



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004. Maharashtra State, INDIA

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E-Serve No.: 30 of 2023 | Date: January 27, 2023

Sub : Invitation to attend the programme to launch the Social Media Campaign for promoting "Sustainability in Textiles" being held in Mumbai on 30th January, 2023 at 4.00 p.m.

Dear Member,

The Council has been informed by the Office of the Textiles Committee (TC) regarding a programme being organised by them in Mumbai in collaboration with United Nations Environment Programme (UNEP) to promote "Sustainability and Circularity in Textiles" by creating awareness amongst the stakeholders and consumers through social media.

Details of the programme are given below:

1) Chief Guest: Smt. Darshana V. Jardosh, Hon'ble Minister of States for Textiles, Railway has kindly agreed to address the programme virtually

2) Agenda: The meeting will convene the following agenda:

i. Launch of the Social Media Campaign including collateral like reels, infographics etc. to promote 'Sustainability in Textiles'

ii. Discussions on 'Sustainability & Circularity' in Textiles Value Chain (TVC) and the way forward

3) Date & Time: 30th January 2023 at 4.00 p.m.

4) Venue: Jio World Convention Centre, Meeting Suite 204 A&B, G Block, Bandra Kurla East, Opp. to Kautilya Bhavan, Mumbai 400098

Background Note on programme is given below:

a. The Textiles Committee (TC) in collaboration with the United Nations Environment Programme (UNEP) has been implementing a project "Enhancing Circularity and Sustainability" in India.

b. The main objective of the project is to minimize the negative environmental impact of the Indian Textiles by promoting sustainable practices and mainstream

knowledge of circular production-based practices in the Textiles and Apparels (T&A) sectors.

c. The Social Media Campaign designed for the purpose of promoting 'Sustainability and Circularity in Textiles' is being launched at the above event which will be attended by Sr. Officers of Central & State Government, stakeholders of the textile industry and representatives from UNEP.

Being one of the key stakeholders of Textiles Value Chain (TVC), we request you to kindly make it convenient to attend the programme on 30th January 2023 at 4 pm. In case of any further queries, kindly send a WhatsApp message on TEXPROCIL Helpline no. [9152009163](tel:9152009163).

This is for your information please.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

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