

Daily Yarn

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Shopping Day at Vastra 2016: A Bonanza for Jaipur residents

Designer garments, bright home furnishing, zany bags, accessories, jewellery and sundry artefacts were up for grabs for Jaipur residents on the last day of Vastra 2016 at the Sitapura Exhibition grounds. The fair was thrown open to the general public on the fourth day, being extended by a day.

The new entrepreneurs from the Designer Display Wall were seen waiting keenly for sales to happen.

The so called B2C or (Business to Customer) component, in addition to B2B (Business to Business) has been introduced to enable interaction between the Industry and end users. The format has been appreciated by manufacturers, particularly start-ups and upcoming designers. It gives them a chance to create awareness about their brand and test their products.



Jaipur lac bangles, Doll Hangings, Kota Doria sarees, Bagru and Sanganeri prints and Zardosi, Ajrak and Kantha work fabric were among some exotic displays up for sale in the Rajasthan State Pavilion.

The International Institute of Fashion Design had brought decorative chandeliers, innovatively designed canvas shoes, watches, earrings and pillow covers.

Some other unique products made out of paper yarn were also available.

People made a beeline for Scarves, stoles, sarees, jackets and shirts made out of the traditional handicrafts of Odisha.



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Ravi Poddar

President, Garment Exporter's Association of Rajasthan

INTERVIEW

Ravi Poddar, President, Garment Exporter's Association of Rajasthan (GEAR)

Vastra has been a great platform for building 'Brand Jaipur', but now more efforts are required to enable this annual fair and Industry to grow, says Ravi Poddar, President of GEAR. In a freewheeling interview to Daily Yarn, Mr. Poddar spoke on many issues pertaining to Vastra and laid out his vision for promoting industry in the State. Excerpts

Daly Yarn: What is your feedback on Vastra?

Ans: Vastra has grown from strength to strength since the past five years. It has helped in promoting the home industry as well, what we refer to as 'Brand Jaipur'. GEAR is keen to promote this Brand worldwide. Now, how can Vastra help in this? We feel that GEAR can give a lot of good suggestions for organising Vastra. We can suggest the profile of buyers; we know whether buyers are genuine or not. Secondly, we need to promote different stakeholders in this forum – garment manufacturers, home furnishers and designers. Jaipur is already known as a hub of fashion designing, but very few of the designers actually participate in Vastra. If we can get more of them along with the others, Vastra can grow and so can Industry.

DY: What are the issues facing the industry which you feel need to be resolved?

Ans: Just as Vastra needs to grow we need support

to grow, otherwise we cannot service orders. Growth in terms of land for expansion, manpower and working together as an Association. We presently generate about Rs 1500 crore of business and employ about a lakh persons. We can easily increase the employment to two lakhs but first we need to impart skills to workers right here in Jaipur. For that we need land for a skilling centre, we are ready to look after the rest of the expenses. What is happening is that in absence of skilled manpower we are forced to get employees from other States, then we face the problem of housing for them. It doesn't work out for them economically. Land rates have skyrocketed and so we cannot put up additional units. So, we need basic support to grow.

DY: What is your vision to make GEAR more proactive?

Ans: I have laid out a plan for our Association members to work as a team. The apparel export industry is passing through a tough time. We need to be united to work for prosperity of each member. I have laid out a plan for the future to promote interaction among ourselves, share ideas, use social media and encourage bulk negotiation with suppliers and business partners.

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AWARDS FOR BEST PRESENTATION 2016



Farewell till next year...



Technical Textiles in Rajasthan

Susheel Yarns displayed its new offering of Sanitary Napkins, the first such venture by a home grown industry in Rajasthan. "This is the first time that technical textile in this form is being manufactured in Rajasthan," says S C Baldwa, Managing Director of the Company.

"The initial idea came from a family member but first we wanted to put up a unit for diapers. We soon realised that affordable sanitary napkins were needed more urgently in the State, so we decided to launch them first. Next on the list are diapers," he adds.



First time lucky

Haneef Mohammad and Rajesh KV consider themselves lucky for having visited Vastra 2016! The duo arrived from Calicut to look for supplies for their successful garment line 'GlamHer'. "We were looking for single design, simple line pieces as these are popular in Kerala," says Mohammad.



From left to right Haneef Mohammad, Rajesh KV and Sonu TJ

"We sell the more westernised formal and official clothes for women We were lucky that we found what we were looking for and much more," he adds. So much more, that they decided on the spot to extend their business overseas. "Since we saw that there was a good supply we decided to launch ourselves in Dubai as well which we had been thinking for a while, but couldn't find a large enough supply line," says Rajesh. "Every State should have a fair like Vastra where suppliers of all hues can come together," says Sonu TJ, the third owner of the company who has been responsible for working out the unique character of their label.