

NATIONAL CONCLAVE ON SPORTECH - The Future of Sport Textiles and Accessories Industry in India

**2nd June, 2023
Venue: Hotel Shangri-La Eros, New Delhi**

POST EVENT REPORT

Submitted to **NTTM, MoT, GoI**

By

INDIAN TECHNICAL TEXTILE ASSOCIATION (ITTA)

CONTENT

1. INTRODUCTION	1
2. ABOUT ORGANISERS.....	1
3. ABOUT SPORTECH	2
4. CONFERENCE PROGRAMME	4
5. PROCEEDINGS OF THE CONFERENCE.....	7
6. RELEASE OF TWO BOOKS BY HMOS.....	16
7. INTERACTIVE SESSION WITH HMOS AND INDUSTRY	17
8. HIGHLIGHTS OF THE EXHIBITION	19
9. ROAD MAP AND ACTION PLAN.....	20

INTRODUCTION

India is emerging as a significant market for Technical Textiles. Sports textile is one of the fast-growing sectors of Technical Textile which contributes around 7% of the Indian technical textiles market. Sports textile sector is divided into four major categories such as sportswear, sport goods and sport accessories. India is an emerging player in sports textiles, with tremendous scope for growth in the coming years.

Today sports in India have achieved a peak in terms of popularity and as a career option. Key government initiatives like Khelo India, Fit India Movement and Target Olympic Podium Scheme will greatly propel in enhancing the penetration of sports textiles in India. Olympics, Commonwealth Games, Asian Games, SAF Games, Wimbledon and many other world sports tournaments see Indians as one of the most leading sports participants in the world. This rising interest in the Sports Textiles is due to a number of social factors that include increased considerations of wellbeing and good health, growth of indoor and outdoor sports facilities and the ever-increasing pursuit of the adult population of activities outside the home or workplace.

Due to increasing interest and participation in the sports and leisure

activities, the consumption of sports goods and equipment and attendant consumption of textiles in such goods and equipment has shown steady increase. This Industry presents a high potential and future growth and should also be the focus area for new investments and entrepreneurs.

Therefore, ITTA jointly with NTTM, MoT, GoI and in partnership with WRA organized this National Conclave on Sportech to bring together the Manufacturers, Suppliers, Buyers, Users & R&D Institutions from the Sports textile, Sport goods & Accessories industry under one roof for providing a B2B & B2G platform and networking opportunities. With these dedicated efforts from the Indian government, rising health consciousness, and the hosting of major sports events, India is well-positioned to harness the immense potential of the sports textiles market.

ABOUT ORGANISERS

The Indian Technical Textile Association (ITTA) is the only association of the Technical Textile Industry in India covering all 13 segments, including Composites. The office of the Textile Commissioner, MoT, GoI facilitated the formation of ITTA in January 2010. The objective of ITTA is to promote, support,

develop and increase the production, consumption, and export of technical textiles to make India a powerhouse of technical textiles in the days to come. ITTA has nearly 400 members, including members from EU & Japan and representing the entire technical textile value chain from raw material to finished goods producers, machinery manufacturers, consultants, centers of excellence and R&D/Academic institutions. Under NTTM approved R&D Projects, number of ITTA members have become partner to various COEs and Research Institutes.

The Wool Research Association (WRA) and WRA's COE-Sportech - WRA was established in the year 1963 by the Woollen Textile Industry in close association with the union government of India. Under Ministry of Textiles Technology Mission in Technical Textiles, WRA has set up a Centre of Excellence in Sportech, to become a world class leading service driven and research based international technical textile association to serve the textile industry in general and Sportech sector in particular. A state of art testing facility and incubation centre has been established and simultaneous efforts have been made to attain international accreditations and collaborations. WRA has been serving user industry through its wide testing facilities and development of

affordable products in India without compromising functionality and performance of our athletes. Wool Research Association's COE-Sportech has taken up for market survey of Sportech segment in current Financial Year.

ABOUT SPORTECH

Sport Textiles also known as Sportech is the exciting intersection of sports technology and advanced textiles, encapsulating the innovative use of technical textiles in the realm of sports, improving athletic performance, safety, and the overall sporting experience. Sportech comprises of textiles which are engineered to enhance performance, comfort, and safety for athletes and individuals engaging in various sports and recreational activities. The Sports Textiles global market size is USD 32.9 Bn (2021-22), domestic market size is USD 1.15 Bn (2021-22) and global sports textile market will grow at a CAGR of 5.75% during 2022-27. The Indian Sport apparel market was worth USD 14 Bn in 2020 and is estimated to grow to USD 21 Bn by 2023, largely growing on the back of menswear products. India's domestic Sportech market is dominated by the Sports Footwear Components category which covers more than three-fourths of the segment's market share. The Global sports and active wear market is growing at a CAGR of >5.0% during FY 2019-2023 and is projected to reach USD 149 Bn by 2023, which will help Indian Sportech industry to grow rapidly in coming years.

List of Products under the Sportech segment are -

- Sports Composites
- Artificial Turfs
- Parachute Fabrics
- Ballooning Fabrics
- Sail Cloth
- Sleeping Bags
- Sports Nets
- Sport Shoe Components
- Laminated Tents
- High Performance Swimwear & Sportswear
- Sport Strings

Within the above broad segments, there are a wide range of sub-segments, approximately 318 items, which are manufactured by the Indian sports goods industry. Latest manufacturing technologies such as- Nonwoven, knitting, weaving, coating, lamination and composites are used to produce sports goods and accessories. Different kinds of raw materials are also used, polyester, nylon fibres and their blends, carbon, PVC & PU laminated/coated fabrics, etc.

Sports products can be grouped under following broad categories depending on their use in various kind of sports -

- ❖ Sports textiles are wearable textile products that improve the performance characteristics of the athlete at the moment of activity. Many products such

as sports jerseys, socks, gloves, shoes and training clothing are examples of this class.

- ❖ Sports goods are the products which are required for the type of sport based on its own characteristics and rules e.g., Volleyball, basketball, soccer balls, hockey sticks, cricket balls, golf sticks, badminton and tennis rackets.
- ❖ Sports accessories are nets, artificial turf, parachute equipment, sleeping bags, tents, strings, ropes, mountaineering equipment and sail cloths.
- ❖ Protective equipments for cricket comprise leg-guards, batting gloves, wicket keeping gloves, thigh pads, helmets, caps, and hats, cricket kits bags, etc. Boxing equipment like boxing gloves, punch bags, etc.

There is huge scope of developing innovative products in Sportech segment. For example, lightweight & strong composite hockey & golf sticks, tennis & badminton rackets are being developed through composite technology. Even cricket bat is another example and many other products as well. In short Sportech segment has a huge potential to grow.

CONFERENCE PROGRAMME

09.30 - 10.00 hrs	Registration of Delegates	
10.00 - 10.55 hrs	INAUGURAL SESSION	
10.00 - 10.05 hrs	Welcome Address	Shri. Amit Agarwal Chairman, ITTA
10.05 - 10.10 hrs	Keynote Address	Shri. Rajeev Saxena Joint Secretary, Ministry of Textiles, GoI
10.10 - 10.20 hrs	Short Film on Technical Textiles	
10.20 - 10.25 hrs	Address by	Shri. Rajesh Kr. Pathak Secretary, Technology development Board
10.25 - 10.40 hrs	Special Address by Guest of Honour	Smt. Darshana Jardosh Hon'ble Minister of State for Textiles & Railways, GoI
10.40 - 10.45 hrs	Vote of Thanks	Shri. K. K. Misra Director & COO, WRA
10.45 - 11.00 hrs	Visit to Exhibition/ Networking Tea	
11.00 - 12.00 hrs	Technical Session-1 (Panel Discussion): Market size, Gaps, Experience and Expectations of consumers towards adoption of Indian Sports Textiles This session will deliberate ways to unlock the requirements & experience of Indian Sportech consumers like Sports Authority of India, Sports Associations, SGEPC, Mountaineering Institutes, Leisure Sport Agencies, etc. <ul style="list-style-type: none"> Invest India to showcase FDI opportunities in Sportech & market size assessment by other organizations. Opportunities in producing Products used in Mountaineering & Leisure Sports, which are currently imported. 	
	Moderator	Ms. Bhavna Rathee Assistant Vice President, Invest India
	Panelists	Shri. Vishnu Bhagat CEO, Shiv Naresh Sports Pvt. Ltd.
		Shri. N. Mohan Director & CEO, Kothari Industrial Corp Ltd.
		Shri. Amit Jain Managing Director, Shingora Textiles Ltd.
		Shri. R. Selvam Executive Director, Council for Leather Exports
		Smt. Shubhra Agarwal Trade Advisor, Ministry of Textiles
		Ms. Aprajita Saini Manager, Startup India

12.00 - 13.00 hrs	Technical Session-2 (Panel Discussion): Sports Goods and Accessories: Coated fabrics, Nets, Leather and Rubber Products This session will cover the products falling under Sports Goods and Accessories, its Raw materials & Process used to manufacture. <ul style="list-style-type: none"> • Policy related issues on availability of RM, machinery, processes, testing equipment, etc. • Current market trends & future growth potentials of various Sportech products. • Investment Opportunities 	
	Moderator	Dr. Anup Rakshit Executive Director, ITTA
	Panelists	Shri Sunil Gupta Principal Director, Process Cum Product Development Centre (PPDC)
		Dr. K. Rajkumar Director, Indian Rubber Manufacturers Research Association (IRMRA)
		Shri. Arun Kumar Sinha, IAS Managing Director, Footwear Design & Development Institute
		Smt. Susmita R. Jyotsi Regional Director, Sports Authority of India (SAI)
13.00 - 14.00 hrs	Networking Lunch	
14.00 - 15.00 hrs	Technical Session-3 (Panel Discussion): Innovations & Research in Composites and Smart Textiles <ul style="list-style-type: none"> • This session will focus on the latest innovations & future opportunities in Composites and Smart Technology in Sportswear. • Raw materials & Process used to manufacture Composite material. • Application of Composite materials. • 3D Spacer Structures (Inflatable Structures/ PCM Containing Layers (Thermal energy Storage) • Raw materials - Conductive Threads and Fabrics used. • Current market trends & future growth potentials. 	
	Moderator	Dr. Bipin Kumar Assistant Professor, IIT-Delhi
	Panelists	Dr. Sanjay R. Dhakate Chief Scientist and Professor AcSIR, Head, Advanced Materials and Devices Division, CSIR-NPL
		Dr. Nandan Kumar Managing Director, High Performance Textiles Pvt. Ltd.
		Shri. K. K. Misra Director & COO, WRA

15.00 - 16.00 hrs	Technical Session-4 (Panel Discussion): Focusing on Design, Branding & Quality in the Value Chain This session objective would be: <ul style="list-style-type: none"> • Availability of critical raw materials and other inputs • Problems for availing latest technology for manufacturing sportswear. • Hi-tech and Smart Technology in Sportswear. • Sustainable solutions to the specific issues & concerns, Challenges faced in supply chain management, Process aspects. • Quality standards & Certification required for QCO • Gap Analysis on Sportech Industry 	
	Moderator	Shri. Anjani Kumar Prasad M.D & Head Business, Archroma India Pvt. Ltd.
	Panelists	Smt. Roop Rashi Textile Commissioner, Ministry of Textiles
		Shri. A Sunil Kumar Director, Techno Sportswear Pvt. Ltd.
		Dr. Ketan Kumar Vadodaria Associate Senior faculty, National Institute of Design, Ahmedabad
		Dr. V Senthil Kumar Associate Professor, Dept. of Fashion Technology, National Institute of Fashion Technology, Delhi
		Shri Mayur Katiyar Scientist B - Textiles, Bureau of Indian Standards (BIS)
		Dr. Mrinal Chaudhari Joint Director, Wool Research Association (WRA)-COE of Sportech
16.00 - 17.00 hrs	Special Interactive Session with Hon'ble Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles	
16.00 - 16.10 hrs	Context Setting	Shri. Rajeev Saxena Joint Secretary, Ministry of Textiles, GoI
16.10 - 16.15 hrs	Technical Presentation	Shri. N. Mohan Director & CEO, Kothari Industrial Corp Ltd
16.15 - 16.35 hrs	Interactive Session	Interactive Session with Industry/ Federation (Moderation by Shri. Rajeev Saxena , JS, Ministry of Textiles and Shri. Amit Agarwal , Chairman, ITTA)
16.35 - 16.45 hrs	Address by	Smt. Rachna Shah Secretary (Textiles)
16.45 - 16.55 hrs	Address by	Shri. Vimal Anand Director, Department of Sports
16.55 - 17.00 hrs	Vote of Thanks	Shri Avinash Misar Vice Chairman ITTA
17.00 hrs	Networking Tea	

PROCEEDINGS OF THE CONFERENCE

Indian Technical Textile Association (ITTA) jointly with the National Technical Textiles Mission (NTTM), MoT, GoI and in partnership with the Wool Research Association, COE, Sportech have organised the NATIONAL CONCLAVE ON SPORTECH - "The Future of Sport Textiles and Accessories Industry in India" on Friday, 2nd June 2023 at the Shangri-La Eros Hotel, New Delhi.

The Objective of the Conference was to create awareness on the latest product innovations & technology developments, acquire knowledge & ideas for new investments & export opportunities on Sports textile, enhance knowledge base on requirement of current Sportech industries & market, to understand product standards & certification process and creating the B2B & B2G platform for Sports textile industry.

The Hon'ble Minister of State for Textiles & Railways, GoI, Smt. Darshana Jardosh was



***Smt. Darshana Jardosh, MoS
delivering her speech***

the chief guest of the conclave and addressed the delegates. In a special interactive session, she actively discussed and answered the questions raised by the industry representatives and other delegates along with the Secretary-Textiles, MoT, GoI, Smt. Rachna Shah. The context setting of this session was done by Shri. Rajeev Saxena, Joint Secretary, MoT, GoI.

Smt. Darshana Jardosh highlighted that India is an emerging player in sports textiles, with tremendous scope for growth in the coming years. She mentioned that the government has significant focus on creating sports culture in India through its flagship schemes such as Khelo India, Fit India Movement, Target Olympic Podium Scheme, etc. This would support in enhancing the penetration of sports textiles in the country. Further, the factors such as rising health consciousness and increasing sports events being organized in India are also fostering the demand for sports goods and sports textiles. She highlighted that the recent initiative of Indian apparel & footwear sizing has been a significant step in sports and footwear industry. She mentioned that MoT under NTTM, is in continuous process of discussion with the concerned ministries regarding enhancing the usage of the technical textile items within their respective domains. Recently, MoT

convened a meeting to explore the possibility of increasing the usage of technical textiles in the Railways sector for yielding significant results in this direction. Emphasizing the importance of developing the sportech sector to meet domestic demands with high-quality, locally produced products, she highlights the need for collaboration among stakeholders to foster synergy and create a concrete roadmap for the future of sportech industry in India.

Smt. Rachna Shah stated that the government is working to make India a hub for the technical textiles. Our flagship



***Smt. Rachna Shah, Secretary Textiles
delivering her speech***

interventions such as NTTM, PLI scheme, PM Mitra Park initiative, among others are focused towards increasing the scale, size and integration of textiles and technical textiles in India. She highlighted that the growing interest in sporting activities, health consciousness among people, rising demand of athleisure, among others have been creating a huge potential for sports

goods, sports textiles and accessories in India. She opined that to capitalize on the opportunities presented by the sports industry, the companies need to focus on research, product development, innovation, and sustainability. She suggested that all the stakeholders must work together to create an enabling environment that supports the growth of sportech industry in India.

Shri. Rajeev Saxena, JS, highlighted that India's Technical Textiles market has a



***Shri. Rajeev Saxena, Joint Secretary
delivering his speech***

huge potential backed by a significant growth rate of 10%, increased penetration level of 9-10% and placement as the 5th largest technical textiles market in the world. He said that the Sportech sector is significant contributor to this juncture and Ministry of Textiles' NTTM is working towards enhancing the usage/demand of technical textiles, enhancing the awareness & know-how, facilitating product & machinery development, and conducting segment specific conferences,

with the overall objective of creating adequate ecosystem of technical textiles in India. He highlighted that India's sportech market at around USD 1.17 million is minimal as compared to country's population size. Therefore, focus should be on developing this sector to meet domestic needs with indigenously produced quality sports textile products & accessories. PM Mitra presents a great opportunity in this regard wherein technical textiles companies could set-up their plants in plug-n-play mode.

The leading Sportswear brands and senior officials from leading associations, namely Sports Authority of India (SAI), All India Football Federation (AIFF), Sports Goods Manufacturers & Exporters Association (SGMEA), Sports Goods Export Promotion Council (SGEPC) gave the presentations on their requirements & expectations on Sportech products. More than 300 delegates attended the conclave and got the networking opportunity with potential buyers and senior Govt. officials.

In the inaugural session, welcome address was given by Shri. Amit Agarwal, Chairman, ITTA followed by key note address by Shri. Rajeev Saxena, Joint Secretary, Ministry of Textiles, GoI, address by Shri. Rajesh Kr. Pathak, Secretary, Technology Development Board, GoI and vote of thanks by Shri. K. K. Misra, Director

& COO, WRA. A short film on Technical Textiles prepared by NTTM was shown to delegates covering the overall scenario and progress made by the NTTM.



Lamp Lighting



Dignitaries on Inauguration Session

Shri. Rajesh Kr. Pathak highlighted that there is a need to facilitate and have confidence on various scientists and



Shri. Rajesh Kr. Pathak, Secretary, Technology Development Board delivering his speech

researchers working on product and technology development in technical textiles, including sportech. This will catalyze the development of entire ecosystem of technical textiles in India. Indian industry has to realize that their major competitors are not the domestic counterparts, but the international companies and thus their product quality & usage have to be superior to what is already present in the market. He mentioned that the Technology Development Board has been in forefront for supporting the deep tech companies, to bring innovative products in the Indian market.

Smt. Roop Rashi, Textile Commissioner, highlighted that there is a need for creating synergy amongst various stakeholders in sportech sector, including Ministry of Textiles, Ministry of Health and Family Welfare, Ministry of Youth Affairs and Sports, sports industry, among others.

Shri. Amit Agarwal, ITTA, highlighted that



***Shri. Amit Agrawal, Chairman, ITTA
addressing delegates***

coming years would create significant demand for the sportech products in India on the back of rising health consciousness, India's hosting of 2036 Olympics Games and Government's strong focus & vision towards enhancing entire ecosystem of technical textiles.

Shri. K. K. Misra, WRA, proposed a vote of thanks. He thanked the Secretary-Technology Development Board, Joint Secretary, Textile Commissioner and all the NTTM Officials, COEs, R&D,



View of Audience



***Shri. K. K. Misra, Director, WRA
delivering vote of thanks***

participants from Sportech Industry & Academic Institutions who were present in conclave.

TECHNICAL SESSION 1

There were four Technical Sessions in the conference. First Session deliberate on the Market size, Gaps, Experience and Expectations of consumers towards adoption of Indian Sports Textiles. FDI opportunities in Sportech & market size assessment was presented by Invest India. Session was moderated by Ms. Bhavna Rathee, Assistant Vice President- Invest India and Eminent panelists were Shri. Vishnu Bhagat, CEO- Shiv Naresh Sports Pvt. Ltd., Shri. N. Mohan, Director & CEO- Kothari Industrial Corp. Ltd., Shri. Amit Jain, Managing Director- Shingora Textiles Ltd., Shri. R. Selvam, Executive Director- Council for Leather Exports, Smt. Shubhra Agarwal, Trade Advisor- Ministry of Textiles and Ms. Aprajita Saini, Manager- Startup India. Key Discussion Points:



***Smt. Shubhra Agarwal,
Trade Advisors as panelist***

- a. Requirements & experience of Indian Sportech consumers like Sports Authority of India, Sports Associations, SGEPC, Mountaineering Institutes and Leisure Sport Agencies.
- b. Need to focus on Indigenous R&D and Innovative Product development in Sport Textiles.
- c. Lack of critical technology & processes. More investment is required for technology requirement and technology transfer by JVs/ Collaborations with International companies, Institutes & R&D labs.
- d. Need to focus on Technological Innovations in high-performance fabrics & final Sportech products - Artificial Turf, High Performance Swimwear, Ski Suits, etc. Some Projects under NTTM-R&D funding has started, but scaling up of such research from Lab to commercial scale should be planned.



Speakers in Session 1

- e. Indigenous development of Machinery & Equipment.
- f. Focus should be on developing this sector to meet domestic needs with indigenously produced quality sports textile products & accessories at affordable price such as High-performance Sportswear, Sports Composites i.e., rackets, composite hockey & golf stick.
- g. To focus on Designing of Sport products as per Indian requirements.
- h. Need for eco-friendly, sustainable processes and products.
- i. E-commerce and Online Retail has shown exponential growth. Sports industry & Govt. need to use this path for more awareness of latest Sportech products.
- j. Footwear with textile uppers: accounting to almost 33% of world

exports-

- Collaboration with textile & footwear industry can increase the growth of textile footwear.
- Indian footwear industry is a massive employment generator with potential to create jobs.

TECHNICAL SESSION 2

Next session was moderated by Dr. Anup Rakshit, Executive Director, ITTA, dealt with Sports Goods and Accessories covering Footwear components, Shoe uppers, use of Coated fabrics, Leather and Rubber products. Presentations and discussions by the following panelists were focused on details of the above areas- Smt. Susmita R. Jyotsi, Regional Director- Sports Authority of India (SAI), Shri. Arun Kumar Sinha, IAS, Managing Director- Footwear Design & Development Institute, Dr. K. Rajkumar, Director- Indian Rubber Manufacturers Research Association (IRMRA) and Shri.

Sunil Gupta, Principal Director- Process Cum Product Development Centre (PPDC). Major points discussed:

- a. To grow domestic market demands it is necessary to have mandatory use of the Sportech products in specific applications.
- b. To allocate new HS Codes for Specific Sportech products which are booked under "OTHERS" category. All the BIS Standards should have reference of HSN Codes of the TT products.
- c. Need to understand the requirements of consumer and address it.
- d. The recorded impediments for growth of world class Sportech products in India include large scale low quality and counterfeit products produced by a large number of unorganized units in this sector. This is critical and needs attention in terms hand holding them for making quality products, making them aware of global standards on fashion trends.
- e. Original Leather is being replaced by PU coated fabrics which are used in various Sportech products such as football, volleyball, sport shoes, hand gloves, punching bags, etc. There are 4-5 manufacturers of PU coated fabrics in India.
- f. Participation from Industry to standardize their own products to take it outside India is very much lacking. Today the inter ministry coordination is good and BIS is also working proactively on the formulation on new stds, revision of old stds, etc. Therefore, the industry participation is very important because BIS may not be aware that which are the products need standardization and also to the international level.
- g. IRMRA is having very good facilities for development of Sports Rubber goods having technical textiles. Interested institute may collaborate with IRMRA for exploring such collaborative research. Any import substitute or new product development activities could also be undertaken.



Speakers in Session 2

TECHNICAL SESSION 3

Third session was devoted to Innovations & Research in Composites and Smart Textiles and moderated by Dr. Bipin Kumar, Assistant Professor, IIT-Delhi. Panelists were- Dr. Sanjay R. Dhakate, Chief Scientist and Professor AcSIR, Head- Advanced Materials and Devices Division, CSIR-NPL, Dr. Nandan Kumar, Managing Director- High Performance Textiles Pvt. Ltd. and Shri. K. K. Misra, Director & COO- Wool Research Association. This session focused on the Raw materials like conductive Threads and Fabrics used in Sportech, latest innovations & future opportunities in composites and Smart Technology in Sportswear. Following points were discussed during the conference:

- a. At present India is importing various type of high speciality fibers and yarns such as Nylon 66, Carbon, Aramid, UHMWPE fibers, Glass, etc. and their fabric for various application from different sources and are very expensive.
- b. No Domestic manufacturing of these High-tech fibers & yarns. The import duty on such fibres, filaments & yarns is very high and landed costs in the range of 23-26%. It is recommended that - to reduce basic custom duty, duty drawback, etc.
- c. There is no mechanism exist in country to validate the properties & other specification data reported by various supplier from abroad. In this direction

there need to established center of excellence for validation of technical textile properties data.

- d. Need to create Library of Technical Textiles where we can keep sample lot of ALL types of high-performance fibres/yarns/fabrics from various suppliers. Currently, over 6 types of para-aramid fibres are being imported from China, Japan, Korea, Europe, USA but there is no database to compare or to check quality of each of them. This library can also support researchers/students to secure smaller quantity of fibres/ yarns/ fabrics for their research work.
- e. Need to have skilled labor force & training institutes as the technology upgrades.
- f. Lack of skilled labour is one of the major constraints in Sportech industry. There is a need to develop Skill of the personnel at different levels, such as - Managerial, Supervisory, R&D, QA & Testing. It will create more employment in this sector.



Speakers in Session 3

TECHNICAL SESSION 4

The fourth session Focused on Design, Branding & Quality in the Value Chain, which was moderated by Shri. Anjani Kumar Prasad, M.D & Head Business, Archroma India Pvt. Ltd. The eminent panelists were- Smt. Roop Rashi, Textile Commissioner- Ministry of Textiles, Shri. A. Sunil Kumar, Director- Techno Sportswear Pvt. Ltd., Dr. Ketan Kumar Vadodaria, Associate Senior Faculty- National Institute of Design, Ahmedabad, Dr. V. Senthil Kumar, Associate Professor- National Institute of Fashion Technology, Delhi, Shri. Mayur Katiyar, Scientist B- Textiles, Bureau of Indian Standards (BIS) and Dr. Mrinal Choudhari, Joint Director- Wool Research Association. Panel members addressed the problems for availing latest technology for manufacturing sportswear, Sustainable solutions to the specific issues & concerns, Challenges faced in supply chain management, Quality standards & Certification required for QCO of sportswear. Key points discussed during conference:

- a. Need to have a portal/ website for communicating the latest innovation & patents to industry, institute & research students & Govt.
- b. To develop core courses in institute & academics on the design aspect of sportswear, swimwear, ski suits, etc.
- c. Prohibition of textile chemicals mentioned in the Restricted substance list.
- d. Focus on traceability, block chain technology.
- e. Lack of knowledge of certification for sustainability for sustainable raw materials and sustainable processes.
- f. Promote sustainable and circular practices in sports textile industry.
- g. Adaptation of Sustainable practices for each stage of fabric manufacturing i.e., Yarn to fabric.
- h. Promote usage of recycled, organic, sustainable materials.
- i. To update and prepare the new IS standards for all Sportech products for wider use and also adoption under Quality Control Order.
- j. Survey was done by WRA & ITTA along with Archroma on Sportech sector (North India & South India region) wherein they have visited some of the Industry & Institutions in Panipat, Meerut, Jalandhar & Tirupur. There are lot of gaps in Sportech industry that is Wool/ Nylon blended fabric for lawn tennis ball, Low cost 4 way stretch fabric for Sportswear, Dyed Nylon 66 knitted fabric, Manufacturing of Seamless garment and its technical

knowhow, Artificial turf manufacturing as per International Norms of FIFA, Hockey Federation etc. and Development of knitting technology for fabric using yarn with higher Lycra percentage wherein a lot of technical intervention are required.

- k. To increase the exports of Sports textiles to developed markets.
- l. Need to achieve scale, size, better quality products at reasonable price in Sports textiles.
- m. Growing interest in sporting activities, health consciousness, rising demand of athleisure have been creating a huge potential for sports goods, sports textiles, smart wearables and accessories.



***Smt. Roop Rashi, Textile Commissioner
as panelists***

Finally, the conference was concluded by giving Vote of Thanks by Shri. Avinash Misar, Vice Chairman, ITTA. He specially thanked all the eminent panelists pointing



Speakers in Session 4

out the important needs and issues of Sportech Industry and for making excellent presentations.



***Shri. Avinash Misar, Vice-chairman,
ITTA concluding by vote of thanks***

RELEASE OF TWO BOOKS BY HMOS

Smt. Darshana Jardosh along with the Smt. Rachna Shah and Shri. Rajeev Saxena released Two Books titled "CONCLAVE BOOKLET" prepared by ITTA and "LOOM TO PODIUM-UNLEASHING TECHNICAL TEXTILES IN SPORTS" prepared by Invest India during the conference.



Conclave Booklet



Loom to Podium Booklet

INTERACTIVE SESSION WITH HMOS AND INDUSTRY

Interactive Session with Industry/Federation was moderated by Shri. Rajeev Saxena, JS, MoT and Shri. Amit Agarwal, Chairman, ITTA. Shri. N. Mohan, Director, Kothari Industrial Corp. Ltd. gave a Technical Presentation during the session. In this special interactive session, Smt.

Darshana Jardosh, HMoS & Smt. Rachna Shah, Secretary Textiles, MoT actively discussed and answered the questions raised by the industry representatives and other delegates.

- a. Consider a Special Schemes & Policies or Incentives for encouraging production and export of Sportech products.
- ü It is imperative to handhold & nurture certain TT segments like Sportech with focused policies for further strengthening its manufacturing & exports in order to spur futuristic sustainable growth, creating employment & export earnings.
- b. Need of Advancements in smart textile technologies.
- c. To help young entrepreneurs with the investment in R&D projects.
- d. Collaboration and Expansion with industry leaders will be key drivers of growth in the future.
- e. Strategize & work on Brand development initiatives - To create Global Brands of Sportswear, Footwear, etc. from India.
- f. Institute and Education Centres, need a lot of support because nothing is happening there in terms of development, innovations, knowledge specifically on Sport textiles.
- g. Introduce focused course on Sports Textiles covering its applications in addition to technical information. The courses to be included in Graduate & Post-Graduate levels.

- h. Conduct joint promotion and training with institutions involved in extension activities for sports like Department of Sports, Ministry of Youth Affairs and Sports, Sports Authority of India, Educational Sports Institutions and Research Centres, etc.
- i. Supplying quality products to all major tournaments like FIFA, US Open, etc.
- and major challenges faced in this are high end testing equipment's which are not available in India.
- j. Promoting awareness, adoption & usage of Sports Textiles to the end consumer.
- k. Road shows to be organised in G2G level with industry participation funded by Govt.

INTERACTION WITH PARTICIPANTS



HIGHLIGHTS OF THE EXHIBITION

The exhibition was an integral part of the Conclave to display the latest products innovations & technology developments from the leading Sportech manufacturers. In the Exhibition, the following Sportech products were displayed - Sport jersey, Socks, Sport shoes & its components, Speciality Coated & Laminated Fabrics, Sports Composites such as Badminton & Tennis Rackets, Golf Sticks, Bow & Arrows and Kayak double paddle blade, Skates made of Carbon fiber, protective equipments for cricket like leg guards,

batting gloves, thigh pads, helmets, etc., Sport nets, Helmets, Sports string High Speciality Filaments & Yarns - Aramid, Nylon, Carbon, Glass, etc., Carbon fabric, , Hi-visibility clothing, Extreme cold & Inherent FR fabrics. It was a unique opportunity for the Exhibitors who were already the existing manufacturers / suppliers of these products or the new entrants to this business to display their products and the directly interact with the Buyers. Following 16 Exhibitors participated in the exhibition and showcased their Sportech products.

List of Exhibitors:

COMPANY NAME	
ARROW GARMENTS	ASTERIDE TECHNOLOGIES PVT. LTD.
CENTURY ENKA LTD.	HIGH PERFORMANCE TEXTILES PVT. LTD.
HUDLE	INDIAN TECHNICAL TEXTILE ASSOCIATION (ITTA)
NITPRO COMPOSITES	P.A.R.K NONWOVEN S PVT. LTD.
POSITEX PVT. LTD.	SANATHAN TEXTILES LTD.
SHINGORA TEXTILES LTD.	SWATRIC PVT. LTD.
TECHNO SPORTSWEAR PVT. LTD.	TEX LINKS
UNIFAB INDUSTRIES	WOOL RESEARCH ASSOCIATION (WRA)

GLIMPSES OF EXHIBITION



ROAD MAP AND ACTION PLAN

Sportech is one of the fast-growing segments amongst all 12 technical textile segments worth of about USD 1.15 Bn in FY 2021-22. Sportech product categories can be divided into two major verticals- Sportswear or sports apparel and Sports goods & accessories. India's domestic Sportech market is dominated by the Sports Footwear Components category which covers more than three-fourths of the segment's market share, while sports were is still dominated by the international brands. Our government gives huge encouragement and motivation to our youth to participate in the various sports activities and number of developmental schemes & programs have been launched, such as Khelo India, Fit India Movement and Target Olympic Podium Scheme, etc.

Following key points on policy matters & technical aspects, emerged during the Interaction with Manufacturing Industry, Buyers, Users and R&D Institutions, which can be translated to the actionable subjects for taking further growth initiatives -

1. Govt may consider a Special incentive Schemes & focused Policies for encouraging production and export of Sportech products. It is imperative to state that such focused policies will strengthening its manufacturing & exports in order to spur futuristic sustainable growth, creating employment.
2. Focus on Innovative products:
 - 2.1 Scope of import substitution of felts made of Wool/Nylon (65% Wool + 35% Nylon) blended fabric dyed with fluorescent yellow colour for lawn tennis ball.
 - 2.2 Low cost 4 way stretch fabric for Sportswear generally imported from China, Taiwan, Indonesia etc. Technical support is required by the Indian manufactures at the competitive prices & Technical knowhow of manufacturing techniques.
 - 2.3 Dyed Nylon 66 knitted fabric technology needs to be developed with good fastness properties.
 - 2.4 Manufacturing of Seamless garment and its technical knowhow is required mainly used for making innerwear. It saves costs by 40% compared with usual knitting in manpower cost.
 - 2.5 Limited availability of Machineries, Production Process and Techniques in India.
 - 2.6 Development of knitting technology for fabric using yarn with higher Lycra percentage. Current Knitting technology can utilize the yarn up to 15% of Elastomeric yarn content. Limited technical knowhow available

for Knitting of fabric with higher Lycra percentage yarn. Compression garment require higher Lycra percentage (10%) & Manufacturing facility needs to be synchronized with domestic and export requirement.

3. Demand for Artificial turf manufacturing as per International Norms of FIFA, Hockey Federation etc. Indian market depends on Import & No Production and Certification facility in India. The global market for artificial turf was USD 3,624 and expected to grow at a CAGR of 8.44%, whereas the Indian market is stood at Rs. 107 Crores in 2019-20 & expected to grow at a

CAGR of 17.32% with Govt focusing on promotion of Sports activity through Khelo India Program.

4. Smart textile technologies have tremendous potential for development in Sportech sector. It can monitor various health parameters for sports men & women.
5. Sports Composites such as badminton rackets, tennis rackets, hockey stick, golf stick, bicycle parts, boxing equipment, leg pads & cricket bat, sport helmets, etc. have immense growth potential in India.



INDIAN TECHNICAL TEXTILE ASSOCIATION

314, 3rd Floor, MIDAS, Sahar Plaza,
Andheri-Kurla Road, J. B. Nagar, Andheri-East, Mumbai - 400059.
Tel: 022-49635711
Email: info@ittaindia.org;
Web: www.ittaindia.org