

Vastra press release day 2 (23 Nov. 2012)

Manufacturers should comply with environmental laws for increasing profits: D N Pandey, Member Secretary, RSPCB

Jaipur, Nov 23 The time has come for Industry to start complying with environmental laws voluntarily rather than out of fear of punishment, according to Dr D N Pandey, Member Secretary, Rajasthan State Pollution Control Board.

Speaking at a Seminar "Environmental Issues in Textile Industry" at Vastra 2012 at Sitapur Industrial Area here today, Mr Pandey said there was an atmosphere of compliance to follow laws rather than real concern for the environment. He said when the Pollution control boards were set up in the different states of the country the expectations were different. "Times have changed now. We are now living in a world which really believes in preserving our earth where compliance is voluntary" he said.

He said self compliance can also result in huge savings. For example Bhilwara based industries can increase reuse of water to upto 80 percent easily. "At the moment they are reusing 50 percent and are paying money to buy water from tankers". He said this money can easily be saved by reusing water in the production process.

He said buyers from around the world also prefer producers who follow environment guidelines. He advocated for zero discharge from Industries. "In the coming years, it is expected the judiciary will make it mandatory throughout the country.. "But I hope Industry will do it before that from their heart", he said.

He also urged industry to use the huge knowledge base which the country has in their products. "The Sanganeri prints, tie and dye, block printing and vegetable dyes have been preserved in our country since ancient times. "They can be hugely popular abroad if promoted earnestly", he added.

Day 2 at the exposition saw a rush for conducting business meeting between buyers and sellers. The latter had dressed up their stalls in an innovative manner and displayed their colorful products to attract buyers. Most business owners were busy with buyers queuing up to exchange product and contact information.

Mr Naveen Mahajan, Managing Director RIICO said the seller profile was spread across many nations. He said there were participants from developed as well as developing countries.

Over 350 buyers from 60 countries are participating in Vastra 2012. These are from Argentina, Greece, Sri Lanka, Bangladesh, Denmark, Australia, New Zealand, Turkey, South Africa, Canada, the United States among others.

"There is a lot of variety available here and I would like to source

readymade garments from India"" said Mariajmena Marsgla of M/S Kalel from Argentina. "I personally feel that like Chinese market, India is equally good – even better," she said after her meetings with some Indian manufactures.

The Vastra Fashion shows are a big draw with scintillating silver sequins and thread,

designs inspired by frescos of Shekhawati and pure Indian fabric cut into hip western designs amid throbbing music. Different companies have been given a fixed time to display their products on the ramp and their name and contact details are flashed on big screens for buyers to see.

Among those who participated were Maharana of India, Ahuja Overseas, Arch Academy, Shilpa Décor and Ratan Glitter Industries. Ratan Glitter's product is a unique one as their products are of pure silver.

"We are the only ones in the world who manufacture pure silver sequins," said Mr Paresh Shah, MD, Rattan Glitter Industries. Their products have attracted a lot of attention from foreign buyers. Another exceptional collection was from alumni of Arch academy, inspired by frescos of the havelis (mansions) of Rajasthan. The western

styles dresses of pure cotton with colorful patterns truly amalgamated Indian traditions with western senses.