

Sponsorship Opportunities

Principal Sponsor (Rs. Two lakh)	Associate Sponsor (Rs. One lakh)	Exhibitor (Rs 30,000/-)
<ul style="list-style-type: none"> Logo to be featured in the main Backdrop 	<ul style="list-style-type: none"> Logo to be featured in the main Backdrop 	<ul style="list-style-type: none"> One exhibition stall
<ul style="list-style-type: none"> Logo to be featured on the roll-ups outside the venue 	<ul style="list-style-type: none"> Logo to be featured on delegate kit and notepad 	
<ul style="list-style-type: none"> Logo to be featured on delegate kit and notepad 	<ul style="list-style-type: none"> Promotional literature of organisation to be included in delegate kit 	
<ul style="list-style-type: none"> Promotional literature of organisation to be included in delegate kit 	<ul style="list-style-type: none"> One exhibition stall 	
<ul style="list-style-type: none"> Two minutes video clip to be included in the main presentation (by Ministry) 		
<ul style="list-style-type: none"> Five minutes video clip to be shown during the lunch time 		
<ul style="list-style-type: none"> One exhibition stall 		

For further details please contact:



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TECHNOTEX-2009
"Providing Better & Sustainable Quality of Life"

Workshops-cum-Exhibition on **Strengthening Government-Industry-Consumer Partnership in Technical Textiles**



07/09 mkmcreative@gmail.com

September 2009
Shangri-La's-Eros Hotel, Ashoka Road, New Delhi



Workshops-cum-Exhibition on Strengthening Government-Industry- Consumer Partnership in Technical Textiles

September 2009 — New Delhi



Introduction

- Technical textiles are different from the conventional textiles in the sense that they are primarily manufactured and used for their technical and functional properties rather than their aesthetic or decorative characteristics. Some of the common examples of technical textiles are fire retardant textiles used by firemen, fishnets used by fishermen, bandages used for wounds, tyre cord fabrics, coated fabric used as awnings etc. Worldwide, technical textiles have been classified into 12 categories based on their applications. These are Agrotech, Buildtech, Clothtech, Geotech, Hometech, Indutech, Meditech, Mobiltech, Oekotech, Packtech, Protech and Sporttech.
- While technical textiles are intensively used in various applications in many developed and developing countries, in India it has so far found limited usage despite its benefits. Technical textiles provide not only better hygiene, safety, durability and comfort to consumers but they are also very cost-effective on a long term basis. The life cycle cost of technical textiles products are lower than the traditional materials and textiles. For instance, geotextiles are widely used in roads and highways in various countries which make the roads maintenance free and also elongate the life of roads. But in India geotextiles are used in a limited number of projects only. The primary reason for low consumption of technical textiles in India is lack of awareness about the applications of technical textiles and its benefits for the end product and user.
- There is an immense potential for increasing the consumption of technical textiles in our country. Recently, ICRA Management Consulting Services Ltd. has done a baseline survey of Indian technical textiles market for Ministry of Textiles. According to the survey, the current size of technical textiles market in India is around Rs 37,100 crore which is expected to grow at the rate of 11% per annum and by 2012-13 the size of technical textiles market in India could reach Rs 62,420 crore.
- However, this market size can only be attained if there is sufficient awareness about the benefits and applications of technical textiles amongst the consumers. And, one of the largest consumers of these technical textiles is going to be public sector in various areas like infrastructure, healthcare, transportation, construction, irrigation, defence etc. Hence, to apprise various consumers, especially in the public sector, about the applications of technical textiles and their benefits, Ministry of Textiles, in partnership with FICCI, is organising four Workshops on "Strengthening Government-Industry-Consumer Partnership in Technical Textiles" in the following areas:
 - *Workshop on Meditech* : Meditech covers technical textiles products related to hygiene and medical facilities like surgical dressings, bandages, surgical gowns, artificial implants etc.
 - *Workshop on Protech* : Protech covers products catering to personnel and property protection like fire retardant textiles, bullet-proof jackets, high altitude clothing etc.
 - *Workshop on Agrotech* : Agrotech includes technical textiles products used in agriculture, horticulture (incl. floriculture), fisheries and forestry like shade-nets, crop-covers, anti-hail nets, bird protection nets etc.
 - *Workshop on Geotech* : Geotech (also commonly called Geotextiles) covers textile items used in geotechnical applications pertaining to soil, rock, earth etc. These are used in roads, rail-tracks, slopes etc for separation, filtration, drainage etc.
- In addition to these workshops, the organizers would also provide opportunity to the industry for displaying their products and technologies for the benefit of user industry and consumers.

Objectives of the workshops are:

- To promote better quality of life for people through increased usage of technical textiles in the country
- Ensure better health, hygiene, protection, security and durability in public life
- To create and increase awareness about the application of technical textiles amongst consumers and user industry, especially in Government sector
- To provide an update on recent developments in technical textiles
- To suggest measures for increasing consumption of technical textiles in India
- To provide opportunity to user segments to learn more about the characteristics of technical textiles through exhibits.

Who should attend?

Following stakeholders, *inter alia*, can attend these workshops :

- Public Work Departments of Government
- Defence (Army, Navy, Air Force, Paramilitary, Police etc.)
- Agriculture Research Institutes and Research Institutes & Laboratories in Other Sectors (like Railways, Defence etc.)
- Policy Makers in Government
- Hospitals (both Government and Private)
- Planning & Development Authorities, Municipalities
- Multiplexes, Hotels
- Construction Companies/Organisations
- Railways and Airport Authorities
- Regulatory Authorities in Healthcare, Construction, Safety and Agriculture
- Standard Setting Bodies
- Manufacturers/Traders of Technical Textiles

Tentative Agenda

- Introductory Remarks by Ministry of Textiles
- Address by FICCI
- Special Address by Ministry of Textiles
- Presentation by Ministry of Textiles/Textile Research Association
- Presentation on Industry Perspective by FICCI
- Presentation by Consumer of Technical Textiles
- Q&A, Discussion
- Lunch
- Interaction between Users and Producers of Technical Textiles