

The Children & Baby Maternity Expo 2017 witnessed some great new initiatives this year like the “Fashion N Kids Conclave”. This conclave was conceptualized & cumulated by Suvin Advisors on 12th April, 2017 from 10.00 am to 1.00 pm. The conclave provided platform to entire value chain in kidswear segment for knowledge sharing on latest developments & provided expert opinions on safety & quality control issues in Textiles used for kidswear & Baby products.

The Session began with a welcome note by Mr. Pankaj Shende – Project head of CBME followed by Mr. Avinash Mayekar, Managing Director & CEO, Suvin Advisors key note address on “Overview of Kids wear & specialized textiles for babies & kids.”



The Conclave then addressed the various segments in kids wear value chain starting with Mr. Ritesh Khandelwal, Vice President Global Business Development, Birla Cellulose presentation on “Role of Viscose in Kids wear” providing great insights about the specialized characteristics of Viscose & how Birla cellulose viscose Fibre “Liva” is preferred by moms for its gentle feel & comfort.

He also announced that Aditya Birla group will soon be venturing into kids wear sector & launching their own kids wear brand.

Later, Mr. Sundarmurthy Krishnan, National Head-Intertek provided an informative talk on “Quality control issues in Kids wear” & how care needs to be adopted while selecting accessories for kids & babies apparels. He also highlighted the various do’s & don’ts that needs to be taken care of while using garment accessories such as zippers and fasteners.

Mr. Kamal Johari Managing Director, Nobel Hygiene enlightened the delegates on “Innovation in diaper technology” presenting evolution of diapers & highlighted various difficulties faced by Indian manufacturers for producing good quality & cost effective product. Later on Mr. Nitin Mathur –Product Manager, IIGM presented on “Innovation in Garmenting techniques” showcasing latest stitching machineries & advanced technologies available to avoid sharpened accessories & fasteners from causing injuries to the kids. The conclave was then addressed by Ms. Manjiri Paranjape-Sr. General Manager-Rossari Biotech on “Role of Dyes & Chemicals in Kids wear” She explained how chemicals can be used to provide specialized properties like fragrance, Anti-odour, Antimicrobial, Mosquito repellent etc in kidswear & various alternatives to hazardous chemicals.

The conclave then witnessed Panel discussion on “Environmental Evolution of Fashion on Kidswear” Moderated by Mr. Avinash Mayekar & the panelist were Dr. Ullhas Nimkar – Managing Director – Nimkartek Technical Services, Mr. Vikas Sharan- Vice President- ATE Enterprises Pvt. Ltd. , Manish Daga- Managing director -Cotton Guru, Mr. Kamal Johari – Nobel Hygiene & Mr. Sundarmurthy Krishnan-Intertek. The Panel discussed on the future growth prospect in kidswear industry & provided expert opinion on international norms, Future of cotton based products, treatments to be adopted to reduce impact of effluents caused by dyes & chemicals & many other issues.

The conclave concluded with thanking note & an urge to textile Industry to come forward & create many more such events to help India become a global leader in kids wear segments.