



वीण समृद्धीची महाराष्ट्र शासन



**Bharat
tex 2025**
Global Textile Expo
New Delhi | Feb 14-17

**TEXTILES
FASHION
SUSTAINABILITY**



MAHARASHTRA AT BHARAT TEX 2025

POST EVENT REPORT



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MAHARASHTRA AT BHARAT TEX 2025

Maharashtra participated as a Knowledge Partner at the Bharat Tex 2025 event showcasing the state's rich textile heritage and landscape. Bharat Tex is one of the largest international textile expositions held in India supported by the Ministry of Textiles, Government of India.

Bharat Tex 2025 showcased India's rich textile heritage alongside modern innovation, positioning the country as a global leader in textiles. Held at Bharat Mandapam, New Delhi, from February 14th to 17th, it was the world's largest and youngest textile exposition, serving as a key platform for collaboration and economic growth.

The event was graced by Hon'ble Prime Minister Shri Narendra Modi, Hon'ble Minister of Textile, Shri Giriraj Singh, along with other dignitaries and officials from the Ministry of Textiles, Government of India & other participating states.

The event had an attendance of 12,000+ textile products, 5000+ exhibitors, 6000+ overseas buyers, 1,20,000 trade visitors, and 70+ knowledge sessions, such as panels, roundtables, and deliberations across a 2,20,000/- sq.m area.



Visitors at the stalls at the Maharashtra Pavilion during Bharat Tex 2025

Maharashtra set up its State Pavilion spanning over 100 square meters at Hall-10, Bharat Mandapam showcasing the expanse of its cultural diversity and tradition.

The state's participation in this esteemed event serves as a platform to showcase the richness, diversity, and craftsmanship of its textile sector.

Maharashtra Pavilion was inaugurated by Shri Sanjay Diane, IAS, Commissioner (Textile) along with Shri Vinay Moon, IAS, Director (Sericulture), Shri Prahlad Rode, PS to Textile Minister, and Shri Shrikrishna Pawar, Deputy Secretary, Textiles Department, Government of Maharashtra.



Dignitaries light the ceremonial lamp to inaugurate the State Pavilion



Several International visitors enjoyed the richness of our State Pavilion

MAHARASHTRA PAVILION AT BHARAT MANDAPAM

State Pavilion Theme: The Maharashtra Pavilion at Bharat Mandapam, themed 'Weaves of Maharashtra - Inspired by Nature,' showcased the State's rich textile heritage. Historically, the state has been a thriving hub of textile production with its weavers preserving age-old techniques passed down through generations. The diverse geographical landscape of Maharashtra has influenced its textile artistry, resulting in a unique blend of materials, patterns, and weaving styles. From intricate handloom sarees like Paithani and Karvat Kathi to vibrant cotton fabrics like Khana and Narayan Peth, the Pavilion highlighted Maharashtra's craftsmanship. Traditional motifs inspired by nature such as peacocks, flowers, and conch shells adorned textiles like Himroo shawls, Solapuri Chaddars, and Gongadi blankets, reflecting the cultural legacy of the State.



A beautiful snippet of Maharashtra State Pavilion Theme

The exhibition at the Maharashtra Pavilion highlighted the contributions of loom-based exhibitors who play a vital role in the State's textile sector.

Exhibitors proudly displayed their products, research, and services. Three exhibitors presented Maharashtra's rich textile heritage: Maharashtra State Handloom Corporation, Maharashtra State Handloom Cooperative Federation (MAHATEX), and Maharashtra State Powerlooms Corporation (MSPC).

The Directorate of Sericulture set up a stall to highlight advancements in sericulture and its role in the textile industry. Alongside, a stall by the Maharashtra Industrial Development Corporation (MIDC) provided information on the upcoming PM MITRA Park in Amravati.



Exhibitors at the Maharashtra Pavilion during Bharat Tex 2025

MAHARASHTRA PAVILION AT BHARAT MANDAPAM- INSIGHT

A Policy Desk was set up as a one-stop information point for potential investors and visitors, offering insights into the Integrated & Sustainable Textile Policy 2023-2028 & other schemes. The State used tech to display key contours of the state policy and information about Maharashtra.



The Policy Desk catered to many visitors during the event

Through interactive displays and Virtual Try-On Mirrors, visitors experienced an engaging showcase of Maharashtra's textile industry. Augmented reality and interactive installations enabled them to visualize designs in real-time, experiment with customization options, and explore the intricate details of the State's rich textile heritage.



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



A virtual standee was also placed for visitors to scan and receive information on the e-textile Portal



The Pavilion showcased a diverse collection of traditional outfits from the state, elegantly displayed on mannequins.

SPECIAL GUESTS AT THE MAHARASHTRA PAVILION

Hon'ble Minister (Textile) Shri Sanjay Savkare visited the Maharashtra State Pavilion on 15th February 2025. He spent time looking at the intrinsic details of the set-up, interacting with all the exhibitors and visitors. The Hon'ble Minister also visited other pavilions belonging to Maharashtra showing his dedication towards the State's textile landscape.



Smt. Neelam Shami Rao, IAS, Secretary (Textiles), Government of India at the State Pavilion

The Maharashtra Pavilion also had a special guest, Anuradha Garg, Mrs. India Globe 2024-2025, hailing from the Millennium City - Gurugram. She was highly impressed by the diverse displays at the State Pavilion and spent considerable time exploring and appreciating the exhibits.



Hon'ble Minister (Textile) Shri Sanjay Savkare with the exhibitors at Maharashtra State Pavilion from Handloom (top) and Sericulture (bottom)



Hon'ble Minister (Textile) Shri Sanjay Savkare visiting Maharashtra Exhibitors at Bharat Tex 2025

Anuradha Garg, Mrs. India Globe at the Maharashtra Pavilion

MAHARASHTRA STATE SESSION

The Maharashtra State Session at Bharat Tex featured esteemed dignitaries, including Hon'ble Minister of Textile, Shri Sanjay Savkare; Secretary Ministry of Textiles, Smt. Neelam Shami Rao; Secretary Department of Textiles, Government of Maharashtra, Shri Virendra Singh, IAS; Commissioner (Textile), Shri Sanjay Diane, IAS; and Director (Sericulture), Shri Vinay Moon, IAS. The session began with a ceremonial lamp lighting, felicitation of dignitaries, and a curtain-raiser on the Maharashtra Technical Textile Mission.



Esteemed dignitaries during lamp lighting at the State session

Hon'ble Minister of Textile, Shri Sanjay Savkare highlighted Maharashtra's leadership in textiles, focusing on innovation, technical textiles, and global competitiveness while preserving heritage.



Special Address by Shri Sanjay Savkare, Hon'ble Textile Minister, Government of Maharashtra



Special Address by Smt. Neelam Shami Rao, IAS, Secretary (Textiles), Government of India

Smt. Neelam Shami Rao emphasized on balancing modern textile advancements with Maharashtra's weaving heritage by highlighting innovation, sustainability, and support of Government of India's in state's leadership for traditional and technical textiles.

Shri Virendra Singh spoke about Maharashtra's initiatives to strengthen the entire textile value chain, from traditional handlooms to advanced textile technologies. He highlighted the need for policy interventions to attract investment and enhance exports. Additionally, he underlined the state's efforts to create a robust infrastructure for textile manufacturing and research.



Keynote Address by Shri Virendra Singh, IAS, Secretary (Textiles), Government of Maharashtra

THOUGHT LEADERSHIP

Release of Thought Leadership themed 'Making India a Zero-Waste Fashion Country :'

Government of Maharashtra in collaboration with Primus Partners, released a Thought Leadership report at Bharat Tex 2025, envisioning a zero-waste textile industry in India by 2047. The report, unveiled by Hon'ble Minister (Textile) Shri Sanjay Savkare, highlights the environmental impact of the textile sector, particularly the rise in waste due to fast fashion.

It focuses on integrating sustainability, circular economy principles, and resource efficiency, emphasizing recycling and upcycling to reduce landfill waste. The report outlines key policy recommendations, industry collaborations, and consumer engagement strategies to drive sustainable practices.

Addressing this challenge the report highlights a USD 3.5 billion opportunity, with the potential to generate 1 lakh jobs in five years. As the Knowledge Partner, Maharashtra is leading this initiative to make India a global leader in sustainable textiles.



Dignitaries unveiling the Thought Leadership on Making India a Zero-Waste Fashion Country

'KARGHA'- Docu-Drama Series

The Textiles Department, Government of Maharashtra, in partnership with Prasar Bharati is creating a docu-drama series titled 'Kargha' to showcase Maharashtra's rich traditional textile heritage globally.

The first episode was released during the state session and the anthem was performed by singer Shaan. The first episode was screened on 'Himroo' a traditional textile.



Shri Amit Kumar, Deputy Director General, Prasar Bharati addressing the gathering during the launch event.



The State session had 200 - delegates and they highly appreciated this initiative with Prasar Bharati

MAHARASHTRA TECHNICAL TEXTILE MISSION

MEMORANDUMS OF UNDERSTANDING SIGNED

During the Maharashtra State Session at Bharat Tex 2025, Hon'ble Minister of Textile, Shri Sanjay Savkare unveiled the Maharashtra Technical Textile Mission (MTTM), making Maharashtra the first state to launch a dedicated initiative aligned with the National Technical Textiles Mission. The mission is designed to drive innovation, enhance sustainability, and boost global competitiveness in the technical textile sector. With a multi-faceted approach, MTTM will focus on research and development, skill development, market expansion, and export promotion. A yearly outlay of ₹50 crores is allocated for R&D to support the creation of advanced materials with superior properties like durability, fire resistance, and eco-friendliness.

Additionally, the mission will focus on skill development in collaboration with the Department of Skill, promoting domestic and international market opportunities. The mission will also strengthen Maharashtra's footprint in global trade. By integrating technological advancements with industry needs, MTTM aims to establish Maharashtra as a hub for technical textiles, creating a thriving ecosystem for manufacturers, researchers, and investors.



Hon'ble Minister (Textiles) Shri Sanjay Savkare launching Maharashtra Technical Textile Mission during State Session

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 strengthened its commitment to promote research and development by signing an MoU with the Indian Technical Textile Association (ITTA). The MoU has been signed to leverage the expertise of ITTA to support the Department in its initiatives in the technical textiles sector.



MoU exchange between the Textiles Department and the Indian Technical Textile Association (ITTA)

Six investment commitment MoUs were signed with prominent players in Ichalkaranji, Navapur, Satara, Sindkhed districts of Maharashtra. The investments are expected to generate employment for over 2000 individuals and strengthen the development of the textile industry.



Dignitaries representing the industries who signed MoUs

ACKNOWLEDGEMENTS

About Primus Partners I Solutions for Tomorrow



Primus Partners was the Knowledge Partner for the Textiles Department during Bharat Tex. Primus Partners is the leading Indian management consulting firm established by seasoned professionals, who collectively boasting 200 years of experience. They have led and contributed at the highest levels in both the private and public sectors across the world, including with the Government of India.

Set up in 2019 with the acquisition of a boutique firm, our core mission is to facilitate 'Idea Realization', which believes in transformation occurs when we lead with ideas but also have the capacity and expertise to implement those ideas. This approach involves not only exploring and developing innovative ideas crucial for organizational, sectoral, or geographical growth but also ensuring these ideas are effectively implemented on the ground including by forging partnerships with the best from around the world.

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 was the technology partner for Bharat Tex. Established in 1990, the firm provides intelligent CAD and WEB solutions, to help Textile and Fashion companies increase their global competitiveness, by facilitating Innovative Design & 3D visualisation 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.





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