know five to seven thousand, nothing more than that, but the story behind it is all that matters when it is said this has been created hand woven and this and that and all those things in a sequential manner if it is done it is creating value for the product are you as an entrepreneur creating that value for the artisan, is what is the question that you need to ask and last but not the least my dear friends very important is we all need to position this through the education that we provide that is **E** so the four Ps are no longer enough you need to think from the angle of sell the product solution oriented, is the product Accessible and Available. Is it creating value and last but not the least am I Educating my people, am I creating Awareness.

Dr. Reddy just mentioned few minutes back okay there are variety of Government schemes which are available but we are not in a position to utilize them if we as educated people are not able to understand, just imagine the plight of the artisan can you be an aggregator between the government and the artisan and try to help him understand this scheme will help you generate good amount of wealth for yourself and my dear friends metro cities are no longer the place to work or place to do entrepreneurship, it is tier 2 tier 3 cities which are going to talk of volumes of creating wealth for yourself and also the wealth for the artisans, so capacity building in all these aspects plays a very vital role in my opinion.

Thank you sir.

Thank you sir very well-articulated very well said now one question to all the audience, especially the students sir is talking about two important things how many of you are risk takers here, how many of you would love to take risk just raise your hand risk takers I could not see these girls in the last how many of you feel that I should take risk I should become an enterpriser I should create value, I should add value to the products I should communicate the products of the artisans to the to the nation, to the international world, very few hands I could see very few hands, now some slowly some rants are rising so most of thank you thank you very much thank you thank you so most of us including me I'm in a government I'm a government servant. I'm sorry to say that but I am hand holding a lot of artisans and I've helped a lot of Startups to do a proper job, so most of us are, we are ours to risk aversion is very much there especially among the present day youngsters, and one very important acronym for **SAVE** for the first time sir, I could know this new acronym as a very good because he's a life coach a very beautiful acronym. He has given to save solution oriented accessible value and education yes, absolutely right sir this is very important for sensitizing the artisans especially the rural artisans so that because they cannot communicate their product has to communicate but as you could see when Sari was displayed can your product speak only those people who know about the product can understand what it is saying. When there is a painting when there is a painting when in eBay auction when it is auctioned only those people who are lovers of paintings will go there and buy in millions of dollars of rupees or millions of dollars.

So we as the ambassadors of these country, we need to say that the artisans products their work their skill their sweat their efforts behind that work it takes days together months together years together to create a particular product right which we asked discount but when we go to Starbucks and have a coffee for 200 rupees 300 rupees without asking KFC go there have a bucket of chicken just spend 500 rupees without any bargaining.

So as instance and future ambassadors of this country you need to understand you need to help in communicating the artisans products to the national and international market and that is what one of the aspect of capacity building what we presently feel.

We also have Mrs Jain, with us, madam you're from textile community?

**SJ:** Yes, I work with artisans.

**KVR:** So madam, how do you see the potentiality of the Indian textile hand looms and Apparel sector what kind of opportunities that are there of course initially domestic in domestic market and later in international market I remember those days when I was studying international trade 25 30 years back I know very well Hong Kong which is now part of China.

China and India were doing reasonably good in the international market with regard to ready-made garments but unfortunately of course we are doing well even today but that is not the position what we see our neighbour Bangladesh is doing very well with regard to Bangladesh is reasonably doing very well china of course is the biggest competitor to India always so how do you see madam the potentiality of Indian handloom and textile sector and even apparel sector in the international market and what are the suggestions you would like to give to our young students so before I answer that question I just wanted to have a little bit I wanted to say a little bit about what Savita said that you know the things abroad are appreciated by the people there but we don't appreciate our own crafts and there is a reason to that the reason is that there's no system here there's no infrastructure there is no power there is no education there is no market exposure you name it and you know the artisan

doesn't have it whereas compare him with an artisan who sits in the USA or in uk he has all of this and you know which is why he is able to sell his product at 30 000 rupees and we are not able to sell our products at 3 000 rupees. So I just wanted to make that little point that the climate of building the capacity starts right from the grassroots but goes right up to the government and how this whole infrastructure is viewed and an environment is created that makes it conducive. For people to grow in this business to come to your question sir, I think that Indian textiles has always had a significant market abroad people have always noticed it people have always wondered at the kind of textiles and the variety of textiles that we have in India but you know there are pockets of textiles which have not really moved in the international circles as much as it should have there are no big design brands, who are well known internationally and why is that you may ask? But the answer has many reasons and one of the reasons is that we don't think big enough? We don't want to be an international brand we don't think that we want to be an international brand we don't have the confidence to be an international brand and I think that comes from the way we are brought up the way we are made to think that you know within India itself we try to create our infrastructure but I'm saying in in things like home textiles for example why can't there be significant sales of home textiles? Why can't there be significant sales of art textile art Rohit Baal had created that absolutely amazing tree of life, it was auctioned at you know a couple of crores maybe, in one of these fancy, you know charity dinners that were held in abroad I see absolutely no reason that you know art home textiles other segments other than apparels should not grow and I think that I haven't seen these too much abroad but you know Bandhani, Leheria, your Shibori. If Shibori is doing so well internationally why shouldn't Bandhani, and Leheria do well or for that matter the kind of embroidery that these Kutch artisans do I haven't seen that kind of work selling abroad why should it not sell on other categories apart from apparel and apart from garments and I think that our ambition our drive to be there our drive to reach international markets matters. Because when you want to be there that's when you bring all these things there as well so you know I would encourage all the young students to think bigger to think that the world is their canvas when it comes to Indian textiles and Indian hand looms.

**KVR:** So thank you ma'am, very wonderful and very well said so many brands from India are doing very well internationally but my question to you once again, how about our own and looks like be it Pochampali from Telangana be it Chanderi from Madhya Pradesh.

Why still the artisans right, I could see from one of the discussion in the previous panel discussion an artisan could not make a good sari for his wife, but he's selling it to others and he cannot afford actually he can make but he cannot afford to make give a Sari as a gift to his wife. So the plight of the handlooms sector especially the traditional handloom sector where we have so many designs beautiful colours texture, the kind of texture we have like recently we have conducted a virtual shopping festival for Ladakh products, under the same scheme International Cooperation scheme under ministry of MSME the kind of Pashmina we have the world's best world's best the fur which is taken out of that animal, specific animal which is found only in Ladakh region.

so they were so happy first time we could bring them to the limelight of the international world about their pashmina of course people know but there are duplicate products the imitations which are very much there in the international market right which are going into the international market so how do we can protect our artisans and their products and their designs what could be the best solution just quickly yeah so there is IPR of course and there is yeah the GI tags and all that GI tags and but you know there's a lot of lack of clarity around these GI tags yes nobody really knows how to use these GI tags and to you know ensure that they stay with these artisans and they are not misused very recently there was

this whole Sabyasachi controversy which happened above with this GI tag and you know the sangneri print was something that he used in bringing out the H&M range and the thing is you know when we study down to the grass root level it there the GI tag is given to a hundreds of patterns and those hundreds of patterns belong to hundreds of artisans in a certain village in Sangner. So how do you know if somebody makes a small change to a pattern and puts it out there how is it going to be protected, so the clarity of GI tags and how to and a process to make sure that you know it is not misused will really help artisans in the long run if something like that can be yeah.

KVR: Right you said madam, like you are talking about geographical indications, yeah under Intellectual Property Rights yes, most of the like earlier the situation was bizarre, maybe 20 - 25 years back but now slowly like if you, as I'm from Telangana the Pochampali has got GI so like that most of the artisans especially the location in that particular geographical region the artisans are there and who are making a specific design that GI tag should be definitely given but there is a problem as you have rightly said if there is a slight change in the pattern so it overcomes that particular like they'll try to project it as a different product maybe using the same design but slightly in the process they change it so I've studied again the concept of product patent and process patent which was very much a problem before 1995 when world trade organization was formed on 1st of January but later on some of the loose ends were tied some of the holes were plucked but still there are a lot of problems even today people like our turmeric which is having antiseptic qualities is patented somewhere in us though but we know that when we used to fall on the ground and there is a wound where our mother or grandmother used to put turmeric on the wound but unfortunately then basmati which is our flavoured rice was called as Taxmati in Texas and they got a patent on that so, of course you're right there are certain loopholes which are to be plugged in and that is a good suggestion which you have rightly said.

So one more very important aspect which has actually come into my mind where I would like to bring in Anand Kulkarni ji what should be the role of the younger generations, you have given a very good message to all our NIFT students, who are sitting over here and the aspiring entrepreneurs I feel right sir should do and become inert units of the future rather becoming the job holders and nine to five job so what measures they should what should they do so that they can get into MSMEs and they get into textiles or whatever it may be not just textiles or whichever field whatever it may be so what will be your suggestion sure thank you sir

very pertinent and important question that you have raised actually next decade or another next two decades are going to witness a tremendous amount of change my father worked for an organization for 35 to 39 years of age that many number of years he worked only with one organization civil aviation department, I continued the legacy to some extent and worked for 20 years with LIC of India Life Insurance Corporation of India, nowadays the generation which is there my son and my daughter I don't think will continue in the job for more than three years in any organization, a warning to all the students sitting here, job unless and until you change within two or three years for your growth, or the company stops loving you, either of the things can happen so in order to not lose your self-confidence and self-faith or self-belief, a very important aspect is can you be an employer? maybe three years down the line five years down the line if you are going to be an entrepreneur you will have employees, you will have a satisfaction of feeding so many people and here now keeping textile in mind and all the artisans of this country in mind, there are N number of opportunities that are coming in front of you as I told you number one start an aggregator for sales aggregator for bringing all the artisans onto one place, aggregation for the purpose of selling aggregation for the purpose of distribution via different channels aggregation for value creation, can you

be a value expert, just imagine a situation okay there is an xyz person actually who says hey I can create value for your product it's an out of box thought, but can you do that a product developer can you develop a product because it all begins with a small idea and if that idea can be nurtured trust me things will work with the new education policy that has come up you know five four three that the pattern that has come up actually trust me it can give good amount of impetus to the next generation also I'm talking about your next generation you people should own it as a responsibility and start entrepreneurship, right from this moment yes it's risky yes it calls for good amount of vision that you need to keep and yes it needs a good amount of study the grass root level study of what and how you can position yourself. That is why my honest appeal to the you know world trade organization also these small certification courses are there here people apply and come to study can we do a reverse role can we try to go and offer our short-term courses of entrepreneurship or of variety of things that can happen actually with global world, you know trading organizations or how a company is formed or what are the different taxation aspects actually between the two countries all these things small courses can be designed and we can approach the you know schools from Eight standard onwards if any of the student wants to pursue this particular program he can do it, rather than they approaching us, can we try to give them a vision trust me my dear friends as parents the parenting also has become one of the major challenges nowadays the basic two needs of survival and pleasure has already been given to the children, there is no struggle for survival my generation or my father's generation were struggling for survival my dear friends, they used to travel by auto I mean by bicycle they used to walk down miles together, nowadays every student like each one of you here just you get down of the building actually you either have a Ola, Uber or a Taxi or maybe you know your own car, chauffer driven car so these luxuries you are born with so you people can take calculated risks, why because already there is a base created for you all from that base you need to create an empire for yourself and your family and it is easily possible so take calculated risks, don't be afraid there are many government schemes that are available for you, if you don't know ask, without a mask. Corona has forced us to wear masks, I understand but when it is to asking for knowledge when it is asking for some certain questions my dear friends, please do not you know restrict yourself ask without a mask these are all simple things that if you are able to practice I'm sure many entrepreneurs could be developed for tomorrow sir and these entrepreneurs are the base for this country coming days you people I am again telling you for the sake of reputation next two decades are going to witness this very strongly I have been advocating this to my son and my daughter also take up a job for two three years have man management skills, leadership skills and all and then you can shift into there is no problem. But if at all it is not start from the scratch and start an entrepreneurship base and you are able to do it my dear friends I am confident that inner zeal is there already with you people should work out for your passion and for your purpose because as I told you survival and pleasure has already been given to you as a matter of right, your parents have done that we could not get it during our times at least children of these times let them enjoy. Free money, easy money, has come up so these all aspects are coming as a boon to you all can you not develop a passion for something can you not find out what your purpose is have a mission in life I would like to establish 1 000 artisans in the next 10 years can that be one of the missions and what is it that you need to do for the artisan, is what you need to start thinking on build on that if you don't know ask without a mask, there are people who can support you during our times we did not have I would like to tell you I am a BSc. Chemistry graduate, Can you believe it into the finance line very successful I was one of the leading development officers of LIC of INDIA I have travelled the entire of the country as well as abroad on the cost of whatever prizes I got from the organization. A chemistry graduate selling insurance because we did not have that kind of a guidance, during that time but you people at the press of the button you can get

everything ready utilize it properly and channelize your energy in such a way that you are going to be emerging victorious and our best wishes are there with you all and we also are there to support you, thank you.

**KVR:** So these were the words of inspiration and motivation to my young students who are sitting over there so my dear students you might be knowing we have National Startup Innovation Policy 2019 which is being getting integrated into your education system I feel NIFT is also doing that, NIFT is very much doing that and out of 10 Startups which are getting which are getting started, there are seven failures but you should not see the negative side of it, there are three successful Startups which are coming up and you know the number of unicorns, more than 52 and we are adding more than three to four unicorns almost every year. Unicorn is something whose market valuation is more than one billion dollars and we have been doing that, India has been doing that and we are in the top three four countries which are adding unicorns every year, so this is the kind of situation that is existing and as Anand sir, has rightly said you can take up calculated risk which is very much possible calculated risk you have the backup so work for few days few years take it up and when you are working with artisans definitely it should be a win-win situation, they should get benefited, you should also get benefited, you provide the entire knowledge and experience and your skills to them right make their products go into the national and international market make let them make money and you also make a part of the cake out of it and you'll be very happy.

**AK:** how many of you have heard of **Goli Vada Pav**, please raise your hands

Right you all love it right and if somebody provides it now you will be releasing it I'll tell you one small concept my dear friends how the entrepreneurship works have you heard of Goli Vada Pav.

Goli Vada Pav is a startup a few days back I had an opportunity of meeting Venkatesh, Shire the founder of that Goli Vada Pav he had a challenge he's a he's a Tamaram (Tamil Brahman) and he has done a wonderful job, he has created not less than 300 to 400 crore business for himself he is not operational in Mumbai. You know it is his maternal place but he is doing it abroad he has innovated a thought process and he has tied up with McDonald's the Vada Pav inside that Batata. which is there if you take it in the morning by evening it is getting soiled but this Vada Pav this Goli Vada Pav can remain for nine months, so he has created a system the McDonald's Patties that is being created he has tied up with those people there were challenges my dear friends there were financial challenges, there were political challenges, there were challenges of how to retain how to franchise it all these things were there but trust me, he was able to do it because he had the will to do it so Goli Vada Pav, is a live example I would like you all to just Google it out and listen to the story of you know the tech talk of this gentleman named as Venkatesh Iyer, Goli Vada Pav, is the name of that so you people also can be unicorns like that. Please do it and I'm sure you people will be able to succeed and reach pinnacles, all the best.

**MC:** So, it's time for one or two questions I think we should thank you very much wonderful panelists and the moderator anybody has a question raise your hand please for our esteemed panelists and our moderator and I will come there with the microphone to you yes sir.

**Q1:** Good evening all it was in fact a pleasure listening to you all right we have so much of knowledge from you people, thank you so much for that sir I have one question that we are talking about the startup in the textile industries so we are you know targeting the audience which you who are pursuing you know some sort of degree or research and so on but my

question is we have so much of you know ruler people okay no matters probably if I talking about so can NIFT or lamkhadi, or various entities who are engaged in this particular GlobalSpin trade conclave. Can we not go to the place in the rural India to the part of the and sensitize the descendants of Dunkard they have you know imbibed certain you know qualities from their ancestors so if you can sensitize those people probably they are the in the right people to have the right kind of startup because they are also drifting away from their you know rich tradition, so if we can tap those people probably we can get readymade people and we can have a proper startup in those areas so are we really thinking of you know creating Startups for those people.

**KVR:** I'll answer part of this question I'll answer, If you see the urbanites most of us are urbanites and the most of the young boys and girls who are sitting are urbanites a very good question you have actually asked you might have heard about Jugaad, frugal innovations why this frugal innovations will come up because in rural areas if you have to take your bath you have to go for one kilometre or half a kilometre fetch the water from well and you have to come and of course these days because of so many schemes the tap water is coming to the home but still they face a lot of problems so you see as per one of the survey because of this frugal innovations in rural areas more Startups are coming up who have experienced a lot of difficulties like sir was talking about a solution to a problem in his safe acronym so why an enterprise because necessity is the mother of invention necessity is the mother of invention so when there is a problem you need to find out a solution if already there is a solution there will be a niche there will be a gap you fill that niche so there are schemes from ministry of MSME which are into social enterprises social entrepreneurship concept there is one more concept called cluster development we have a scheme called SFURTI I can also talk you during tea. I don't know whether Tea is being arranged for us or not I'm very eager to have my tea. I'm sorry, so this is regenerating the rural traditional artisans, there is a very good scheme wonderful scheme of ministry of MSME called SFURTI, where the rural artisans are brought into under one single roof there will be a SPV special purpose vehicle, all these people will be brought under the SPV they need to contribute 25 percent, right 75 percent grant will come from Ministry of MSME government of India, then they create a Common Facilitation Centre with the missionary out of the grant which they get and there are some soft and hard interventions which are taken up by the SPV the nodal agency the implementing agency and so on technical agency and so on so there are schemes like you might have heard about Khadi and Village industries Commission I am staying there only in their guest room it which is part of ministry of MSME we have MSME DI Micro Small And Medium Enterprises Development Institute we have coir board under our ministry so there are different organizations which are actually meant for the promotion of the rural enterprises to a very great extent than in the urban areas but unfortunately there is a gap we understand as we are from ministry we need to get into these people and we need to make them realize the importance of these schemes supportive schemes for them thank you thank you Dr. Reddy we will have to end here you want to say something okay

Now what doctor mentioned rightly but there is a will there is a way one maybe to the youngsters you need more open discussion with somebody or other with elderly people one the reason is you should look into a critical analysis now everyone cannot be an entrepreneur each person I cannot have its own strength its own weakness, you have to analyse it opportunities are plenty and there is room for everyone, you have to grab it at the right time at the right place, and go and don't compare like you with your friend circle or neighbour etc. you are a unique person except that maybe if parent says I don't know maybe with the experience part of it definitely 99.99 they will not you will not accept it, then better talk maybe an elderly person as a mentor as a guide as a friend I will put it as a friend bro then start bro I can then discuss with them openly you tell this is what your passion this is

what you are looking for and maybe they may be in a position to tell you what is the plus point what is the minus point whether will you fit into that hole or otherwise you may have to look for a second option third option don't go only with them and no I will do it disappointed.

**MC:** Thank you thank you sir thank you very much I would now like to acknowledge and thank our panelists our moderators may invite Shri Alok Kumar ji, please to give away certain mementoes to our guests.

Thank you Alok ji, we invite you on the stage you will give away the mementos to our guest first to Miss Shibani Jain founder and CEO buyer. You can come here ma'am thank you and you can wait here so you can get a good picture, thank you sir, thank you ma'am, please carry on. I will also request you sir to kindly give to Dr Reddy, for your presence here today, wonderful sir, thank you very much we would like to acknowledge Dr Reddy now. So you got holiday you now request Dr. Reddy you come here to facilitate the next person to please facilitate Miss Tripti Chakravarthy, General Manager Trade Promotion and Marketing World Trade Centre, Thank you, thank you sir and finally to Anand Kulkarni ji founder Director Dyota we'd like to acknowledge you for your presence here please.

Congratulations, thank you so much I request all of you to stand for a group photograph please. Yash ji, please join them thank you so much, please come and join in in the group photograph.

Thank you everybody stand for a picture first time big round of applause to our panelists our final session capacity building towards export and trade competitiveness wonderful thank you we had a great day ladies and gentlemen all those who are going to be here tomorrow I would mostly welcome you and I hope you had a wonderful day yourselves good evening and have a wonderful evening and many congratulations Mr. Karthik Raichura, may I invite you please, wow superb thank you sir. That is Mr. Karthik Raichura, give him a big round of applause as he receives his memento for his wonderful presence here today.

Thank you very much!



## DAY 2

### 3.6 Expert Session on Eco-Textiles

#### **Ms. Tasneem Merchant**

Creative Director Tasneem Merchant Signature Label/Founder Director at IWFS  
(India World Fashion Summit)

#### **Transcript of Eco-Textiles**

**TM:** It is pleasure to be in this entire a group of people, so many NIFTians which has been like my family for 20 years Rupa mam since 2006.

So I would like to thank Shri Yash Arya CEO & founder IAMKHADI, Miss Rupa Nayak, Senior Director, World Trade Centre, Dr. Ajit Kumar Nigam CEO, Thank you very much for giving me this platform to talk today on eco textiles, okay so on the onset I would like to show you a small video we will start with the fibre stage so yesterday everybody was talking about sustainable eco textiles, recycling, up-cycling, so what we do is we start the up-cycling recycling from the fibre stage which is the entire supply chain from fibre to fabric and then the finished garment so starting out with a small video i'll start thank you.

I am sorry for any technical hitches, so this is the entire process of the waste which is collected and India being an agricultural country there is a lot of waste which we can convert into fibres. So this has been over a 10-year process from 2009 onwards of course there have been many challenges faced as you know because we are dealing with clusters I am sure everybody today the faculty members also who have been tediously dealing with clusters at every stage know that there is a lot of communication gap there are a lot of technical hitches you know which we always face when we have to do we have to introduce a new technology for them or we have to create even a livelihood people are not so acceptable especially in the rural areas

So we'll go to it slowly, so I want to just know how many of the students in today present with us have done clusters raise your hands I think all of you in different parts of India right, am I right so can you name which clusters have you worked for which hand looms have you done sorry I can't hear okay pit loom and what techniques have you been teaching the workers? What kind of fibres and yarns have you used?

So this is a bit about my collection I think let's finish the video and then we can talk about it

So this is converted, this is the pseudo stem fibre the banana pseudo same which you can see the fibres in the Dupatta actually because it has been woven on the hand loom in Aurangabad. I am sure you guys must have also gone to Aurangabad than you'll have not gone close by okay evil I think you guys have gone right? Okay, so these you want to just go through the last portion again you want to see so i'll just go through the fibre the so the entire yarn one second.

So, I will just show you the collection which was done in handloom, this fabric is done in hand loom and the whopping has been done with cotton with cotton yarn and then you insert the banana pseudo stem in the wefting process simply because it is not a very strong filament yarn I am sure you guys know what is the filament yarn!

So, it has to be correctly woven it does not have to snap otherwise the fabric loses its dimensional stability okay uh yeah the video is not being played, just see if go over the videos so just wanted to show you the finished garment uh the whopping is in cotton the wefting is in banana pseudo stem

fibre you can see clearly from this drape actually and we've even made accessories of the small staple fibre which we collected which we could not use on the loom you know because it's not easy if you guys have how many of you guys have worked on the hand loom raise your hand so you worked on hand loom you know if the yarn is not strong if the yarn is not a filament type it's very difficult to weave it right so that is why the short staple fibres we used it to create these surface ornamentations with small swatches okay so this is a brief about the entire journey which is started from 2009 and then I start with this okay yeah so I am starting off on the onset with the fabric stage which is which is not necessary woven which could be even non-woven okay so the you know the entire exercise was done in such a way how we can reduce cost we are using the waste of the fibre be it a banana pseudo stem or be it a pineapple fibre or even a coconut you know even the coil which you get.

The idea was to reduce as much as monetary induction in the process as possible and trying to give money to the farmers or the clusters wherever the artisans were working so we identified certain clusters where of course the agricultural plantation was at highest so these are some images i'll go i'll take you to the next slide of course these I have just written a few about the leading states where there is maximum agricultural cultivation happening and this is the kind of waste which we identified and just a little info about every state uh just a little technical info and yes this is uh you know you can see clearly how the process how the extraction of fibre is done I think that is the challenge once you have your yarn is ready it's very it's not so difficult to make a fabric am I right or wrong?

I mean you guys have been working on the loom right all of you okay I am seeing everybody nodding the head so everybody is an expert viewer now Rupa ma'am everybody is an expert viewer now next time you'll see beautiful fabrics in your department so the challenge is to extract the fibre and convert it into the yarn, that is the most technical process and which requires of course you know a little bit training for the workers. So if you're identifying the clusters where there are plantations where there is waste and then you identify that this cluster does not have a certain income group they don't fall in a certain income group okay so mostly I would say it's a job of women it's a women-oriented job because sorry to say women are very meticulous and very neat and they have great organizing and sifting skills by sifting I mean to say they can sift between a short staple fibre and a long filament fibre, which is very important you know when you have the whole stems coming and you have the entire waste coming it's important to sift your waste okay you can't just use it and you cannot just put it in a bundle like a cotton bale you know.

You've seen the cotton process how the cotton is collected so this is a little technical which requires some amount of training at the cluster level so of course the fibre is rinsed and uh you know we wanted to keep but this has been a long process and as I mentioned it's from 2009 on you know onwards so we wanted to keep the fibre as natural as possible because we tried a lot of permutation and combinations when you dip the fibre in a dye for instance okay or you dip the fibre to make it chemically strong I'm sure all you guys know normally even at yarn stage I think at yarn stage it is done when you have these uh you know lkkat sarees when you tie dye your yarn so that is a simpler process because you know the behaviour of the yarn is it a natural yarn yes or is it a man-made yarn? Okay.

So natural fibres you know that okay you use organic dyes or you use vegetable dyes it's going to be it's going to bleed okay am I right in in any natural fibre if you use any organic dyes is definitely going to bleed so these are a certain kind of limitations which you know we had to keep in mind you know all of us are designers over here I can see most of you designers but sometimes it's very important I think all the times to study the technical aspect and it looks like the picture roots very rosy that yes that is india has so much of agricultural waste and we are going to be doing this uh with you know some of the students I remember m superman they took the rice stock remember I remember I think three four years back that was a very beautiful project which we did so they used

the waste of the rice and they made this entire machine i don't know how far that is gone but it looks very nice on paper as I said you know the project as a report it looks very attractive and it looks very lucrative you know for the even for the general public that oh you're using so and so fibre you're using so and so crop, I would call it an agro waste crop but when you actually sit down to making it a garment then you understand a lot of limitations like a lot of limitations and that is why it takes it takes us so much time like when I am saying from 2009 onwards because there is so much of red tapism you know involved when you have worked with clusters all of you guys know that the weavers don't work or even the people who are doing don't work beyond six or seven. They work only during sunlight hours it's very difficult to extract work from them okay however lucrative the money would be because they are used to that certain lifestyle so as I said number one mentoring is very important you know one has to mentor them because I remember even for some crochet thing the students went to Goa, they said it was not happening so fast and we are so used to living in this rat race in Mumbai and other metros that we push our collections you know we literally push our workers to deliver on time to get our garments tailored or beat the beaded embroidery or whatever so we are used to that mind-set from childhood where even we are pushing ourselves in whatever field we are doing but it's not the same in rural clusters because sorry we are talking of rural clusters which are not even Nasik, I am talking of a cluster which is like basically you know I mean in one of these zones where you know I mean there is no kind of employment people are leaving the villages and so going to other greener pastures for employment so this is the cluster which we are you know or you know identified which is rich in agricultural crops lot of waste but you have to train them so the training is the most important process.

Okay now starting off with the non-woven fabric okay, as I said that without increasing the cost and using the short staple everybody knows the difference between short staple fibres and long filament yarns everybody is an expert over here okay so what do we do with the short staple fibres do we just leave it do we just leave it no so we used it to make it into non-woven fabric press you know preparation which can be used in industries so have you seen these kind of bales and these kind of fabrics happening with coil sheets how many of you seen used in mattresses all of you must have seen no these coil bails those sheets which you use have you seen or no they are very popular in Kerala where there is the highest production of coconut okay so these coir sheets are traditionally used from centuries to prepare this kind of matting I would call it a matting so today we try to make the matting out of the pseudo stem fibre so basically what are we trying to achieve what are we trying to achieve at the end of this I mean what are we trying to achieve we are trying to enhance the depleted natural resources obviously cotton linen the primary natural resources which we have I would say fibres or you know which could be converted into yarns so cotton for example linen for example and obviously coil which is used in all the industrial uses today.

Of course even a lot of fabrics so these bales, so these are the certain potential commercial uses of the non-woven pseudo stem fibre a very important acoustic and sound absorption and this we have tried it this we have tried it for a certain music recording uh you know these recording studios in Andheri, so especially when there also we said let's just do it so as I said you make a project on paper it looks very lucrative you know it looks very attractive, but the minute you are seeing it to the fullest the minute you are trying to achieve that standard where you're actually able to make a difference that is when you have a challenge every day you like you have made a product you have worked hard for years but the end result has to you know justify the effort you have made okay so we went to the studio to see it has got excellent acoustic sound absorption insulator and automobiles wall planning as I just mentioned carpeting when you have those mattresses also you instead of using coil sheets you can use these pseudo stem sheets so basically what are we trying to achieve we are trying to create an alternative to the depleting natural resources at the risk of you know sounding same okay again you know as I said the advantages are very simple I mean they're on the board disposable or bananas who does them in an eco-friendly way monetary benefit I would say primarily monetary benefit to the farmers because of farmers so ideally what we did in this

scenario uh in Nasik we identified a agro-waste industry where they grow these tomatoes and bananas and all for the export market, it is a huge company they employ 500 women workers it's all women oriented company so to supplement the income of the women okay I am just talking about women, sorry to say but the thing was that they have been so hard working that the companies offer them a lot of incentives also so we gave them additional monetary benefit if they can use the same ways because anyways they are doing the picking process you know when they go in the farms and pick we said additionally if you even collect the fibres and the waste from that we will give you an x amount of money a what did we achieve we achieved a very good economic recession because we didn't have to pay them extra money this was just a supplementary income because we also have to reduce the cost right today if I sell my garment for 10 000 nobody is going to buy if I sell this jacket for like x amount nobody's going to buy like yesterday somebody said one lakh for sari I think sir you know that but we have to think commercial so as a designer and today I would like to say it's all about business or fashion okay however creative you are of course it's a piece of art but the end of it the marketing and the costing plays a very important role so if you don't see this at every stage then ultimately you're left with a product which is so high in cost and it will be a museum piece where there will be collectors who love it because wow it's so good it's made by so and so you know like if we did the hand loom kutu so it will stay a couture garment but what are we trying to achieve today we are trying to achieve a business of fashion which means to say we are trying to achieve economizing and garments which are made for everyone not only in the national market but even international market because india is a primarily an agricultural country so what are we achieving sustainability from the fibre stage then the yarn and then the garment okay so this is a little bit about the uses of the fibre or even organic manure so that's what I am saying it took us so many years because every waste we were trying to see what else we can do you know and trust me not only we then the farmers themselves these women are so smart they themselves said okay you know I mean in Marathi, I am not going to say it but still don't worry you know we'll manage and they themselves realize that it is such a good fertilizer for their own crops so that's what I am saying that you know they are very smart they're very hard working all they need is a little guidance and a push in the right direction and the minute you do this trust me and the minute they know that they are going to improve their economic conditions and they are not going to be staying in that same you know area all their lives they will go beyond the means but as I said at the earlier part when I started the presentation that a lot of motivation you know at the onset that what benefit they will do you know we I cannot see that how it will benefit the country how it will benefit because they are not interested in knowing how it will benefit the country they are interested in knowing how it will increase their salary if they are getting trust me there are people working for 50 rupees a day in these clusters of what is 50 rupees a day in Mumbai, I am sure one tea you take cost your 10 rupees today in a day of spending 50 on just snacking or whatever even like today I am saying maybe in another two hours so when they are surviving in 50 rupees and you're able to generate 200 rupees a day for them it is so one person you motivate no that person motivates everybody because she knows the entire community you know so that is the challenge ideally anything new you start or any clusters you guys go it's important to get one leader in the group and you'll always find one leader in the group I you know I am sure you guys must have also found one leader is always there in the group will say ha-ha madam give it to me they are very happy to give work to the others okay.

So a little bit more form a part of the fibres vermee coast and paper of course you can use it in different uses we got uh in fact for my daughter's wedding I got seed paper in like you know done invites because i just wanted to do so sometimes you know like you get so passionate in your journey and it becomes part of your thesis and it becomes part of your life and then that passion gets converted into lot of levels so sap as a liquid fertilizer modern 10 textiles then other edible products also yes so candies we had it in Thiruchilapalli so this was another cluster in the south

where she made candies for us so that's what I am saying and Aachar, I have forgotten to mention the achara also and she specially gifted to us that please madam take it so you know you feel so happy that whatever you have done for them or whatever little and when they are going beyond to do something more innovative that is when you feel that yes you have broken and overcome these challenges whatever were there over a period of a decade almost so here a little bit on why are we doing obviously recycling environmental waste and the chemical as everybody knows it's a very rich fibre in calcium it's very rich in calcium so in remedy of symptoms of arthritis other absorption and yes even when the garment is made I had given it to once like journalists Sangeetha must be knowing myself so he had won that jacket you remember so I told him specially I said afterwards just see if it's softening your skin or no so you know things like that but to uh jokes apart uh so this is a small endeavour it's a very small endeavour which uh you know we are trying to do it's nothing big compared to all the clusters which other organizing organization has done but I feel even a small difference if we can make in the entire value chain or even a small difference each of us can make today goes a long way in pro not only providing uh you know employment to the weavers to the workers and this is just at the uh what stage extraction stage I am saying I have not even come to the yarn formation, I have not even come to the fabric formation stage so imagine it starts from the extraction then it goes to the spinning of the yarn and then it goes from the yarn to the fabric but yarn to the fabric stage there are lot of power looms all over india you can give it to any power loom because even you know in the whopping even if the power loom has a silk thread or in the warping the power loom has a cotton tread or any thread all you have to do is insert your yarn in the wefting process because the yarn at this stage is still not very sturdy it's still not very sturdy so it can go on the wefting but the minute you pull it on the whopping stage there is you know you have a question mark in breakage because of the tensile strength so that is one thing which you have to be little careful about but yes we are definitely working on it so in the future we can see 100 percent uh you know warped and weft you know pseudo stem fabrics but yes so as a small endeavour I would say generating more than two leg jobs alone in the spinning process obviously because the entire extraction then converting the raw fibres into the spinning and converting into the bales into yarns which can be used for weaving that itself is a huge process and that is a challenge so what are we trying to achieve here social equity sustainable economic development at every stage okay so these are the few uh just a few images of the collection which I showed you the video earlier and um you know whatever was wasted we even used for the ornamentation down because I was telling my people in my studio that could be wasted because it was actually so expensive because after one two years we finally got the fibre ready so that we could weave it so we wanted to be very careful and then of course even in the in my studio in my workplace factory place also uh whichever you know fabric waste which is there used it to create this piping effect you know so that even the fabric is not wasted you know so that also makes a difference and at the same time it's economical so this was the collection which you have seen so few images of trying to make it modern and stylish so that it becomes more attractive because if you only make a jacket and you say TK you have putting an x amount on the jacket because you know you have worked hard from the fibre stage is not going to appeal so to create an aesthetic appeal at every stage I think it was very important to make it as glamorous and as attractive as possible so we uh so another interesting fact okay we dyed the fibre I said let me make it maroon and black and black is my favourite colour so I said hello black works very well in jackets you know especially for menswear because now beige happening, Sangeeta you've seen the beiges in my studio is like everything is beige because the fibres natural colour is a beautiful beige it's and it's got its gloss you know the pseudo stem has a gloss of its own so you don't want to dye it because you know the you know I mean you enjoy seeing the fibre at this stage and you enjoy even seeing the garment the aesthetic appeal is very high but then we decided that everybody was commenting the entire studio so we said let's put it in colours so we got colours but I realized that the black colour loses its shine it becomes very dull okay the colour absorption is strong but it loses its sheen and second as I was mentioning dimensional stability so when the fibre loses its dimensional stability okay what do you mean by dimensional stability come on because I'm

just talking I just want to know whether it's interactive or no what do you mean all the designers here come on it shrinks okay so when you're making a size large and you give it for dry clean no you don't even wash it at home okay it becomes a size small the shrinkage the water absorption in the fibre is very high you know compared to other natural fibres like cotton even though the whopping was done in cotton even though the water absorption was very high so that is one disadvantage is we realized it and we tried to work on it we tried to dip it in like the yarn into a water we tried to soak it you know how you soak this cotton lining before you give it for your linings and blouses etc. the same way we try to dip the hole I think there is a picture of this we drive to dip the whole yarn in in the bucket of water for some time overnight to soak so that as much as water absorption you know which is there should be done at this stage so later when you can convert into fabric the fabric remains suit smooth you know then you don't have those irregularities remember when the yarn is not twisted correctly you have that irregularities in the yarn I am not talking about chenille which are novelty yarns I am talking about normal cotton fabric or normal linen even a linen fabric which you buy you know a gauze linen I would say a loosely woven linen at times you can see certain you know like you feel it's a defect in the weaving but it may not be a weaving defect it may be the defect at the yarn stage itself okay so you have to look into all those uh small technical details which uh you know before you even get into making the garment so as I said and yes one of this um was again you know this was another kind of an experiment which I wanted to do because the skirts were falling flat because the fibre was not so stiff when I did the dipping in water so I got it touched I got it stashed and then I created because I wanted a volume you seen those certain garments there was a volume on it you know so you have to be a thinker at every stage you know one I think the fashion industry is the most dynamic industry so not only for innovation in terms of garments at the final i think design stage but I think the states starts long prior so these are the just few pictures and this is the press when you were there so this is a little a small endeavour which you know I wanted to do as part of promotional activities so we thought why not to create a hype like as you know today I have been talking about it all the time business or fashion you know we didn't want it to be a hand loom Katun museum peace cello a garment we wanted to make it more marketable we wanted to reach out to more people so this was a very I mean you know something which was uh again close to my heart so we got a lot of consulate women Sonia you know so she's been a pioneer of textiles worldwide she's a global ambassador and etc.etc. so we got her to promote you know so we got women like these 99 women still there are slots open for a woman today I'm talking only women oriented so their slots open if anybody wants to fill those plots for promotion you're the most welcome to ruler shoot so there is a short video on this there is a short video on this which was used as a promotional exercise and then we can do a Q&A

So this is wanted to show you the slide again is it come one second yeah so this slide this though even the whopping was done in banana pseudo stem on this and it was not uh and okay I am too close to the mic okay and the in the wefting process we are taking four threads you can see these cushions we are taking four different yarns you know when you make uh certain types of cushions and for home furnishings so I would like to stress this so the any kind of aggro waste you take pineapple waste or you take coir or you take even hem for you take any waste okay agricultural waste it works very good for artefacts and home fashions so we have done lot of artefacts too and they have come out beautifully the simple reason being it is more economical because you're not doing a lot more processes when you're making it into a garment you know when you make it into garment filament and the yarn has to be smooth the weaving process has to be good so entire you know process but when you're making home furnishings you're not going to wash it every day you're not wearing it okay either it could be even those table runners so we got very nice you know you must have seen uh in so many of these stores the jute table runners and mats and all so this is an alternative and it looks very aesthetic you can see I am not sure if the picture is looking so nice but even the shading i have not dyed it this is the natural colour of the fibre because you're not you are extracting the fibre right you're not dyeing the fibre so this was used in its natural phase keeping it

as close to nature as possible so all the variations in the design which you see in the first picture and all the colour variations where you can see is the fibre itself which was discoloured at times which had different variations but I found it very aesthetic looking and I thought it could look different than getting even getting a pure you know cotton dip to anything else so that is another beauty which I think all designers have to be innovative you know sometimes you don't need to do certain processes you can use the material as raw as possible as long as you have a strong sense of aesthetic that yes this is what is going to make it different you know same colour uniformity is there but sometimes there is you know there is a you know I would say there is a joy or there is a pleasure in even an unorganized mess okay so that is what you have to search and get you know that is a challenge so we'll come back to the final ppt. I hope you didn't get bored how many of you got bored raise your hands everybody's saying no okay sir how do I go to back to the last video.

So next time Rupa mam you will see lot of students in your class giving you candies from the rice waste you never know what they come up with those energy bars or anything that's what they made they made energy bars and all they didn't want to waste anything they were so excited because we were excited you know sometimes your enthusiasm and your excitement uh you know kind of is so infectious that any everybody gets you know okay fine we want to do so that is you know what I call a motivation program

So, this was a very small initiative of course and uh you know so still I think I don't know how many women are over so please fill in the slots how many ever women who are interested starting from all the faculty members who want to model because they are modelling the students creations all the time. So the young conversion of bananas is a skill oriented job more than two life jobs can be generated alone in the spinning process.

**MC:** Sorry time is up.

**TM:** I'm sorry we are done but I would just like to say in bridal where you can charge that x amount but we're not doing something as an indo-western or a smart formal way you have to be very conservative in your pricing. Okay thank you, you can ask me any questions during lunch time I think I have exceeded my time limit.

**MC:** Thank you very much it was a wonderful sharing which you did very much. Yes and I must tell you another secret you know today, I was sitting with the ma'am in the morning before the function started and we were just talking to each other and she said that I have a married daughter and I also have a son of 21. So I told her did your daughter get married at 14? Because she looks like 35 herself, how do you manage this? Please give her a big round of applause thank you very much.

### 3.7. Expert Session on Eco-Handlooms

- **Dr. Rumbidzayi Masina, University of Zimbabwe Textile Department, Republic of Zimbabwe**

**MC:** Please allow me to invite very warmly, let me see if I can get it right Dr .Rumbidazayi Masina (RM), did I get it right. Okay, she is from the University of Zimbabwe, Textile Department Republic of Zimbabwe and her topic is going to be an expert session on Eco-handlooms. She has especially bought and worn an Indian Sari today, please welcome her with a big round of applause Dr. Masina.

**RM:** A very good morning to all of you.

Right, you see when he said when he said I bought this Sari, no I was actually given this by one of the SMEs who was who displayed the artefacts yesterday by the name Lavina Handlooms, Can you help me thank this SME?

Right so this is a ready-to-wear Handmade Sari dress made on them on the looms, hand looms that are found here in India. This is called a Paithanee, ancient designed handloom Maharashtrian special sari from India.

I am trying to to describe it in your own language and hopefully by the time I leave India I will be able to to pronounce this very well, so because this is a handmade a ready made garment it took me only 30 seconds to put on. So this is one of the very good dimensions of sustainability in textile consumption.

I like this Sari, for it's easy to wear comfort cool softness and aesthetic properties, thank you Sonali for this wonderful attire thank you .

So I believe taking such an attire to Zimbabwe it will help in cultural exchange between the two countries and also different communities in Zimbabwe can impact on similar projects for Income generation, especially those who are already into craft work they can adopt this production process with ease there's a scenario here, that I want to talk about you know yesterday we were talking about customer oriented design and we mentioned research as one of the important aspects of satisfying customer needs.

So, I want to tell you that in Zimbabwe we have got a National fabric, that was recently launched but we do not have a national dress so my research around here I got to know that India has a National dress, but it does not have a National fabric, am I right! Does India have a National fabric? Or we produce a variety of fabrics silk, bamboo, banana, Khadi, Cotton?

Thank you.

But we do not have a specific fabric that we call our own. Am I right, okay thank you very much so that's the small research that I managed to conduct for the few days that I have been here so I am saying since Zimbabwe has a national fabric, but it does not have a national dress and India has a national dress and does not have a national fabric these



two countries can come together and come up with something with the brief background that I have mentioned.

I know that Mahatma Gandhi, the father of this nation introduced the Khadi with the objective of promoting self-reliance and self-sustainability among the villages and this is still happening, so why not proudly promote Khadi for a National fabric, food for thought. Okay.

So I have just talked about Zimbabwe having a National fabric and India having a national dress. right so those are the fabrics that we have as national fabrics in Zimbabwe right so my presentation is in on Eco- hand looms in Zimbabwe we do not have the hand looms as such but we produce a variety of artefacts handcrafts using different processes by hand so some of these include the baskets like you see I have called these baskets of Africa and I also understand these are also being made here in India.

We also have Macramé, which we can use for wall hangings, bags placements and so many other items, we also do hand knitting whereby we knit clothes, we knit food warmers and many other items. We also do crocheting for placements, bed covers and scarves.

We also do hand embroidery for clothes for soft furnishings and we also do jewellery such as earrings, neck chains, wristbands, we also do textile dyeing the likes of Tie and dye, Batik, Resist dyeing and we are also into textile printing such as screen printing and block printing.

Okay right, so these are some of the things that we do in Zimbabwe now I know that for India there are different types of handlooms and weaving is done differently in different parts of India like yesterday, after the presentation whereby, this very big very expensive piece of silk fabric was showcased I had a chance to talk to the lady and I asked her if I could come and see the hand loom the hand looms and how they go about the processes the process and she said it is not being done here in Mumbai ,so now I understand that in india the end looms the different types of handlooms are found in different states or different places for specific and they perform specific processes when they the fabric is being constructed so I am very happy because the hand processes that the handles may be considered as a primitive way of constructing fabric but it is an eco-friendly way of doing it is economical it can be done at the back in our backyards it can help in employment generation and for economic development for like yesterday it was also stated that quite a lot of the products that are produced through these hand looms are being exported to quite a number of countries and worldwide about 95 percent over about 125 countries so and also India is second largest exporter of hand loom products in the world so this is quite a milestone. So we are talking about Eco-hand looms sustainability and eco-friendliness, but with hand looms they are a couple of disadvantages of the downside of using these hand looms such as the issue of lower production they are quite slow I understand.

I haven't seen one physically, I have always just read about eco handlooms in india even before I came here so I know a lot about them but I haven't seen them physically so I want to believe that these hand looms are slow we cannot even compare them with the commercial looms that are used for weaving and there is also the issue of noise when the shuttle is used to weave in across the warp and weft a lot of noise is produced so in eco-friendliness I want to believe that India will go a step ahead and try and Improve the

type of handlooms that are being used so that at least they remain sustainable and user friendly, so that we continue to perpetuate our culture is as a nation in an eco-friendly manner.

Here ends my presentation, thank you. If there are any questions?

**Q1.** Hello good morning ma'am we had a subject textile in our department in fifth semester so we read about the African Textile so I want to know what kind of heritage textile you have in Zimbabwe?

**RM:** We do not have handlooms, we have mill made textiles, but our textiles are known for our designs which exhibit our culture and Heritage.

Here is a quote from our Minister of Women's Affairs, Community, Small and Medium Enterprises Development, Dr Sithembiso Nyoni which sums it up-

*The fabric should be no more than just an identity, but a tool through which people have a sense of belonging to their heritage.*

*"The designs convey our cultural and identity, carrying the entire framework of values by which individuals or societies differentiate themselves and their status from the world," she said.*

*"We can easily be recognised as Zimbabweans as a result of the distinctive features on the designed fabrics.*

*"The fabric should therefore be valued and made popular for its cultural and symbolic role in the preservation of national values and cultural heritage.*

**MC:** Thank you madam, thank you. I would like to invite Soniaji to honour you with a token of our appreciation and a bouquet of flowers full of love from India.

- **Mr. Ramez Basmaji, Founder Fabusse (Lebanon)**

**MC:** I would now like to invite to talk again on Eco hand looms with specific focus to Digitalization and markets in GCC Mr Rameez Basmaji founder of Fabusse from Kuwait

**RM:** Good morning.

It is a pleasure to get a chance and talk about my experience here on this podium of global spin trade conclave. I must thank the organizer National Institute of Micro Small and Medium Enterprise first for arranging this as well at the Ministry of Micro Small and Medium Enterprises, Government of India for sponsoring the event, Knowledge partner Ministry of Textile Government of India, Chamber partner CWCCI, co-organizer NIFT Foundation for Design Innovation and lamKhadi Foundation, Mr. Yash Arya.

To let you know more about myself, my name is Rameez Basmaji, Fashion consultant from Lebanon since 25 years. I run all over the world to do the fashion consulting. I have been in the fashion industry for the last 25 years and I can tell you the experience is really great. I have seen the change the changes when I started there was not such pressure of being present on Instagram or Facebook but with time I have to adapt and change my ways my

point here is simple, fashion change with time demands of buyers have also changed and we are now having a bigger presence and influence of digital media in fashion as an owner of fashion agency I have to keep track what are the points that are influencing the changes.

Remember there will always be some kind of buzzwords in fashion and there are some forever truth as an owner as an owner of an International fashion agency, as you all know by now the name Fabusse I have faced different sets of questions from my client who are either fashion brands or fashion designer so here fabulous mean it's connect of three word fashion business service so we do your fashion business in the best way some of them are like this ram is where I can get a better fabric ram is how we can complete the market how to be absolutely sure about the quality of the fabric and garments and one of the common question always faces what is in you, when they say new, it can be anything trend in fashion, type of fabrics, sustainability, authenticity of the fabric, reliability and most important will the fabrics of garment become acceptable to the buyer and shoppers.

There are many aspects in fashion that I can talk about and it is not possible just in one session or one can cleave we all can access different database to decide that what are looking for and which way should be better for us for new designer initially it's so to establish but my agency helped them also by giving them an international platform to showcase their labels. There are buyers in my client list who are always eagerly waiting for something special and ready to buy if they find the price is right, 3Ps are important Product Price and Performance when we say product it means the quality of the product as well at his unique instance price has to be right to attract the target buyer and performance of the product means how easy and how comfortable you feel will wearing it how long the product will sustain and how good it looks will wearing it.

There is a lot to talk, but I personally feel it is time to act. I am a fast thinker and like to act quickly unless you act quickly, as per the situation you cannot get success so what I am accepting from this conclave fabric creators and garment producer will be more competitive when it comes to price as well as quality I am also requesting Indian government to make easy ways for my client who are big buyers to face leather hassles and problems with importing fabric or garment from India. Let me give an old example United Arab Emirates in India's textile sector was worth 23.09 million in the last five years and it is growing and the latter steps up effort to quadruple export of Handloom Textile in the next three years the Indian textile ministry said in a statement and foreign on foreign direct investment covering the period up to March 31 2021. Now we are standing in the year 2022 and there are damage of quality fabric and garment in Qatar and other GCC country also my clients are looking for good quality, best price but again they should be less hurdles. We love to do a business with India, Indian businessman, Designers and of course New Entrepreneur, who are ready to make a big stride in fashion there are of course other aspects of Fashion business that we can talk in length but for that we need to have a detailed layout of our goals i am hoping this conclave will be beneficially for all of us and we will be able to meet again in the near future, so in general I will show you our website So internet work internet on internet

So since 2010 till now it is 12 years and these 12 years it is around 144 months so I think this 12 years I travel around 200 time to different country of the fashion industry mainly Korea, India, Turkey for the production and for the explorer Milan, Rome, Paris, London, Stockholm, so our experience can help you in the fashion industry we are on the road to build a big platform in the GCC countries and this platform is special for the Indian market all India market on the fashion from the bigger to the smaller, no problem important the quality and the price so for the India market I already visit more than 60 time and I work with different fashion week from Lakme Fashion Week, Delhi Fashion week and I help a lot of

designer and I open the market for them in our area they find buyers some of them they go there and they participate and also a designer who I invite them to London fashion week, Alta Roma and Dubai fashion week, so I am ready to help you whatever is your business in the fashion smaller medium bigger and you can browse when you have time my website our agency [www.fabulous.com](http://www.fabulous.com) to take idea about our work and thank you very much.

**YA:** Thank you very much sir and it was indeed a pleasure to listen to you and with the confidence that you're giving all our young students that you're ready to do business with India and with them and that is great news anybody especially the students or anybody else would like to talk to sir ask him a question or find out how you would like to partner you would like to synergize you would like to associate from Kuwait especially middle east they all are very rich they don't need to partner yes we have one lady young lady so we would be working with you as an organization and the SME sector and our young students will have a one to one on this.

**RB:** So mainly I am in the Gulf market okay but I work literally in London in Paris in Sweden also so the market there is different than the gulf country example the woman in the gulf country buy a lot she can buy a per month maybe 10 dresses, but the woman in European country maybe per year buy two dresses and the style is very different between European, they like as a simplicity not too much embroidery but in the gulf country they like a lot of embroidery like Kaftan, like evening gowns so there is definite of taste and there is different of price for the Arabic ladies, she can pay more for the garment no problem for her, she can pay because she like embroidery and she like Indian and the craft but for the European market maybe they prefer Chinese product more Turkey's product more other than the gulf countries. Thank you.

**MC:** I invite Dr. Nigam and Dr Rashmi Thakur please to kindly honour you with love flowers and a small memento, a big round of applause to Mr Ramirez Basama ji, founder of Fabusee, Kuwait

Thank you sir.

### 3.8. Fire Side Chat with Mr. Prasanna Lohar and Er. Dolly Bhasin

A fire side chat between Mr. Prasanna Lohar, Vice President, DCB Bank) and Er. Dolly Bhasin, Founder, SmartEdge Fashiontech was the show stopper of the day.

**DB:** Welcome to this fireside chat today, Mr. Prasanna Lohar.

To set the context right, we are organising this 2 day International GlobalSpin Trade Conclave focussed on Eco-Handlooms, Eco-Textiles and Apparel in three cities Bengaluru, Mumbai and we will be doing it in Delhi after this. Our efforts are focussed on promoting eco-friendly handlooms and textiles to save the planet earth and support the Artisans and Weavers.

So as we all know the consumer banking in India has been moving more towards digital side and Mr. Prasanna Lohar, is the Vice President of DCB bank, which is one of the premier banks working at the grassroots level across India.

So what do you see the major change that is happening, especially with reference to the lower strata, the weaver's community, the artisan community and Small and Medium Entrepreneurs in the banking sector from the banking point of view?

I would like to know the financial aspects and how DCB bank can support the initiatives that we plan to do.

**PL:** Thank you so much for inviting me here organizers for this is such a great operation. I will depict all my thought process around how banking is happening, how SMB banking primarily in India is taking shape with the government support and how, what is the responsibility of the overall banking ecosystem? How we can really help to provide a better banking experience!

So, how many of you do really visit bank branches? Very few, Right.

So how many of you visit your bank in a mobile? So most of them Right

So that's how is the story of a banking which is happening in last four or five years.

Traditionally after demonetization a lot of additional adoption happened everybody knows UPI story after 2016 when we launched up in April 2016 it took five to six more months post demonetization to create a handholding of a UPI app and post pandemic what we have seen everything is a contactless, touch less, human behaviour changed, primarily the bankers or a customer who were visiting banks branches earlier now they would like to have most of the services onto the some kind of a digital apps starting with the account opening servicing and so on so forth.

The same case goes with the SMEs also so if you look at a big companies like Jio's and there are many more they are now collaborating with the banks who provide SME relevant services on boarding SMEs followed by the all types of servicing to the those SMEs. I think few initiatives which we have seen in India like GST which has given a path breaking ecosystem for SMEs since last 2017 and so on so we work closely with lot of Startups, who provide SME solutions, say example I met one of the Startups in 2016 in Chennai and he was providing some service around how do we collect tax on his platform and 2017. I think GST came in our life and that's how we collaborated with that platform and I think thousands of SMEs are now utilizing this platform for what purpose their day-to-day inventory management apart from their financing what all the inventory and what buy/sale happens and at the end of the day GST posting on to the centralized servers completely happens on this platform which was not available earlier.

So as a bank we look at a complete ecosystem building or as a banking in India what Indian banks are looking at if there are some SME platforms which can be helpful for a complete SME journey end to end, including funding also. So that can be available, so what is happening here onwards banking I think after 10 years people will not visit bank branches for sure a lot of new technologies are coming are taking creating invisible banking. So wherever I go I need banking if I am standing here I want bank in the air, so that is how customer behaviour is changing over a period of time, we may be not be blessed with that kind of innovations, but our millennia's will drive that innovations. Tomorrow's SMEs will drive that innovations then lot of lot of schemes which are coming from the Government of India, account aggregator which is the one of the ecosystem which is coming up from a Government of India where RBI is driving with RBI's arm called as a Rebit, the way NPCI drives UPI account aggregator is getting driven by Rebit, out there so how account aggregator is going to help it's a complete SME data which is available at a GST and various other forums that will be utilized by this.

***FIPs are the institutions having customer financial data and can share it to FIU or customer through Account Aggregators***

FIPS and FIU refers to Financial information providers and Financial information users so GST data banks they are information providers and these data proactively in a secure way will be utilized by the SMEs and all to provide better services for Indian citizens so what UPI has done for payment for

SME lending all these use cases will be driven on a next way on account aggregator so many banks are live so adoption will happen heavily out there in the next coming few years so.

**DB:** Thank you so very insightful work that DCB bank has been doing, so what is the kind of role that you see in terms of the Fintechs, the new breed of entrepreneurs that have come up which are the fintech entrepreneurs especially what has DCB bank, I know you do a lot of work I would like the others to really know in terms of how you have been seeding and driving Innovation in the Banking space through the Innovation Carnival, Hackathons and so on so forth, so please share some insights.

**PL:** It very good question, I just narrate my story how I started like in 2016.

I was traveling from Shirdi to Mumbai, I think many of you are from Mumbai so they must be knowing Shirdi is a one pilgrimage place and while coming there was a one place called as a Bandara so I thought being a tourist traveller let me go and see this place. So it was somewhere around 5 30 in the evening and it was showing around 26 kilometres away from bhandarathara so it was a hilly road and I was carrying my car it was showing 65 kilometres away that much petrol I can consume in the car so I reached a place called Bhandar, out there people say the Bhandar or tourist place which you are looking for it's a four kilometres behind what does it mean that I reached there because of the hilly road like 6 30 PM or so and it was like a dark it was a winter time then I really started looking with the help of my mobile phone where internet was not working right so where do I find some hotel or where do I find to stay back right so then I input people where is this Bhandar all over they said I think it's a night time you can explore in the morning so you can stay back somewhere. So I got some hotel addresses this then they said there is some small town where you can really have a food or try if you can get some dessert or petrol because I have to go back to my way now my friends, in the whole 50 kilometres periphery in that area there was no Petrol pump, can you imagine a place just near to Nasik and in the 50 km periphery there is no Petrol pump and I visited a place there was a small and that lady was having some kind of a feeder kind of some petrol or diesel was available, so typically every truck or some somebody tanker comes and they fuel this small these containers with the diesel and petrol which is available for the nearby villagers so fortunately I got four litre diesel out there and I was so happy

I flash I am so blessed in this place then I asked do you do you have a credit card or debit card kind of a service? She said what is this?

all about the story goes like how fintech adoption is happening in india now when I say do you use Paytm what is this guy talking all about right so give me some cash so how do I get cash being a digital being in a digital banking I always carried cards so somehow I visited a nearest ATM and you know what is the condition of ATMs in the villages fortunately I got some cash 5000 rupees cash and I gave so I was just thinking what is going to happen in these villages if you don't do a lot of innovations out there so that's the story somehow I got some hotel I went back.

After one year, I visited the place again just for out of Curiosity, what's really happening and the lady was having Paytm and Debit card so that's the adoption happened within one year why because was demonetization, this is what has happened so being a responsible banker we started this program wherein one of the problem definition how can you create a cashless villages. So where in a cashless village everything happens on digital means like you can do a payments across merchant and SMEs on some devices and at the end of the day settlement happens so that's the problem definition we opened up so apart from that a lot of problem definitions we I think you were part of those innovation programs cyber security how can we have a better account opening, so lot of challenges are there in banking so we open up that as an innovation carnival program so we work with the fintechs and what is this fintech is all about say example as a bank we have our IT

team which can give some output of some products right some account opening or some kind of a payment app but it takes years together for that id2 to develop so why not to partner with a fintech company who has some products ready which has a better experience and they understand more a customer more better so it's like adoption of those fintechs along with the banking ecosystem where some of the floors can be rented out to the sprinters so that's how we look at the fintechs and a bank can really have a better alignment at least in Indian context where under sustainable development goals we need to have a better financial inclusion with the SMEs every like in a recent budget also finance honourable finance announced that every india should have a certain digital way of a payment so that's a program which wherein we work closely with lot of fintechs these days so if some of you are a fintechs or even if you have some kind of a fintech idea we can fund that idea and make sure that how that idea can become tomorrow's innovation so this this is what the agent of this program all about where as a bank we run this program with lot of mentors NPCI, Microsoft, IBM are some of those corporate partners there are other banks like world bank where also we work closely with them from some other sustainable agendas like clear water and so on so forth so some of you are willing to be part of this program, so most welcome we can see how we can contribute and see some kind of innovation can happen.

**DB:** So thank you Prasanna, now coming down to you mentioned Digital Currency so now even the RBI has proposed the CBDC which is the **Central Bank's Digital Currency** so can you share some thoughts on CBDC especially how it can be implemented in india and what is the kind of role and maybe explain for the benefit of the audience what digital what CBDC means in a real sense especially how it can facilitate the cross-border transactions and transactions in the digital economy especially for exports?

**PL:** Yes, I think so I think today if you talk about Central Bank Digital Currency which is a legal tender for every country just like the note that you are carrying currency note variant is written that I promise that I will take care of this note right so how so that is what a legal tender all about Digital Central Bank Currency. I think nine countries are alive including China, Cambodia smaller countries are live on what is that in their life they are customers they are SMEs and their transactions are started on a digital form of a currency today you may say I still same thing I do it on UPI or any of those apps what is the difference between all about it right so primarily if you look at the whole banking ecosystems when you do a transaction on the left side on some of those channels Commerce or e-commerce and so on the transaction goes to multiple hops so some of these hops like a trusted agency called MasterCard, Visa NPCI then the transaction is routed to some of those acquiring servers these are owned by banks and the issuer server

Let us understand with an example -

Sir is having bank account with ICICI bank the transaction will be routed from a merchant's HDFC bank to the ICICI bank through all these means and directly reaches to his account and the money will be debited this whole process takes in a few seconds right and it takes because of so much of hardware and software we have deployed so far and actual transaction money will be given back to your merchant next day after a kind of a reconciling settlement process which is a manual process now imagine every bank has this manual process and what CBDC says I will remove all of these manual processes transaction happens merchant gets money there and there itself maybe it's a beautiful experience for our customers on UPI but it's a use beautiful experience for tomorrow's SMEs and merchants there and there it said they don't have to struggle around my money didn't come they don't have to struggle around keeping that bank account our statements as a proof so everything is seamless ecosystem in the back end also the way we see on a front end with UPI or a QR code payments it on the back end also there will be a smart banker ecosystem and imagine this smart banker ecosystem is available in every bank and in every country so what does it mean suppose tomorrow your friends or you want to send money to your relatives or your kids out there in

studying in the USA, CANADA it takes so many days right and it takes so many days because it's a manual process there is a trust requirement of whether this document reached or not there so just like UPI ecosystem with the CBDC from this country to another country payment happens immediately what does it mean that every country has to work cohesively together so that's a layman land right so that's the Central Bank Digital Currency all about so india also looking at we will be also part of this ecosystem they are treating it as a Digital Rupee kind of a name where china has Yuan Cambodia has its own fast ecosystem Singapore has had its own and the whole there are two types of CBD retail wherein you and me will communicate and do the transaction and Wholesale CBD between banks and banks country and country so this season ecosystem has to come because this will do away with lot of those INR's operations which we have done in some 50 60 years because I think it's a the way UPI was a magic moment today I think CBDC is tomorrow will be a magic moment for most of the people in india not in india but outside of india there is a lot of things around that it's just a beginning it will take its own time and the block technology like blockchain will make it happen.

I think huge things are coming just want to talk about one ten seconds or on production friends what we have done for the last 25 years on internet it's it does have a lot of limit limitations and challenges so called trust you don't have a trust and provenance from where I am ordering my food whether anybody has touched that food if you are doing some kind of exports of Agri or relevant textiles people our customers would like to know from which uh from which farm this particular uh apparel is being created right how many days it was in a transits and blockchain gives that liberty to say that yeah this will this took seven days eight days that kind of a transparency blockchain will create which was not there in the internet today so I think blockchain I treat as an internet 2.0 huge adoption will happen it's happening in all sectors it's a high time for everybody to learn and implement these things also and last 10 seconds one startup came in to me in a Bhopal, she was a founder and she said these are two dresses this dress costs around 700 and this is cost around 1000 Rupees same but these days was created and completely the supply chain of these days was on blockchain wherein the end user will tell you February 2021 this was that this is a particular yarn was being utilized and they go down this time so complete transparency, you will get to know as a customer when they will scan the barcode here you don't know on Paytm or Flipkart you are buying selling at the end what you get you don't know so that transparency you can bring on these kind of technologies

**DB:** Thank you so this really was the next point that I wanted to ask to conclude so you've already answered it but one small thing I would also like to know what is the kind of export financing that is possible through DCB bank especially how export financing for Startups for textile manufacturers for traders

**PL:** Specially for the DCB bank is a primarily SME bank, so primarily means our 1995 customers are SME and some of you are in Bombay or in india and they want these kind of financing with a better business models so DCB bank does provide so and we are doing it and I welcome some of you our SMEs or if you know some of those SMEs looking for this kind of a financing for exporting so that we also feel that we are a part of your journey here.

**DB:** So, I think we've taken a lot of your time thank you so much for sparing uh your time and coming to address these august gathering right now, thank you so much and we look forward to your support and anybody who wants to reach out to Mr Prasanna Lohar, if there is a time for one or two questions?

**PL:** One or two question you want to ask

**Q1 KB:** This is for the women entrepreneurs what and how much funding can you all give and what are the funding schemes that DCB bank has? A lot of times we are mentoring and we are the



designers for women craftsmen okay now she cannot make her project report you know things like that so is there anything do you have a cell which can offer them assistance and also schemes to help the women you know who wants to market her craft in terms of home furnishing or for the you know home hotel section?

**PL:** So I think very good question apart from DCB bank uh the one program which we drive where we provide kind of a funding or co-create the products with the is not only women entrepreneurs but any of the entrepreneurs come to us we welcome and we evaluate the idea

**Q1 KB:** so but do you have anything special any extra you know the pluses or some concessions for women I mean?

**PL:** So I am coming to that, so as such at DCB I mean to say that we don't differentiate entrepreneurs women at all so but primarily I am part of a lot of ecosystems where we our attention is towards women's rights say example we have a forum like I am a executive member of India Fintech forum so where we have a separate cell which takes care of the human entrepreneurships so say example through this program and through **DCB Bank Innovation Carnival** we had supported some of the women entrepreneurs, example one of the lady was driving , Dolly do you remember right, so in Delhi so she was driving some kind of innovations around the Cancer right, so that's how we support so it's not only a woman or any of those entrepreneurs but there are some so i'll connect with you or any of the women's are looking forward they have this kind of a product or us so typically i'll share my connects with organizers, you can always email me your project

I will make sure personally so the ecosystem where I am working closely where some of the ecosystems are supporting only women and women and run by women right so there I can connect and see how we can really create a better resource for you that will be as well as I am associated with some of the funds right so startup funds and investment funds that also I can connect and see whether your idea can get funded starting from POCs followed by the actual creations so on. And Maharashtra government and there are some of the other government entities where I am closely working with that support also I can bring in.

**KB:** So is there a number, I mean how little and how Max, I mean how much maximum is there a number do that

**PL:** Some of the things which we had done starting from 2 lakh, 3 lakhs, 15 lakhs, we do it more than 50 lakhs depends upon the use case to use case say example some of the fintech use case which where you know we are creating tomorrow's unicorns we will look to would like to be more equity into that kind of ecosystem

**DB:** Thank you sir

**PL:** Something which I want to drive, there are some sustainable ecosystems which are driven by women and some of the males also so which is around the Sustainable goals one project we are doing is around how do you create affordable houses say example affordable houses with backed up by some kind of a renewable energy backdoor some kind of IOTs and so on so these projects we are now working is some of you guys or girls would like to be part of those programs so welcome.

**MC:** Thank you, thank you, very much sir may I invite you here we would like to honour you with a small token of our appreciation Doctor Nigam ji is please you come Sonia ji and I would also like to invite Dolly ji to be part of it.

Thank you sir, thank you very much.

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

Mr. Alok Kumar, Deputy Director, Silk Mark Organization of India, Government of India

#### **Transcript Silk Mark Presentation**

We now have a presentation by Silk mark of India. It gives me great pleasure to invite on stage Mr. Alok kumar, Deputy Director Silk Mark of India, Government of India.

**AK:** Morning to all of you on behalf of Silk Mark Organization of India, I welcome you all to the global conclave this is indeed a very important day for all the textile stakeholders as we open up after the pandemic situation.

Before the PowerPoint presentation I will show the story of silk

{VIDEO}

Silk the story of India's magic fabric.

Silk mark was introduced by the ministry of textiles government of india aiming at the twin objectives of consumer protection and generic promotion of silk in india a family is shopping for silk the one material that is and has been allowed from generation to generation by us for all our magical moments from religious festivals to joyous events no Indian celebration is complete without this beautiful fabric and being natural silk is comfortable and healthy to wear.

The mystique and splendour of Indian silk is unparalleled.

The Irresistible Eri, the tantalizing Tussar, the magnificent Muga and the splendid Mulberry are produced by the tribals inhabiting the forests of central and North Eastern India.

These Vanya silks or the wild silks of India are eco-friendly silks made using natural and eco-friendly colours. The Vanya silk industry remained obscure for a long time as an exclusive craft of tribal, this industry neither assumed importance nor attached attention to recent times.

Eri silk products and silk is mainly produced in the northeast, all the production processes are eco-friendly and do not at any stage produce chemical effluents, every denim products surface events different textures and feel with high durability and flexibility every silk dress materials for men and women have better physical dimensional and comfort properties that clearly give us evidence that the fabric is suitable for garment making every silk knitwear products unparalleled textures with natural sheen easy affinity for natural dyes light in weight and high in moisture absorbency with baffling thermal properties warm in winters and cool in summers.

Every silk thermal wear every silk possesses excellent thermal properties as well and offers tremendous blending possibilities with other natural fibres.

Muga silk products the pride of india, Muga silk is known for its natural shimmering golden colour the most expensive of silks, Muga is intrinsically woven into the cultural traditions of the people of Assam the vibrant sarees and Mekhla Cheddar and items made from Muga silk. Muga range from r lifestyle products like purses, Umbrellas, Shoes, Slippers, etc.

Tussar silk products are woven designer products are distinctive look and feel. Oak Tussar is mainly used for Cushion covers, curtains, breath taking furnishings, dress materials and sarees to add more beauty there are the enchanting embroidery and hand printed designs with strengths of easy wash ability and durability with the natural lustre, Men's shirts are very popular from a variety of tussle silk fabrics.

Mulberry silk products are pure silk sari with mulberry transcends a subtle symphony sari in India has been accepted as the national attire of the Indian woman, it has luxury vitality and versatility lifestyle products.

Exquisitely designed lifestyle products made from Eri, Muga, Tussar and Mulberry silk are available in the Designer Silk Collection .The launch of this collection is to encourage designers and new entrepreneurs to take up this new commercial venture for the benefit of the primary producers and motivate them to popularize these magnificent gifts of nature in the global market culminating in the transformation of this age-old tribal tradition to an industry of immense potentiality the legacy of Indian silk continues and this is just the beginning into the magical world of Indian silk.

The total production of Indian silk industry in 2019-20 was thirty five thousand eight twenty million ton. Out of that Mulberry production was twenty five thousand two hundred thirty nine ton, Tussar is three thousand thirty six metric tons, Muga silk is 241 metric ton and the Eri is 7204 metric ton.

Silk mark is an assurance of pure silk a registered trademark owned by silk mark or nation of india effects to products qualifying certain standards used only by author users covered all seal products primary intermediate and finished raw silk, silk yarns, silk fabrics, silk studies, silk made ups, silk garments and silk carpets.

Silk Mark Organization of India (SMOI) is an initiative of central board ministry of textiles, Government of India that is registered under Karnataka society act governed by its own bylaws headquartered at Bangalore. It has chapters in all major self-producing and exporting centres it is addicted by committee of administration registration of members any individual any firm institution central government industrial government body apex body society private and corporate body can become member of the silk mark organization under the bylaws.

Four types of membership have been designed the permanent membership, a special member it's only for government corporate member, handloom and power loom members.

The vision for Silk Mark India is to protect the general interest of silk consumers. Silk mark acts as a front line tool for the general promotion of silk to build as a brand equity for Indian silk internationally. Silk Mark to become the common thread that connects all stakeholders together and take care of interest of all sections of society silk value chain these are the important seal products it is a cushion cover and shawl of airy silk it's a banana these are the silk bags silk ties this silk footwear silk bags silk mark scheme in a nutshell it's an initiative by central board Ministry of Textiles Government of India

Silk Mark was created to provide assurance of pure silk an organization created to create it to protect the consumer interest confidence and trust how to notify pure silk simple just look for Silk Mark.

Thank you

**MC:** Ladies and gentlemen a big round of applause to Alok ji, thank you sir, thank you very much.

I would like invite Dr, Nigam to acknowledge Mr Alok Kumar for his wonderful presence and sharing knowledge sharing big round of applause thank you

Thank you sir

### 3.10. Startup Presentations

Two Startups presented their startup story in 5 minutes pitch

- **Mr. Saurabh Shivaji Waugh, CTO, SATATSOUK**

**SW:** Hello everyone I am Saurabh, today I will be presenting you the startup Satat Souk, so it is the first e-commerce marketplace for sustainable products and we have also integrated e-learning and microfinance along with that so with starting Satat is sustainable and souk is bazar so we are providing a sustainable bazar for smaller traders and first time entrepreneurs.

So here are those problems, solutions to that we will be providing to you.

The problems that are local craftsmen and textiles do not have access to the global market uh and there is also unemployment and lack of funds while working the solution that we have come with is B2B e-commerce marketplace for sustainable products after that our training program via LMS and microfinance facilitator program for small entrepreneurs about india is developing in IAMKHADI is developing India's first e-commerce platform for sustainable products on exports it is a b2b e-commerce marketplace along with e-learning microfinance facilitator program.

MC: Thank you we have one more presentation before lunch representative of South Asia Global Organic Textile Standards.

Thank you

- **Mr. Ganesh Kasekar, Representative in South Asia Global, Organic Textile Standard (GOTS)**

**MC:** Welcome sir big round of applause please

**GK:** Hello and a very warm afternoon all of present over here yesterday I was requested by Mr Yash ji, if I can present a presentation on the GOTS awareness session for the startup industry over here. So here I am today with a big topic a vast subject and just now I have been intimated that we have a shortage of time so I need to cope up with just 10 to 15 minutes of time to explain you about the basic awareness about the GOTS or the Global Organic Textile Standards what it is and just to make your uh refresh you or take you to the journey of the organic textiles standard.

I would like to run a short video of four minutes which will give you a road map about what organic textile is all about.

{VIDEO}

The global organic textile standard or got is the realistic solution GOTS is recognized as the gold standard for the sustainable processing of clothing and textiles made with organically grown fibres such as organic cotton or organic wool at least 70 percent organically grown fibres must be used in a gods certified product while an important step in the right direction

the use of organic fibres alone is not enough to make the items truly sustainable GOTS has strict standards for the entire processing chain got includes a wide range of strict criteria and peter and may can be assured that neither they nor the workers or environment will be harmed god prohibits the use of the kinds of chemicals commonly used in textile processing that can cause cancer birth defects and other serious illnesses only low impact chemicals are permitted to protect consumers health also includes stringent restrictions on wastewater treatment and requires target goals and procedures to reduce water and energy consumption also social criteria based on the key norms of the international labour organization must be met these include safe working conditions no discrimination and no child labour it isn't just got setting the standard regular inspections are also done by independent third-party certifiers along the entire textile supply chain every stage of processing manufacturing and wholesale must be independently certified as a result with gods peter and may can be confident that their clothes are produced sustainably and under decent working conditions a public database lists all certified operators don't rely on self-claims always look for both the GOTS logo and the license number the global organic textile standard is an independent stamp of approval that is widely recognized in major sales markets around the world in the us the claim organic on textiles is protected by the government textiles certified with the gods logo can be claimed as organic in the rest of the world if a product claims to be organic it might be that only the fibre from the farm is organic if you want it all which means an ecologically and socially responsible process throughout the whole supply chain you can only be sure if you see the GOTS logo on the product peter and may are happy they leave the shop with clothes that are got certified they are relieved to know that not only are they safe from hazardous chemicals but the products are made with organic materials under strict environmental and social conditions plus they look great choose clothing that's certified organic always look for the global organic textile standard logo the reference to the certifier and the suppliers license number yes so that was a short video that to have taken you to the journey of the organic textiles and i am sure that that must have cleared most of your doubts i'll just go through the slides in a very rapid speed literally and if you have really have some questions you can catch me on later so that's our vision our vision is very much clear that we want to become i want to have the organic textiles as a significant part of everyday life enhancing the people's lives and the environment and the society as such.

We started a very small journey in the year 2002 we started whereby we have our founder members came together drafted a god standard and over the years till 2021 you can see as of now uh as per our latest report we have close to 15 000 certified entities on the global market and in April 2020 we had our versions 6.0 which was released and very soon we will be having version 7.0 that that should be made by the textile industries these are some of the recognitions by us it is officially recognized by the USDA that the us government the Greenpeace, the ipharm family the Swiss Olympics and all so the standard as such has been recognized and known by the international bodies as well so these are our four founding members of the organization that has come together to draft the standard of the organic textiles we have the IVN that is the International Association National Textile Industry from Germany we have soil association from England we have Organic Trade Associations from the USA and we have **Joka** that is a Japanese Organic Cotton Association. So these are the four stakeholders who come together and draft the standard to do the revisions and who take all the technical calls and all other calls regarding the GOTS standard in spite of pandemic we all thought that the industry was at loss there was a depletion of the business and everything all agreed but all these have resulted into extra cautious in the mind of the consumers and the consumers not only in the overseas but even in india also have started taking a cautious step about the products that they have they are

purchasing and that may that is one of the reason why we have increasing number of god certified facilities globally and where do india stands yes out of those 13 000 close certified entities almost 3 000 entities are there in india so that means the responsibility of Indian industry is very high as far as we concern about the organic textiles, this is something interesting if you talk of the organic textile as such cotton being the most majorly used fibre in the organic fraternity the words fifty percent of organic cotton is supplied by India

So again I have been asked to cut itself for the for the time limits but yes the standard is based on the four parameters of the social environmental and the technical aspects uh the basic criteria is that if you want to claim anything as organic we have the product should have 70 percent of the material as organic we encourage the organic farming because the farmers are free to save the seeds the soil is nurtured hazardous pesticides are not used less energy used and the reduction in the pollution as such so we encourage more and more organic farming for the organic textiles as far as the chemicals which are used in the textile industry processing for the organic we do the approval prior to the use in the industry and also the residue limit tests are tested by the third party laboratories the social criteria's are governed by are based on the UNGPS and ILO conventions and the OECD guidelines it prohibits on the social criteria the child labour discrimination between the male and the female workers forced labour physical abuse sexual harassment all these things are not allowed when any factor is working as per the god standards it guarantees the human rights the freedom to choose the employment and overall it secures the working condition of the employees working in the GOTS approved factories it is being followed rigorously into the entire supply chain which is involved in the textile processing right from the first processing of ginning up to the final uh trading so all the intermediate supply chains are being a part of GOTS certified entities the inspection and everything is done by the third party approved third party uh accredited bodies which are nominated by or approved by the gods standard so it is not we that who conduct the audits it is the done by the third parties this is how the entire work is done every company which is having the god certificate need will be having a valid scope certificate which is a proof that this company works in in accordance with the god standards and whenever they move the material from one company to another they will need to give a transaction certificate which is a proof that an organic material is being transported from one facility to the another till it reaches the a consumer important thing please keep in mind the god standard helps you to reach the United Nation SDGs so there are 17 goals in the SDG and the standards helps you to meet these SD Goals which is very important in the international market as of now so that's all from me I am happy to answer offline thank you

**MC:** Thank you sir, so questions will be taken offline.

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

- Session Chair:** Dr. Rupa Naik, Executive Director, World Trade Centre
- Moderator:** Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design Innovations
- Panellists:** Mr. Tarun Thadani, Founder and CEO, FASHIONABLYIN, UK  
Mr. Ramez Basmaji, Founder Fabusse, (Kuwait)

Mr. Tsakatsa Ishmael Humphrey, Founder and Creative Director -  
Zargue'sia

## Transcript

### Panel Discussion: Market Linkages & Logistics: National and International

A warm welcome to Madame Rupa Nayak warm welcome to you. Nice to let you know, now the Senior Director of WTC, she's amongst us we thank her for all the assistance what she has given us always. Rupaji you are great! Thank you.

Moving on Yash ji, next discussions, and our next session is going to be on Market linkages and Logistics: National and International. Our session moderator is Dr. Ajit Kumar Nigam, CEO, NIFT Foundation for Design and Innovation. We welcome you on stage, sir, Thank you.

Our chairperson is none other than Ms. Rupa Nayak, Executive Director, World Trade Centre, please welcome Rupaji with a big round of applause. Thank you Rupa ji.

Rupaji if you don't mind I will make a personal comment as usual your dress sense is impeccable.

I would also like to welcome Mr. Tarun Thadani, Founder CEO, Fashionablyin, United Kingdom. Tarun ji are you here? We will wait for him and Mr. Basmaji founder, Fabusee. Kuwait.

So a big round of applause for him Mr. Rameez Basmaji.

So we will start, moderator Dr. Ajit Kumar Nigam, please take over.

**AKN:** Guys good afternoon and lovely lunch, lovely place and lovely lady on the stage and here we're going to talk about market linkages as we move forward so what I am going to do is, I'm going to request you to talk about based upon your experience what way the World Trade Centre does how does it create those kind of linkages across the globe and how a product would move from the production stage to the final customer and also what should these young designers do? Instead of just creating a product of their own or they should look at market? How do they look at the market? These are some of the broader areas, I would like you to address. Over to you!

**RN:** I think the 2 30 session is one of the worst sessions one could get because everybody has had a meal and they want to rest and relax and chat with all the friends, but I would like to say that I am very happy to see that there are so many young budding fashion designers who are amidst us today, normally we are used to seeing a lot of entrepreneurs, normally we are used to seeing people from Academia but it's a wonderful mix of entrepreneurs all you young designers who are probably going to become very famous Celebrity Designers in times to come.

But yes market linkages is a very important component, it actually connects the producer to the seller how do you take them so there's always a middle man, it could be a World Trade Centre, it could be a Trade Organization, it could be a dealer, it could be a distributor, it all depends on who you reach out to, but in short let me tell you about what World Trade Centre does.

As a World Trade Centre worldwide Centre is supposed to be more of a real estate across the world wherever you go. There are 330 World Trade Centres in over 90 countries. All of

us try to collaborate and cooperate with each other, to help market linkages. All of us put together, we represent about over a million business houses. In the recent past we've seen that textiles, fashions, up cycling, recycling, all these new words part of SDG have taken over and we have realized that importance of ensuring that like the farmer who brings the food to our table. We don't see the person who is provided the food to you, I know it came from to us from Flamboyante, probably I know the chef, but I don't know from where it has come. The market linkage is like that we really do not know from where our clothes come. I know I bought it at one of World Trade Centre's Weavers Exhibition, but I really don't know who the weaver is? We never get to see the origin of any product.

So, recently of course, Government of India started something like most of them started putting the name of the weaver or from where the mango comes from, the farm from where mango comes in fact, even the face of the person was being put, particularly at nature's basket, so this particular box of mangoes comes to you from so and so farm at Ratnagiri, well so this is a way to get to know the origin. So I think as a World Trade Centre, we can play a very important role in ensuring we take anybody who is aspiring to become an International player, who wants to reach out to markets, besides within India overseas, we can help you to reach out to them through our reciprocity desk which is a part of the world trade Centre association's initiative to connect all the businessmen from various countries through a desk, so we put up the I mean we put up a trade inquiry which comes to us or a request and then we write okay, we want so and so country to respond to us and if the country responds then that country gets marks so world trade Centre receives a lot of trade related inquiries from different countries and we keep finding partners or we try to find and find the actual source through which we can reach out to the either the seller or a buyer.

**AKN:** So, yes so I have a question for you which is this that World Trade Centre is an established old organization and they've been they've been doing great service the world is changing and there's a lot of technology which comes in with technology coming in how are you looking at World Trade Centre of say 2035 or 2040? How would it look? So how about these linkages which you're trying to establish will change with the maybe with Web 3 coming in with triangulation of Artificial Intelligence, Blockchain and we were having this conversation over lunch.

**RN:** If you look back at the origin of World Trade Centre, it started in the in 1940s in the USA. In India it took over, I mean World Trade Centre, Mumbai is the first World Trade Centre of India which came up in 1970. In fact in 2020, we were to celebrate the golden jubilee of World Trade Centre Mumbai, but due to the pandemic we were not able to do it, but yes, you just see one pandemic, why are we looking at 2035.

Look at the pandemic in just two years, within two years the way business is conducted has changed, we have all become digital, we want to work from home, how many of us were ready to come back to offices? I had difficulty in getting most people back to office they would say do you really want us to come back to office? I would say yes, we need your presence here of course. I mean the engineering, housekeeping and the fire departments electrical departments, they worked throughout even in the lockdown periods but other departments were not very keen to come back they were so comfortable at home that now getting back to normal was not looking normal, a psychological change

**AKN:** Psychological change

**RN:** 2020, I have no idea what was going to happen, did any one of us even predict that 2020 would be this kind of a situation in our life. I mean in 2010, I was preparing Vision 2020, every organization from FICCI to Ernst & Young to CII to World Trade Centre was



presenting to the Government a memorandum on 2020 Vision. 2020 and that's changed nothing, see what happened in Vision 2020.

Vision 2020 turned out to be a nightmare, a blessing in disguise, because we discovered new opportunities. Of course, a lot of people lost their lives a lot of families have lost their members from the family, but the disruption caused, woke us up, shook up the world and made us realize that you have to reach down to the grass roots, reach down right up to the places where I don't know who was sent. I managed to get food through some during the lockdown, I wasn't able to get most of the supplies and I had somebody who would come and drop it at my house, I didn't even know who the person was I was just calling a number and saying okay I need vegetables, then there was there was there, there was a tempo which would come with vegetables. You know and it reminded me of some movies that I had seen where in Poland they used to go for bread, you know whenever I used to visit Poland, they used to tell me these stories and I saw exactly something like that happening. I would tell my maid run down quickly because you will not get any Bread/vegetable.

**AKN:** You have to join the Breadline.

**RN:** We were buying vegetables at a very high rate it was that time, it was the seller's market, even today it is the seller's market, the buyer is ready to buy, reach out to the world don't just sit in your own comfort zone because you never know who will come from which region and take away your market!

**AKN:** I really like what you said the seller's market and so my question to you is you are an international fashion consultant how would this happen, this movement which is now a seller's market so we should get extraordinarily premium to the price of the product. Basic economics tells us that what's your reaction to this?

**RB:** Yes, as she said madam he its okay. So the business after this Corona changed a lot and the problem here that we finished Corona and there is a war coming now between Ukraine and Russia and these are big country and these things also make business down again in some country in some area. So we have to go more remotely the people in different country before they have people who work in their office so now they are ready to work abroad, because the life change so we have we cannot accept what will be happen after five years, six years. We don't know what happened it's kind of political system happening in the world, maybe coming another corona we don't know anything.

So I suggest to every designer work step by step, we have to follow the rules of the world and we can as I said more on the online, I always say online because this is this is a life now we cannot, you cannot live without your mobile you cannot take a shop and pay the for rent and then wait the client to come to you so it's better to continue on this life and the plan every year by year, you cannot put plan for five years, so every year must be can change this life.

So decisions in boardrooms are changing and you cannot have a strategic plan going forward with that as the base the chief executives of various organizations have to plan for a different perspective and keeping that in mind, how would the a country like Kuwait look at going to all the GCC country countries and where physical meetings may not be possible how much of these video meetings will help actually close business now not generally a marketing effort but actually close business, as I told you after corona people begin to understand the remotely meeting through zoom or through Microsoft, so people begin to understand this kind of things and the begin to do this business but if we talking about the fashion industry sometimes little difficult because they cannot guarantee the quality or the design they can understand the price, they can see the photo, but if some new designer or

brand not knows some purchasing coming online and after they face a lot of problem. So here to continue in this business for the fashion, I think they can do it online but to send sample for the buyer to check the quality to check the price it can be easy for them yes,

**AKN:** So the touch and feel in the fashion.

**MC:** Sorry to interrupt, we would like to welcome Mr. Tarun Thadani from Fashionablyin, UK.

Thank you, please carry on Dr Nigam, and carry on the Discussions

**AKN:** All right sir, welcome Tarun, we were having an interesting conversation and so I will just bring you on and I will start asking questions, before you even relax, okay which is market linkages is something which we are talking about and India has to go to the world and our people need to get a premium on the prices so madam has been talking about this being a seller's market, so it is time to take advantage of that and with that being said, How do you react and what should India as a country do to ensure that people get one higher prices and how do we even reach out and tell the Indian story, as we discussed during the one of the panels yesterday they talked .The time has come for India to tell its story. It is a story with sells, so how do you react to getting those market linkages in place? And I think you should have some water.

**TT:** So I ran, I was running while coming, so I basically see India, it has so much of what you call it, fabrics quality. I mean we have China, no country in the world has the infrastructure that India has.

So, we run Fashionablyin which is a platform. We've been doing this for several years maybe like 10 years now, where we help companies grow their business, I have actually worked with Rameez multiple times we've met in Paris and in many parts of the world as well we basically help companies grow their business. So whatever I tell Indian companies I always say you know the main thing is the only problem that I feel with Indian companies is delivery. I mean that's the only thing because and that's not a problem is because nobody wants to say no that's the thing you know everybody wants to say yes, but you know in India we have such good infrastructure fabrics raw materials, we have to take advantage of the infrastructure that we have, you know and moving forward global trade today is becoming very easy, you know, I mean just because of pandemic we've had increase in the shipping rates you know, but overall business is global you know today if you look at an outfit you look at your shirt the button will be from turkey, the thread would be from china, the stitching could have been done in Bangladesh, you know the design could have been done in Europe. So it is definitely a global market and being in a country like India where you have this kind of infrastructure where also you can do small quantities, you know if you go to China if someone comes to you in China they say, 2 000 pieces They are not interested. You know, so this is where you have that advantage where people should you know take full you know I would say *Vasul (advantage)* of right. Okay.

**AKN:** So just picking from what you're saying you talked about a globalized world conflicts are happening across as Rameez pointed out and then people are talking about de-globalization with each country trying to pull back and be a cocoon, if I can use that terminology,

Globalization was fantastic but has the political world started changing are we really looking at breaking down of these supply chains the linkages and that's why the prices are shot up! What will be the because political establishments today are becoming much more centralized in nature across the world so how would you react to that:

**TT:** See, if I may say one thing I spoke to a very good friend of mine who's in Russia right now Akash Deep, he runs a big company then he's been there for a while and I just asked him about what is the global like what you know like what we see from the news and what is happening on a ground level are two different things you know.

So the only one thing that he said to me was that India has opportunity in this, you know. I know like, I know for us we should not, we don't have anything to get involved and we the good thing about India we should be neutral and look for more business opportunities whether we sell to x y or z that is other people's conflicts, is not our issue you know but since India has taken a neutral stand you know, for example I am just saying one side of the economy has closed, so they have to buy from one side which opens us, which opens options for us. Right.

**AKN:** Yes, and would you agree to what he says?

**RN:** There's nothing called de-globalization it cannot happen just as corona will never go it might become milder, mild and metal become a kind of flu, similarly all this will go back to what we were, we'll have to accept globalization is there forever. How what are we going to do if you are not going to travel? You need the world to know what you're doing. So many delegations come to India even in spite of Corona. We had so many people who are visiting us, so this can't close. Markets will always be open because what I just said was right now sellers because the supply chain is disrupted right now India is focused because China Russia, Ukraine. China because of corona most of the countries in fact not just most of the countries, it's very difficult to find from where to outsource today? I have a huge order which has come to me asking me if I can help them supply get a supplier for wheat. Because Ukraine was a supplier of wheat, across Asian countries, Vietnam or Korea all of them they depend only on noodles, to them wheat is very important. From where are they going to outsource it if Ukraine can't send it to them, so you have to look at all these opportunities which will come out of disruptions!

**AKN:** So a counter to what you're saying the concept of *Atma Nirbhar Bharat*, the need to be a self-sustained economy, how would you view that in this context?

**RN:** What is self-sustained? what it self-sustain doesn't mean if I am not self-sufficient, doesn't mean that I have to only sell within my market, I have to grow rich, I have to make sure that the last the backward and the forward get equal amount of our equal partners in getting the fruit of that contribution, that they have done towards either exports or towards the domestic market. Here what happens is it's only the maximum for example if you look at most of the weavers as Savita said yesterday that if there is a 50 percent sale happening at west side, it doesn't go from its Westside pocket it goes from the weaver's pocket so that shouldn't happen there should be equal distribution to every participant who is part who's part and parcel of a product that's what I mean so whether the product goes overseas or the product is sold here. Self-sufficiency begins when you start recognizing the value of each and every participant who has contributed in production or the supply.

**AKN:** okay so from your perspective the self-service efficiency and art is to ensure that we take care of the supplies side we take care of both, you need to know who is your market right where do you need to market your products, identifying your market is also a very difficult task

**RN:** Correct, But what there are different ways you know World Trade Centre has its own Export Development Programs, where we teach you how to find out your markets? How to identify buyers? you can't just think internet has many buyers, the element of trust isn't how many of them are really existing how many of them are trustworthy you really don't know

sometimes I have had people coming and complaining to me about after they have supplied so then we can't do anything about it but yes what I mean to say is you have to make sure that today what you do is make a foundation today you start looking for markets, you may probably end up in the next few months finding the right buyer, once you found one good buyer, one good buyer you are done.

Can I explain to you the ODOP product or project of Thailand. So India has introduced ODOP which is One District One Product, excellent, but it doesn't work that way what Thailand did was they did something called OTOP which was highly successful, so every district was asked to identify a product and that product had a product manager a product designer who designed the product for the international market for a specific market for a specific international market it could be European it could be American it could be Asian depending on that district and that product so I still recall that there were hundreds of buyers from across the world that were invited by Thailand, the entire cost of stay travel was born by Thailand. I went as a part of one of these delegations from India, where I was also invited to me it was an experience because there were thousands and thousands of products but there were only buyers and not buyers who would buy only for you know for their own purpose, but buy for an entire year an annual order was given to every product that was displayed there and then they would take us to the village that district to show us how the product was made. The product was made for international markets, so I remember a bathroom slipper being sold for a thousand dollars the slipper was made out of silk, it was a Japanese product and this person who had come from US he said, I am picking up for the entire year for all the hotels which are which were under him so he gave a huge order so that depends on how you identify your buyers this is what you need to do find all the big malls of the world get their marketing and purchase officers here let them see the products made but our product should be export worthy.

**AKN:** All right so has a similar experience been there in the Middle East

**RB:** Yes to tell you about my experience India is big country for the government for the fashion but we face many problem when we bring some buyer here we I bring myself a lot of buyers here, but there is a problem when the client sees a sample okay and when they do the production there is twenty percent mistakes, this is number one and number two on the delivery. Also there is some late so a lot of buyer and a lot of country now we can say come competitor to India like Vietnam, Bangladesh, Morocco and some buyers from Europe some buyers who before come to India they begin go to Moldova shipper country in Europe and they do their production there, but India it's better in some item like embroidery such kind of things, but they must work more on the quality and on the presence in the market, because trust with the people is very important, but this is not mean only in India there is problem, also in China in UK, so I think to bring buyer is not difficult to bring but to continue with him and to give him the right product this is a difficult point, we have to work on it.

**AKN:** Tarun you so he talked about certain problems how can do business innovation in these lines or technology solve these issues, because these are very pertinent to us and if you're not able to solve them then then the problem continues what are your views on that?

**TT:** Yes sir, I think the most important thing is the relationship that you have with the buyer you know, and so like our company has been working with getting buyers for our clients for the last 10 years helping them and it's the relationship that you make with the buyer like you know if you're late it's fine, there's no problem, say you're late. If your this colorway is not available you have to use another colorway, mention it in advance. So the correspondence in that relationship is the key, and that's what it keeps because with production there are going to be issues, it's not like they're not going to be issues, they are going to be issues

they're going to be they are going to be delays they are going to be challenges you know, but every challenge can be overcome and every issue can be solved, you know but so yes obviously there are technology that can be used, but at the end of the day at least that I have at least what I have seen in my, I mean I am still a little younger than you know all by all of you and but what I have basically seen is the relationship is the thing that goes of the most important when it comes to the buyer you know, and that's key you know you if you have like you know a lot of people they when they go approach buyers they keep saying oh I am the most leading I am the best leading supplier from India, I am the most leading supplier everyone says the same thing you know. so you have to change that approach when you get to the buyer and try and break the ice a bit, you know to make the to you know show like okay the and start some kind of like story you know instead of just saying the same thing that everyone else says but overall is correspondence is key being prompt you know and these things will get you very far ahead in your business relationships all right

**AKN:** So business relationship is family build on trust so how do we ensure truth and veracity in all our transactions because once you establish that then this person becomes a repeated buyer for you time and again how

**TT:** Like madam said that you just need one buyer and I totally agree with her you know and so it's it is it's correspondence you know so the more you the more you say you know the more you reply the more prompt you are that's what builds the trust, so it's the it's the constant you know correspondence replying to emails following up with phone calls that's what keeps that relationship stronger and stronger and stronger, then when you go to the specific country you meet them when they come you invite them for dinner you take them out and that's what builds the relationships even more right.

**AKN:** so when we talk about this building this relationship there are obviously two standard ways of doing things one is a verbal communication second is the written communication in today's world with the government and a lot of other things which are problematic from one perspective how important is the written communication as against a verbal communication when while you're building the trust with the buyers.

**TT:** So video today you know like you know, I mean zoom and video is great you know today. I haven't met a lot of people that I work with or face to face, I haven't met them but we do a lot of work together we do events together you know and but we've had a lot of correspondence on zoom on video, so video is great you know and one thing which is better now since the pandemic a lot of the buyers and a lot of a lot of people that you were dealing with that weren't familiar with having zoom meetings or doing everything virtually they are very familiar with the virtual business now, so this is a kind of this is a time that you can take advantage of this situation you know and next time ask your buyer or ask someone for a zoom appointment you know, try and schedule an appointment and remember once you're speaking face to face it's going to make things happen, then obviously they'll say I want a sample they'll say I require this or whatever and then your relationship automatically builds yeah right and

**AKN:** how would you react to this how does it happen in GCC especially verbal versus written communication in building relationships?

**RB:** as I mentioned you also through communication if it is difficult sometime the people go to zoom or Microsoft sometimes what's up it can be solution but to continue after what's up or after zoom sample it's very important to send it when you talk with the buyer and show him your product he cannot see clear the product so I think to send for him a product photo of product high resolution clear and you put the description about each product and how

much time take and what is the facility and how you shipping them for them it can be helpful for them but now corona finish, I think and the physical fair begin run again if we say in Dubai or in Qatar every month there is fair now there is Ramadan okay begin, but after Ramadan there is a bridal fair there is a trade fair so it's important the presence of the Indian exporter and designer there for the first time to let people know them and to see the product because still they are afraid to travel the people there maybe or Europe it's easy for them but to come to India is still difficult. Next week there is IIGF in Noida, so I invited around 100 buyer but I see only eight buyer that will come so maybe need more advertise, more push from the government to do this so here it's better to take them it's better because there is no sector for the Indian exporter in gulf, I see some time in Paris some sector for them in Milan but in all the GCC country, I don't see sector for the Indian they are special mainly in Dubai but Dubai there is not too much business, they must go now for Saudi Arabia, it's a big country and now everything changed with Saudi Arabia they can go to Qatar, now the FIFA happening in Qatar and Kuwait, so this can be helpful for them to grow.

**TT:** So you know a question that I keep getting asked a lot is, when it comes to sampling who's going to pay the career the sampling courier you know or who's going to pay for the samples? you know so this is something that that you know I mean it's you have to weigh the situation you know sometimes I always ask the suppliers that if you have to go travel to London or travel to New York and meet them and come back, calculate the cost of that and calculate the cost of sending the sample you know but some people believe that the supplier should pay for the I mean should fund the cost of the of the samples but the buyer should pay the courier costs you know. So everyone has a different take on this you know but in my in my on I have some suppliers, who I who I know very well who even who even pay the full pay the full pay everything, you know. So this is something that you really need to look at because it's and understand like what's the output that you're going to get you know any thoughts on that ma'am?

**RN:** Yeah, I have something to say on this, so if the buyer approves your product and he places an order with you don't charge him for the sample, but if he doesn't then you charge him for the sample, no I know I meant also but before the before you I mean that's before they place the order, well they're still negotiating then it's your call, tell it that's your way of marketing your product, why should he pay for it? I think why should the buyer pay for it yeah I think you have a trust with the buyer you have to see about the buyer and I don't know what the cost of the product is, but whatever it may be, you can pay for it till until you know whether it's been approved or not and then the minute he says okay, I have like the product depending on the order you could decide on whether you should charge him for that because you're going to build in the cost anyways, yeah of course, of course provided you get that order of course you'll get the order if your sample is good the very fact that he's called for a sample after reading all the specifications and seen the colour codes or whatever.

**TT:** Sometimes buyers ask 10 companies for samples also yeah so but then maybe even one of them works out you've made up for the rest of the 10 that you like.

**RN:** Yeah exactly

Okay you also mentioned that. Can't you place the sample in the market in the mall and get it sold there?

**AKN:** So Tarun you talked about how easy it is to do business today, I mean it's easier competition is more okay it's easy so my question to you Is it easy for you to sell now?

**RN:** It is easy for those who are on the digital platform right now.

**TT:** No I'll tell you what it's I'm just saying if you have a good product just remember that you have a good product then that is the key. First you know if you have a good product then second obviously you need to be able to sell but you have to you can't expect to sell a terrible product.

**RN:** You know we did an exhibition during the pandemic it was an online exhibition, we developed one particular platform on which we could showcase the weavers it was a nightmare their products their sarees and their fabrics were outstanding but they were not able to upload it so we were supporting them, you were there Yash, he was there and finally we gave up we decided we will change the date we pushed it by one month, then we pushed it again by one month, at the end of it I told them you forget it, tell them to take pictures on their mobile and send it to us, I don't know how they managed it very big problem, very big problem but even till now I mean I've never seen such designs before, such beautiful designs.

**AKN:** So my question is that are we taking a product centric approach? Or a market-centric approach that's a thing which is debated at multiple forums?

**RN:** Consumer-centric

**AKN:** Consumer-centric approach! You are right madam.

Tarun, interesting you talked about the great products, take the samples, but what about a consumer-centric approach?

**TT:** Listen you have to you have to see the trends of what's happening in the market you know you today like okay so what is hot right now like I mean any anything? Anyone in the audience can say like anything that's hot?

**A:** Sleepwear and Loungewear

**TT:** Absolutely sleepwear, loungewear that's really trending right now so another thing like another buyer that I was talking to see you know everyone moved to skinny jeans before but now apparently skinny jeans is completely out of the market you know so everyone is moving to back to back to a little more of the flowy jeans, not what I'm wearing but more of the you know flare jeans so the obviously you have to be with the trends in the market you know and sometimes the first movers other people that that that has spotted and benefit from the from the whole from spotting it getting the whole products in and distributing it to the right audience you know and also at the right price points which is key you know like certain things will only move at certain price points so

**AKN:** So Rameez how are the trends spotted in the GCC market? the trend yes how do you do that repeat trends what's going to happen in future what kind of products would be liked by the customer so how do you come to a judgment on that in your market?

**RB:** See the fashion as I told you change the mortality of the people change in the GCC especially after this crisis let's say for the Indian market there is a huge of designer who sell there in the GCC but I see now a lot of shops who take from Indian begin change their mind because as I mentioned you for the price the price is very important always I say the price they like special kaftan style, kaftan style is very famous if you go to the market in every country in GCC you can see a lot of kaftan and all are made in India I faced some time one buyer he said to me I bring kaftan from Morocco when we see the Moroccan guys company we find that he do the embroidery in India and I know a lot of embroidery people who sell their embroidery to Moroccan and Morocco they sell again to the GCC country so a trend now we cannot say it's like before people go more for the simplicity, they don't like a lot of

colour in the dresses they don't like a lot of embroidery, they go for the manipulation they like to combine some accessories with dresses so the mentality in this way I think must be changed with the designer also to know what they can produce now and the designer in India must travel also or must say online what happened all over the world they must see from the online what the competitor do? they cannot say I can do what I like because the market is different here and the buyer it's easy for them to accept everyday 100 email from a lot of company so it's except from India from here from here so in the final they will buy what they like and what price they can get they can do it and a lot of buyers you have to take care about a lot of buyers they can copy sometime they take the dresses from India and embroidery and they do it in Turkey different kind of things so this also can make value down for the Indian because they sell at example 100 USD they can find in Turkey 50 USD but the client the final customer you don't know he sees addresses and he buy it so this is make more pressure for the manufacturer so here always is if we go before 10 years we can say bridal gowns lady can buy in 20 000 euro but now we cannot accept this maximum 5000 euro so this is the mentality of the market now you did mention that I mean people pick up the design copy and then send it under the name.

**AKN:** So Intellectual property is an important element for this business and before I come to Tarun, it's to you that what does the WTC thing how we could ensure that the intellectual property of our designers are protected and we command a price based upon the knowledge which is gone inside this?

**RN:** From WTC I can't say how you can protect the intellectual property of a designer it's up to the designer but I don't think the designers are that bothered because whoever is going to copy cannot make exactly what the designer has made because he has put in a lot of effort I've seen quite a few of such you're not really closer to him so I've seen quite a few copies of maybe Sabyasachi or Ritu kumar and you know the minute you see it even though it's a copy from what the original is it's not the original and I don't think they're really bothered I'm sure.

Are you a designer?

**TT:** No I mean I'm a marketing person, but I was a designer.

**RN:** Okay you look like a designer

**TT:** so I don't think he'll bother tomorrow if I go and copy if he's made some sorry which is that true he won't bother he won't bother he'll say he'll be very proud he'll say oh she copied my design but copying is a problem but I'll tell you something if I don't know if all of you all have heard of what NFTs are you know with the I mean if you're seeing this is this is the way that you can actually protect I mean, I like an NFT is the only way that I was actually talking to a few designers a while a while ago and this is something that you can look in because see what today if somebody copies something, I mean how can you it's clothing today it's but I'm saying when it comes to an NFT it's also that it's yes you can know that you are the rightful owner of that design but still if somebody copies it you someone copies it they copy it you know.

**RN:** You can't do much about it!

**TT:** Just you just don't want them to copy it in a commercial way, if someone copies it in a in a what you call individual, non-commercial way, that's absolutely fine, but if there's a commercial way you obviously want to look of how you can get compensated.



Yes they asked they are in in in Europe in France copyright is very stringent and I know I know suppliers okay that have given designs to big companies and then they've got it done with another supplier and they have got compensated, because but that's only in Europe and France where they have these laws which are stringent and you know where the government also plays an important role in enforcing this. So people have that fear over all fear but a country like India they'll say *Jane do, Jane do*, like no one's really going to you know.

**RN:** The cost of it is also very high to fight for correct litigation, litigations are very expensive

**AKN:** So Rameez how does the work in the Middle East? People copying or buyers are looking at copies to purchase as against somebody's original work?

**RB:** Copying is International, everybody copy especially in the middle east there is a lot of copy but to copy the Indian product same in other countries, it is difficult to give the same quality and same structure is very difficult but the problem with the end user he check on the price and they will buy, what is shipped for them this is a market now. As you see a lot of company bigger like they grow their business through the pandemic like H&M they grow because they have good price for the product and they take from all over the world from India from Bangladesh, so the copy, yes it is a lot of company who do copy and also in India sometime when exporter send the product to the client, let's say from Mumbai maybe he finding Calcutta another exporter or go here and there so in the final you want to save in the money but in the final also he faced some problem, when he paid less amount, when he received the product there is a lot of problem in their product so maybe this can be after problem for them all right.

**AKN:** So copying is a well-accepted system in the Industry and that being so then in the interest of time not on the negative side but in order to generate more. So I would like to open the floor to questions especially to these three people here, if you have questions ma'am can somebody give her a mic please?

**TM:** Every designer faces is plagiarization and when Mr. Rameez will say copying is okay you know I mean I think, I talk on behalf of all the designers that once you put in so much effort on the sample which is the most important then production, is not a big deal as much as the sampling, because you need to develop the design right from the conceptualized stage to the execution you know when you do a new design so it's terrible for a designer when the designs are being plagiarized and you know to see them all over the market even before you can commercialize them you know for instance when a designer has a fashion show the pictures are all over and tomorrow you see them in exhibitions everywhere you know literally, so I would say that, of course you know there should be some kind of a law and you know of course there is IP and all but it only works 20 percent when you change your design to even a textile print to 20 -25% it doesn't work so I think as the European countries do even the Indian government has to have some kind of a law regarding that or even the person who is in charge of exporting the product out of India some kind of you know leverage on that.

**AKN:** Very interesting but before the panel I would like to hear observations on this from a lawyer who is there with us, yes.

**JM:** So good evening everybody my name is Jamshed Mistry, yes I am a lawyer and we've done a lot of work in fact on fashion law on copyright etc. I mean I find found some of the observations very interesting indeed. I mean if the industry itself says that you know copying is fine then I think we should all go home.

**RN:** We did not say copies is fine we said it is not possible to control it

**JM:** It certainly is, there's a lot of work, I must tell you that has happened in fact very serious the British government for example is pumping in a lot of money on this. If you all know that most of the copyright conventions that are there in India is also signatory to it like the Berne convention etc. So, if you register a copyright in India for example it automatically it gets copyright protection in other countries as well, so I think this is important. Trademark is of course you know based on individual countries so that's an issue. But I think people are getting very serious, I think police, you know agencies across the world are actually coming together there are sort of seminars and other things that they're doing in working this out and I think the most important thing is awareness within the fashion community itself. I think if you and you know plagiarism and other things as somebody rightly said what they typically do is to avoid plagiarism what they'll do is they'll take say the fabric of one, a button from somewhere else and then they put it all together and say Hey, and look here we're not copying. So that that's how they have sort of you know try.

**AKN:** The same product process patent which was a big debate in the pharmaceutical industry.

**JM:** Absolutely, but the other answer okay to it is which I think a lot of people have completely forgotten is something called insurance you can get insurance for exactly what you're doing for your product, I mean worldwide.

**TT:** So I just want to ask you like a lot of people won't understand also is I we say I'm a designer I make this outfit how do I copyright this outfit what is the process?

**JM:** Well absolutely you can you can put it down your from your design to see what is copyright is actually a bundle of rights, it's not just one right okay so you put it all together, I mean you it can come in a form of a concept note that concept note can also be copyrighted and you get your diary number at least in India now everything is online immediately. India by the way sir is a great place to register your copyright, it's much cheaper so that's again something that you can do so, these are they'd have to do this for each of their designs, yes absolutely I mean see whatever is important to you see today intellectual property is for an artistic person is the only thing that he or she has so that's it's become very important

So can I ask you a question what would be a designer's copyright if it had to be an intellectual property right that you think you have added to that particular design because be anything like just tell me something inspires you to do that yes, so I will tell you what I had a conversation with Mr. Jamshed Mistry only who's sitting here so he said that you can sorry come up here.

I'm so just wanted to say that the regarding the copyright that you know we were discussing that in terms of the print even if he would have done a copyright of the print and the garment had multiple prints then it would have not worked it doesn't work then you are able to plagiarize it so if this print this motif on your sari which you're wearing this particular motif am I right Mr. Jamshed if she would have taken this picture and this is patented or copyrighted then if a person puts four flowers or leaves on that it doesn't work the product was spray painted similar to that am I right no correct it's a small minor change but it doesn't work and the same in terms of fibres because I remember he mentioned to me that why don't you patent this banana pseudo stem under your brand and to do it for future but then there was lot in what in what category am I using different you understand, so I have to do multiple

patents copyrights, copyright patents also we spoke about this also I think a couple of times on this.

**JM:** So no I think let's get it very clear so a copyright is basically where you know the entire design can be you know protected, a trademark is very different it's your label okay in that also you can have a design or a logo that can be protected but the only difficulty is trademark is country specific so you'll have to you know and UAE etc. is the most expensive for a trademark registration for example. You mentioned about NFTs I think that's a very important aspect you can and also the other problem about NFTs is today you know the original owner of the NFT okay what is great about NFT and blockchain is you can actually see where your I mean who is buying it it's accessibility that's right but again the mathematical algorithm only allows you one way, it's not I mean if it's sold and then you want it back and you want to you have a grievance today there is no international sort of grievance redressal forum but these things will evolve. I think India is now getting in it's getting ready it is you know the government has sort of accepted it in in the you know the initial stage it will happen the repetitions file in the high court etc. asking for things to be recognized so I think you're going to see that but NFT is a great way again to ensure that variations can be also you're the rightful owner and the first person that's right so you then become an assignee but at least you ensure that that you know variations of that product also has value,

**AKN:** So NFT is something which is going to be critical to ensure that the product actually belongs to you and we are talking about market linkages, my question to all the panel members and I'm going to start with you as traditionally the government used to play a major role in this but organizing so many events and things like that and over a period of time this has got reduced especially with technology coming in so from your perspective what should be done now using technology and governmental linkages and the role which a trade counsellor could play in taking this forward.

**TM:** Sir, I would like to add Ms. Rupa Nayak only that handling thing we had organized the online exhibition so there were some challenges but over a period of time I realized that Whatsapp works beautifully with the artisans so if the government can form a smaller cluster and if we do it in a smaller group say take 20 artisans and one person who's handling them in technical support then you know they perform very well because I think we sold best in Rajasthan the Gotha work and the you know so it was done very nice the embroideries were very price competitive and those tunics were sold across many markets so personal touch with the artisans whichever area you're taking you take 10 or you take 20 and then you know probably do something like Whatsapp because they handle that very well rather than doing it over a period of time with you know on the online on Google or anything else like even a website you're creating for them does not work as much as Whatsapp work so you have to find some easy solutions which is there on their phone because they're very well connected on phone and they were not from the major towns or cities they were from very tiny villages very small villages so trust me I would just quote that as a take that as an example.

**AKN:** which means these are the companies where all the information would be stored would that not become a privacy issue would that not become over a period of time sometimes to use your terminology dominance and abuse of power for companies like Facebook is something which we are talking about Whatsapp belongs to Facebook to Meta would that not become a challenge and should that be the route we should take okay

**TT:** So no I'm just saying when you say privacy as a company you're not supposed to share your data that's pretty much as long as see the problem about the problem with India is privacy laws haven't been enforced, yet I mean I know it's I've been reading a lot that in the

pipeline you've been knowing more but in the future they are going to be doing like GDPR and other kind of laws so for example our company fashionably in we're actually registered in the UK so we have to follow GDPR and actually we also got into trouble some time ago because someone made a complaint so we had to prove that you know we had we were keeping all the you know not sharing all the data so yes Whatsapp may be convenient but in a long-term conducive environment for doing your things it's not it's not the right thing to do. But as you mentioned earlier when it comes to a public private like when it comes to like government like this government private partnerships you know those PPPs where you know where the private companies partner with the government to form exhibitions shows this is where a lot of things can move forward where you have private institutions who are also have some kind of you know what you call lucrative thing for them to be a part of it the government also gains and the people who attend also gain so the you know these kind of things moving forward we should encourage more of these things where there's partnerships with private companies the government and to do other exhibitions shows, events, virtual events conferences all kinds of things that promote the overall trade like exactly what Yash is doing and other people you know over here as well like us as well are doing yes right so

**AKN:** So, when we're talking about the PPP mode and we are also talking of technology and all of us have been through the experience of Aadhaar especially on the Indian side of things can we visualize a system for times to come where the product attributes and data which goes into ensuring that the design element belongs to a particular person now can be done through identified clusters on a blockchain

**TT:** see no you're absolutely right. I don't know if anyone is familiar with Web 3.0 what everyone is saying that's what it's gone to that's exactly what you're saying is what's gone to happen everyone is gone to have their own wallet, you know every I'm sure everyone already most of you all have your own wallet and that's what's gone to be your login to many things you know and that's what the world is moving towards you know a lot of people are saying that Web 3.0 is really and I'm actually seeing it. I don't know I don't know which who of you all over here have an open c account anyone wants to raise their hands

**MC:** Tarunji, one second, sorry I would like to warmly welcome Mr. Tsakatsa Ismail Humphrey founder and creative director Zarguersa please give a big round of applause, Thank you.

**MC:** Hi, welcome and you could come this way, sorry Tarunji.

**RN:** Why don't you make them I have to go.

Okay

**MC:** While we would have liked you to be here two more minutes please carry on

**TT:** No I was just talking about Web 3.0 and how I feel that it's the way moving forward and does anyone else have any thoughts on that on the law.

**JM:** So I think you mentioned GDPR I think that's very important and quite often even the rest point of information has to you know comply and that's but the other important thing is you know as I mean we've always been faced with this question in court quite often saying that what I mean do you have the is it so you know, is it like the formula for coke or something that you know you just can't disclose, so I mean I think it's evolving I mean and but I agree, I think our privacy laws need to be tightened up far more than what they are currently.

**AKN:** Yes especially from the perspective of moving from internet sorry internet two to internet three, well web 2 to web 3 internet of information to internet of value where you can actually do transactions and ensure credibility, ensure trust and that is what good marketplace and just a great job.

**JM:** Credibility and trust because everyone is talking about money ordering happening through

**AKN:** Crypto so is moving it is moving in the right direction. I mean obviously things are happening.

So, see Crypto is an example, as a use case, there are other ways of doing it.

So we would like to welcome you and I really would like you to tell us about you as a person and the organization you represent.

**IF:** Okay thank you, so much good afternoon ladies and gentlemen my name is Tsakatsa Ismail Humphrey. I am the CEO of Zarguensa which is a high fashion brand, I'm a fashion designer and I'm also a physiotherapist. So I'm representing Zimbabwe. I'm one of the delegates from Zimbabwe.

**AKN:** In this panel we are discussing about the concept of market linkages and how companies can take their products from one stage to another and if you could talk about it in a short span of time because the chairperson of this panel also has to leave, so let's hear from you how market the linkage are established in Zimbabwe.

**IF:** Okay in Zimbabwe when it comes to marketing you need to first identify your niche market what sort of product you are giving to the people and you actually find places where that particular product is in demand, so a lot of research has to be done first before you actually get out there, get your product out to either different places or other countries abroad and also other factors that come into considerations are like government legislations, things like eco-textiles, eco-friendly products, so those things are help you to determine the kind of market where you send your products to. The other factors that also come into consideration are the demand for that particular product as well.

**AKN:** What I'm going to do is probably one last comment from each one of you now beginning with the lady there.

**TN:** Thank you Dr. Nigam, I would like to say to sir, I would like to say firstly, I mean this panel discussion was very enlightening, but number one is your end supplier from the organized sector or is your end supplier from the unorganized sector, so that is the most important thing you know that is why I said these smaller groups, because if he has a regular business and if it's organized, it's very easy for the buyer and you know to communicate but we were talking about promoting your end suppliers from the unorganized sector.

**AKN:** Right so that makes a change

**TN:** A change, Yes.

**JM:** yes so I think my two words of wisdom are basically, I think if you're in in this business in the fashion industry, I think you should definitely try and make yourself slightly legally literate I think that's very important and for example you know before I joined the legal profession I did backstage for designers like Hemant Trivedi, etc. I met him just a while ago and I said hey I mean tell me which other lawyer has actually done full and complete backstage so you know things like that so I think it's reciprocal. I think we must know, you know the law the law will always come in handy for you, Thank you.

**RB:** So my talking on the last that you have to take care about all the rules happening in the world because every year there is some rules happen through between the designer and the exporter and the manufacturer so I suggest for you to always follow the rules and keep update about what's happening in each country because each country have different rules and try to communicate more and more through the digital way. Thank you.

**RN:** There's something that I would like to say is about the Indian weaves we have so many weaves that we will never go out of fashion India has weaves which can you can probably make a directory out of them

**AKN:** And all would have an International market

**RN:** And all would find a market everywhere in the world there is no place in the world which is going to say I didn't like this weave it's made in India the minute you see the weave you know this is from India. That is history that's the story, embroidery I'm talking about the art scrap fashion I think the fashion industry grew from here if you look at I've been watching some of the serials like Mahabharata and all the clothes that they made them wear have definitely come from the book when they read the Mahabharata true. I think yesterday the governor told a story about a fabric which lasted 14 years which Ram, Sita and Lakshmi board yes so yeah they did not require in it so it was a divine fabric. We probably don't have we can't lay our hands on it because we are not divine, but still I'm talking about the weaves that have been given to us by our ancestors, it's a heritage it's something that you, you are I mean all of you are sitting here the youngsters you need to take stock of it look at it because this is a treasure, this is a treasure which you need to explore and take it to the world. Show the world what India is all about. The weaver the farmer are the two most important people of this world, the civilization our Indian civilization have actually come from the weaver and the farmer and we still have 90 percent of India is farmers and 90 percent of India is again in the weaves, cotton if you look at Indian cotton, look at Indian silk look at Indian linen, it's really very good. Yes I do love African fashions because they are very colourful and they're very glamorous and they look beautiful, but I still think that there is a lot of scope for India and Africa also to collaborate with each other. I told you the story about getting the North eastern shoal yes this is something very funny so we had a we had Mrs. Tembe who had come from International Trade Centre Geneva and we presented her a beautiful shawl which was made in Northeast India and she asked me which African country is this from and I said no it's not from Africa it's from India, so there is so much there is so much common between us also and we need to explore those possibilities for collaboration with Latin American countries there's so many Latin American countries which also have beautiful weaves, but what we need to do is to bring all the weavers together, understand what kind of weaves and most of them are going to die if they don't get a market, so the buck comes and stops at you.

**TT:** So, I would just basically say that don't give up keep trying the more doors you the more buyers that you connect with is never enough the more the more it's like if you think, I've just hit 10 buyers today that's not enough just if you want to grow your business keep targeting more and more people the more and more people you target the more doors you knock out knock on the more relationships you make the more chances of you getting more business you know, so that's all I wanted to say is just keep at it and you know today you don't even have to have your own factory you know you could you could be a representative of some like say today you you're good with email, you're charismatic the way you speak, you're good with correspondence, you could work with someone like madam said who is not so familiar with the computer, who's not organized, who does not know how to put things on an email and represent them and be their voice and make do it professionally and make a commission on it, or you know I mean so I'm just saying there's a lot of opportunity and it's

just the more the more doors you the more doors you knock on the more the more you're going to get.

Thank you.

**AKN:** We will hear a lot from you probably sooner but what are your last words on Marketing linkages which your country could do and what kind of practices?

**IF:** Definitely when it comes to that you need to be aware of the competition out there so in whatever you're doing when it comes to marketing you just need to distinguish yourself and be also aware of what the client needs yes so I think .

**AKN:** All right thank you so much panel members, excellent talking to you and please stand for a photograph please thank you thank you.

**MC:** Before the photograph we'd like to give a token of love firstly may I request Yash ji to kindly acknowledge the one and only Rupaji please who has been so kind always to khadi and to textile. Rupaji first, please the boss lady at World Trade Centre Mumbai, a big round of applause to our guest from Zimbabwe Mr Tsakatsa Ismail Humphrey,

Dr. Nigam, I request you to kindly honour, Rupa madam please.

You can't keep a good lady down for long. Thank you Rupa ma'am you have been so good to us and you've been so involved in the movement.

Many many thank you *dhaniawad*.

I would now like to invite Mr. Tarun Thadani from Fashionablyin,

I said something wrong, I can't pronounce it please say it for me okay

So here is it the spelling f a s h i o n a b a b y I N fashionably in. I got it

I invite you Dolly ji to acknowledge Tarun ji Please, Thank you!

Is it a shocking pink that you're wearing it's a Rani pink or what is it? It is a lovely pink!

I would like to acknowledge and welcome very proudly Mr. Jamshed Mistry a legend in the legal the legal eagle business who doesn't know Jamshed ji? Thank you for your presence here sir.

And a group photograph. Thank you, Sonia ji are you here?

Come on Ladies and Gentlemen, a big round of applause to the esteemed panel, esteemed moderators and great guests.

Thank you very much as our esteemed guests leave the dais for one final time let's give them a big round of applause for their presence here today.

Thank you very much.

We have Dr. Masina from the university of Zimbabwe Textile department, Republic of Zimbabwe we have Mr. Tsakatsa Ismail Humphrey founder and creative director and we have all our international guests Mr. Rameez Basmaji, founder of Fabusse and all our other guests thank you very much wonderful what a great picture what a great picture it's like the international fashion industries on the stage the big guns.

Before the final session let's do one exercise before the final session check everybody get up for a second for 30 seconds everybody just stand up quickly stand up hello at the back

students don't do keep sitting stand up look at me. Are you ready everybody left hand out left hand out everybody left hand out look they're gossiping ladies no they'll never change okay everybody left hand out take your right finger, take your right finger turn your right finger right finger take your right fingers like how I did it clap on your left palm with one finger two fingers three fingers four fingers a big round of applause for GlobalSpin Trade Conclave.

Thank you sit down, okay.

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

**Session Chair:** Ms. Sangeeta Jain, Director, All India Association of Industries

**Moderator:** Mr. Yash Arya, CEO & Founder, IAMKHADI

**Panellists:** Mr. Rajesh Satam, Joint Director, The Cotton Textile Export Promotion Council (TEXPROCIL).

Mr. Tsakatsa Ishmael Humphrey, Founder and Creative Director - Zargue'sia

Mr. Tarun Thadani, Founder and CEO, FASHIONABLYIN UK

Ms. Kanika Bawa, Director, Design & CEO Interior Design

#### Transcript

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

Let's now do the final session and this final session is Role of funding agencies towards export marketing.

Our moderator is Mr. Yash Arya, Founder and CEO, lamKhadi.

Our Chair person is Mr Rajesh Satham, Joint Director of the Cotton Textiles Expo Promotion Council

We would like to invite Mr. Islam Humphrey for this panel, please come sir a warm welcome big round of applause. I like the colour of your shirt, thank you

I would like to invite Dr. Ajit Kumar Nigam, CEO, NFDI, my god this stage has seen you a thousand times, I think within the last two days, I will give you an award for that.

I would invite Tarunji and want you to join them on stage. Big round of applause for Mr Tarun Thadani, thank you. It makes a great stage.

So this is the final session on this wonderful two-day conclave and I will hand over directly to Yashji to start and to moderate.

**YA:** Good afternoon this is our last session I would like to thank all of you for listening to us patiently and this session is very much essential for all of you because it talks about the Export financing, Export marketing most of us in this room they must have listening to us



from past two days and we all are talking about Innovation, Technology, Marketing, Exports, various stakeholders in that value chain from a grassroots producer to the end consumer be it an Indian, be it an Indian buyer or an International buyer, we have amongst us one of the fashion designers from Zimbabwe, they have their different requirements, so here I would be talking more about the Role of Agencies towards Export Promotion Marketing of Products which have been manufactured in India.

Amongst us we have one of our steam panelists from TEXPROCIL they have been given the mandate from the Ministry Of Commerce for the Export Promotion of Cotton textiles. So, I would be beginning it with our esteemed panelists to talk about the his engagement, his organizational engagement towards export promotion of cotton textiles from India to other nations and what are the initiatives, incentives or benefits which have been given by the Ministry of Commerce or through Export Promotion Council to exports, to the first time exporters or the existing exporters and how EPCs facilitate the exports from India to other parts of the world.

**RS:** Thank you so much for this opportunity, in fact I am very happy to share the dais with some of our esteemed panelists including designers and all and probably we are the last mile in these particular transactions. Basically EPCs as you might be all aware these were formulated way back in the 50s. In 1950s when the then commerce minister Dr. TK Krishnamachari, he felt that there should be added element of quality to what we supply to our foreign customers and there should be somebody who should be looking both towards the government for some directions and also helping our exporters to kind of meet the requirements of the market so TEXPROCIL is one of the oldest council, essentially under textiles, you will find more than about 15 councils including some of the latest ones the Technical Textiles, which we saw excel during this recent pandemic times. In fact a new segment of the industry has been brought forward means where people did not know how to keep their factories up and running and within a short span of time, we were able to turn around the industry and market these products. TEXPROCIL as a been pointed out is a specialized council promoting Cotton Textiles Export, the end products are made of something that is stitched, but not worn because for garments we have got Apparel Export Promotion Council and we work up to the Home Textiles, fabrics, yarns and of course the fibre portion of it that is from farm to fashion. We cover the entire gamut of products now since I can see quite a few number of students also in this group so I would like to just touch upon a basic point that we need to import because there must be we must be scarcity of some of the material or some of the high costly material which we may not have enough in the country that is why we import. But at the same time export promotion is very essential to take your products abroad find the right market, then government also offers a lot of incentives for exporting out of the country and this is not just the modern times, because if you look towards our history even when our traders used to go out, our merchants used to go that time probably the products were limited be it grains or cotton, the muslin cloth, which is now popular in Dhaka, but it finds its origin in North of India, Northeast of India, so probably some of these products and when they used to return they used to be rewarded.

But right now the dynamics have changed as few of our fellow panelists will also agree, designer himself also pointed out some time back that this particular it is something like a fast fashion or you have to be quick to market, so you have to look after the entire gamut of activities when you are exporting first you start with the product then you find the right market, if your product is good it will definitely sell, then the market has to offer you the right price, you have to offer a right price so the entire chain, then of course there is a lot of documentation that is involved for your own safety. Basically your product should go safe they should be inspected before they leave, so all these particular activities, even if not

primarily but we offer a kind of a secondary support, because what happens is you have specialized technical agencies, but due to some reasons probably for instance some of our exporters pointed out that there are some random checks on part of government now of course this was a part of the protocol requirement, but then it is added cost to your entire export cycle then we are called in to intervene and kind of inform that of course this particular activity can be done differently, like having your particular inspector right at the time of stuffing this container and that will kind of save your cost so all these awareness's and other kind of activities are done by our EPCs.

I am very fortunate to attend this forum and we'll ask our moderator to take it forward and of course, I will be here throughout for the any further questions that you'd like to answer, Thank you for the opportunity.

**YA:** Thank you so much sir, thank you so much the objective of the GlobalSpin Trade conclave is that how we can help the first time exporters to learn about to learn about the nitty-gritties during exports as you have rightly mentioned that people are not aware about these small issues which may add on value and add on or increase their transactional cost during exports, so now I would like to ask upon our another esteemed panelists, Kanika ji to share her experience about the products that she is manufacturing and what her experience regarding exports and how she understands the essence of export promotion councils, or has she been a member of any EPCs till now? If not then I would say that she must take the privilege and the services offered by the EPCs to promote first-time entrepreneurs go global.

**KB:** Yes, thank you so much Yashji that's a wonderful suggestion I will take it up for sure, like what I spoke yesterday also you know whenever everybody sees you know home fashions or home furnishings abroad, when I was like I said in Miami they went ballistic you know about our crafts and you know things which were made by the craftsmen so the whole thing is there has to be some kind of bridging gap because obviously they are not so smart and as designers, we all you know have to you know get them to understand the mind-set that customers abroad don't want the same mould you know what it was 30, 40, 50 years back. So we need to give it a new avatar and that is where I think designers really come in and it is a great, it is a big opportunity, especially after the pandemic, we can see that customers are more, you know voicing their opinions much more and India has a wealth in terms of specially because we everything. I mean all things handmade are a real craze abroad, so I think we should capitalize on that, having said that, I think export promotion councils can lead the way ahead and also simplify the processes like since we take a lot of women-oriented you know skill crafts programmes, I realized that you know it's very difficult for us to leave our work and help them at various steps so yes, I think it will be a wonderful opportunity to understand what programs the council has and take it ahead because finally I think we all need to give back to society and why not start from our cultural wealth, you know!

**YA:** Thank you so much and I would like to now ask from our esteemed panelists and also a co-organizer Dr. Nigam, he represents as a CEO of NFDI the role of funding agencies for the first time exporters, so if I am manufacturing an Apparel and I am based out of Noida or in Worli, I have a manufacturing unit, so the role of the banks, the role of the different schemes of the central governments like PMEGP or other schemes which have been floated state-wide by the respective state governments how they are beneficial or effective for the Startups like us who are manufacturing Apparels, or a say I would like to export say cotton from India because it has been Maharashtra being a state where the cotton has been is been grown Karnataka is another state which is second largest in India where the cotton is

being grown, so how we as producers can get support through funding agencies for exports through various schemes of government how the Startups can get benefit out of it?

**AKN:** Good that you mentioned Startups so I will take it from that perspective and not from the perspective of an established organization so the role before we come to the role of the funding agency we need to ensure that the organization which is producing this and is looking at exporting to a particular country is first investable, before we come to picking up a loan.

For me financing comes at a much more later stage, the first stage is to use your own funds to ensure that things go, you have to have that traction on ground, if you if you do not have that traction on ground, why would anybody even trust you with either with public money or private money through a venture capital or an angel organization? So we need to get that piece right and try if you have to create this and especially this is for the fashion and textile community, especially youngsters people tend to fall in love with their products. What we can do you do not really look at what is required from the you need to first break that mould you need to go out to the market and ensure your products is being purchased by someone maybe a small quantity a bank or financial institution or a government will look at your business model, is your business model right, or it is just the love of that particular product or such a negative term but hubris that yes great okay just five people like it. Okay, so we need to look from that one there are the governments would support you, there are ways to go about it you put a particular idea through its own process of a pre-incubation, incubation, get into an acceleration stage, get some sort of market traction a lot of people say you know what I have a great idea, give me a million dollars. It doesn't happen like that what is really required is you put in that hard effort ensure that things start inching towards reality okay and once we have things which a business model is in place some market traction is there and then you start doing things it's not a one night game it has to be much bigger than it requires lot of energy people sitting here who built business and here they have toilet okay so the question might tend to be asked hey can we do it right away.

**YA:** Thank you Dr. Nigam, so now you have talked more about the forward integration the market access, let's talk about the backward integration so we have a consumer we have a buyer who is based out of Zimbabwe, he's a fashion designer who procures a fabric from India let's understand from his perspective in terms of backward integration. How does he foresee or perceive India in terms of products which have been exported to his country.

**IF:** Thank you. So as a designer in Zimbabwe, we have challenges where they are limited local fabrics that are made that of that are of high quality standards like the ones from India so we end up getting materials from here from India why because even they in Zimbabwe we also grow cotton but they are no facilities or machinery to actually do the high-end quality fabrics so we export cotton, we actually import from India the fabric, so now the reason why we do that is our target market because I do high fashion, they want top quality materials, so one those have to come from elsewhere, where they are properly done and two the product quality matters when it comes to business to designing it's not really just something that you have to take as a hobby, but it's a business because you have to meet what the client wants and certain expectations are needed so I also come back to the point you are saying that you need to gain market traction before an investor can come with 1 million dollars in your business. So you need to also understand that the quality of your product matters a lot and when it comes to getting agencies for export promotion they looked at those things, the finishing of your garments, the quality, do you understand what you're doing do you understand your product, is there a market for it, or you only have five clients, because at the end of the day you are looking at a global kind of aspect where your products are going to

other countries and not only in Zimbabwe. So for me as a designer in Zimbabwe this is an opportunity to actually get you guys to be interested in also investing and exploiting the resources back there in Africa because not only do we have to export fabrics from here but we also need your expertise to even start up there in Zimbabwe to produce better quality materials to go to the rest of the world and not only depending here on India but you can set up factories plant manufacturers that help and assist in those kind of things, because there in Zimbabwe were a bit backward when it comes to textile manufacturing and product.

**YA:** Thank you now I would like to ask the same question, I throw to Tarun regarding the backward integration your requirements vis-a-vis our production and how do you foresee, how do you see it and how important it is for your buyers from your country for in all for to complete the comp to focus on the on the quality aspect the as you have said the quality, the delivery, the timing, the pricing the certification compliances, regulations; all those things so how important, it is in you how you perceive he comes from UK and he has a very large buyers database across the world. He has I guess more than five more than seven eight thousand buyers, who are directly working under his this agency and he has a very wonderful model, he has a freelancing model where he connects with the buyers across the globe and then through his model or his business model anybody can approach his company can get connected to those freelance buyers and then can generate businesses for their own company. So please give some highlights what how do you feel and what is your opinion in it?

**TT:** So for I would like to start with saying that I think this is a great time for people right now to basically grow their business you know pandemics first the pandemics towards the end, it's a great time for this is a great time to approach as many buyers as you can because they are they are looking you know all people stores which have been closed are restarting, you know so this is a great time overall, once again you have to have a good product you know, if you do, if you don't have a good product then don't first focus on the product, if you're making a product quality, see pricing is a second I would say pricing is secondary, because there's always a buyer for a specific price you know you know so maybe the quantity would be less, but there's a pricing is always but first make sure you can deliver a good product you know that's where it would start with and you know back to what Dr. Nigam was saying when you were talking about funding you know I just had something you know a lot of on back to just the funding part that I just wanted to make say one thing that agreed there a lot of these associations which you must be involved in, you know but also I am sure all of you are familiar with crowd funding platforms kickstarter, indiegogo you know they have been young entrepreneurs with zero knowledge right and have launched million dollar products on these platforms I don't know if you know about the jacket there was a jacket once that sold for three million Euros. You know so there were there was a woman who made a one you know one of these reversible outfits which you could wear like 20 different ways again sold like almost a million dollars you know so I am just saying is you have to be more aware and the good thing about being a part of the associations is because they keep giving you the regular mailers the mailing lists which you follow and you can keep track of what's happening, but overall you must be aware, don't ever think that I don't have investment, I don't have money, I can't start right now, that's not the way, because there is a solution to everything so you know if you have the right idea even if you don't have the product, people at kickstarter are willing to fund you provided you give a good video provided you give them that assurance, you know. So I just want to say that that things are looking good now, after a long time you know things are improving and this is a great time for everyone who's in the business to push you know give an extra push and try and make the most, because the last few years last two years were a little silent you know and this is time to just get back into

everything's coming back, you know which is which is great and I hope I mean which is superb right now.

**KB:** Yes, I would want to add to what Tarun said you know I want to know does the Export Council have any digital portal which shows that a craftsman is doing this in a region, you know or this product is there for example now we all talk you know in the home segment, home textiles, we all talk of Egyptian cotton okay for bed linen, we're talking of 800 count Egyptian cotton what about Indian cotton like I would want to know supposing I am doing an entire bed collection from the flat sheet to the fitted sheet to the duvet to the you know oxford pillowcase to the bedspread every layer of the bed linen, I want to know even if I am training an entrepreneur like a crafts woman you know to reinvent herself is there any portal or like you know something which is in sync with times where I can Google and see okay yes regency and you know we could direct it and then also we can put up the stuff that which the person is selling so that will be really great because you know we all have to reinvent what we're doing so I don't know you can answer ?

**RS:** Thank you for this question because as I said, first I will start from what Mr. Tarun said he definitely as an entrepreneur, I will just put a very on a light note I will put the example from our historic perspective that there was always there somebody the almighty Ram correct but then what happened is there came a Shabri who kind of tasted all those ber and offered it to Ram because she didn't want to offer bitter ones to him, so that is what we EPCs do on your part sir, that we taste the bitter part of it first and inform you and definitely you take it forward you have your entrepreneurial trial and you know your options what can be worked out secondly as madam asked which are the portals available and all first and foremost Ministry of Commerce portal itself provides you HSN wise what product is selling wherever secondly you have to kind of identify your particular expertise if you are doing more of cotton there is something like a Cotton Textile Export Promotion Council and there are various other kind of fibre related councils and each of these councils have got dynamic websites which keep on updating this information for your benefits, so we are subscribed to international data which probably will be very costly for the individual to access but since we are a pool of individual for benefit of benefit for all and we have all those particular mechanisms available like an economist data miner who kind of sees this particular trend and why this membership in modern times because even last two years of crisis where you were probably not able to visit we had our ambassadors our Indian missions abroad who kindly offered something like a digital connect we were from the Indian side putting the supply side and they were kind of assembling the buyer side of it and definitely these B2B platforms we were able to do considerable kind of business. I mean still of course shipping lines allowed us to ship it across and of course there have been situations which we try to bridge between the government and entrepreneurs like you because probably individual voices take too long to hear so what we do is we kind of develop a pool of such complaints that this is the most significant issue of the modern times and we try to put it in a nicer way that along with solutions because probably nobody has the time for 10 pages of document to be read and to act on it but yes probably a nice one-pager note which through the experience we kind of bring it to government and bring it to table for discussion creates a must for all secondly I am tempted to kind of praise Dr. Nigam means thanks to our land we have got Dronacharya's like him today, if we talk about our startup infrastructure 21-22 we were about 14 000 Startups and 43 have turned into unicorns and apart from that I am also proud that 11 000 starters Startups are from Maharashtra the place where we are sitting and definitely country is making its progress when it comes to exports in fact it was just three days back that there was an announcement from office of Prime Minister that the country has achieved 400 billion export target nine days before completion of this financial year and we are targeting 500 billion but definitely markets will create situations for us because for

doing such kind of exports we had to import something to the tune of 518 billion worth of goods so that is 118 billion of trade surplus which is not a good situation for economy, so what we are trying to do in the country we are propelling our programs like Atma Nirbhar Bharat, Make In India, Startup India and even whatever infrastructure is required Prime Minister has announced Gati Shakti, where we are integrating our entire infrastructure throughout the country there is also a thrust on improving the manufacturing infrastructure like if you must be aware there are schemes like PLI Product Link Incentive schemes where we are trying to already we have identified something like 15 to 17 sectors and from these particular sectors which are fast moving we are trying to identify champion industries means people who can take the burden that okay I will grow this product within a stipulated of time three to five years horizon and even government apart from proving providing all kind of common facilities and other certified support free of cost apart from that there has been also forthcoming in terms of marketing this product by involving almost 117 of our embassies across the world to kind of identify the potential markets for our countrymen, so definitely efforts are on the part of the policy makers. but then on our part also we have to double up our act is the time for our act, in fact third march when the Prime Minister addressed the eighth session post budget session in fact it was a novel exercise he said we should be proud of what we make in this country and we should feel proud not even to market it abroad but to our fellow countrymen, also we should also give a consumption rise in the country so definitely these are how things are panning up and we can definitely expect ourselves to achieve the 500 billion mark and maybe by 25- 26 we should be able to reach the 5 trillion economy charter which is a vision our Prime Minister has laid for us.

**YA:** Thank you thank you so much with the with the pace we have touched 400 billion dollar I am pretty sure that it will not take two years from now to even touch five trillion dollars, we may even touch even an year before this is, what this is what I personally feel. Now coming to Ismail with your perspective we would like to know that how do you see the rules regulations of your government in terms of promoting Startups and Designers of your country vis-a-vis the other countries

**IF:** All right so back then in Africa the kind of scenario is different from here in India there aren't really many programs, so back there in Zimbabwe there aren't really many initiatives to fund Startups, mainly because of the economic challenges the social the political so for most of the entrepreneurs back there we start from where we are, we start with the resources that we have and as we grow as your brand is growing and you get recognized that's where by you get some people or some investors would want to fund you, but for most of the Startups it's quite a challenge when they want funding from the government or from the banks because they have it's a very long process and there aren't many agencies that are there to actually assist young designers who are starting to obtain funding. So that's the perspective for me in Zimbabwe but I am sure very soon things are going to change when it comes to the legislation of the government in terms of promoting youth entrepreneurs because back there there's a high rate of unemployment in Zimbabwe so most of the youth or most of the young people they are trying to hustle between different things so that is the challenge back in Zimbabwe.

**YA:** Yes these challenges are everywhere not only in your country even in the developed countries we have the challenges which are which is which I which are here that they are still the unemployment in the developed countries as well so these challenges remains everywhere but the solution is that we should try to become an entrepreneur do something my own and create more jobs and strengthen our economy so now I would like to ask Dr. Nigam before we conclude this session the closing remarks from each one of you in terms of how do you feel your particular individual as an individual, as an Export Promotion council,

as an entrepreneur or as a company who is as an association of buying agents across the globe and as an Institute which is promoting Startups how what do you feel that the role of funding agencies or the banks or the these what NBFCs towards providing the capital or the finance for your businesses for exports or to grow your venture.

**AKN:** from our perspective NFDI which is a NIFT Foundation for Design Innovation so principal role is to bring all these stakeholders in one platform and naturally one of the stakeholders there are the financial agencies, but I would like to reiterate this point again finance alone cannot solve the problem, so finances is an element which gets added on to multiple other things.

**YA:** But when we talk about a startup, when we talk about exports, then we what we understand all of us here is that our product is ready panel is ready he has a unit he is fulfilling all the compliance he's a startup mostly a startup which you are dealing with or you have you are incubating they all have products a physical product and they all have and they are looking for market so let's talk about that perspective where you have a product where you have a unit where you have everything ready with you and you are going for um exports.

**AKN:** So that's where our role has already stopped so our role is at an early stage, when we start building acceleration

**YA:** But NFDI I think is also into acceleration

**AKN:** We are into acceleration but when we look at some highlights on that so when we look at acceleration piece especially export promotion we would connect our incubates to through the International Chambers Of Commerce through embassies, connect them for a market access but once an order is received then the banking system takes over so what we are trying to do is link up on the Prime Minister's employment guarantee program link up with some sort of a training program having completed that training program certification gets generated that certification would help you raise money for that, your packing credit can come through these kind of so our support would be to enable you make you ready for that so that's our take on this.

**YA:** Your concluding remarks Ismael?

Okay so my perspective is that they play a huge role in building up these young entrepreneurs why because we're looking at increasing our export the abilities of our business our products so like we're saying there might be need for trainings, whereby they help accelerate these designers, entrepreneurs, to actually take it the step further when it comes to export marketing and all the other things and this will then in turn help them in terms of obtaining funding yes.

**YA:** I would come to you so at the last because you are the giant from where the exports even the approach or thinking starts because you hand hold a person from where he is what he's thinking you provide him with all the sufficient knowledge providing with all the necessary support infrastructure resources including finance and then you help him to connect with the global market so I will come to you at the last sir but before that I would like to hear the closing remarks from Kanika ji and then from great

**KB:** So I think it's a culmination of research marketing funding and finding that perfect fit like what might work in Africa may not work in London or Germany you know so that is very important I think a lot of factors go to contribute and you know make that successful you know enterprise for each one of us but more important I think context is very important, everything has to be in context like what I said yeah I think that's about it yeah like also I

wanted to ask uh somebody in the morning said uh just uh going beside the point somebody said H&M has an initiative that you bring your old clothes and then they give you some kind of you know set off for a discount why can't councils also start something like you know get your old stuff and they weave whatever or chat you know that *dari* like somebody a vendor of ours in Bhivandi he said you can give your clothes and you can give us your design for a *dari* from all that waste yarn we will uh make the *dari* for you all so I mean I don't know how small initiatives can be taken by the Export Council but I think the first step is we are still very ignorant what the council can do for all of us.

**YA:** so I think we need to educate ourselves that is I hopefully we can log on to the website and educate ourselves and that's the first step and then the others will follow. So this was the only purpose for engaging with the EPCs like promotion export motion councils is to make the expect awareness about their necessity and their existence in terms of first-time exporters in terms of us first-time exporters yea please

**TT:** Absolutely I agree and I think it's very important for everyone to be aware of what's happening in the world and you know it just starts with going on Google and searching you know if you search things just simple things you pretty much get a lot of answers the idea is basically to constantly know what's happening like you know you need to know be aware of okay this is what's happening in the world this is what's going on these are the associations which are there you know so this is a start and remember at the end of the day it's a win-win for everybody you know the more you and if you don't make that initiative you're not going to get that you know you're not going to, so you have to take that initiative to either approach them, find out more and that small initiative that you make is going to take you a long way you know. Thank you.

**YA:** Thank you so much now coming to you sir we would like everybody would like to understand yeah more about your this helping the first time exporters because she wants to she's looking for exports but she still needs more information and all those things.

**RS:** Probably ma'am exports is a very huge expense to take within these five minutes, but definitely I will try to kind of address this particular query in fact you should be happy to know that even these bottles are now being recycled and we are making t-shirts out of it, even companies like satellite and others and the country is having a huge infrastructure in terms of recycling presently it is more operational at the NGO level, what is happening is probably there are drives within the schools where every kid when the schools were operating, they were asked to kind of contribute a small amount of plastic or waste, if not daily at least weekly and something and some kind of a drive so that somebody wins a Prize that you contributed about 2 kg of waste the same thing is happening across societies through something like Rotract activities and all but it all ends up because right now we are talking about sustainable goals national developmental goals which every country has taken to its forefront so it's about sustainability on one side and second is recycling and even Tarun will agree that apart from trends in the way you cut the jeans or the fabric you use now recycling is picking up even in the denims, because a lot of used and worn denims as you rightfully said these brands are recalling people abroad the trends are something like they have got banks of recycled clothing even clothing is offered on rent, not that something that is used is immediately put it is iron washed laundered and then offered back to market, vintage yes so the entire story is picking up and we are also through our digitization programs and various other programs we are trying to catch up with the world in terms of this particular but this has now necessarily started more of a industry initiative supported by the NGO clams the small special help groups but again it is contributing in a better way because a lot of employment generation is there now more than rag pickers you can say some of the Anganwadi workers



are carrying all this stuff to your factories to be recycled so entire country is contributing to this wonderful program secondly as Tarun ji asked me to talk about this funding aspect particularly in the case of exports there are two facets of it one is within the country your capital requirements to fund your operations so for small players and Startups we have got some institutions which are being revived again probably they did not find a mention in the medieval period because a lot of digitization took place and people were kind of banking on their mobile phones so people somehow forgot the SIDBI which was in the neighbourhood and the small institutions for example if you travel in auto rick also there will be something like a cooperative bank has funded this particular rickshaw so the same model is coming right through the SME model also particularly for Maharashtra two days back we were attending this particular seminar by Maharashtra Department of Industries they have now launched a portal where you can have entire statistics what Maharashtra is doing what are our GI indicators 113 products have been identified right from your Paithany then Sholapur means which are the key products of Maharashtra so everything will come on this portal Maharashtra itself is doing something like 20 percent of India's exports that apart so definitely they are taking a big stock of the country's target apart from that we are also good contributors in terms of corporate tax because a lot of head offices are now situated though we have taken up manufacturing to the peripherals and in terms of financing as we said there are agencies and institutions that have been built by the government because first is your capital requirements then uh once it is shipped then there is something like an insurance requirement so the ECGC is in action export credit guarantee a corporation which takes care of your goods till it reaches the particular and of course the banks play a very pivotal role because your LC's are being opened by them so we have got kind of arrangements between the banks which is kind of uh now very much some private banks have now offered something like banking on the mobile for the exporters and even people like amazon and other people who were probably previously only warehouses now they have entered this e-commerce business also in a large way and it is finding takers because i have been connected with them say for last five years since uh they started operations in textiles and now for themselves also they are looking towards integrating this small viewer somebody uh sitting in Rajasthan with probably a buyer in UK and every particular cost of course, initially the cost is a little higher means the kind of returns that you draw from these people but definitely you understand the modus operandi how your product reaches this particular market and definitely for you then these government mechanisms are available which you can available and plus v councils are always there always ready to serve you with a smile and for any guidance feel free to log into our website catch up your phones get in touch with us and we'll be always there to help you thank you so much.

**MC:** Thank you thank you so much I would like now Sonia to facilitate our guest on dais

I would request Saurabh to join us

I would also request our supporting partner from Central Silk board Alok ji to join us, he represents the Central Silk board and he takes care of the complete entire State of Maharashtra

Can we have a picture please with Rajesh ji all of us.

And we'd now like to acknowledge Mr. Rajesh Satham, Joint Director, The Cotton Textile Export Promotion Council please so yes and other friends will please acknowledge.

Thank you sir and various members on the dais thank you very much for your esteemed presence here today and both the days which made a big difference in this wonderful GlobalSpin Conclave what a great name! A big round of applause!

## 4. Valedictory Session

### **Dr. Ajit Kumar Nigam**

Chief Executive Officer, NIFT Foundation for Design and Innovation

As we come to the end of the 2 day GlobalSpin Trade Conclave, I would like to personally thank all the people, who worked with us to make it possible. So many people worked for quite a bit of time to ensure that this event happened and so this event was not only here, it happened in Bangalore and now in Mumbai and as we go to Delhi, we would try to integrate everything together and take baby steps to build an ecosystem together.

Thank you so much and it was lovely working with you guys, so everybody please come forward, whoever sitting here come on the stage for a group photograph, whoever's sitting here accept a token of appreciation.

Thank you

**MC:** Okay everybody ready let's get this fun filled smile at the count of three everybody give me a yea one two three, no, no, no, give me a big yea, One Two Three!

Super

Thank you, thank you and all the best.

### **Vote of Thanks by:**

Er. Yash Arya, Founder, IAMKHADI

I would like to thank Shri Vijay Kalantri ji for extending his support for organizing this GlobalSpin Trade Conclave, Ms. Rupa Nayak madam, she is an Executive Director of World Trade Centre, Mumbai. She was instrumental with her able team to making the event possible, I would specially like to thank the Deputy General Manager Amisha ji, to provide all kind of support and all her team members worked very hard to organise this event. .I would also like to thank Sangeeta ji of All India Association of Industries for extending her support.

I would also like to thank upon our other co-organizers, NIFT Foundation for Design and Innovation and I would personally on behalf of the co-organizers and organizers would like to thank the NIFT, their faculty members their students for all their support for joining us.

I hope this two days of global spring trade conclave must have been a learning for all of you where you where you must have learned about the new Technologies, Innovation, Product development, Customer oriented designs, the Role of the funding, the Financial support being offered and the various Schemes of Government of India and the role of Export Promotion Councils for Export Promotion.

I also would like to thank upon our supporting partner, Central Silk Board and Shri Alok Kumar ji, who is amongst us who has been our supporting support who has supported this venture not only in Mumbai, but also in Bangalore and also we are looking forward this for their support in new Delhi as well.

And we also would like to thank our Honourable Secretary, Ministry of MSME, Shri BB Swain sir and our Honourable Secretary Sh.U. P. Singh, from Ministry of Textiles Government of India.

Both secretaries to Government of India have been supportive in shaping up this idea and today whatever we have done we have been under their leadership under the guidance to fulfil the vision of our Honourable Prime Minister of achieving 500 billion exports and reaching India or making India a 5 trillion economy.

I would also like to thank our other supporting partners, the World Trade Centre, Vishakhapatnam and SmartEdge as our E-publishing partners.

With this I would like to thank and we conclude our two days of GlobalSpin Trade Conclave on Eco Hand looms, Eco Textiles and Apparels at World Trade Centre, Mumbai.

And last but not at least I would also would thank Dr. Nigam for his support, my colleague, Miss Sonia Lamba, who has been supportive and who has looked after the complete end to end program taking care of the missing nitty-gritties in a very effective and efficient manner. Thank you so much Sonia ji. Thank you so much Dr. Nigam and also the COO of NFDI, Rashmi ji. Thank you so much once again.

I would also would like to thank upon our very dynamic dashing MC of the event Rumi ji who has offered his support to be the MC for these two days. I would like and request Alok Kumar ji, I would request Dr. Nigam, I would request Sonia ji as a part of the and also on behalf of the World Trade Centre to come on the stage and we all should have a privilege to honour our respectful, our humble, our dashing and the charming friend of mine Mr Rumi ji for his all support his kind of support and moderating the whole of this event for two days as an emcee in a very structured, very professional way and we are thankful to you on behalf of the Ministry of Textiles, We are thankful to you on behalf of Ministry of MSME and we are thankful to you on behalf of lamkhadi Foundation, on behalf of SmartEdge, on behalf of Central Silk board, on behalf of World Trade Centre, Vishakhapatnam, All India Association of Industries and also World Trade Centre Mumbai and NFDI, we all are very thankful to you for being the MC and managing the things very effectively and yesterday you have motivated the students so much that they have been too happy with lots of learning from here.

Thank you so much once again and please come on the stage please sir and Dr. Nigam, we have Soniaji and we have Rashmi ji and all of you for a group photograph.

Thank You!

## 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.

Sonali, a third generation descendant from the family of Master weaver of Petteeny displayed her products at the exhibition and became a rage for all the participants after she gifted a Ready to wear Petteeny Sari to Dr. R Masina, from Zimbabwe, who wore it proudly on the second day to take her session .

The other stalls which was very popular was displaying Kota Doria with Indonesian Batik Sari and other varieties of new products from the Kota Doria fabric with a wide variety of colours and embroidery, other than Zari.

Many stalls showcasing traditional Maharashtrians Handlooms caught 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 and Exhibition sub 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 Mumbai 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.

While Sustainability of fibre, fabric and apparel was the main theme, sustainability for business livelihood was one of the key things which was deliberated in all panels.

Sustainability is required to be addressed at four 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.
4. Positioning of Eco Handloom products for Luxury and up markets specially through exports and new market

### **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.

In Mumbai capacity development for second generation of Weavers, artisan and trade needs to be looked up to create new markets and value added products to help the rich handloom culture of Maharashtra survive

## **ACTION POINTS**

1. Develop Projects to strengthen the existing institutional framework and create new facilitation centres at textile clusters for capacity and capability building

2. Develop Skills and Entrepreneurial training for new skills required and promote the same through quality frameworks through NSDC.
3. Women focussed programs to be developed for Eco textile and sustainability for both new job roles as well as entrepreneurship through Ni-MSME.
4. Project Study to ascertain the fashion tech market and developing necessary framework for implementation of capacity and capability framework for same.
5. Support Entrepreneurs working on emerging areas through NFDI incubation and commercialization of research.
6. MSME development programs for skill and knowledge up-gradation on Eco-Handlooms, Eco-Textiles and Apparel production and marketing
7. Promote Export orientation courses from WTC, Mumbai, DGFT and others to create a breed of Export oriented entrepreneurs in the textile and handloom space.

### **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.

6. Home textiles has emerged as a key export worthy area which needs to be promoted as a segment for Handloom exports.

#### **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 Mauritius 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. Atleisure 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 Conclave & Testimonials
- B. Profile of Participants
- C. Patron Members and Advisory Committees
- D. List of Speakers of the GlobalSpin Trade Conclave
- E. Itinerary of the Event
- F. Photo gallery
- G. Video and Presentation Links
- H. Press Coverage
- I. Brochure

## ANNEXURE A Evaluation of Conclave & Testimonials

The two-day GlobalSpin Trade conclave at Mumbai, 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 Mauritius was well represented and many possibilities emerged for future co-operations:

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

### TESTIMONIALS

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

### EMAIL TESTIMONIALS



IAMKHAADII FOUNDATION <iamkhaadiifoundation@gmail.com>

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#### **Reg. - Request Feedback and Testimonial for GlobalSpin Trade Conclave : WTC Mumbai on 25th – 26th March 2022 !!**

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jyoti gupta <jyotigupta17@gmail.com>

Sat, Apr 9, 2022 at 1:04 PM

To: IAMKHAADII FOUNDATION <iamkhaadiifoundation@gmail.com>

Hi,

WICCI can always collaborate with you in future. I believe perspectives from the designers from yhr fashion industry were missing.

Kind Regards

Jyoti Gupta

[Quoted text hidden]

## 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 200+ 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

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

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

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

### INDIAN SPEAKERS

Name	Company	Affiliation
Dr. Glory Swarupa	National Institute For Micro, Small And Medium Enterprises (Ni-MSME)	Director General
Dr. Ajit Kumar Nigam	NIFT Foundation For Design & Innovation ( NFDI)	CEO
Mr. Yash Arya	IAMKHADI Foundation	Founder
Sh. Vijay Kalantri	World Trade Centre Mumbai	Chairman
Dr. K. Visweswara Reddy	Ni-MSME	Faculty Member & Rector
Sh. Pavan Godiawala	NIFT, Mumbai	Director
Dr. K. Visweswara Reddy	Ni-MSME	Faculty Member & Rector
Sh. Bhagat Singh Koshyari	Government of Maharashtra	Hon'ble, Governor of Maharashtra
Er. Dolly Bhasin	SmartEdge Fashiontech SPH Consultancy & Eservices Pvt. Ltd.	Founder Managing Director
Mr. Sachin A. Punekar	BIO-Spheres	Founder President and Principal Scientist
Mr. Ganesh Kasekar	Global Organic Textile Standard (GOTS)	Representative of South Asia
Ms. Tasneem Merchant	Tasneem Merchant Signature Label	Creative Director
Ms. Rupa Naik	WTC, Mumbai	Executive Director
Mr. Prasanna Lohar	DCB Bank, Mumbai	Vice President
Ms. Sangeeta Jain	AIAI, Mumbai	Director
Ms. Sakina Ansari	WICCI National Handloom Council	National President
Mr. Tarun Thadani	All India Association of Industries	Director
Ms. Kanika Bawa	Kanika Bawa Design	Founder & Design Director
Mr. Saurabh Shivaji Wagh	Satat Souk	CTO
Mr. Anand Kulkarni,	Dyota	Founder Director.
Ms.Tripti Chakravorthy	Trade Promotion WTC, Mumbai	AGM
Mr. Rajesh Satam	The Cotton Textile Export Promotion Council (TEXPROCIL)	Joint Director
Ms. Jyoti Gupta	Maha Chaupal, WICCI	
Mr. Kartik Raichura	Websites.co.in	Co-Founder & CEO
Mrs. Bhavini Parikh	Bunko Junko	Founder
Ms. Aruna Gaud	Almara Enterprises	Founder
Ms. Shibani Jain	Baaya	Founder

## INTERNATIONAL SPEAKERS

<b>Name</b>	<b>Company</b>	<b>Affiliation /Email</b>	<b>Country</b>
Mr. Ramez Basmaji	Fabusse	Founder	KUWAIT
H.E. Seewraj Nundlall	Mauritius High Commission	Councillor Investor & Trade in India	MAURITIUS
Dr. Rumbidzayi Masina	University of Zimbabwe Textile Department		ZIMBABWE
Mr. Tsakatsa Ishmael Humphrey	Zarguersa	Founder and Creative Director	ZIMBABWE

## ANNEXURE E

### Itinerary of the GlobalSpin Mumbai Event

**DAY 1: GLOBALSPIN TRADE CONCLAVE | WORLD TRADE CENTRE MUMBAI**  
**Friday, 25<sup>th</sup> March 2022 | 09:30 – 17.00 hrs. IST**

09:30 -10:00 hrs.	<b>Registration</b>
10:00 -10:05 hrs.	<b>Inauguration and Lighting the Lamp</b>
10:05 -10:10 hrs.	<b>Welcome Address By</b> Dr. S. Glory Swarupa, Director General, National Institute for Micro, Small and Medium Enterprises (Ni-MSME)
10:10 -10:15 hrs.	<b>Speech By:</b> Sh. Vijay Kalantari, Chairman, WTC Mumbai
10:15 -10:20 hrs.	<b>Speech By:</b> Sh. Pavan Godiawala, Director NIFT, Mumbai
10:20 -10:25 hrs.	<b>Speech By</b> HE Seewraj Nundlall, Councillor Investor & Trade, Mauritius High Commission
10:25 -10:40 hrs.	<b>Chief Guest:</b> Sh. Bhagat Singh Koshyari Hon'ble, Governor of Maharashtra
10:55 -11:00 hrs.	<b>Vote of Thanks By:</b> Dr. K. Visweswara Reddy, Faculty Member & Rector, Ni-MSME
11:00 -11:30 hrs.	<b>Tea Break</b>
11:30 -11:45 hrs.	<b>Presentation By Embassy of Mauritius</b> HE Seewraj Nundlall, Councillor Investor & Trade, Mauritius High Commission



11:45 -12:30 hrs.	<p><b>Presentation on NFDI</b></p> <p><b>NIFT Foundation for Design &amp; Innovation</b> by Dr.Ajit Kumar Nigam, CEO, NFDI</p>
12:30 - 13:30 hrs.	<p><b>Panel Discussion: Technology Interventions in Textile</b></p> <p><b>Moderator - Dr. Ajit Kumar Nigam,</b> <b>CEO, NIFT Foundation for Design &amp; Innovation</b></p> <p>(Chair Person) Mr. Ganesh Kasekar, Representative of South Asia, Global Organic Textile Standard (GOTS)</p> <ul style="list-style-type: none"> <li>• Mr. Ramez Basmaji, Founder, Fabusse (Kuwait)</li> <li>• Ms. Dolly Bhasin, Founder SmartEdge Fashiontech</li> <li>• Ms. Sakina Ansari, National President, WICCI National Handloom Council</li> <li>• Mr. Sachin A Punecker, Founder President &amp; Principal Scientist, Biospheres</li> </ul>
13:30 - 14:30 hrs.	Lunch Break
14:30 - 15:30 hrs.	<p><b>Start-Up Presentations</b></p> <ul style="list-style-type: none"> <li>• Ms. Sakina Ansari, Co-Founder, MaalGaadi</li> <li>• Ms. Aruna Gaud, Founder Almara Enterprises</li> <li>• Mrs. Bhavini Parikh, Founder, Bunko Junko</li> <li>• Mr. Kartik Raichura, Co-founder &amp; CEO, Websites.co.in</li> </ul>
15:30 - 16:30 hrs.	<p><b>Panel Discussion: Customer Oriented Designs and Product Development</b></p> <p><b>Moderator - Dr. Ajit Kumar Nigam, CEO, NFDI</b></p> <ul style="list-style-type: none"> <li>• Ms. Jyoti Gupta, Maha Chaupal, WICCI</li> <li>• Ms. Kanika Bawa, Director Design &amp; CEO, Interior Design</li> <li>• Ms. Savitha Suri, State President, Maharashtra Handloom Council</li> </ul>

16:30 - 17:00 hrs.

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

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

**Chair Person:** Bose K Nair, President, WTC Shamshabad & Vishakhapatnam

- Ms. Tripti Chakravorthy, AGM, Trade Promotion WTC, Mumbai
- Mr. Anand Kulkarni, Founder Director Dyota
- Ms. Shibani Jain, Founder Baaya

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

9:30 -10:00 hrs.	<b>Registration</b>
10:00 -11:00 hrs.	<p><b>Expert Session on Eco Textiles</b></p> <ul style="list-style-type: none"> <li>• Ms. Tasneem Merchant, Creative Director Tasneem Merchant Signature Label / Founder, Director at IWFS (India World Fashion Summit)</li> <li>• Mr. Tsakatsa Ishmael Humphrey, Founder and Creative Director - Zargue'sia (ZIMBABWE)</li> </ul>
11:00 -12:00 hrs.	<p><b>Expert Sessions Eco-Handlooms &amp; Digitization</b></p> <p><b>Expert Session on Eco-Handlooms</b></p> <ul style="list-style-type: none"> <li>• Dr. Rumbidzayi Masina, University of Zimbabwe Textile Department, Republic of Zimbabwe</li> <li>• Mr. Ramez Basmaji, Founder Fabusse, (KUWAIT)</li> </ul>
12:00 -12:30 hrs.	<b>Tea Break</b>
12:30 -13:00 hrs.	<p><b>Presentation By Silk Mark of India</b></p> <p>Mr. Alok, Deputy Director, Silk Mark of India, Govt. of India</p>
13:00 -13:20 hrs.	<p><b>Startup Presentations</b></p> <ul style="list-style-type: none"> <li>• Mr. Saurabh Shivaji Wagh, CTO, Satatsouk</li> <li>• Mr. Mr. Ganesh , GOTS</li> </ul>
13:20 – 13.30 hrs.	<p><b>Fireside Chat</b></p> <p>Mr. Prasanna Lohar, VP, DCB Bank Er. Dolly Bhasin, Founder, SmartEdge Fashiontech</p>
013:00 - 14:00 hrs.	<b>Lunch Break</b>
14:00 – 15:00 hrs.	<p><b>Panel Discussion: Market Linkages &amp; Logistics: National and International</b></p> <p><b>Moderator - Dr. Ajit Kumar Nigam, CEO, NFDI</b></p> <p><b>(Chair Person) Ms. Rupa Naik, Executive Director, World Trade Centre</b></p> <ul style="list-style-type: none"> <li>• Mr. Tsakatsa Ishmael Humphrey, Founder and Creative Director - Zargue'sia</li> <li>• Mr. Tarun Thadani, Founder and CEO, FASHIONABLYIN UK</li> <li>• Mr. Ramez Basmaji, Founder Fabusse, (KUWAIT)</li> <li>• Mr. Yash Arya, CEO &amp; Founder, IAMKHADI</li> </ul>

<p>15:00 - 16:00 hrs.</p>	<p><b>Panel Discussion: Role of Funding Agencies Towards Export Marketing</b></p> <p><b>Moderator</b> - Mr. Yash Arya, CEO &amp; Founder, IAMKHADI</p> <ul style="list-style-type: none"> <li>• Mr. Rajesh Satam, Joint Director, The Cotton Textile Export Promotion Council (TEXPROCIL).</li> <li>• Mr. Tsakatsa Ishmael Humphrey, Founder and Creative Director - Zargue'sia</li> <li>• Mr. Tarun Thadani, Founder and CEO, FASHIONABLYIN UK</li> </ul>
<p>16:00 – 17:00 hrs.</p>	<p><b>Valedictory Session</b></p> <p><b>Er. Yash Arya, CEO &amp; Founder, IAMKHADI</b></p> <p><b>Dr. K. Visweswara Reddy,</b> Faculty Member &amp; Rector, Ni-MSME</p> <p><b>Dr. Ajit Kumar Nigam</b> Chief Executive Officer, NFDI, Ministry of Textiles</p>

ANNEXURE F Photo Gallery

Inaugural Session



Mr. Yash Arya felicitating Chief Guest



Lighting of Lamp by Dignitaries



Welcome Address - Dr. Glory Swarupa, Ni-MSME



Mr. Vijay Kalantri, Chairman WTC, Mumbai



Hon'ble Governor Sh. Bhagat Singh Koshyari



Guests of Honour from Partner Countries



**Exhibition Photos**



Mr. Yash Arya, IAMKHADI Inaugural Session



Women Entrepreneurs Exhibiting their products



Central Silk Board Exhibits



Women Entrepreneurs Exhibiting Handloom





Misc. Photos







# Day 1 Photos



HE Seewraj Nundlall, Counsellor, Mauritius



Panel: Technology Interventions in Textiles







DAY 2 Photos















## ANNEXURE G










## Video and Presentations Links

## Day 1

Session	Name	Type	Link
Inaugural Session	<b>Chief Guest:</b> Hon'ble Governor of Maharashtra, Sh. Bhagat Singh Koshiyari <b>Welcome Speech</b> Ms. Glory Swarupa, DG, NI-MSME <b>Speech:</b> Mr. Pawan Godiwalla, Director NIFT Mumbai <b>Speech:</b> Sh. Vijay Kalantri, Chairman, WTC Mumbai <b>Speech:</b> Yash Arya, IamKhadi <b>Vote of Thanks:</b> Dr. KV Reddy, Rector, NI-MSME		<a href="https://youtu.be/Ggtnt9nRV9I">https://youtu.be/Ggtnt9nRV9I</a>
Presentation by Embassy of Mauritius	H.E. Seewaraj Nundlall, Counsellor, Mauritius		<a href="https://youtu.be/Ggtnt9nRV9I">https://youtu.be/Ggtnt9nRV9I</a>
Presentation on NFDI	Dr. Ajit Kumar Nigam		<a href="https://youtu.be/GUIqR-SAGaW">https://youtu.be/GUIqR-SAGaW</a>
			
Technology Interventions in Textile	Panel Discussion <b>M:</b> Dr. Ajit Kumar Nigam <b>C:</b> Mr. Ganesh Kasekar <b>P1 :</b> Mr. Ramez Basmaji <b>P2:</b> Er. Dolly Bhasin <b>P3:</b> Mr. Sachin A Punekar <b>P4 :</b> Ms. Sakina Ansari		<a href="https://youtu.be/GUIqR-SAGa">https://youtu.be/GUIqR-SAGa</a>
Start-Up Presentations	<ul style="list-style-type: none"> <li>• Ms. Sakina Ansari</li> <li>• Mrs. Bhavini Parikh I,</li> <li>• Mr. Kartik Raichura</li> </ul>		<a href="https://youtu.be/sbYoAUHi3ME?t=6">https://youtu.be/sbYoAUHi3ME?t=6</a>
Customer Oriented Design and Product Development	Panel Discussion <b>M1:</b> Dr. Ajit Kumar Nigam <b>C :</b> Dr. R Masina <b>P1:</b> Ms. Jyoti Gupta <b>P2:</b> Ms. Kanika Bawa <b>P3:</b> Ms. Savitha Suri		<a href="https://youtu.be/sbYoAUHi3ME?t=2880">https://youtu.be/sbYoAUHi3ME?t=2880</a>
Capacity Building - Towards Export and Trade Competitiveness	Panel Discussion <b>C:</b> Mr. Bose K Nair <b>M:</b> Dr. K. Visweswara Reddy <b>P1:</b> Ms. Shibani Jain, <b>P2:</b> Tripti Chakravorthy <b>P3:</b> Mr. Anand Kulkarni I		<a href="https://youtu.be/5V2CoxHuXX8">https://youtu.be/5V2CoxHuXX8</a>



## Day 2

<b>Expert Session on Eco-Textiles</b>	Ms. Tasneem Merchant, Creative Director Tasneem Merchant Signature Label		<a href="https://youtu.be/5V2CoxHuXX8">https://youtu.be/5V2CoxHuXX8</a>
<b>Expert Session on Eco-Handlooms</b>	Dr. Rumbidzayi Masina, University of Zimbabwe Textile Department, Republic of Zimbabwe		<a href="https://youtu.be/Wc-YJbZrWWho">https://youtu.be/Wc-YJbZrWWho</a>
	Mr. Rameez Basmaji		<a href="https://youtu.be/aQR0TsEMleE">https://youtu.be/aQR0TsEMleE</a>
<b>Presentation Silk Mark Organisation</b>	Mr. Alok Kumar, Deputy GM, Silkmark		
<b>Startup Presentations</b>	- Mr. Saurabh Shivaji Wagh, CTO, Satatsouk - Mr. Ganesh , GO		<a href="https://youtu.be/IYTezr4vGp0">https://youtu.be/IYTezr4vGp0</a>
<b>FireSide Chat</b>	<ul style="list-style-type: none"> <li>Mr. Prasanna Lohar, VP, DCB Bank</li> <li>Er. Dolly Bhasin, SmartEdge Fashiontech</li> </ul>		<a href="https://youtu.be/YyGbsylE6FA">https://youtu.be/YyGbsylE6FA</a>
<b>Panel Discussion: Market linkages and Logistics: Local &amp; Global</b>	<b>C - Ms. Rupa Naik, WTC</b> <b>M-</b> Mr. Ajit Kumar Nigam <b>P - Panelists</b> <ul style="list-style-type: none"> <li>Mr. Rameez Basmaji</li> <li>Mr. Tsakatsa Ishmael Humphrey</li> <li>Mr. Tarun Thadani</li> <li></li> </ul>		<a href="https://youtu.be/7x3xruNRuYo">https://youtu.be/7x3xruNRuYo</a>
<b>Panel Discussion: Role of Funding Agencies towards Export Marketing</b>	<b>M -</b> Mr. Yash Arya <b>P – Panellists</b> <ul style="list-style-type: none"> <li>Mr. Tsakatsa Ishmael Humphrey</li> <li>Mr. Tarun Thadani,</li> <li>Dr.Ajit Kumar Nigam</li> <li>Mr. Rajesh Satam</li> </ul>		<a href="https://youtu.be/w0jj0pGpmyl">https://youtu.be/w0jj0pGpmyl</a>
<b>Valedictory Session</b>	<b>Er. Yash Arya, CEO &amp; Founder, IAMKHADI</b> <b>Ajit Kumar Nigam</b> Chief Executive Officer, NFDI, Ministry of Textiles		<a href="https://youtu.be/Npo-Tft_BXU">https://youtu.be/Npo-Tft_BXU</a>
<b>#UNLOCKHANDLOOM</b>			<a href="https://youtu.be/Mva4_ta32RI">https://youtu.be/Mva4_ta32RI</a>

### LEGEND

**M- Moderator**

**P- Panellist**

**C- Chair Person**

**CG – Chief Guest**

**GH – Guest of Honour**

**VT - Vote of Thanks**

 - Video

 - Presentation

## GLOBALSPIN TRADE CONCLAVE MUMBAI PRESS COVERAGE

<https://rajbhavan-maharashtra.gov.in/en/video/25-03-2022-governor-inaugurated-globalspin-a-2-day-trade-conclave-of-eco-handloom-eco-textiles-and-apparel/>

<https://www.screenprintindia.com/india-can-be-usd5-trillion-economy-with-support-of-msmes-and-handloom-artisans-bhagat-singh-koshyari/>

[https://twitter.com/maha\\_governor/status/1507253929327099907](https://twitter.com/maha_governor/status/1507253929327099907)

<https://www.thehansindia.com/news/national/globalspin-trade-conclave-on-eco-textiles-eco-handlooms-and-apparels-735054>

<https://www.trendsmap.com/twitter/tweet/1507253920833613824>

<https://www.wtca.org/news/governor-calls-for-reviving-age-old-textile-sector?locale=en>

<https://knnindia.co.in/news/newsdetails/sectors/delhi-next-stop-for-ni-msmes-globalspin-trade-conclave-as-mumbai-chapter-ends-today>

<https://rajbhavan-maharashtra.gov.in/en/gallery/25-03-2022-governor-inaugurated-globalspin-a-2-day-trade-conclave/>

<https://www.facebook.com/ZhepUdyogininchi/photos/a.2535680846531309/4780476278718410/?type=3>

[https://www.linkedin.com/company/Ni-MSMEconnect/?trk=public\\_profile\\_experience-item\\_profile-section-card\\_image-click&originalSubdomain=my](https://www.linkedin.com/company/Ni-MSMEconnect/?trk=public_profile_experience-item_profile-section-card_image-click&originalSubdomain=my)

ANNEXURE H  
Brochure



ORGANIZERS



KNOWLEDGE PARTNER



CO-ORGANIZERS



POWERED BY



SUPPORTING PARTNER



# GLOBALSPIN TRADE CONCLAVE

Eco-Handlooms, Eco-Textiles, and Apparel

WORLD TRADE CENTER, **MUMBAI**

25 - 26 MARCH 2022

## SPONSORED BY

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

## ORGANIZED BY

National Institute for Micro, Small and Medium Enterprises

## KNOWLEDGE PARTNER

Ministry of Textiles, Government of India

## CO-ORGANIZED BY

NIFT Foundation for Design Innovation  
IAMKHAADI 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 MUMBAI

In Cotton production, Maharashtra is foremost state in India. It covers around 36 per cent cotton area of the country and contributes around 22 per cent of its production.

Cotton is one of the most important fiber and cash crop of India and plays a dominant role in the industrial and agricultural economy of the country. It provides the basic raw material (cotton fibre) to cotton textile industry. Cotton in India provides direct livelihood to 6 million farmers and about 40 -50 million people are employed in cotton trade and its processing.

## 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 constrains: value in domestic market, competition with mass produced products, international awareness of available products.
- IV. Enlisting effective mechanism to disseminate commercial information, new ideas, innovations, etc.
- V. Percolating the concept of Focus Products, Focus Clusters and Focus Markets.
- VI. Eco-Textiles and Apparel.

### EXPORT PROMOTION:

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

## CHIEF PATRONS



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



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

## PATRONS



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



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

## ORGANIZING COMMITTEE

### **Dr. K. Visweswara Reddy**

Faculty Member & Rector  
National Institute for Micro, Small & Medium  
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### **Dr. Ajit Kumar Nigam**

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Ministry of Textiles, Govt. of India  
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Email: ceo.nfdi@nift.ac.in

## SESSION THEMES

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

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

## THEMES

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

## AUDIENCE BENEFITS



Audience  
Visibility



Reach Target  
Audience



Explore New  
Markets



Establish  
Expertise



Generate New  
Leads



Community  
Connect



E-Learning



E-Lending



E-Tailing

## PARTNER COUNTRY REPRESENTATIVES



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



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



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



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

## FOREIGN EXPERTS



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



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



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



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



**Abiot Malawa**  
CEO  
Nnandi\_Couture



**Ms. Tsion Barhu  
Zewde**  
CEO  
MISS.T.CAL Apparel  
Design



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



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



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



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



**Enria Bia**  
CEO  
New Team Project



**Mr. Ramez Basmaji**  
CEO  
Fabusse



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



**Ms. Daria Martelli**  
CEO  
Daria Martelli



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

# NOMINATIONS OPEN FOR **GLOBALSPIN AWARDS 2022**

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

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

## **HANDLOOM, TEXTILE AND APPAREL**

ATHLEISURE DESIGN  
COMMERCIAL DESIGN  
KNITWEAR DESIGN  
MENSWEAR DESIGN  
TEXTILE DESIGN  
FOOTWEAR & ACCESSORY DESIGN  
WOMENSWEAR DESIGN  
EDUCATIONAL INSTITUTE  
RESEARCH & PUBLICATION  
COMMUNITY ENGAGEMENT  
PEOPLE'S CHOICE  
LIFETIME ACHIEVEMENT

## **TECHNOLOGY AND INNOVATION**

SUSTAINABILITY  
RECOMMERCE  
NEW MATERIALS  
POSITIVE CHANGE  
E-PAYMENT  
E-COMMERCE  
E-EXPORT  
TECHNOLOGY FOR GOOD  
SUPPLY CHAIN  
VETERAN YOUNG TALENT  
INNOVATION  
CARBON FOOTPRINT INITIATIVE

## **START-UPS**

HOME & SPACES  
COMMUNITY PARTNERSHIP  
SMART WEARABLE  
PROMISING YOUNG TALENT  
FASHION & LIFESTYLE  
LOGISTICS & FULFILMENT  
APPAREL & ATHLEISURE  
SOCIAL IMPACT  
FASHIONTECH  
CREATIVE ENTREPRENEUR  
CHANGE MAKER  
GREEN ENTREPRENEUR



## DAY 1

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

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

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

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

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

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

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

**11:00 – 11:30 AM:**  
TEA BREAK

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

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

**1:30 PM – 2:30 PM:**  
LUNCH BREAK

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

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

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

## DAY 2

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

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

**11:00 – 11:30 AM:**  
TEA BREAK

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

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

**1:30 PM – 2:30 PM:**  
LUNCH BREAK

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

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

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



## REGISTER

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

<https://globalspin.net/>

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

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