



महाराष्ट्र शासन



**Bharat
tex 2024**
Global Textile Expo
New Delhi | Feb 26-29

**TEXTILES
FASHION
SUSTAINABILITY**



MAHARASHTRA AT BHARAT TEX 2024

POST EVENT REPORT

TABLE OF CONTENTS



03

MAHARASHTRA AT
BHARAT TEX 2024

04

MAHARASHTRA PAVILION,
BHARAT MANDAPAM

09

THEME PAVILION,
BHARAT MANDAPAM

09

MEMORANDUMS OF
UNDERSTANDING SIGNED

10

MAHARASHTRA
STATE SESSION

12

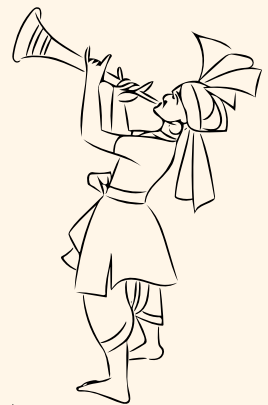
STATE PANEL
DISCUSSIONS

14

MAHARASHTRA PAVILION,
YASHOBHOOMI

15

ACKNOWLEDGEMENTS



MAHARASHTRA AT BHARAT TEX 2024

Maharashtra participated as a State Partner in the Bharat Tex 2024 event with Primus Partners as their Knowledge Partners. Bharat Tex was one of the largest global textile expositions in India, hosted by a Consortium of Indian Textile Export Promotion Councils (EPCs) and supported by the Ministry of Textiles.

Representing India's 5F vision for the textiles industry right from Farm to Fibre to Factory to Fashion to Foreign, the event was held at two venues in New Delhi: Bharat Mandapam at Pragati Maidan and Yashobhoomi at Dwarka from the 26th to the 29th of February 2024. The event was inaugurated by Hon'ble Prime Minister Shri. Narendra Modi.

Maharashtra set up two State Pavilions, spanning over 1100 square metres at Bharat Mandapam and 300 square metres at Yashobhoomi, showcasing the expanse of its cultural diversity and tradition.



Dignitaries light the ceremonial lamp to inaugurate the Pavilion



The entrance of the Maharashtra Pavilion showcased its fort-like façade

Maharashtra Pavilion was inaugurated by Shri Virendra Singh IAS, Secretary, Textiles Department, Government of Maharashtra, in the presence of Shri Avishyant Panda IAS, Commissioner, Commissionerate of Textiles, Smt. R. Vimala IAS, CEO, Maharashtra State Khadi Village Industries Board and Shri Anil Bhandari IAS, Joint CEO, Maharashtra Industrial Development Corporation.

The state's participation in this esteemed event marks a significant milestone in its journey toward revitalizing and advancing its textile sector. The event had an attendance of 3500+ exhibitors, 3000+ overseas buyers, 40,000 trade visitors, and 50+ knowledge sessions, such as panels, roundtables, and deliberations.



Visitors thronged to the stalls at the Pavilion

MAHARASHTRA PAVILION AT BHARAT MANDAPAM

The Maharashtra Pavilion at Bharat Mandapam, designed to represent our vibrant state, was centered around the theme of celebrating 350 years of the coronation or 'Shiv Rajyabhishek' of Chhatrapati Shivaji Maharaja, the legendary Maratha warrior king. In order to depict his reign, the grandiose pavilion design incorporated fort like appearance with bright saffron flags. A large 3D painting of the Maharaj attending to his subjects at court was placed right at the Pavilion entrance, reflecting his values and legacy of diplomacy, leadership, and patriotism.

onto mannequins and artfully descending from its walls. Chairs upholstered with the GI-tagged Solapur Chaddar were placed in the Pavilion Dignitary Meeting Room as well as for visitors around the pavilion.



The 3D painting of Chhatrapati Shivaji Maharaj was a key attraction at the Pavilion



From Left to Right: Ghicha Silk Kurta, Irakal Saree, Himroo Shawl, Narayanpeth Saree, Solapuri Terry Towel Robe and Solapuri Chhadar



Pavilion chairs upholstered with Solapuri Chaddars



From Left to Right: Cotton Kurta, Ghicha Silk Kurta, Khana Saree, Narayanpeth Saree, Paithani Saree, Nauvari Saree and Karvat Kathi Saree



Outer walls of the Pavilion were adorned with scenes from life in Maharashtra

The Pavilion displayed a wide selection of traditional outfits from the state, draped

MAHARASHTRA PAVILION AT BHARAT MANDAPAM

The Pavilion focussed on promoting the Integrated and Sustainable Textile Policy 2023-2028, therefore stalls providing information were set up. A Policy Desk was set up to provide a one-stop point for information regarding the Policy for potential investors and keen visitors. A PM MITRA Park Desk also provided information regarding the upcoming park at Amravati. Printed copies of the Policy Brochure and the Thought Leadership launched by the Department, titled 'Decadal Outlook for Textile Industry' were also made available for visitors.



From Left to Right and Top to Bottom: Puneri Pagadi, Mavala Mahwali Pagadi, Tukaram Pagadi, Marathi Pheta, Shivaji Maharaj Jire Top, Gandhi Topi and Peshwai Pagadi

A display of GI-tagged leather Kolhapuri Chappals was also exhibited, to integrate Maharashtra's diverse handicrafts. Another key attraction of the Pavilion was the presence of a handloom with women weavers intertwining silk and zari threads to craft a Paithani saree.



The Policy Desk catered to many visitors during the event



Stand displaying Kolhapuri Chappals



The PM MITRA Textile Park Desk was also a key feature of the Pavilion

The Pavilion also showcased a display of popular turbans or 'Phetas' adorned by Maharashtrians during traditional ceremonies and other festive and cultural celebrations.



Paithani saree weavers on the handloom

MAHARASHTRA PAVILION AT BHARAT MANDAPAM

The Maharashtra Pavilion served as a dynamic stage where cutting-edge technology met the intricate world of textiles. To address queries faced by potential investors, an Incentive Calculator application developed by ICICI Bank was showcased by the Department.

This Calculator was specifically designed for individuals and businesses to estimate subsidies across various sectors of the textile value chain and is based on the provisions of the Integrated and Sustainable Textile Policy 2023-2028 issued by the Textiles Department, Government of Maharashtra.



Snapshot of the Incentive Calculator developed by ICICI Bank

Through the live demonstration and personalized consultation using the Incentive Calculators, potential investors were able to experience how Ease of Doing Business (EODB) is being nurtured in Maharashtra.

Through interactive displays, Virtual Try-On Mirrors, and immersive feedback experiences, visitors were captivated by the showcase of the state's textiles industry and its revolutionization. Augmented reality and interactive installations allowed users to visualize designs in real time, experiment with customization options, and explore the intricate details of Maharashtra's textile portfolio.



Visitors digitally experiencing Traditional Textiles of Maharashtra through the 'Virtual Try On' mirror



Shri Rohit Kansal IAS, Additional Secretary, Ministry of Textiles, Government of India interacting with the feedback wall

The Feedback Wall was covered with messages from domestic and international visitors, all of whom appreciated the Pavilion and its design.

MAHARASHTRA PAVILION AT BHARAT MANDAPAM

The exhibition at the Maharashtra Pavilion was designed to showcase the work of institutions that significantly contribute to the sector in the state. The exhibitors proudly displayed their products, research, and services.

21 exhibitors from the Textiles Department, Industries Department, academic institutions of excellence as well as young firms and start-ups set up stalls at the Pavilion. Exhibitors showcasing traditional textiles in Maharashtra included the Directorate of Sericulture, Maharashtra State Handloom Corporation, Maharashtra State Handloom Cooperative Federation.

Exhibitors showcasing 'Advantage Maharashtra' and the benefits of investing in the state include the Maharashtra Industrial Development Corporation, Maharashtra Small Scale Industries Development Corporation, Maharashtra State Khadi Village Industries Board and the Maharashtra Tourism Development Corporation.



Shri Virendra Singh, Secretary Textiles visiting the Traditional Textiles stalls at the Pavilion

Individual stalls showcasing each of the five traditional textiles of Maharashtra: namely Paithani, Karvat Kathi, Khana, Himroo and Ghongadi were also set up.



Visitors thronged to the traditional textiles stalls at the Pavilion



Shri Virendra Singh, Secretary Textiles interacting with the Smt. R. Vimala, CEO at the MSKVIB stall

The Maharashtra Arthik Vikas Mahamandal had the largest stall at the pavilion, highlighting the significant role of women entrepreneurs and artisans in contributing to the state.



The Mahila Arthik Vikas Mahamandal stall was popular amongst Pavilion visitors

MAHARASHTRA PAVILION AT BHARAT MANDAPAM

Academic institutions of repute in Maharashtra also exhibited their work, showcasing the state as a premier destination for textile manufacturing, craftsmanship and innovation. Exhibitors included Indian Institute of Technology Bombay, Veermata Jijabai Technological Institute, Institute of Chemical Technology and DKTE Society's Textile & Engineering Institute.

The Pavilion also included exhibitors from start-ups such as Thermaissance focussed on smart textiles, SME recyclers of textile fabrics such as Texool Refashion and Non-Governmental Organisations such as the TVAM Foundation that work on archival and restoration of traditional textiles such as the Paithani.



Shri Virendra Singh, Secretary Textiles visiting the stall set up by VJTI



The Thermaissance showcased their products in the technical textile fields of healthcare, defence, hospitality and sports.

With live demonstrations and cutting-edge presentations, these exhibitors highlighted their innovative research, design concepts, and advancements across different textile sectors, whether it be smart textiles, sustainable production methods, or eco-friendly chemical extraction and recycling initiatives.



Shri Virendra Singh, Secretary Textiles visiting the TVAM Foundation stall



IIT Bombay showcased their technological developments in the field of Smart Textiles

From exquisite handloom creations to modern industrial textiles, the exhibition highlighted the state's commitment to fostering the growth of its textile sector across various segments.

THEME PAVILION AT BHARAT MANDAPAM

MEMORANDUMS OF UNDERSTANDING SIGNED

Maharashtra also showcased the diversity of its rich traditions in textiles and handicrafts through an exhibit in the state section of the Theme Pavilion at Bharat Tex, which was visited by the Hon'ble Prime Minister, Shri Narendra Modi. The Theme Pavilion showcased the five traditional textiles from the state namely the Paithani Saree, Karvat Kathi Saree, Khana Saree, Himroo Shawl and the Ghongadi Blanket.



The Maharashtra State stall showcased the state's textiles and handicrafts at the Theme Pavilion

GI-tagged products from the state were proudly put on display, including the Puneri Pagadi, Kolhapuri Chappal, Solapuri Terry Towel, Solapuri Chaddar and Warli Paintings. Other apparel on display that represent the state included the Nauvari Saree, Ghicha Silk Kurta, Irakal Saree, Narayan Peth Saree, Warli Painted Stole and the Dhurrie.



Shelves and hangars were stacked with the state's products, and tags describing each item were placed alongside

The Textiles Department solidified its commitment to enhancing the prowess of the state in the sector by strengthening partnerships and associations between stakeholders of varied expertise and proficiency.

The Department solidified its commitment to promote research and development by signing an MoU with the Institute of Chemical Technology (ICT). The MoU has been signed to leverage the expertise of ICT to support the Department in its initiatives in the technical textiles sector.



MoU exchange between the Textiles Department and the Institute of Chemical Technology (ICT)

The Department also virtually signed an MoU with the Maharashtra State Skills University, aimed at developing young talent, building skill sets, and cultivating innovative practices in textiles, apparel and technical textiles amongst students and existing industry professionals in Maharashtra.

Eight investment commitment MoUs were signed with prominent players in Pune, Kolhapur, Nagpur, Amravati and Wardha districts of Maharashtra. The investments are expected to generate employment for over 2500 individuals and strengthen the development of the textile industry.

MAHARASHTRA STATE SESSION

Maharashtra hosted a State Session during Bharat Tex to provide key information regarding the policy to attendees present. Shri Avishyant Panda, Commissioner (Textiles), Government of Maharashtra, commenced the session with a warm Welcome Address focusing on the comprehensive landscape of the textile industry.



Welcome Address by Shri Avishyant Panda, Commissioner Textiles, Government of Maharashtra

Addresses of State dignitaries including Shri. Eknath Shinde, Hon'ble Chief Minister, Shri. Devendra Fadnavis, Hon'ble Deputy Minister, Shri. Ajit Pawar, Hon'ble Deputy Chief Minister, Shri. Chandrakant (Dada) Patil, Hon'ble Minister of Textiles and Shri. Uday Samant, Hon'ble Minister of Industries, Government of Maharashtra were played.

Shri Davinder Sandhu, Co-Founder and Chairperson, Primus Partners gave an overall industry perspective and emphasized key aspects pivotal to the textile industry. In particular, he shed light on the significance of digitization, the transition from local to global markets, and the emergence of smart textiles.



Shri. Davinder Sandhu, Co-Founder and Chairperson, Primus Partners shares an industry perspective

Shri Virendra Singh, Secretary Textiles, Government of Maharashtra made a brief presentation to the audience on the Integrated and Sustainable Textile Policy 2023-28. He highlighted that the word integrated implies that the policy encompasses a comprehensive and holistic approach that considers various interconnected aspects of the textile industry.



Shri Virendra Singh, Secretary Textiles delivers his presentation on Maharashtra's Integrated and Sustainable Textile Policy 2023-28

He mentioned how the policy considers all relevant elements, such as manufacturing, supply chain, infrastructure, social inclusion, and environment. Additionally, he highlighted the incentives being provided by the State.

MAHARASHTRA STATE SESSION

The Secretary further highlighted how the policy aims to harmonize these components for the overall growth and sustainability of the textile sector in Maharashtra. Additionally, he highlighted the incentives being provided by the State.

The Secretary made special mention of the intention of the Government to establish **18 Mini Textile Parks** across the state, fostering an ecosystem for textile manufacturing, attracting total investment worth INR 1800 crore and generating direct and indirect employment for approximately 36,000 individuals. These parks are envisioned to create an environment conducive to the entire spectrum of textile manufacturing, promoting innovation and nurturing sustainable growth.



By encompassing an end-to-end textile value chain within these parks, the aim is to facilitate the production of finished products, thereby propelling the state's textile industry towards a future defined by heightened efficiency, continuous innovation, and amplified competitiveness on a global platform.

These parks will not only strengthen the local textile sector but also position it as an important player globally.

A Fireside Chat was conducted on various themes including the textile sector, digital transformation, market dynamics, and innovation in textile manufacturing.



The Fireside Chat was an interactive discussion between the panellists and the moderator

Shri Virendra Singh, Secretary, Textiles Department, Government of Maharashtra and Shri. Nikunj Bagadia, Managing Director, Ken India were the panellists for the session, moderated by Shri. Davinder Sandhu, Co-Founder and Chairperson, Primus Partners.

During the Chat, The Secretary also highlighted the ongoing implementation of the MoU signed between the State Government and Open Network for Digital Commerce (ONDC) during Tex Future 2023 to onboard local handloom weavers and artisans to the network. A video of a weaver from the initial batch currently undergoing onboarding and activation was played for the audience. The initial phase of onboarding weavers onto the ONDC Platform is currently underway, marking a significant milestone in the platform's implementation, enabling traditional weavers and artisans of Maharashtra to take their products to a larger customer base.

STATE PANEL DISCUSSIONS

Maharashtra organized knowledge sessions on various themes within the textile sector at the Bharat Tex event to bring together and facilitate a collaborative dialogue between key stakeholders including industry, government, research institutions, industry associations, NGOs, etc. These sessions provided an platform for experts, researchers, and professionals to share insights, exchange ideas, and foster collaborations, ultimately driving the advancement of the textile industry in India and providing investment opportunities in Maharashtra.

The first panel discussion was held on **“Charting the Path Forward for Organizing the Technical Textile Sector: Exploring Government Support”**.

Panellists for the session included:

- Shri Virendra Singh, Secretary Textiles, Government of Maharashtra
- Dr. Anup K. Rakshit, Executive Director, Indian Technical Textile Association
- Shri. Mahesh Kudav, Vice Chairman, Indian Technical Textile Association
- Shri. T. V. Sreekumar, Director, Bombay Textile Research Association (BTRA)
- Shri. Milind Ashtaputre, Head - Marketing, Century Enka
- Prof. Asim Tiwari, Professor, IIT Bombay

The moderator for the session was Shri. Shravan Shetty, Managing Director, Primus Partners.

Technical textiles contribute 13% to India's textile market, supporting various industries and accounting for 0.7% of the GDP. The global growth rate for technical textiles is projected at 4.9% from 2022 to 2030. Initiatives like the National Technical Textile Mission and Production Linked Incentives scheme have emerged as pivotal

drivers, shedding light on the sector's vast potential for growth and innovation.



Shri Virendra Singh, Secretary Textiles shares his views with his fellow panellists

Maharashtra, in its recently launched ‘Integrated and Sustainable Textile Policy’ 2023-2028 has incentivised this sector through initiatives such as Technical Textile Parks and Maharashtra Technical Textile Mission. They will catalyse transformative changes in enhancing the economic viability of the textile industry and position Maharashtra as a pioneer in the textile sector globally. The following points were discussed during the session:

- Strategies adopted by Maharashtra to pioneer the growth of the technical textile sector.
- The role of the Maharashtra Technical Textiles Mission in addressing skill development and capacity-building initiatives to meet workforce demands of the industry.
- Collaborations to bridge the gap between research and application in technical textiles.
- Areas where government support is needed for the growth of the technical textile sector.
- Major challenges faced by industry players in terms of manufacturing, marketing, and distribution of technical textiles.

STATE PANEL DISCUSSIONS

India has a rich heritage of traditional textiles, each reflecting the unique cultural, historical, and artistic diversity of the country. Maharashtra holds a significant share of traditional textiles within India. The Maharashtra textiles sector, rooted in ancient history, encompasses materials like cotton, silk, and wool. The 'Integrated and Sustainable Textile Policy' 2023-2028 in Maharashtra aims to secure the livelihoods of traditional textile weavers and prevent cross-sectoral migration.

Five textiles have been recognised as traditional textiles including Paithani saree and Himroo of Chhatrapati Sambhajnagar, Karvat Kathi of Vidarbha, Khana fabric of Southern Maharashtra, and Ghongadi of Western Maharashtra. Specific initiatives and incentives have been taken to preserve the heritage of Maharashtra's traditional textiles and foster opportunities within the sector.

The second panel discussion was held on **“Reforming the Traditional Textile Sector of Maharashtra – Preserving our Cultural Heritage Through Art of Textiles”**.

Panellists for the session included:

- Shri. Virendra Singh, Secretary Textiles, Government of Maharashtra
- Smt. R Vimala, CEO, Maharashtra State Khadi and Village Industries Board
- Smt. Rasika Wakalkar, Founder, TVAM Foundation
- Smt. Darshana Gajare, Head, Sustainability Practice, RISE Foundation
- Smt. Bhavna Rathee, Sector Expert, Invest India

The moderator for the session was Smt. Charu Malhotra, Co-Founder and Managing Director, Primus Partners.



Smt. Charu Malhotra, Co-Founder and Managing Director, Primus Partners moderates the session

The discussions surrounded the preservation of traditional textile techniques and the livelihoods of weavers and artisans in recent years. These discussions further delved into strategies for safeguarding indigenous weaving practices, supporting artisanal communities, and promoting sustainable artisanal enterprises. The following points were discussed during the session:

- Maharashtra's role in balancing the preservation of traditional textile practices with the need for modernization and innovation in the textile sector.
- Key challenges faced by artisans in maintaining traditional textile practices, and their solutions.
- Opportunities for innovation and collaboration in advancing sustainable practices and the circularity within the industry.
- Support provided by Maharashtra in capacity building, skill enhancement, and market access for traditional textile artisans and businesses.
- Characteristics and significance of traditional textiles produced by Khadi and Village Industries in Maharashtra.

MAHARASHTRA PAVILION, YASHOBHOOMI

The Maharashtra State Rural Livelihood Mission (MSRLM), under the Rural Development Department, has been actively working towards enhancing social and economic empowerment of the rural poor in Maharashtra through the development of their self-sustained and community-managed institutions.



Inauguration of the Maharashtra Pavilion at Yashobhoomi by Smt. R. Vimala, CEO, MSKVIB

MSRLM made a significant impact at the Bharat Tex event held at Yashobhoomi by showcasing 17 stalls across 300 square meters, highlighting the skills and products of artisans and entrepreneurs from women's Self-Help Groups (SHGs) across various districts of Maharashtra. 11 districts were covered from Maharashtra including Kolhapur, Chhatrapati Sambhajnagar, Raigad, Solapur, Thane, Nagpur, Latur, Jalgaon, Nashik, Bhandara and Gondia.

These stalls not only served as a platform to exhibit the rich cultural heritage and craftsmanship of Maharashtra's rural areas but also provided a unique opportunity for women entrepreneurs to access a larger market and connect with potential buyers.



Shri Virendra Singh, Secretary Textiles visiting an MSRLM stall

The stalls included a variety of items including Kolhapuri chappal, sarees, garments, handicrafts and food products that were popular amongst buyers. Through this initiative, MSRLM was able to further empower rural communities by fostering entrepreneurship, promoting sustainable livelihoods, and bridging the gap between rural artisans and urban markets. The presence of MSRLM at the Bharat Tex event not only showcased the talent and potential of rural Maharashtra but also contributed towards the socio-economic upliftment of its rural populations.



Women's SHG exhibitors from across Maharashtra

ACKNOWLEDGEMENTS



About Primus Partners

Primus Partners was the Knowledge Partner for the Textiles Department during Bharat Tex. Primus Partners is a management consultancy and solutions-focused firm that aims to navigate through the many opportunities that exist in the country. In a short period of time, Primus has established itself as a fast growing and

premier Consulting firm with marquee projects and clients, including assignments abroad. The leadership team at Primus brings over 200 person-years of experience across sectors to develop and implement winning strategies for India and clients in Public and Private Sector. Primus offers unique approaches to its clients to examine futuristic ideas required for the growth of a sector or ecosystem or organisation with key offerings being Public Policy Realisation, Investment Realisation, Impact Realisation, Technology Potential Realisation and Sector Potential Realisation.



About The Vishwas & Anuradha Memorial (TVAM) Foundation

The Vishwas & Anuradha Memorial (TVAM) Foundation provided help in developing content during Bharat Tex. The organisation was born out of the observation of gaps in a holistic and integrated approach

to the art, culture and heritage aspects of traditional textile histories of Deccan India. Its vision is to strive for a positive transformation through researched knowledge dissemination of the weaving cultures and heritage of Deccan India and to meaningfully impact livelihood of textile communities and ecosystems therein.



About Sanjeevani Advertising Co

Sanjeevani Advertising was the event company that designed and constructed the Pavilion. With over three decades of experience and expertise in the advertising arena, Sanjeevani has been

providing 360° advertising solutions across various platforms and media. From print media to social & digital media, electronic media, outdoor, events, exhibitions, PR exercises and so forth, Sanjeevani's team of highly qualified, dedicated, experienced and proficient professionals churn out the best ensuring brands withstand competitions outstandingly and creatively through timely delivery.



About Textronics

Textronics, established in 1990 provides intelligent CAD and WEB solutions, to help Textile and Fashion companies increase their global competitiveness, by facilitating Innovative Design & 3D

visualization tools optimizing Sales, Design Communication and enabling E-commerce. Over the years they have grown to a strength of 70 professionals engaged in development, product design, marketing support etc. They closely work with 20+ channel partners in different countries that enable localized support as well as direct online support from India.



महाराष्ट्र शासन

