

Apparel Export Promotion Council

Give due emphasis on the promotion of the Indian textile story with regard to sustainability, circularity and traceability during Bharat Tex Expo 2024: Secretary Textiles

19th December 2023, Bengaluru/ New Delhi: A Roadshow on BHARAT TEX EXPO 2024 was organised by AEPC on 15th December, 2023 at ITC Windsor Bengaluru. Ms. Rachna Shah, Secretary, Ministry of Textiles, Shri Rohit Kansal, Additional Secretary, Ministry of Textiles, Dr. Richard Vincent D'Souza, Principal Secretary, Commerce and Industries Dept (MSME & Mines), Government of Karnataka and Shri C.N. Sreedhara, Commissioner for Textile Development & Director of Handlooms & Textiles graced the occasion.

Speaking on the occasion Ms Rachna Shah, Secretary, Ministry of Textiles, appealed to the brands to very actively engage with the Indian textile industry and repose their faith in the new India of business-friendly eco-system. "Brand leaders requested to give due emphasis on the promotion of the Indian textile story in regard to sustainability, circularity and traceability during Bharat Tex Expo 2024," she said.

This event was followed by the Roundtable meeting with the sourcing heads of prominent brands. The Roundtable was attended by Ms. Rachna Shah, Secretary, Ministry of Textiles, Shri Rohit Kansal, Additional Secretary, Ministry of Textiles, Shri Naren Goenka, Chairman AEPC, Shri Sudhir Sekhri, Vice Chairman AEPC and Shri Mithileshwar Thakur, Secretary General AEPC among others.

Prominent brands participating in the Roundtable included; PVH Corporation, Ralph Lauren, H&M, Wildcraft, Tesco Sourcing, India Private Limited, Myntra, Columbia Sportswear, Zivame, Myntra, Jockey, New Times, Triburg, etc.

Shri Rohit Kansal, Additional Secretary, Ministry of Textiles assured continuous policy support in terms of various incentives offered by the Ministry of Textiles towards the growth of textile and apparel in India.

Mr. Naren Goenka, Chairman AEPC gave assurance to the brand representatives and sourcing teams about the sustainability status of Indian manufacturers across all the ESG parameters. He stated that the event will ensure the preparedness of India to the world in compliance, product focus, quality, government and policy support.

AEPC was represented by Shri Naren Goenka, Chairman, Shri Sudhir Sekhri, Vice Chairman, Shri Mithileshwar Thakur, Secretary General and Dr. Tamanna Chaturvedi, Deputy SG. More than 120 exporters attended this event. The event was supported by the Indian Silk Export Promotion Council, Central Silk Board, Handloom and Textiles Department, Government of Karnataka, and NIFT.

To enhance the prospects of business collaboration and to promote the convergence of trade and investment during Bharat Tex 2024, the meeting was organized to understand the perspective of brands and have active involvement of prominent Global and Indian brands in the Mega Textiles Show.

Appreciating the uniqueness of Bharat Tex with focus on enhancing trade and investment with round tables, panel discussions, knowledge sessions, theme pavilions showcasing digitalization, technology interventions, startups, contemporary topics on sustainability, circularity, etc. speakers and professionals from across the Global brands were invited for the session.