

# LEATHER NEWS INDIA

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- **Presentation of CLE National Export Excellence Awards for FY 2021-22 –January 3, 2023, New Delhi**
- **50th Edition of Couromoda - International Footwear Fair, Artifacts, and Accessories 2023 Sao Paulo, Brazil, 16-18 January, 2023**





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VISIT US : IILF, CHENNAI  
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BOOTH : H2-03-A



## CREDITS / CONTACTS



### COUNCIL FOR LEATHER EXPORTS

(Sponsored by Ministry of Commerce  
& Industry, Government of India)

#### CENTRAL REGION

KLC Complex (Kanpur-Lucknow Highway)  
Kader Patari, Banthar,  
Unnao-209862  
Tel: +91 – 0515-2823376  
Fax: +91 – 0515-2823377  
E-Mail: cleknp@cleindia.com

#### EASTERN REGION

I B, First Floor, "Duck Back House",  
41, Shakespeare Sarani, Kolkata – 700 017.  
Tel: +91 – 33 – 22835479 / 80  
Fax: +91 – 33 – 22877270  
E-Mail: cleer@cleindia.com

#### NORTHERN REGION

Flat No. 317, DLF Prime Tower  
OKhla Phase-I (Near Hotel Crowne Plaza)  
New Delhi - 110 020  
Ph: +91-11-26814501 /502  
Fax : +91-11-26814503  
E-mail : cledelhi@cleindia.com

#### SOUTHERN REGION

I, Sivaganga Road, Nungambakkam,  
Chennai – 600 034, India  
Phone: + 91-44-48684380 - 84  
Fax: +91-44-48684386  
E-mail: cle@cleindia.com

#### WESTERN REGION

STAR HUB, Building I, Unit No. 102, 1st Floor  
Near Hotel Hyatt Regency & ITC Maratha  
Sahar International Airport Road  
Andheri (East), Mumbai – 400099  
Tel : +91-22-28392221  
Fax : +91-22-67256236  
e-mail : cleb@cleindia.com

#### AGRA EXTENSION OFFICE

Agra Trade Centre,  
Village Singna, NH -2  
(Near Gokulam Water Park)  
Agra - 282007, Uttar Pradesh  
Mobile : 8791161159  
email : cleagra@cleindia.com

#### JALANDHAR EXTENSION OFFICE

CFC Building, Leather Complex,  
Kapurthala Road  
Jalandhar 144 021, Punjab, India  
Phone: +91-181-2650967  
Fax: +91-181-2650967  
E-mail: clejalandhar@cleindia.com

The Council for Leather Exports was set up in July 1984. The Council functions under the Ministry of Commerce & Industry, Government of India. The Council is entrusted with export promotion activities and overall development of the Indian leather industry. The Council's activities also include promoting Foreign Direct Investments and Joint Ventures in the Indian leather industry. The CLE serves as a bridge between Indian leather exporters and buyers all over the world.

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### COUNCIL FOR LEATHER EXPORTS

Registered Office & Head Office  
I, Sivaganga Road, Nungambakkam,  
Chennai – 600 034, India  
Phone: + 91-44-48684380 - 84  
Fax: +91-44-48684386  
E-mail: cle@cleindia.com  
Website: www.leatherindia.org

#### EDITOR

R. Selvam

#### ASSOCIATE EDITORS

Chennai	E.L. Samson
Kanpur	Pallavi Dubey
Kolkata	Debasis De
New Delhi	Atul Kumar Mishra
Mumbai	Santosh Pandey

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Published by R. Selvam,  
Council for Leather Exports,  
I, Sivaganga Road, Nungambakkam,  
Chennai - 600 034

on behalf of Council for Leather Exports,  
I, Sivaganga Road, Nungambakkam,  
Chennai - 600 034



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- Stakeholders Consultation Meeting organized by IIFT on 16.01.2023 on Brand Promotion of Indian Brands Sub-Scheme under IFLDP 2021-26
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### Dear Members

The Indian leather and footwear sector is aiming to reach an export turnover of USD 13.7 billion by 2030 from the turnover of about USD 5 billion during 2021-22.

The entire world is now looking at India as a major and reliable supplier of value added products. The leather and footwear sector aims to ensure optimum utilization of the emerging business opportunities and substantially enhance its exports in the coming years. Exports are already showing good growth momentum this year. Export of leather, leather products and footwear have registered substantial growth this year, reaching USD 4.25 billion during April to December 2022 as against USD 3.63 billion during April to November 2021, registering 17.08% growth. With a huge and growing global market, we see very good opportunities for growth in 2023 as well.

We thank the Government of India for implementing the Indian Footwear & Leather Development Programme (IFLDP) for our sector, with an outlay of Rs.1700 crore. This scheme will immensely help in making further gains in crucial areas namely capacity modernization & Technological upgradation of production units, upgradation of CETPs, promotion of Indian brands etc., I am happy to inform that project proposals to the tune of Rs.3701.16 Crore and estimated Government grant of Rs.1578.46 Crores have already been submitted through National Single Window System (NSWS) of IFLDP Scheme. Thus, 93% of the outlay utilization is already committed by the industry, which is a big achievement for the IFLDP programme”.

As part of export promotion efforts, CLE is continuing its aggressive market promotion campaign to tap both traditional and potential markets CLE has organized ‘Group Participation’ of exporters in 13 international fairs and exhibitions and 1 Reverse Buyer Seller Meet (in India) under the Market Access Initiative Scheme (MAIS) of Department of Commerce, Ministry of Commerce & Industry, Government of India during the period April-December 2022. CLE will be participating/ organising 12 international events during January – March 2023 with MAIS support, which include an Reverse Buyer Seller Meet (RBSM) in Delhi (March 21-22, 2023) and a Designers Fair in Chennai (Feb. 1-3, 2023).

With best wishes

**Sanjay Leekha**

Chairman

COUNCIL FOR LEATHER EXPORTS



### Dear Members

Series of events scheduled to be held in Chennai as part of India Leather Week 2023, will augment the growth potential of the industry.

The 36th edition of India International Leather Fair (IILF) will be held at the Chennai Trade Centre from February 1-3, 2023 and will have on display the entire range of products relating to leather industry from raw material to finished products also machinery, chemicals, components etc.,. The inauguration of the fair is at 6 pm on January 31, 2023 at the Chennai Trade Centre. Since this fair is being held after a period of two years, there are lot of expectations on the success of the fair. This fair serves as a platform for not only sourcing but also understanding the latest trends in technologies. Over 400 domestic and overseas companies will be participating in this fair. This fair will witness participation of exhibitors from 16 countries namely Brazil, China, France, Germany, Italy, Mexico, New Zealand, Russia, Saudi Arabia, Spain, Sri Lanka, Taiwan, Netherlands, Turkey, UAE and UK.



Coinciding with IILF, the Council for Leather Exports (CLE) will be organizing the 6th edition of Designers Fair (Feb. 1-3, 2023) at Hotel ITC Grand Chola in which 42 design companies and institutions are participating. This includes 32 designers from 11 countries namely Italy, Russia, USA, Spain, Portugal, Philippines, Australia, Switzerland, Brazil, UK and India. The Designers Fair provides a platform to Indian manufacturers and exporters to meet the popular overseas and Indian designers not only to procure the latest designs but also enter into long term business tie-ups in design development.

CLE is also organizing the 3rd edition of Global Perspectives on Indian Footwear & Leather Accessories / Garments Executive Forum Discussion on February 1, 2023 in which industry leaders will be presenting their thoughts on market trends and prospects for growth.

I would request all members to participate in Leather Week 2023 events.

With kind regards

**R. Selvam IAS**

Executive Director

COUNCIL FOR LEATHER EXPORTS

## *Presentation of CLE National Export Excellence Awards for FY 2021-22 – January 3, 2023, New Delhi*

The Council for Leather Exports (CLE) National Export Excellence Awards presentation event for the year 2021-22 was held at Hotel Taj Palace, New Delhi on January 3, 2023. Shri Piyush Goyal, Hon'ble Union Minister for Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt of India graced the occasion as the Chief Guest. Smt. Anupriya Patel, Hon'ble Minister of State for Commerce and Industry, Govt of India, graced the occasion as Guest of Honor.

The CLE National Export Excellence Award was attended by several dignitaries from the Leather & Footwear Sector led by Shri Sanjay Leekha, Chairman, CLE. The prominent amongst them are Shri Rajendra Kumar Jalan, Vice Chairman, CLE, Shri Motilal Sethi, Regional Chairman (North), CLE, Shri P.R. Aqeel Ahmed, immediate Former Chairman, CLE & Chairman, Leather Sector Skill Council, Shri Ramesh Kumar Juneja, Regional Chairman (East), CLE, Shri Purand Chand Dawar, President, Agra Footwear Manufacturers and Exporters Chamber (AFMEC), Shri Javed Iqbal, Regional Chairman (Central)-CLE, Shri Mukhtarul Amin, Former Chairman-CLE, Shri Subash Kapoor, Shri R. Selvam, IAS, Executive Director, CLE graced the event.

In addition to the above dignitaries, Shri Rajiv Singh Thakur, Additional Secretary, Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce & Industry, Govt of India & Shri Anil Aggarwal, Additional Director General of Foreign Trade (DGFT), Government of India has graced the occasion. Shri Binod Kumar, Deputy Secretary,



Shri Sanjay Leekha Chairman, CLE welcoming Shri Piyush Goyal, Hon'ble Union Minister for Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt of India



Shri Rajendra Kumar Jalan, Vice Chairman, CLE welcoming Smt. Anupriya Patel, Hon'ble Minister of State for Commerce & Industry, Govt of India.

DPIIT, Shri Suman Kumar, Under Secretary, DPIIT and several officials from Government of India, State Governments were present in the CLE National Export Excellence Award function.





Shri Sanjay Leekha, Chairman-CLE interacting with Hon'ble Union Minister Shri Piyush Goyal, in the presence of Shri Rajeev Singh Thakur, IAS, Additional Secretary DPIIT and CLE dignitaries  
The function began with the Hon'ble Union minister releasing the CLE Export Award Winners Booklet brought out by CLE. The Hon'ble Minister has thereafter addressed the gathering.

### Felicitations to Hon'ble Ministers & Dignitaries



Shri Sanjay Leekha Chairman, CLE presenting Shawl to Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution & Textiles, Govt of India



Shri Rajendra Kumar Jalan, Vice Chairman, CLE presenting Shawl to Smt. Anupriya Patel, Hon'ble Minister of State for Commerce & Industry, Govt of India



Shri Mukhtarul Amin, Former Chairman and present COA Member, CLE presenting shawl and welcoming Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT, Govt. of India.



Shri P R Aqeel Ahmed, Immediate Past Chairman-CLE and present COA member CLE presenting shawl and welcoming Shri Anil Aggarwal, Additional DGFT, Govt of India





Hon'ble Ministers lighting the lamp for commencing the event, in the presence of Shri Sanjay Leekha, Chairman-CLE, Shri Rajendra K Jalan, Vice Chairman-CLE and Shri Motilal Sethi, Regional Chairman (North), CLE

**Address by Shri Piyush Goyal,  
Hon'ble Union Minister  
of Commerce & Industry,  
Consumer Affairs, Food & Public  
Distribution and Textiles, Govt  
of India**

Hon'ble Minister has addressed the gathering and greeted Shri Sanjay Leekha, Chairman CLE, Shri Motilal Sethi, Regional Chairman (North), CLE and Smt Anupriya Patel, Hon'ble Minister of State for Commerce & Industry, other Dignitaries of CLE, distinguished participants from the Government and from the leather & footwear industry. He continued that every Award Ceremony is an occasion to celebrate the commendable achievements of all the award winners & he extended his congrats to all of them, who are deservingly to be recognized and informed that everyone can see very shining and beautiful mementos over there. He said that this was a very beautiful moment and more importantly, it is necessary to discuss all the possibilities ahead of us, what the export award winners can do differently, what they can do better, what they can do in a bigger scale in the years to come. He said that those who have not received award this year should see how to get into the



Dignitaries on Dais

category of award winners list next year. He requested CLE to work out that we have a system of encouraging new entrepreneurs to get awards, diversification to new markets and new products, come out with innovative ideas to expand into the chartered territory. The Council can do some brainstorming and see that we can have a cooling period for units after some years of getting the export award, so that new set of companies can get the award. The awards are given based on turnover / volume of exports and will typically see same set of companies receiving the awards. The impact of the award on these regular companies will have diminishing returns, and we will lose an opportunity to encourage some start-up units, some young budding new entrepreneurs and would urge the CLE to make a beginning with the involvement of industry associations to see if we could have some segment for young boys & girls like first time exporters or start-ups for those who look at countries where we never had an export in the past or countries having exports beyond higher threshold levels, new territories in Latin America, Africa, ASEAN could be given special recognition and also recognition should be given to those who are making use of the Free Trade Agreement [FTA]. As of now, we have Free Trade Agreement with ASEAN, Japan, Korea and 2 more FTAs entered in 2022

i.e., UAE & Australia. Some of the industry segments in these FTAs have already started further actions like undertaking exploratory visits, building contacts and relationships.

Those who have got awards for a period of say 3 out of 5 years or 2 out of 3 years in a row should voluntarily opt to stay out of receiving the award for subsequent two years. This idea itself was first mooted at the Global Economic Times Award, where the thought came up and same people getting awards year after year, and this is an opportunity for the Council to see what could be done differently. As we are in the 75th year of Independence celebrating Azadi Ka Amrit Mahotsav, hoping that this year will close with higher exports than last year. Last year we did about total exports of about 676 billion USD collectively. This year we can look at a significant landmark in these challenging times. The Leather & Footwear Industry also faces more challenges for example Europe which is the major market is in quite a stressed situation. Most of the developed countries in the world are larger users of Leather Products, particularly seeing more inflation, more problems in the market situations, consumer spending has come down etc. Having discussions with Shri Sanjay Leekha, Chairman CLE, he has reassured that the Leather & Footwear Sector is going to grow larger from last year and hearing this I felt very happy and wanted to compliment for the confidence of CLE to expand the exports.

Hon'ble Minister continued stating that he noted the point of imports of certain types of Leather, which is not made in India, where you have to face import duties. He assured that it will be taken up for consideration, but irrespective of facing the import duties, he urged to make use of the MOOWR Scheme (Manufacture



Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution & Textiles addressing the CLE National Export Excellence Award for FY 2021-22 presentation event.

and Other Operations in Customs Warehouse) of Department of Revenue (MOOWR Scheme explained through Circular-34/2019-Customs dated 1st October 2019. Under this program a unit can import goods (both inputs & capital goods) under customs duty deferment with no interest liability) in which you are allowed to import any type of goods you require duty free and can be kept in the bonded warehouse within your factory, doesn't need to go to any bonded warehouse certified by customs. You just have to enroll your factory in MOOWR Scheme and you can import whatever you like duty free and your cash flows also better managed and those goods which are used for your exports, you don't have to bother about paying any import duty on that and if those goods are used for your domestic market, like SEZ you have to pay the duty of the finished product, you will have to pay only the duty of the import material when you are selling your goods in the domestic market. He suggested to keep the records what is used for domestic market and what is used for other. You need not have any authorization or license for every single product you import for the purpose of re-export. I find that this a pretty practical neat simple solution to small exporters particularly when they need to import part of their requirements for onward exports.





He added that another comment he was happy to hear from the Council for Leather Exports (CLE) was about the significant investments taking place in the industry under the Indian Footwear & Leather Development Programme (IFLDP) 2021-26 and positive response of the industry in submission of the project proposals under IFLDP. It's heartening to note that such investments are happening in the leather & footwear industry which is very much needed. Leather & Footwear Industry has huge potential, quality of production, the quality of goods we make are generally quite good. Probably a little bit more focused on packaging & branding could help us get even better values, possibly Indian Missions abroad can help the CLE in organizing the industry market promotion events in other (untapped) parts of the world. We will be very happy to help the CLE in engaging with companies which are in the branded goods business who are also outsourcing from other countries, we can help you connect with them and will be happy if you have any suggestions which are welcome. Shri Rajeev Singh Thakur, Additional Secretary, DPIIT and Shri Anil Aggarwal, DGFT and their team of officials are more than willing to connect the exporters with Indian Missions and industry internationally. I will urge the industry to set new goals as the next 25 years are going to be the defining period of India's future, a period during which we hope to make India a developed nation with enormous growth, the growth taking place across the length & breadth of the country, so that everybody participates in this & recognize the huge potential our industry has. In regard to the domestic market, as income levels go up, as we see prosperity reaching more & more households, more people upgrading to the middle class and beyond. He added that domestic spending will also go up.

From the US \$ 12 billion target of export that was indicated, obviously the exports cannot stop at US \$ 5 Billion levels and from the GOI side, we are working through the system of more Free Trade Agreements [FTAs] with other developed nations, other high spending nations, high per capita income nations. He added that the Leather & Footwear industry as a whole can really look at expanding their horizons and aiming for very significant increases over the next 25 years and work to a plan for getting extraordinary results and therefore he urged all the exporters to look at newer areas of engagement, newer geographies to export your products, even you can produce in India for import substitution as lot of products and components in the leather and footwear industry continue to come from other geographies.

Regarding the BIS Certification, our industry should actually be looking at converting that into a Quality Control Order (QCO) so that we can stop some low standard goods from coming into India and you can get a level playing field against countries which don't have transparency, which have opaque pricing or quality systems. He continued that if at all your Industry finds the BIS certification standards, QCOs are hindrance to your work, the DPIT will be happy to organize meetings with BIS and we are absolutely open to amending any standards which we think are hurting our industry. If there is any kind of harassment or any difficulty or whatsoever in the BIS working, they will be more than willing to engage with them to convert everything to online validation for all our exporters, but to bear in mind that the rules have to be same for India, domestic manufacturing and foreign manufacturing, which is why he has not allowed online certification from BIS, it helps our industry to edge up against such geographies who don't have transparent trading practices. He added that within the system, we have to ensure that small manufacturers are safeguarded, we can keep a benchmark threshold limit below which these quality standards will not apply to them.

He also said that he will be happy to support & encourage any testing facilities our industry requires anywhere in the Country, happy to collaborate with the industry associations and set up Laboratories with all testing facilities to make it non-discriminatory and make it very simple to get the BIS certification as well to meet any quality control standards / orders. He urged the industry to focus on quality which is going to define the success of our industry in the future. There is need to change the mind-set of the industry to make it more quality focused, we can transform the future, transform the ability to get jobs to millions & millions of people, encourage the start-ups and entrepreneurs in our business. We can start looking at the entire value chain being made in India as we are trying to encourage manufacturing of machinery domestically, to support manufacturing of trimming or embellishments and other accessories that may be required in our industry. He urged the industry to take advantage of the various schemes / intervention of the GOI. We are working to make India a developed economy i.e., 20,000 per capita economy or 30-35 trillion-dollar economy in the next 25 years, he hopes that the leather and footwear industry can be a big beneficiary and the industry also can contribute to the economic value added to the country, can contribute to creating new jobs within India.

He welcomed the industry / exporters to give ideas on every single law in the country where we can make it easier to do compliance. He informed the Leather & Footwear Industry to put a task force opening to see what the different areas are where our industry faces stress or difficulty in our

business, he informed that the Government is absolutely willing to engage with the industry and help with the ease of doing business and called upon the industry to come up with suggestions through which the Ministry can serve the industry better. Industry leaders and veterans with long experience may come up with newer & innovative ideas which can make the business more profitable and ability to serve the Indian Economy even greater in the years to come.

He recalled that he mentioned about the huge untapped potential of Kolhapuri chappals in the Export Award distribution function in the last year. He added that there was no significant effort made in the last one year to make any difference to that eco system, something we should have a GI Tag, some design innovation method. He informed that he could see some young participants in this award function, who could help with innovative designs, better packaging, even may create more comfort levels in the Kolhapuri chappals which makes a huge potential in the world market and people are ready to pay the price for new & fancy designs. If the industry can impose some of the innovative ideas in this branded ecosystem, sky is the limit for the potential that it holds. The Council can take up this as Shri Puran Chand Dawar ji can start this with Agra cluster to begin with, for example, now in all the hotels where they keep slippers in the rooms or any footwear for going in the Pool etc, we can encourage the hotels to keep an Indian made or Indian designed slippers or Kolhapuri chappals or anything that are made by our manufacturers made in India. We can imagine the branding created for Indian products and how the message will go across the world by keeping a nominal value, but not having an intention of making more money out of that. Exporters can look at the

potential it goes among the tourists when he uses in some other country, it builds attraction for these products and E-Commerce can be used to create the supply chain across the world.

Hon'ble Minister added that he personally believes to go beyond the routines, some more innovation in marketing, branding, packaging, outreach to newer geographies, newer markets, all of these together coupled with to get newer markets for our exporters through FTA's. UAE has 64% growth in exports in November 2022, in one market alone. This shows there is a potential possibly from UAE we can also serve large parts of Europe & Africa. The major question is how we can do that outreach and how we are able to produce high quality products going from India, so that there is a zero defect whatever we are sending from India. He added that whether our industry is looking at sustainability as the World today is giving a premium for sustainable products, another way to look at getting a value, looking at using renewable energy & market the products coming out of green energy or a sustainable product, the water that our industry is using for processing, if that is reprocessed or reused will add tremendous value to our eco system for sustainability. These are the small interventions with huge potential. He stated that Footwear & Leather industry are the two areas where we can become world leaders with a little bit more push, more effort both from the Government and from the industry and informed that let's work together in the same spirit that we had over the last few years. Looking at the innovation & sustainability which drives the industry as we go forward, can look at newer collaborations with international companies to bring high quality products, high quality markets to India. He assured that the new scheme of Production Linked Incentive for Leather & Footwear industry, which is under advanced stages of discussions, will help India become AatmaNirbhar and move up the value chain which is another important element. He said that the National Institute of Fashion Technology, National Institute of Design, Indian Institute of Packaging are all more willing and ready to support any help our Industry requires in branding our products, creating recognition for the products along with fashion, creating a better packaging design or what we use for packaging which can also be a sustainable product. The industry has to look out how to outgrow other countries by participating in more International Trade Fairs wherever we can, look at skill development, set up new mega clusters is another area where the industry can create better output, better productivity etc. as these can be done together by the Government and the Industry. He concluded his speech by once again congratulating the export award winners and urged the industry/ exporters to work as a team to build the Bharat of our dreams, build the nation that each one of us can be proud of.

#### **Address by Smt. Anupriya Patel, Hon'ble Minister of State for Commerce & Industry, Govt of India**

Smt. Anupriya Patel, Hon'ble Minister of State for Commerce and Industry said that I am happy to be present here at the Council for Leather Exports National Export Excellence Award function. The Awards are being given by CLE as recognition for their exceptional performance. Exporters are flag bearers for promoting the image of the Country and will continue to play a vital role in promotion of economy. From a mere exporter of raw and semi-finished leathers in the 1950s and 1960s, the Indian leather, leather products and footwear industry has now become a leading manufacturer-exporter and a reliable supplier of value added products. With a total turnover of USD



17 billion (which includes exports of about USD 5 billion and domestic industry turnover of USD 12 billion), the industry occupies a prominent place in the industrial map of the country. The industry also is a labour intensive sector employing about 4.42 million people, 40% of whom are women. The industry has played a vital role in the socio-economic upliftment of economically weaker sections of the society.

You are all aware that the Government of India has taken several steps to encourage business and entrepreneurship. Schemes like “Make in India”, “Start-up India”, “Digital India” to name a few have promoted the image of the country as a hub for manufacturing, innovation and technology. Besides, the Government is also implementing the Indian Footwear & Leather Development Programme (IFLDP) during 2021-26 providing significant support measures in areas like capacity expansion, modernization & technological upgradation of production units, setting of mega greenfield clusters, infrastructure for environmental management in the tannery sector etc., In order to reduce the cost of credit, the Government is also implementing the interest equalisation scheme during Oct. 2021 – March 2024, as per which MSME exporters get 3% equalisation and non MSME exporters of 410 tariff lines get 2% equalisation. The Government is also implementing the Import of Goods under Concessional Rates of Duty (IGCR) Scheme as announced in Union Budget 2022-23 wherein Customs duty exemption is provided for import of critical inputs by leather garments, footwear and leather products exporters.

We already have the capabilities to grow and what is needed is some fine tuning of our strategies in key areas to become a market leader. As you all know, the entire world is looking at India as a major and reliable



manufacturing hub and the leather and footwear industry is no exception to this. No doubt, we are in a crucial time which presents major business opportunities. Ensuring optimum utilisation of these emerging opportunities will take us to significant heights on the export front in the coming years. Innovation is the key word, whether it is marketing, production design & development or delivery, innovation will help us in substantially enhancing our presence in the global market in the coming years. Today's highly competitive global market demands not only continuous innovation and marketing, but also strict adherence to product quality and standards as well.

Besides having huge export potential, India is a huge and rapidly growing market for footwear and leather products as well. India should be seen not only as a major supplier of value added leather products and footwear but also as a major partner in Joint Ventures and Technical Collaborations under Make in India programme. Such overseas collaborations will bring the required product diversification technologies which will help in greater penetration of the market.

I am happy to know that the Council for Leather Exports is encouraging the best performers on the export front by presenting them the export awards. I congratulate all the award winners for their efforts and perseverance and for being the flag bearers in promoting the image of the country. I hope the award winners would continue to play their significant roles in the growth of the leather and footwear industry. I extend my best wishes to the leather, leather products and footwear industry for scaling new heights in the coming years.





Hon'ble Ministers released the CLE National Export Excellence Award Winners Booklet for FY 2021-22 brought out by CLE

### Speech by Shri Sanjay Leekha, Chairman, Council for Leather Exports:

Shri Sanjay Leekha, Chairman, CLE stated that it is honour to have Hon'ble Ministers in the event, who are a source of inspiration and support to the Leather and Footwear industry. First of all, I would like to thank our Chief Guest Shri Piyush Goyal Ji, Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles for gracing our export award event for the second successive year. I also thank Smt. Anupriya Patel ji, Hon'ble Minister of State for Commerce and Industry, for gracing our event for the second successive year. It is indeed a honour for all of us to have the Hon'ble Ministers with us today.

With the active support of the Government, the footwear and leather industry in the country has been able to achieve significant progress in the core areas of production, skill development and environment management. Two

successive flagship programme of Ministry of Commerce & Industry namely Indian Leather Development Programme (ILDP) for the years 2012-17 and Indian Footwear, Leather & Accessories Development Programme (IFLADP) for the years 2017-2021 have played a vital role in extensive modernization and expansion of production units in the sector, upgradation of infrastructure in the Common Effluent Treatment Plants in the tannery sector, skill development of workers and also creation of institutional facilities.

We thank you Sir, for implementing the 3rd successive flagship programme Indian Footwear and Leather Development Programme (IFLDP) approved for the financial years 2021-26, with an outlay of Rs.1700 crore. I am sure that IFLDP will take us to newer heights in manufacturing and exports in



Shri Sanjay Leekha, Chairman, CLE



the coming years. Sir, I am happy to inform that there has been overwhelming response from the industry in utilizing the IFLDP Scheme. In the very first year after the notification of IFLDP, project proposals and applications involving total investment to the tune of about Rs.3700 crore and estimated grant at the stage of submission works out to about Rs.1595 crore have been submitted in the NSWS online portal. Thus, we have received proposals covering about 94% of the scheme outlay. This is a great achievement, as we have been able to receive such huge response in the very first year of implementation itself. This shows the commitment from the industry for long term growth.

With the help and support of the Government previously under ASIDE and currently under TIES infrastructure support schemes and also partial investment contribution of the industry, 14 common utility projects including Design Studios, Testing Labs, Trade Centre, Common Facility Centres etc have been exclusively created in the export clusters across the country in the past decade for the footwear and leather industry. Such export-centric common facility projects have been immensely beneficial to our industry, particularly to the MSME units.

Sir, the recent developments in the global trade have definitely opened-up a window of opportunities for us. Our exports have registered very good growth this year, growing by more than 19% i.e. from USD 3 billion in April-Nov 2021 to USD 3.66 billion in April-Nov 2022. Despite the recessionary trends prevailing now in the global market, we are confident of surpassing the export target of USD 5.54 billion this year 2022-23. In the long term, our industry has the capability to increase the existing export turnover of USD 5 billion to about USD 14 billion by 2030. To

achieve this, we need to not only scale-up our production but also strengthen our entire supply chain. In this connection, I thank the Hon'ble Minister for considering industry's request for Production Linked Incentive Scheme (PLI) for Leather and Footwear sector. I am sure that PLI will take us to new heights and will help in attracting the much-needed investments in the sector.

Price competitiveness is the key to achieve success in the global market. As we are supplying to global brands, we are required to source essential raw materials especially leathers from overseas tanneries to meet the requirements of our customers. Such leathers are of various different specifications and animal origins which are not available in India. We would hence request for kind removal of 10% import duty on leathers in the wet blue, crust and finished leather stages. During 2021-22, the import of wet blue, crust and finished leathers was USD 0.39 billion, but export of value-added products was USD 4.87 billion, which is more than 12 times the value of leathers imported. As duty free import of leathers will enhance value addition in the country, we would request for reinstatement of the Basic Customs Duty exemption on wet blue, crust and finished leathers. The interest equalization scheme on rupee export credit has helped in reducing the cost of credit. Since more than 95% of our industry is in MSME sector and considering the increase in lending rates, our request is to enhance the equalization rate to 5% for our sector.

Due to changes in the market requirement and tanning technology, many new value-added leathers have been developed in recent years. Chrome free and Eco-friendly leathers in natural forms without any top finishes are in global demand. Hence, as part of ease of doing business, we would request for allowing such newer types of leathers without export duty, testing or certification.

The domestic footwear industry has some apprehension about the BIS implementation of QCOs for footwear sector which will come into force from 1st July 2023. I would humbly request you to help in simplifying this process.

Sir, USA has become the major destination for export and has been growing over the last few years. In case the GSP benefits are reinstated, it will make our exports more competitive and could result in a quantum jump.



View of participants



Shri Binod Kumar, Deputy Secretary, DPIIT and Shri Suman Kumar, Under Secretary, DPIIT have attended the Event



View of the glittering trophies to be presented to the Award Winners.

humbly request you to take up the issue of GSP reinstatement in your negotiations with USA.

I am sure that with the concerted efforts of the industry and support of our government, we will be able to achieve more milestones in the coming years. I conclude by speech by extending my best wishes to all award winners and wish them all success.

### **Presentation of Export Excellence Awards**

Hon'ble Union Minister Shri Piyush Goyal Ji has presented the Export Excellence Awards in the Overall Exports in Leather, Leather Products & Footwear category, to Feng Tay India, Tamil Nadu (1st Place) and Tata International Group, Chennai (3rd Place). Smt. Anupriya Patel, Hon'ble Minister of State for Commerce and Industry has presented the Export Excellence Awards for all the other category awardees.

### **Vote of Thanks Address by Shri Rajendra K Jalan, Vice Chairman, CLE**

Shri Rajendra K Jalan, Vice Chairman, CLE in his vote of thank address, has thanked Chief Guest Shri Piyush



Shri Rajendra Kumar Jalan, Vice Chairman, CLE delivering the Vote of Thanks.



Goyal, Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles for gracing our export award event today. He also thanked Smt. Anupriya Patel ji, Hon'ble Minister of State for Commerce and Industry for gracing our event for the second successive year. The participation of Hon'ble Ministers in our event, for the second consecutive year is highly motivating for all of us in the leather and footwear industry.

As we all know, the leather and footwear industry has transformed from a mere exporter of raw materials in the 1950s & 1960s to a leading exporter of value-added products now. With the active support of the Government, the industry has invested heavily in core areas namely capacity expansion, modernization and technology upgradation in the production units, environment management in the tannery sector, skill development of human resources etc. The entire world is now looking at India as a major manufacturing hub.

What the leather and footwear industry is aiming now is for a huge leap of achieving the envisaged turnover target of USD 47.10 billion by 2030 (which includes domestic turnover of USD 33.40 billion and export turnover of USD 13.70 billion), from the present USD 17 billion (which includes domestic turnover of USD 12 billion and export turnover of USD 5 billion). For this, we will have to concentrate in the core areas (i) Substantial Scaling-up of production through Green Field and Brown field clusters, aided by the proposed Production Linked Incentive (PLI) Scheme (ii) Creation of Mega Production Clusters across the country, which will be Integrated Production Centers. (iii) Moving-up the value chain through brand promotion and design development (iv) Enhancing productivity through continuous Skill Development and interaction with institutions



Industry Representatives with Smt. Anupriya Patel, Hon'ble Minister of State for Commerce & Industry



Shri Rajeev Singh Thakur, Additional Secretary, DPIIT. Flanked by Shri Sanjay Leekha, Chairman-CLE and Shri Rajendra K Jalan, Vice Chairman of CLE, Shri R Selvam, IAS, Executive Director- CLE, Shri Mukhtarul Amin, Former Chairman, CLE, Shri Motilal Sethi, Regional Chairman (North), CLE, Shri Atul K Mishra, Regional Director (North), CLE

The efforts of the industry in the above core areas combined with the Flagship programmes of the Government namely Gati Shakti, National Single Window Clearance Portal etc., will definitely take our industry to new heights in the coming years. We thank the Hon'ble Minister for the trade agreements with UAE and Australia. The footwear and leather industry are getting 0% benefit under both these trade agreements. This is a major boon to all of us. I am sure that the trade agreements will help in doubling our exports to these potential markets in the next 3-4 years. With the proposed conclusion of major trade agreements with EU, UK and Canada as well, our price competitiveness in the traditional markets will see a substantial rise.

There is a saying If you don't think about the future, you cannot have one. The Leather & Footwear industry is planning for a bright future, and I am sure

that each and every manufacturer-exporter in our industry will be making immense contribution for a bright future. I take this opportunity to congratulate all the award winners. They are not only the torch bearers and ambassadors of our industry but also role models for thousands of aspiring exporters. I especially would like to thank Shri Rajeev Singh Thakur Ji, Additional Secretary, DPIIT

and Shri Anil Aggarwal, Additional DGFT and other Government officials for making it convenient to join this event. I thank all our member-exporters, heads of institutions and Industry Associations for joining today's event. I

A team of officials from CLE Head Office consisting of Shri A. Fayaz Ahmad, Deputy Director-CLE, Shri M Krishnaiah, Assistant Director-CLE, Shri C Vijayakumar, Assistant Director-CLE have attended the Event. A team of officials from CLE Northern Regional Office, New Delhi led by Shri Atul K Mishra, Regional Director (North) have participated and coordinated the event arrangements.

## CLE National Export Excellence for FY 2021-22 - List of Award Winners

### OVERALL EXPORTS – LEATHER, LEATHER PRODUCTS & FOOTWEAR

- 1st Place : M/s. Feng Tay India, Tamil Nadu  
2nd Place : M/s. K.H.Exports India Pvt Ltd, Chennai  
3rd Place : M/s. Tata International Group, Chennai

### EXPORTS ABOVE Rs. 300 CRORES CATEGORY

#### LEATHER FOOTWEAR

- 1st Place : M/s. K.H.Exports India Pvt Ltd, Chennai  
2nd Place : M/s. Mirza International Ltd, Kanpur

#### LEATHER GOODS

- 1st Place : M/s. K.H.Exports India Pvt Ltd, Chennai  
2nd Place : M/s. A.V Thomas Leather & Allied Products Pvt Ltd, Chennai

#### NON-LEATHER FOOTWEAR

- 1st Place : M/s. Feng Tay India, Tamil Nadu

### EXPORTS ABOVE Rs. 200 CRORES & UPTO Rs. 300 CRORES CATEGORY

#### LEATHER FOOTWEAR

- 1st Place : M/s. Gupta H.C. Overseas (I) Pvt Ltd, Agra

#### LEATHER GARMENTS

- 1st Place : M/s. Bhartiya International Limited, New Delhi

#### LEATHER GOODS

- 1st Place : M/s. Tangerine Design Pvt Ltd., Gurgaon  
2nd Place : M/s. Khemchand Handicrafts, Jodhpur

#### INDUSTRIAL LEATHER GLOVES

- 1st Place : M/s. Industrial Safety Products Group, Kolkata

### EXPORTS ABOVE Rs. 100 CRORES & UPTO Rs. 200 CRORES CATEGORY

#### LEATHER FOOTWEAR

- 1st Place : M/s. P.A Footwear Pvt Ltd, Chennai  
2nd Place : M/s. Leiner Shoes Pvt Ltd, Agra

#### LEATHER GARMENTS

- 1st Place : M/s. S.M. Lulla Industries Worldwide, Chennai  
2nd Place : M/s. Gemini Enterprises, Chennai

#### LEATHER GOODS

- 1st Place : M/s. Alpine Apparels Pvt Ltd., Faridabad  
2nd Place : M/s. Tritan Group, Chennai

#### FINISHED LEATHER

- 1st Place : M/s. Prara Leathers Group, Chennai  
2nd Place : M/s. Enayat Overseas, Kanpur

#### NON-LEATHER FOOTWEAR

- 1st Place : M/s. Relaxo Footwears Limited, Chennai

#### FOOTWEAR COMPONENTS (SHOE UPPER)

- 1st Place : M/s. Althaf Shoes Group, Chennai  
2nd Place : M/s. Habeeb Tanning Company, Chennai

#### INDUSTRIAL LEATHER GLOVES

- 1st Place : M/s. Rama Overseas Limited, Kolkata

#### HARNESS & SADDLERY (NON-LEATHER)

- 1st Place : M/s. Superhouse Group, Kanpur

### EXPORTS UPTO Rs. 100 CRORES CATEGORY

#### LEATHER FOOTWEAR

- 2nd Place : M/s. R.N. Bajaj Group, Agra



### LEATHER GARMENTS

- 1st Place : M/s.Apollo International Ltd., Noida  
2nd Place : M/s. Savi Leathers, Noida

### LEATHER GOODS

- 1st Place : M/s.ASG Leather Pvt Ltd., Kolkata  
2nd Place : M/s. Bhartiya International Ltd., New Delhi

### FINISHED LEATHER

- 1st Place : M/s. Super Tannery Group, Kanpur  
2nd Place : M/s. Karamat Tanning Industries, Kanpur

### NON-LEATHER FOOTWEAR

- 1st Place : M/s. Nexgen Footwear Pvt Ltd, New Delhi  
2nd Place : M/s. Tata International Group, Chennai

### INDUSTRIAL LEATHER GLOVES

- 1st Place : M/s.Acknit Industries Ltd., Kolkata  
2nd Place : M/s. Zenith Apex Pvt Ltd., Kolkata

### HARNESS & SADDLERY (LEATHER)

- 1st Place : M/s. Tarun Textiles, Kanpur  
2nd Place : M/s. Global Export, Kanpur

### HARNESS & SADDLERY (NON-LEATHER)

- 1st Place : M/s. Mireen Industries Pvt Ltd, Gurugram  
2nd Place : M/s. Lord Shiva International, Kanpur

### FASHION & SPORTS GLOVES

- 2nd Place : M/s. K.H. Exports India Pvt Ltd., Chennai

### FOOTWEAR COMPONENTS (OTHER THAN SHOE UPPERS)

- 1st Place : M/s. Wilhelm Textiles India Pvt Ltd., Gurgaon  
2nd Place : M/s. Versatile Enterprises Pvt Ltd., Ludhiana

### FOOTWEAR COMPONENTS (SOLES)

- 1st Place : M/s. Sant Rubbers Ltd., Jalandhar  
2nd Place : M/s. D.S.M Sole Products Pvt Ltd., Agra

### WOMEN ENTREPRENEUR AWARD WINNERS 2021-22

- Mrs. Radhika Ganguly, Director, M/s. B.G. Services & Exports Pvt. Ltd., Kolkata  
Mrs. Jyotsna Sharma, Proprietor, M/s. B.N. Enterprises, New Delhi  
Mrs. Shruti Takru, Partner, M/s. Lord Shiva International, Kanpur  
Mrs. Nargis Begum, Proprietor, M/s. RNZ Exports, Kanpur  
Mrs. Dalbir Kaur, Director, M/s. Roger Industries Ltd., Agra

### BRAND CREATION AWARD WINNERS 2021-22

- For Brand "VERSAKNIT" - M/s. Versatile Enterprises Pvt. Ltd., Ludhiana  
For Brand "WALKAROO" - M/s. Walkaroo International Pvt. Ltd., Coimbatore

## PRESENTATION OF EXPORT AWARDS

### SNAP SHOTS

Category: Overall – Leather, Leather Products & Footwear



Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution & Textiles, Govt of India presenting the 1st Place Award for Overall – Leather, Leather Products, Footwear, to M/s. Feng Tay India

**Category: Overall – Leather, Leather Products & Footwear**



Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution & Textiles presenting the 2nd Place Award for Overall – Leather, Leather Products & Footwear to M/s.Tata International Group, Chennai.

**Category: Export Above Rs.300 Crores**



Smt.Anupriya Patel, Hon'ble Minister of State for Commerce & Industry presenting the 2nd place Award for Leather Footwear to M/s.Mirza International Ltd, Kanpur



Smt.Anupriya Patel, Hon'ble Minister of State for Commerce & Industry presenting the 2nd place Award for Leather Goods to M/s.A.V.Thomas Leather & Allied Products Pvt Ltd, Chennai.



Leather Footwear 1st Place M/s.GuptaH.C.Overseas (I) Pvt Ltd,Agra



Leather Garments 1st Place M/s. BhartiyaInternationalLimited, New Delhi





Leather Goods 1st Place M/s.Tangerine Design Pvt Ltd,  
Gurgaon



Industrial Leather Gloves 1st Place, Industrial Safety  
Products Group, Kolkata.

### Category: Export Above Rs.100 Crores & Upto Rs.200 Crores



Leather Footwear 1st place - M/s.PA.Footwear Pvt Ltd,  
Chennai



Leather Garments 1st Place - M/s.S.M.Lulla Industries  
Worldwide, Chennai



Leather Goods 1st Place - M/s.Alpine Apparels Pvt Ltd.,  
Faridabad



Finished Leather 1st Place - M/s.Prara Leathers Group,  
Chennai





Non-Leather Footwear 1st Place - M/s.Relaxo Footwear Limited, New Delhi



Footwear Components (Shoe Uppers) 1st Place - M/s.Althaf Shoes Group, Chennai



Industrial Leather Gloves 1st Place - M/s.Rama Overseas Ltd, Kolkata



Harness & Saddlery (Non-Leather) 1st Place - M/s,Superhouse Limited, Kanpur

### Category: Export upto Rs.100 Crores



Leather Garments 1st Place - M/s.ApolloInternational Ltd, Noida



Leather Goods 1st Place - M/s.ASG Leather Pvt Ltd, Kolkata





Finished Leather 2nd Place - M/s.Karamat Tanning Industries, Kanpur



Non-Leather Footwear 2nd Place - M/s.Tata International Group, Chennai



Harness & Saddlery (Leather) 1st Place  
M/s.Tarun Textiles, Kanpur



Harness & Saddlery (Non-Leather) 2nd Place –  
M/s.Lord Shiva International, Kanpur



Footwear Components (Other than Shoe Uppers)  
1st Place - M/s.Wilhelm Textiles India Pvt Ltd, Gurgaon



Footwear Components (Soles) 1st Place  
M/s.Sant Rubbers Ltd, Jalandhar



## Women Entrepreneur Award Winners 2021-22



Women Entrepreneur Award for Leather Goods -  
Mrs. Radhika Ganguly, Creative Director, B.G. Services &  
Exports Pvt. Ltd, Kolkata



Women Entrepreneur Award for Leather Garments -  
Mrs. Jyotsna Sharma, Director, M/s.B.N.Enterprises, New  
Delhi



Women Entrepreneur Award for Saddlery & Harness  
(Non-Leather) Mrs. Shruti Takru, Partner,  
M/s.Lord Shiva International, Kanpur



Women Entrepreneur Award for Saddlery & Harness  
(Leather) Mrs. Nargis Begum, Proprietor,  
M/s.RNZ Exports, Kanpur

## Brand Creation Award Winners 2021-22



Award for creation of Brand "VERSAKNIT"  
M/s.Versatile Enterprises Pvt Ltd, Ludhiana



Award for creation of Brand "WALKAROO"  
M/s.Walkaroo International Pvt Ltd, Coimbatore



## *Visit of Shri Rajeev Singh Thakur, Additional Secretary, DPIIT, Govt of India to Chennai & Ranipet Leather Clusters during January 12-14, 2023*

Shri Rajeev Singh Thakur, Additional Secretary, Department for Promotion of Industry & Internal Trade (DPIIT), Government of India had undertaken a visit to Chennai & Ranipet Leather Clusters during January 12-14, 2023. The Council for Leather Exports (CLE) has coordinated the visit programme of Additional Secretary, DPIIT. The visit programme consisted of interaction meeting with leather and footwear industry, visit to Common Effluent Treatment Plant (CETP) in the tannery sector, visit to manufacturing units in leather and footwear industry, visit to CSIR-CLRI and CLE offices etc.

Visit to Feng Tay India campus on 12.01.2023 (Sports Shoes manufacturing facility)

Shri Rajeev Singh Thakur, Additional Secretary, DPIIT visited M/s Lotus Footwear Enterprises (Feng Tay India) located at SIPCOT Industrial Park, Cheyyar, Tiruvannamalai District. Shri R. Selvam, IAS, Executive Director, CLE has joined the visit.

Feng Tay is a leading manufacturer of Nike Sports Footwear headquartered in Taiwan, founded in 1971, while its manufacturing base and other operations have expanded to include factories in China, Indonesia, Vietnam and India. Feng Tay India has started

its operations in the year 2007. Feng Tay India entities comprised of Cheyyar SEZ Developers Private Limited, East Wind Footwear Company Limited, Lotus Footwear Enterprises Limited, Fairway Enterprises Company Limited. Feng Tay India is one of the largest Foreign Direct Investment (FDI) units of the footwear industry in India as part of Make in India programme. Feng Tay has invested about USD 200 million (FDIs) in the two plants located in Tamil Nadu, which are functioning inside the SIPCOT Industrial Parks at Cheyyar and Bargur. Currently about 36000+ employees are working across 2 SEZ units in these two locations.

Shri Arul Sambandam, Senior Chief Director, Feng Tay India has welcomed the Additional Secretary, DPIIT & Executive Director, CLE presenting floral bouquet with shawl and accorded felicitations. The Delegation was taken to the shopfloor to see the production facilities for Nike Sport Shoes.

### **Visit to Feng Tay India campus on 12.01.2023.**



Shri Arul Sambandam, Senior Chief Director, Feng Tay India presenting a Shawl and Floral Bouquet to Shri Rajeev Singh Thakur, Additional Secretary, DPIIT, GOI



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### Visit to RANITEC CETP campus on 12.01.2023.

Shri Rajeev Singh Thakur, Additional Secretary, DPIIT has visited the Ranipet Tannery Effluent Treatment Company Limited (RANITEC) Common Effluent Treatment Plant (CETP), located in the Chennai-Krishnagiri Bypass Road, V C Mottur, Vannivedu Post, Walajapet, Ranipet District on 12.01.2023. Shri R. Ramesh Prasad, Chairman, RANITEC CETP has welcomed the Additional Secretary, DPIIT and initiated the interaction session with the CETPs / SPVs to discuss and review the current status of on-going upgradation projects of CETPs under the erstwhile IFLADP 2017-2021. The upgradation projects of 9 CETPs under erstwhile IFLADP 2017-2021 are under advanced stages of implementation at a combined total project cost of Rs.374.37 crores, and GOI Grant @70% of the total project cost worked out to Rs.262.08 crores.

These projects were taken up for review.

Shri R Selvam, IAS, Executive Director, CLE, Shri C M Zafarullah, Managing Director, RANITEC and Shri A. Fayaz Ahmad, Deputy Director-CLE, officials of Chennai Environmental Management Company of Tanners (CEMCOT), Ambur Economic Development Organization (AEDOL) and Indian Leather Industry Foundation (ILIFO) have taken part in the meeting. The meeting was attended by Chairmen, Managing Directors, and Technical Personnel of the CETPs in Tamil Nadu. On behalf of CLRI,

### Visit to RANITEC Common Effluent Treatment Plant (CETP) on 12.01.2023



Shri R. Ramesh Prasad, Chairman-RANITEC CETP & Shri C.M Zafarullah, Managing Director, RANITEC CETP welcomed and presented Floral Bounquet to Shri Rajeev Singh Thakur, Additional Secretary, DPIIT, Govt of India, and Shri R Selvam, IAS, Executive Director, CLE



Dr.S.V Srinivasan, Senior Principal Scientist, Environmental Technology Division of CSIR-CLRI participated and made a presentation on the status of the upgradation projects of CETPs under IFLADP 2017-2021. Additional Secretary urged the CETPs to complete the projects within the deadline of 31st March 2023 and no further extensions will be given for completion as already several extensions was given earlier. Shri R Selvam, IAS, Executive Director CLE has informed that weekly review meetings are being conducted jointly by CLE and CLRI every Wednesday at 3.00pm to ascertain the progress and status, and CETPs are participating and updating the status. The CETPs have informed a few key critical issues of these projects and brought to the attention of CLRI and DPIIT.

After the meeting, Additional Secretary DPIIT went around the CETP campus



Shri R. Ramesh Prasad, Chairman, RANITEC, presenting a Memento to Shri Rajeev Singh Thakur, Additional Secretary, DPIIT

to see the effluent treatment operations and functioning of the ZLD system. On the occasion, commissioning of Solar Steam Generation Plant set up in RANITEC CETP as part of the upgradation project under the erstwhile IFLADP 2017-2021 was inaugurated by Shri Rajeev Singh Thakur, IAS, Additional Secretary DPIIT in the presence of all the stakeholders.

Visit to RANITEC CETP



Commissioning of Solar Steam Generation Plant under the IFLADP 2017-2021 sanctioned project in RANITEC, inaugurated by Shri Rajeev Singh Thakur, IAS, Additional Secretary DPIIT







Shri Rajeev Singh Thakur, Additional Secretary, DPIIT, GOI planting tree at RANITEC CETP Campus

**Review Meeting with CETPs / SPVs on Upgradation of CETP Projects under IFLADP 2017-2021 held at RANITEC Conference Hall`**



**Visit to M/s BBK Shoes (Footwear manufacturing unit) on 12.01.2023.**

After the visit to RANITEC CETP, Additional Secretary-DPIIT visited the BBK Shoes, which is a footwear manufacturing unit located at Ranipet (SIPCOT Industrial Park). Shri Bharat Kumar Baskaran, Managing Partner of BBK Shoes welcomed the delegation and interacted with the Additional Secretary DPIIT about the footwear manufacturing process and their import / export activities, future growth prospects and their vision to grow in future period.

**Visit to M/s BBK Shoes, Ranipet**





### Visit to Testing Laboratory established by SITDA in Ranipet on 12.01.2023.

Additional Secretary, DPIIT has visited the Testing Laboratory facility established by the industry association of the cluster South India Tanners & Dealers Association (SITDA), which is operated by TUV SUD. This Common Facility Centre campus is located at Chennai-Bangalore Road (NH 46) at Walajapet in Ranipet District. This campus was established earlier with the funding support of Department of Commerce, GOI under ASIDE Scheme. Shri K Vinodh Kumar, DGM has explained the functions of the Testing Lab, and availment of different certification services by the leather and footwear industry in the cluster.



Visit to Testing Laboratory established by SITDA in Ranipet on 12.01.2023.

Managing Director, Kothari Industrial Corporation Limited, Chennai and other industry participants. The CLE officials Shri A. Fayaz Ahmad, Deputy Director, CLE and Shri D. Gokula Krishnan, Assistant Director, CLE were present in the interaction meeting.

### Interaction Meeting with members of Leather & Footwear Industry at CLE Head office on 13.01.2023

#### Interaction Meeting with members of Leather & Footwear Industry at CLE office on 13.01.2023

Shri Rajeev Singh Thakur, Additional Secretary, DPIIT visited the CLE Head Office @Nungambakkam, Chennai on 13.01.2023 to interact with the prominent members of leather industry. Shri R. Selvam, IAS, Executive Director, CLE welcomed the Additional Secretary, DPIIT and presented the floral bouquet. The industry members representing various product segments who participated are: (1) Padmashri M. Rafeeqe Ahmed, Former Chairman and Chairman of M/s Farida Group (2) Shri P.R. Aqeel Ahmed, Immediate Past Chairman and Director, M/s Florence Shoe Company Pvt Ltd (3) Shri Habib Hussain, Member-COA and Director, Alina Pvt Ltd (4) Shri M. Abdul Wahab, Member-COA and Director, K.H Exports India Pvt Ltd (5) Shri K. R Vijayan, Member-COA and Managing Director, M/s Good Leather Company (6) Shri S. Arul Sambandam, Vice-President (Operations), Feng Tay India (7) Dr J Rafiq Ahmed, Vice Chairman &



Shri R. Selvam, IAS, Executive Director, CLE presenting Floral Bouquet to Shri Rajeev Singh Thakur, Additional Secretary, DPIIT, Govt of India



Shri R. Selvam, IAS, Executive Director, CLE gave introductory remarks on the structure, functionalities, role, and activities of CLE as an Export Promotion Council for entire leather, leather products, footwear industry including non-leather footwear. A total of 2137 manufacturing units in the country falling under MSME category are registered with the CLE. 37 Large manufacturing units are registered with the CLE. Thus, 98% of the units registered with the CLE falls under MSME sector. This apart, another 608 merchant units are also registered with the CLE. Thereafter, the leather & footwear industry representatives have interacted with the Additional Secretary on various aspects of the leather & footwear industry including IFLDP sub-schemes, QCOs proposed for implementation in the footwear sector with effect from July 2023, Vision for the leather & footwear sector by 2030, Ease of doing business (EODB), attracting investments, need for setting up of large capacity manufacturing facilities, need to strengthen the footwear components industry, domestic machinery manufacturing industry etc.

Shri Rajeev Singh Thakur, Additional Secretary, DPIIT in his brief remarks lauded the role of Council for Leather Exports (CLE) in disseminating the information on the IFLDP Sub-Schemes in the Leather and Footwear industry and conducting Industry Outreach Events by duly involving the FDDI, CLRI, Industry Associations etc and interacting with the industry members and guiding them. He is glad to take note of the industry response to the IFLDP as proposals have been received for all the sub-schemes of the IFLDP with combined total project investment of about Rs.3700 Crores, and tentative grant commitment comes to about 92% of the outlay of Rs.1700 Crores. He also briefly mentioned about the Production-linked Incentive Scheme (PLI) for Leather & Footwear industry, which are under active consideration



of the GOI. Thereafter, Additional Secretary, DPIIT went around the various Departments functioning in the CLE Head Office.

### **Visit to CSIR-Central Leather Research Institute (CLRI) office, Chennai on 13.01.2023**

Shri Rajeev Singh Thakur, Additional Secretary, DPIIT has visited the CSIR-CLRI office and interacted with Dr. K.J Sreeram, Director, CSIR-CLRI and senior officials of CLRI. Additional Secretary DPIIT visited various Departments in the CSIR-CLRI campus including Testing Lab and Design & Fashion Studio. CSIR-CLRI proposes Hub & Spoke model of Design Studio and proposal has already been submitted to the DPIIT, Govt of India, seeking funding support under the Design Studios Sub-Scheme of IFLDP 2021-26. Dr. K. J Sreeram, Director, CSIR-CLRI in the presence of Shri R. Selvam, IAS, Executive Director, CLE updated Shri Rajeev Singh Thakur, Additional Secretary, on the Indian Footwear Sizing Project earlier carried out by CLRI under the aegis of DPIIT, Govt of India. Director-CLRI also highlighted the CLRI endeavours in fashion forecasting for Leather and Leather Products and the transformation of the Kolhapuri chappals into 'Kolhapuri Couture'.

Team Fashion Studio led by Dr. Md. Sadiq, Chief Scientist & Head, Design & Fashion Studio, presented the chronicles of the Design and Fashion Studio of the CSIR-CLRI, and the journey travelled in the last three decades.

On behalf of CLE, Shri A. Fayaz Ahmad, Deputy Director-CLE has coordinated the entire visit programme and accompanied the Additional Secretary, DPIIT in Chennai during Jan 12-14, 2023.



Visit to CSIR-Central Leather Research Institute (CLRI) on 13.01.2023



Dr K J Sreeram, Director-CSIR-CLRI briefing on the Indian Footwear Sizing Project



Shri Md. Sadiq, Senior Principal Scientist, CSIR-CLRI briefing on the Fashion & Design Studio



Shri Rajeev Singh Thakur, Additional Secretary, DPIIT with Dr K J Sreeram, Director, CLRI and Shri R Selvam, IAS, Executive Director, CLRI, alongwith officials of CLRI and CLE



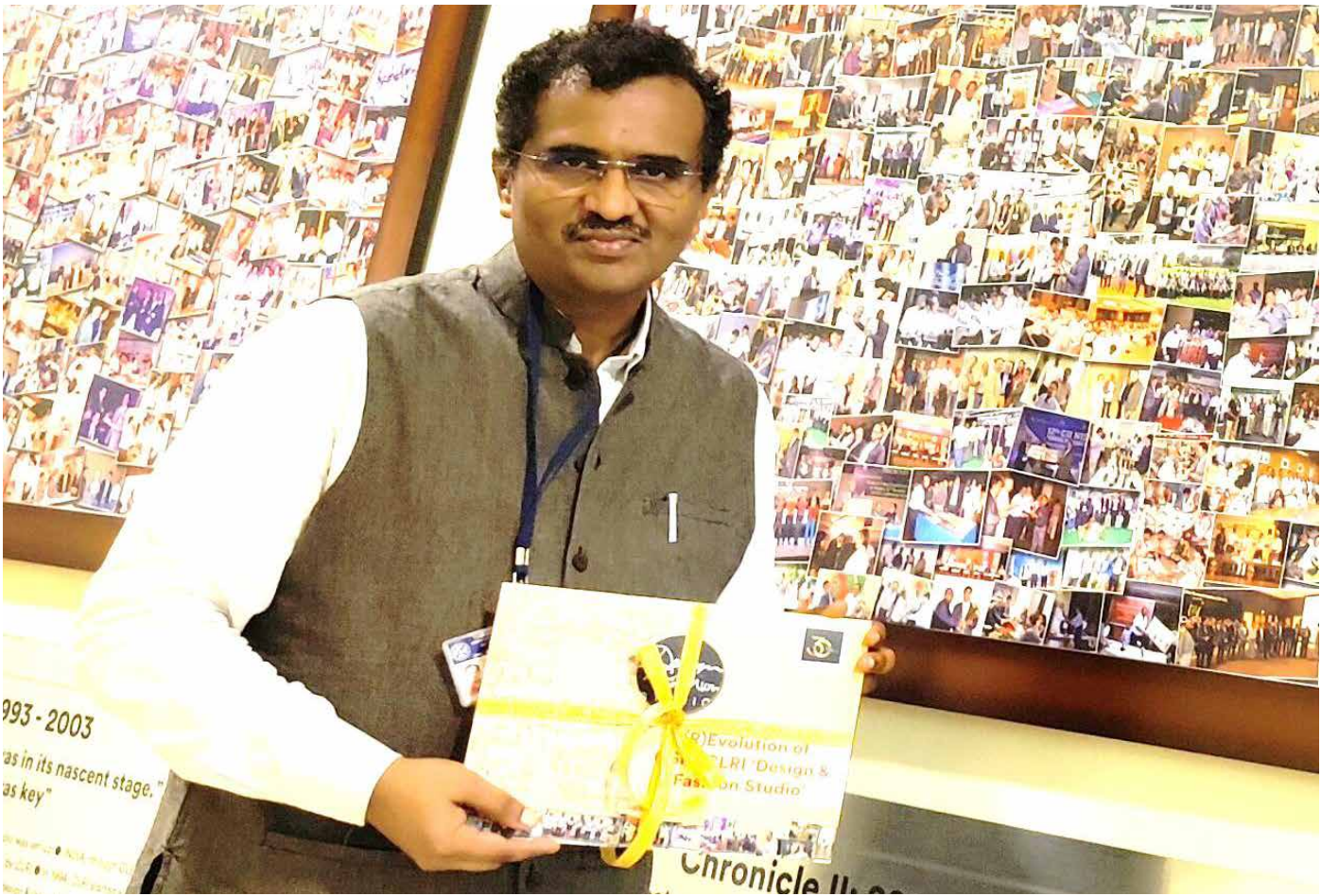
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# Evolution of CSIR-CLRI ‘Design & Fashion Studio’

Dr KJ Sreeram, Director, CSIR-CLRI inaugurated on 2nd January 2023, the ‘Chronicles’ on the Evolution of Design & Fashion Studio in the last three decades.



Director, CSIR-CLRI & Team Design and Fashion Studio (L to R): Dr D Suresh Kumar, Md Sadiq, Shri K Dayalan, Shri R Sathiyaraj, Shri M Akshaya Raman and Shri PVinoth Kumar at the launch of THE CHRONICLES.



## Chronicle I: 1993 - 2003

**“The Indian Footwear Industry was in its nascent stage.”**

**“Shoe Designing was key”**

• Indian Fashion Studio was launched on 7th August 1993 • A state-of-the-art Studio was set-up • INDIA, through CLE & CLRI gained berth at MODEUROP Congress • First -of-a-kind ‘Shoe Styling Course’ was launched by CLRI • In 1994, CLRI started a Shoe Designer’s Club with ideas ahead of time and as a window to International fashion • CLRI offered design & range building services • Reached out to the discerning through publications in trade journals like LEATHERS, Indian Leather, Leather Line, Voice among others • Synergies with Industry, Trade Associations & Institutions evolved • CLRI interacted with International Designers • For the first time, in the history of MODEUROP, a first Roundtable was held in India in 1999 • MODEUROP Presidency was conferred upon CLRI • CLRI Studio displayed new components & materials as a ‘Resource Centre’ for the Industry

The Footwear industry began to realize the importance of CLRI endeavours in Design & Fashion. CLRI Design & Fashion Studio became the ‘nerve centre.’

## Chronicle II: 2004 - 2013

**“Indian Footwear Industry was exploring New Markets globally”**

**“The right kind of product/design for the right market & the right season was key”**

• CLRI guide continued to the Industry with seasonal trends and fashion forecasts • CLRI in association with CLE organised partner country events • Organised cluster – specific exhibitions • Provided trends in designs, components & retail • From winning one colour in the MODEUROP Colour Card in year 1994, more than 70% colours chosen were from India • Global shade Card produced in India • Customised colour cards developed • CLRI & CLE jointly organized Design Award for Indian product manufacturers • CLRI supported the growth of the Component Industry • CLRI became the juror for Awards at National & International Competitions in Hong Kong and China • Outreach became increasingly important (Delhi - Agra - Mumbai - Kolkata - Kanpur - Ambur - Vaniyambadi - Chennai) • CLRI supported Fashion Shows with Trend ideas • The humble Kolhapuri chappal was transformed into Couture with technological & design interventions • CLRI participated in the Indo-Italy Design Roundtable • Studio organised a Leather Research-Industry Get-Together dedicated to ‘design’ • TAJ MODEUROP was organised in Agra



CSIR-CLRI proposes “HUB & SPOKE” model Design Studios for the country to Shri Rajeev Singh Thakur, IAS, Additional Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry New Delhi during his maiden visit to the CSIR-CLRI Design & Fashion Studio on Friday, 13th January 2023.

Indian Footwear Industry was now in its growth phase.

CLRI was marching ahead adding tangible values to the sector.

### Chronicle III: 2013 - 2023

**“Technology - led Innovation in Footwear”**

**“Indian domestic market growing rapidly. Non-leather footwear production increases”**

• CLRI focused on R&D led innovation in leather and leather products • Children’s Shoes, Comfort Shoes, Comfort Sandals - new developments with scientific & technological intervention • Developing designs for diabetic footwear • Provided complete design solutions through Shoe customization • Helped Industries set-up in-house Design Studios • Shift from Classic Shoes to Casuals & Sports Casuals and new focus on designs for the Indian domestic market • CLRI supported CLE in organizing International Designers Fair and International Technical Footwear Congress like UITIC & IFC • Theme Pavilion conceptualized & presented by CLRI at various national and international fairs were the gateways for new developments • CLRI joined NID & the Government at the India Design Council and readying National Design Policy • Successive participation in Colour Meetings of MODEUROP and FASHION TREND POOL led CLRI to pole vaulting in fashion forecasting for leather and leather products • CLRI, under the aegis of DPIIT developed an Indian Footwear Sizing System

India’s footwear Industry is the second largest in the world. CLRI established closer ties with the Industry.

### Vision and Mission of the CSIR-CLRI Design and Fashion Studio



**CSIR-CLRI Design and Fashion Studio is gearing-up to present leather/ colour proposals at the Colour Meetings of both MODEUROP and FASHION TREND POOL for the Autumn Winter 24/25 season.**

To lead India to be a GLOBAL HUB in Shoe Design and Development through Design & Technology-led Innovation

To pole vault in the areas of Fashion Forecasting for Leather and Leather Products, Shoe Styling, Range Building, Scientific Design and Retail Analysis and Dissemination of ‘ideas ahead of time’

For more information, please visit: <https://clri.org/DepartmentDetails.aspx?D=111>



# *Ecological Friendly Production Process And Sustainable Waste Treatment In Leather Industries*



**Dr. S. RAJAMANI**

Chairman,

Asian International Union of Environment

(AIUE) Commission, India. \

Mobile: +91 9840063210. E-mail: dr.s.rajamani@gmail.com,

&

**Mr. ARNOLD MULDER**

2 AMECON, Delft, The Netherlands.



## **I. INTRODUCTION**

The treatment and disposal of tannery effluent with high salinity and Total Dissolved Solids (TDS) is a major challenge in most of the land locked tannery clusters. This resulted in development of appropriate cleaner production process to reduce the volume of water usage and pollution discharges. The segregation of streams such as saline soak liquor, spent chrome liquor enable to adopt advanced aerobic oxidation process, membrane system, recovery of quality chromium in the form of cake/powder, purified salt (sodium chloride) and water for reuse.

The merits of the developed cleaner production and effluent treatment are :

(i) Reduction in water usage in soaking process from 7000 liters to less than 3000 liters/ton of hides, (ii) Segregation of high saline streams from soaking operations and spent chrome liquor for separate treatment and recovery of quality salt, chromium in form of cake/ powder, water for reuse under Zero Liquid Discharge (ZLD) concept, (iii) Upgradation of physiochemical treatment into biological treatment process with reduction in chemical usage to reduce sludge generation by 60-70%, (iv) Advanced oxidation

treatment using ozone for achieving COD reduction, colour and turbidity removal to the required level in the composite effluent and (v) Integration of treated tannery effluent with treated domestic sewage for achieving TDS norms and use of the entire treated effluent for irrigation.

Viable cleaner production and sustainable treatment technologies had been engineered and likely to be implemented in a Leather Complex with about 200 new tanneries, a Common Effluent Treatment Plant (CETP) with capacity of 20 MLD. This is one of biggest leather cluster with adoption of new and innovative cleaner productions with circular economy.

### **1.1 Sustainable Cleaner Technologies for Circular Economy**

The raw hides & skins available in the market for leather tanning contains 30-50% of salt (Sodium Chloride) on total weight basis. These hides & skins are taken for soaking operations without proper salt dusting. The volume of water usage is 6000-8000 liters per ton of hides and TDS concentration ranges from 40000 to 60000 mg/l. The entire soak liquor is mixed with other sectional streams and discharged as a composite stream and the TDS level is in the range of 20000-25000 mg/l. This high TDS level in the effluent affects the performance of biological treatment system and inability to achieve discharge parameters particularly TDS which is being enforced in many Indian States and other countries as well.

In order to meet the challenges in achieving the environmental regulations and to improve the in effluent treatment system with recovery of quality chemicals, salt and water for reuse, the following cleaner productions have been developed for implementation:

- Improved method for desalting of skins by using simple system such as DODECA by tanneries at source and centralized mechanical desalting of hides by adopting proven equipment which are portable as well.
- Sulphide reduced liming process by the use of suitable enzymes to extent feasible for reduction of sulphide load by 60-70% in the effluent.
- Safe and sustainable disposal of waste fleshing by conversion into fertilizer, composting by using with dewatered bio-sludge and other degradable organic matter.

- Segregation of chrome stream and adoption of improved Common Chrome Recovery System (CCRS) and recovery of chromium in the form of cake or powder. The supernatant also further processed and converted into reusable chemical and quality water.
- Reduction in sludge generation by biological treatment with minimum chemical usage, anaerobic digestion of sludge with bio-energy generation and conversion into composting.

## 1.2 Segregation of Streams in Tanneries

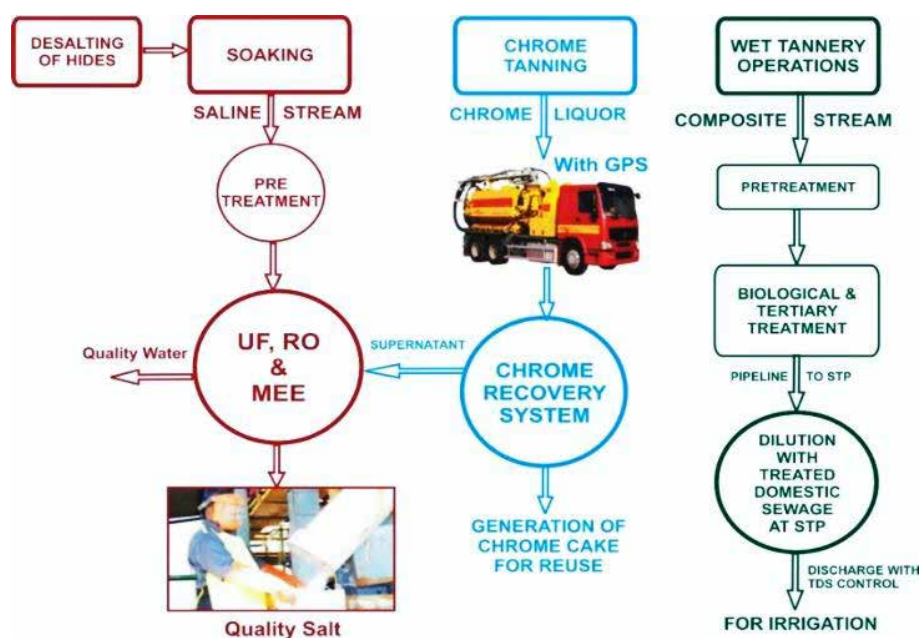
All the tanneries in addition to the adoption of suitable cleaner productions, the streams are segregated as follows for separate treatment.

- ☐ Saline soak liquor from pre-soaking, main soaking and washing.
- ☐ Spent chrome liquor from chrome tanning operations.
- ☐ All other streams starting from liming, deliming, washing and all remaining wet finishing operations are collected as a composite stream.

The concept of sustainable cleaner production and circular economy is shown in the following figure.

### 1.3 Saline Soak Liquor

Saline Soak Liquor is generated from the three stage operations of namely (i) Pre or Dirt soaking (Soaking I), (ii) Main soaking (Soaking II) and (iii) Wash after main soaking (soaking III). During the conventional three stages of soaking using pits and paddles more than 6-8 m<sup>3</sup> of effluent is discharged per ton of raw material process. By the use of drums for soaking after viable desalting and



Ultra Filtration (UF), Reverse Osmosis (RO), Multiple Effect Evaporator (MEE)

Fig 1: Innovative Cleaner Production for Sustainable Treatment with TDS Control

cleaner production process, the volume of water usage and effluent discharge is reduced to less than 4 m<sup>3</sup>/ton of raw hides and skins.

The saline soak effluent from each tannery is discharged into the exclusive conveyance system to CETP for separate treatment under ZLD concept with recovery of quality water and reusable salt. The treated saline stream is partly reused in pickling / soaking and balance is evaporated for generation of reusable salt (mainly sodium chloride) and water. The salt is having more than 99% purity and has got market demand for industrial and other uses in land locked areas. The overall TDS level in the other composited stream is reduced by about 60% (i.e. from more than 20000 mg/l to less than 10000 mg/l). Due to this reduction, the environmental authorities permit the sustainable option of mixing the treated composite effluent with treated domestic sewage available near the tannery cluster and enable meet all the discharge parameters including TDS.

### 1.4 Sustainable Desalting Process

The tanneries processing salted goat, sheep, cow & buff calf skins in small scale can adopt desalting frames and rotary drums. DODECA (12 frame) wooden frames can be adopted for small size skins weighing upto 4-5 kgs. For medium size hides weighing upto 10 kg can be desalted using rotary drums with perforated holes.

Majority of tanneries in the cluster are in small & medium scale, they are not having the capability and land space to have mechanical desalting system required for big size hides. Hence, it is necessary to adopt mechanical desalting as a centralized facility. It is proposed to provide two centralized desalting facility for a capacity of about 80-100 tons per day during the implementation. The desalting process, clarification of the dusted salt solution, reuse in pickling, etc. are shown in the following figure.



The salt collected from desalting process would contain grit and organic ingredients. This can be clarified by adding 200 liters of water for 20 kg dusted of salt and grit will settle in bottom of the tank. The supernatant can be collected in a separate tank and added with poly aluminium chloride (PAC) dosing. The suspended and organic settleable matter settles in the bottom as a sludge. This can be disposed in the sludge dewatering system installed in individual tanneries. The clarified supernatant which contains 7-8% salt solution can be used for pickling by adding required balance salt, sulphuric acid and water. The desalting process would reduce the TDS content in the saline soak liquor from the range of 40000-50000 to 20000-30000 mg/l.

### 1.5 Improved Chrome Recovery System

The effluent discharge from chrome tanning operation is about 4-6% of total volume of wastewater from chrome tanneries. Conventionally, the tanneries provide individual chrome recovery system by using MgO (magnesium oxide) as alkali and the recovered chrome slurry is regenerated as basic chromium sulphate (BCS) by mixing with sulphuric acid ( $H_2SO_4$ ). BCS is in the form of liquid is reused in the tanning process. In this conventional process, there are limitation and management and reuse of Chromium. The discharge of entire supernatant from chrome system with high TDS (25000-40000 mg/l), Chlorides (8000-15000 mg/l), Sulphate (4000-8000 mg/l), etc. to the CETP along with other streams results in increase of overall TDS in composite stream, constraints in adopting biological treatment system particularly anaerobic system achieving TDS level in the treated effluent is not feasible.

### DESALTING USING DODECA SYSTEM

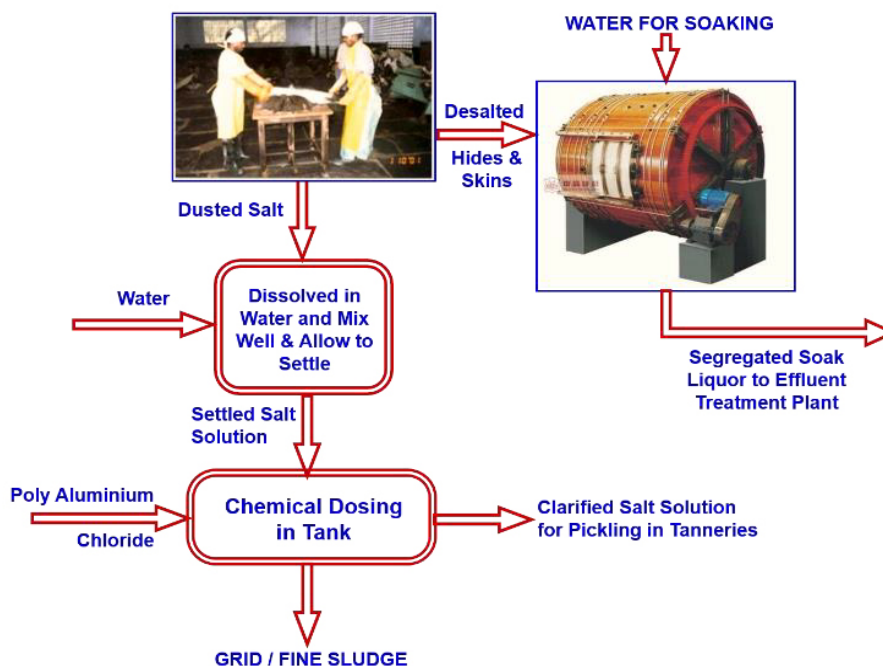


Fig. 2: Desalting Process for TDS Management

The concept of the improved CCRS (i) Collection of spent chrome liquor from individual tanneries through tankers fitted with GPS, (ii) Screening, pretreatment, separation of Chromium as a slurry in the reactor by using suitable alkali, (iii) Dewatering of chrome slurry using Chamber Filter Press and recovery of Chromium in the form of cake and (iv) The supernatant with high TDS of more than 30000 mg/l is taken for further treatment integrated with saline soak stream treatment system for recovery of quality salt and water by adopting membrane system.

## 2. SUSTAINABLE SOLID WASTE MANAGEMENT FOR CIRCULAR ECONOMY

The tanneries during beam house operation generate large amount of fleshing. It is estimated 20-30 kg of fleshing generated during the process of 1000 kg of hides & skins. Only part of fleshing is taken for commercial process and about 50% of fleshing mainly from skins and small hides are becoming waste.

The following options are proposed for the disposal of fleshing : (i) Conversion into composting using other organic degradable waste and bio-sludge, (ii) Conversion into biological liquefaction and feed to anaerobic reactor for bio-energy generation and bio-sludge and (iii) Mixing with dewatered bio-sludge from digester and converting into bio-fertilizer. These solid waste management options are proposed to be implemented as an integral part of a Mega Leather Cluster (MLC) with CETP in Kanpur, India. The process flow diagram of anaerobic digestion integrated with liquefaction of fleshing and bio-fertilizer generation is shown in the following figure.

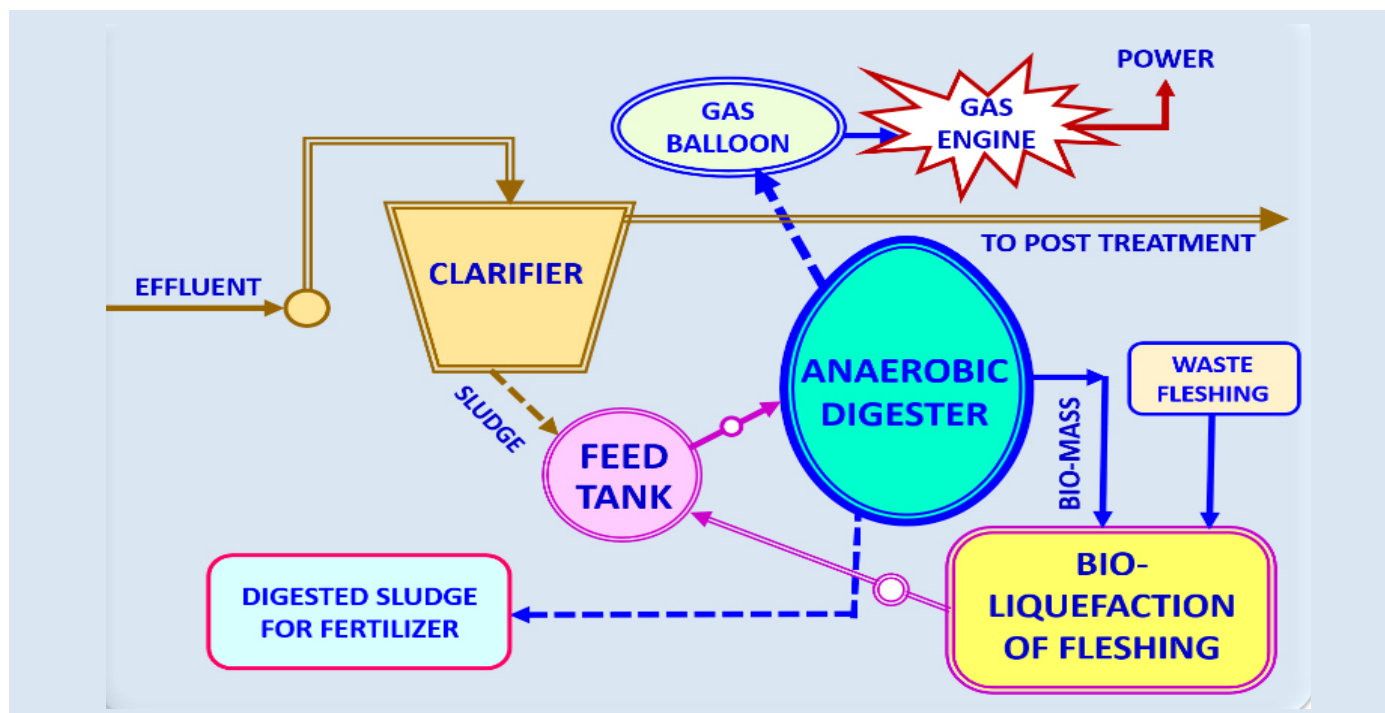


Fig. 3: Biological liquefaction of fleshing and Anaerobic digestion

### 3. COMPOSTING AND GENERATION OF BIO-FERTILIZER

It is estimated that about 5-10 tons of partly dewatered bio-degradable sludge would be generated from soak liquor treatment, composite treatment and anaerobic digester. This bio-degradable sludge can be processed further by adding waste fleshing and degradable organic waste available in the local area. The ratio of the mix would be generally 1:1:1 and the composting process would take about 15-20 days. Proper bio-seeding generated from sewage treatment plant (STP) / bio-spray is being periodically applied for accelerating the composting process.

### 4. RESULTS AND DISCUSSION

- Improved desalting using DODECA method removes the salt content from 60% to 30% on weight basis.
- Modified and improved soaking process reduces the water usage and effluent discharge from the level of 600-800% to 300-400%.

- Improved chrome recovery system generates chromium in the form of cake / powder.
- Entire supernatant is further process and recovered in the form of quality salt and water for reuse.
- Segregation & treatment of saline soak liquor under ZLD system generates quality water and salt.
- TDS level in the composite stream reduced from about 20000 mg/l to less than 10000 mg/l.
- Improved cleaner production and segregated treatment enable to comply the environmental regulations and discharge norms including TDS.
- Scope for replicability in many tannery clusters.

### 5. CONCLUSION

This unique and sustainable technological developments in cleaner production aiming at circular economy will reduce the level of TDS in the effluent discharge by 50%, hazardous category sludge generation by 60% and meets the environmental norms. Many full-scale systems are being planned for implementation in India and other countries.

### ACKNOWLEDGMENT

Contributions of Department for Promotion of Industry and Internal Trade (DPIIT)-Govt. of India, Central Leather Research Institute (CSIR-CLRI), Mega Leather Cluster (MLC)-Kanpur, Council for Leather Export (CLE), Indian Leather Technology Association (ILTA), IAFLI, UNIDO, National Mission for Clean Ganga (NMCG), National Green Tribunal (NGT), Schoolnet India



Limited, Asian International Union Environment (AIUE) Commission, Asian International Forum and others commission members from various countries, AMECON & TNO Netherlands, European Union including Italy and Spain, The Netherlands and other Countries such as China, Japan, Romania, Turkey, Taiwan and Russian Federation, New Zealand are acknowledged. Leather Industry Associations and Common Effluent Treatment Plants (CETPs) in India are acknowledged.

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## *Stakeholders Consultation Meeting organized by IIFT on 16.01.2023 on Brand Promotion of Indian Brands Sub-Scheme under IFLDP 2021-26*

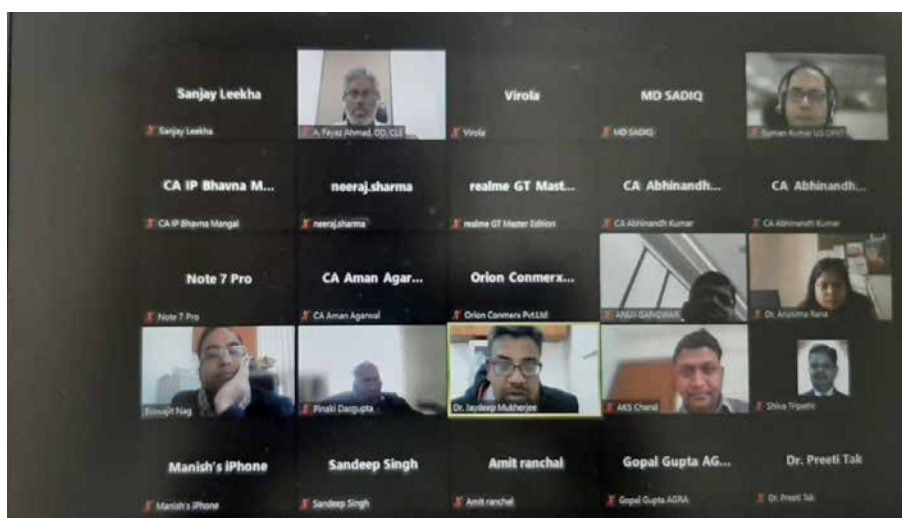
The Department for Promotion of Industry & Internal Trade (DPIIT), Government of India has appointed the Indian Institute of Foreign Trade (IIFT) as Designated Agency (DA) for Brand Promotion of Indian Brands Sub-Scheme under Indian Footwear and Leather Development Programme (IFLDP) 2021-26. As per the scheme guidelines, the IIFT will scrutinize, evaluate the project proposals received from the manufacturing units from Leather and Footwear Industry and submit its report(s) / recommendations to the DPIIT, Government of India for accord necessary approvals. In order to elicit the views and suggestions of the leather and footwear industry, the IIFT jointly with Council for Leather Exports (CLE) has convened a Stakeholders Consultation Meeting with the leather and footwear industry on 16th January 2023 at 02:30 PM via virtual mode.

**Shri Sanjay Leekha, Chairman, CLE** attended the meeting and led the industry participation. The DPIIT, Govt of India was represented in the meeting by Shri Suman Kumar, Under Secretary, DPIIT. The prominent participants include Shri Md Sadiq, Senior Principal Scientist, CSIR-CLRI, Shri A. Fayaz Ahmad, Deputy Director-CLE and Shri Sharad Kant Verma, Executive Director, IFCOMA. There were about 40 manufacturing units from leather and footwear industry across the country have attended the meeting.

The IIFT Team was led by Professor Biswajit Nag, Project Head, IIFT. Dr.



Shri Sanjay Leekha, Chairman, CLE interacting in the Stakeholders Consultation Meeting



Shri Suman Kumar, Under Secretary, DPIIT, GOI, Shri Biswajit Nag, Project Head, IIFT, Shri A. Fayaz Ahmad, Deputy Director, CLE are seen in the Webinar, along with other participants

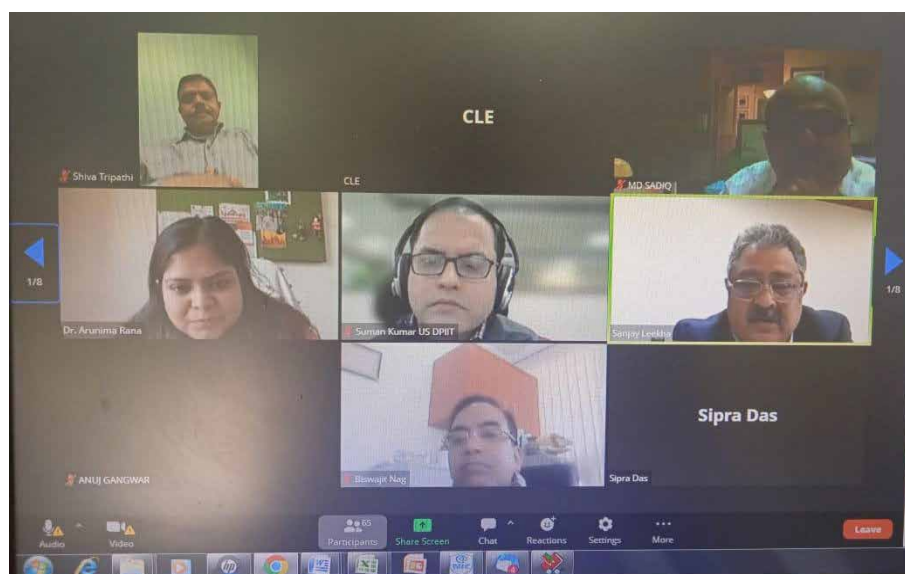
Arunima Rana, Professor, Dr. Jaydeep Mukherjee, Professor and Dr. Preeti Tak, Professor, IIFT attended the meeting.

**Shri Biswajit, Nag, Project Head, IIFT** has welcomed all the dignitaries, participants who joined the virtual meeting and called upon Shri Suman Kumar, Under Secretary, DPIIT, Government of India to give brief introductory remarks on the purpose of this Stakeholders Consultation Meeting.



**Shri Suman Kumar, Under Secretary, DPIIT, Government of India** has briefed about the IFLDP sub-schemes more particularly on the sub-scheme Brand Promotion of Indian Brands. He informed that Brand Promotion of Indian Brands is one of the sub-schemes of IFLDP for which Rs.100 Crores has been allocated. He added DPIIT in its 19th Empowered Committee Meeting held on 29.11.2022 has approved the appointment of Indian Institute of Foreign Trade (IIFT) as Designated Agency (DA) exclusively to implement this sub-scheme. The DPIIT has devised some Terms of References (ToRs) and specific timelines, schedules for appraisal of each application filed by the industry. He advised all the eligible and interested applicants to file their applications / project proposals in the National Single Window System (NSWS) online portal for establish their brands into international standards. He called upon IIFT team to initiate the discussions.

**Shri Biswajit Nag, Project Head IIFT**, had introduced the Project Team who are going to appraise the applications under Brand Promotion Scheme. He had given brief remarks on the sub-scheme. He highlighted the key information on this sub-scheme. Main objective of the scheme is to promote Indian brands in the international markets in 3 years. GOI assistance is proposed to be 50% of total project cost subject to limit of Rs 3 crore for each brand, each year for the next 3 year to promote Indian brands. Eligible criteria to apply under this scheme is the unit should have (i) cash profits for last 3 years (ii) have minimum exports of Rs.50 Crores per year of products manufactured by them or having minimum of domestic sales of Rs.50 crores per year of products manufactured by them (iii) Indian Brands having registered logo in Indian/overseas market, undertaking viable brand promotion programmes.



**Dr. Arunima Rana, Professor, IIFT** had made a brief presentation on the Brand Promotion with reference to the scheme guidelines, and the appraisal process and strategy devised by the IIFT. As on 16.01.2023, a total of 8 project proposals have been successfully submitted by the industry in the NSWS online portal, and these will be taken up for appraisal.

**Shri Sanjay Leekha, Chairman, CLE** has thanked the IIFT for organizing this important meeting with members of CLE. He lauded the extensive support by Govt of India in implementing the Central Sector Scheme IFLADP 2021-26. He pointed out to members that due to some administrative exigency, the DPIIT, GOI could not appoint the Designated Agency in the erstwhile IFLADP 2017-2021 under Brand Promotion scheme and because of this, many interested and eligible companies who wanted to create their own brands into international markets could not go ahead, but this time, the GOI has come up with the early solution and it has been a great news that IIFT has been entrusted to carry out the appraisal process. Chairman has urged the industry participants to make use of the sub-scheme and prepare your project proposals and keep it ready so that as soon as the NSWS online portal is re-opened, the industry will be able to submit their proposals. He called upon the industry to attend the CLE webinars on IFLDP conducted every Wednesday at 11.30am, and get your queries clarified. The CLE would be very happy to welcome the team of IIFT to join these Webinars so that queries of participants can be instantly cleared.

**Shri A. Fayaz Ahmad, Deputy Director, CLE** has informed the various actions taken by the CLE to create awareness on the scheme guidelines of Brand Promotion of Indian Brands. As per CLE membership data, there are 143 units in the country who are having export turnover of more than Rs.50 Crores. As such these 143 units are the target companies for this sub-scheme, and CLE has approached them with circulars from time to time and created awareness amongst the industry units.

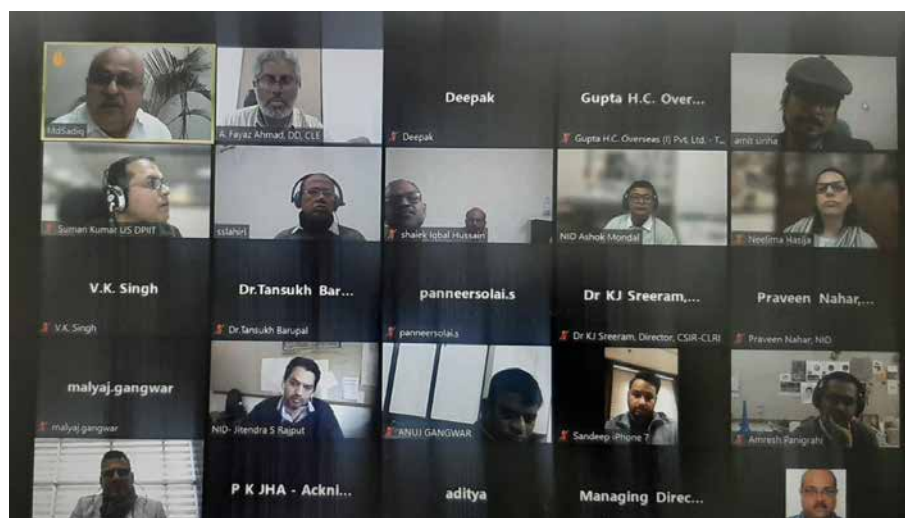
**The meeting concluded by vote of thanks by Professor Jaydeep Mukherjee, IIFT**, who thanked the CLE for the support extended in organizing this stakeholder meeting and thanked other Industry Associations for joining the meeting. He thanked the DPIIT for its participation and thanked all the industry participants for joining the stakeholder consultation meeting and contributing with their views.

# *Stakeholders Consultation Meeting organized by National Institute of Design (NID) on Development of Design Studios Sub-Scheme under IFLDP 2021-26, held on 16.01.2023*

The Department for Promotion of Industry & Internal Trade (DPIIT), Government of India has appointed the 'National Institute of Design (NID)' as Project Implementation Unit (PIU) for Development of Design Studios Sub-Scheme under Indian Footwear and Leather Development Programme (IFLDP) 2021-26. As per the scheme guidelines, the NID will scrutinize, evaluate the project proposals received from the manufacturing units from Leather and Footwear Industry and submit its report(s) / recommendations to the DPIIT, Government of India for accord necessary approvals. In order to elicit the views and suggestions of the leather and footwear industry, the NID jointly with Council for Leather Exports (CLE) has convened a Stakeholders Consultation Meeting with the leather and footwear industry on 16th January 2023 at 4.00pm via virtual mode.

The DPIIT, Govt of India was represented in the meeting by Shri Suman Kumar, Under Secretary, DPIIT. The prominent participants include Prof Parveen Nahar, Director NID, Dr K J Sreeram, Director, CSIR-CLRI, Shri Md Sadiq, Senior Principal Scientist, CSIR-CLRI, Shri A. Fayaz Ahmad, Deputy Director, CLE. There were about 25 manufacturing units from leather and footwear industry across the country, who have attended the meeting.

The National Institute of Design (NID) Team was led by Shri Ashok Mondal, Project Head, and joined



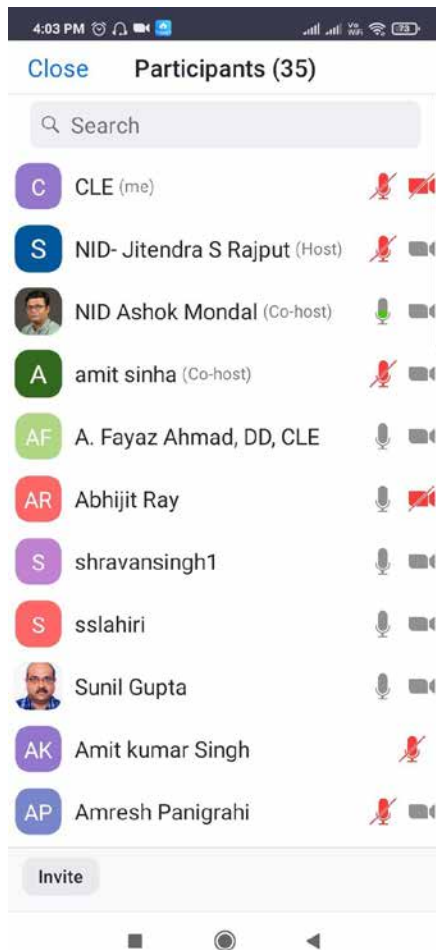
by Shri Jitendra S Rajput, Mr. Amit Sinha and Mr Amresh Panigrahi, and Ms. Neelima Hasija, Chairperson IDS, NID.

**Shri Ashok Mondel, Project Head-NID** has welcomed all the dignitaries and industry participants who joined the virtual meeting and called upon Shri Suman Kumar, Under Secretary, DPIIT, Government of India to give brief introductory remarks on the purpose of this Stakeholders Consultation Meeting. The stakeholder meeting started with the opening remark from the Director NID, Prof Parveen Nahar.

**Shri Suman Kumar, Under Secretary, DPIIT, Government of India** briefed about the importance of IFLDP sub-schemes particularly on the sub-scheme Development of Design Studios. He informed that Development of Design Studios is one of the sub-schemes of IFLDP for which Rs.100 Crores has been allocated. He added DPIIT in its 19th Empowered Committee Meeting held on 29.11.2022 has approved the appointment of National Institute of Design as Project Implementation Unit (PIU) exclusively to implement this sub-scheme. The DPIIT has devised some Terms of References and specific timelines, schedules for appraisal of applications received under this sub-scheme.

**Shri Ashok Mondal, Project Head-NID** had introduced the Project Team who are going to appraise the applications under Design Studios scheme. He had given brief remarks on the sub-scheme. He highlighted the key information on this sub-scheme. Main objective of the scheme is to develop Design Studios in the footwear & leather sector. Design Studios will provide design support, technical assistance to artisans and MSME units, thereby upgrading their knowledge base, helping them to build their capacity to create





employment or earn livelihoods and consequently upgrade their economic status. Design Studios will dovetailing contemporary design with artisan's skills, provide incubation facilities to

the budding entrepreneurs and assist in certification. Design Studios will be kind of 'one-stop-shop' providing a wide range of services: design, technical support, quality control etc. Besides the technical institutions, the large units of the industry or group of industry can also be identified as beneficiary. GOI assistance under this scheme would be 50% of total project cost, subject to a limit of Rs.10 crores to each Design Studio. The share of the beneficiary would be balance 50% of the project cost. He further informed that 8 project proposals have been successfully received in the NSWIS online portal for this sub-scheme.

Prof Amit Sinha presented the concepts of the design studio in the present context, the need of the industry, and how design studios can help the industry for a future prospect.

Prof Jitendra Singh Rajput presented the technical guideline of the scheme from the Design Studio set-up perspective.

Prof. Neelima Hasija presented the overview and approach of NID in the implementation and monitoring of projects of national interests like IFLDP.

Shri A. Fayaz Ahmad, Deputy Director, CLE thanked the NID for organizing this important meeting with members of the industry. As per CLE membership data, there are 176 units in the category of Large Units and Medium Units in the CLE, and as such, these 176 units are the target companies for this sub-scheme, and CLE has approached them with circulars from time to time and created awareness amongst the industry units. He further informed that CLE is conducting Industry outreach event (Webinars) every Wednesday at 11.30am to guide and provide clarifications to the members of the industry on the sub-schemes of the IFLDP. All are welcome to join this event for any discussions on the IFLDP.

The meeting ended thereafter with the vote of thanks and closing remarks by Prof Neelima Hasija, Chairperson IDS, NID.



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## *CLE organizes Industry Outreach Events / Webinars for IFLDP every Wednesday @11.30 am.*

Integrated Development of Leather Sector (IDLS) Scheme is one of the sub-schemes of Indian Footwear & Leather Development Programme (IFLDP) 2021-26. The scheme proposes to incentivize investment and manufacturing by providing backend investment grant/subsidy for modernization, capacity expansion, technology upgradation in existing units and also for setting up of new units. All existing units in the Footwear and Leather industry having cash profits for 2 years, undertaking modernization or capacity expansion or technology upgradation on or after 01.01.2020 are eligible for assistance. Assistance would be provided @ 30% of cost of Plant and machinery to MSME units and 20% to other units, subject to a ceiling of Rs.15 crores per unit across all product segments. For those units located in North-Eastern areas, assistance would be provided @40% of cost of plant & machinery to MSME units and 30% to other units, subject to a ceiling of Rs.15 crores per unit across all product segments. Additional 5% financial assistance would be provided for the domestically manufactured plant and machinery. The applications seeking grant has to be filed in the online portal National Single Window System (NSWS).

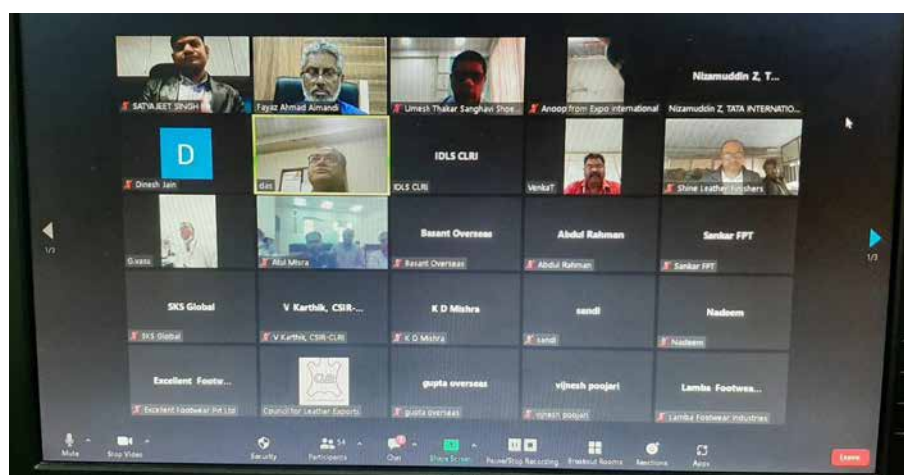
In order to provide guidance on the scheme guidelines of IDLS Scheme, procedures, documents required to be uploaded etc and to give briefing on the application submission process in the online portal National Single Window System, the Council for Leather Exports (CLE) is organizing Industry outreach event / Webinar for IFLDP,

every Wednesday @ 11.30am via virtual mode. The 1st Webinar was held on 01.06.2022 and from then onwards, every Wednesday, this event is held at 11.30am virtually, and so far, 35 webinars were held till 18.01.2023. These Webinars are participated by CLE and Project Implementation Units (PIUs) Footwear Design & Development Institute (FDDI) & CSIR-Central Leather Research Institute (CLRI). Several Industry Associations viz., Confederation of Indian Footwear Industries (CIFI), Indian Shoe Federation (ISF), Indian Footwear & Leather Manufacturers Exporters Association (IFLMEA), Indian Footwear Components Manufacturers Association (IFCOMA) are extending their support to the CLE awareness campaign by sending the CLE circulars every week to their members requesting them to attend, and besides officials of these Associations also participates in these Industry Outreach events.

A total of 265 manufacturing units have so far attended the Weekly outreach event / webinars organized from June 2022 (from 01.06.2022) to January 2023 (till 18.01.2023) (Total 35 Webinars). In addition, there were several repeat participants (118 units) who attended the subsequent several editions of the weekly webinars to get more information and / or to get queries clarified by the PIUs FDDI & CSIR-CLRI and CLE.

The CLE Open House Meetings were conducted by Shri A. Fayaz Ahmad, Deputy Director, CLE, and joined by officials from PIUs namely, Shri Aritra Das, Senior Consultant, FDDI and Dr K Srinivasan, Principal Scientist, CSIR-CLRI. In these webinars, the scheme guidelines, procedures, application submission process in the NSWS online portal and documents to be uploaded in the application etc are being explained. The queries of the industry representatives are addressed in these Webinars.

### **CLE Webinar on IDLS Sub-Scheme under IFLDP, 21.12.2022**



Shri A. Fayaz Ahmad, Deputy Director, CLE, Shri Aritra Das, Senior Consultant, FDDI & Dr.K. Srinivasan, Principal Scientist, PIU-CLRI interacting with the participants.



### CLE Webinar on IDLS Sub-Scheme under IFLDP, 28.12.2022



Shri A. Fayaz Ahmad, Deputy Director, CLE, Shri Aritra Das, Senior Consultant, FDDI & Dr.K. Srinivasan, Principal Scientist, PIU-CLRI participated in the CLE Webinar.

### CLE Webinar on IDLS Sub-Scheme under IFLDP, 04.01.2023



Shri A. Fayaz Ahmad, Deputy Director, CLE, Shri Aritra Das, Senior Consultant, FDDI & Dr.K. Srinivasan, Principal Scientist, PIU-CLRI explaining the queries of participants.

## IN BRIEF

# AAFA Welcomes Notorious Markets Report Echoing Concerns Raised by Clothing and Footwear Brands

The American Apparel & Footwear Association thanked the Office of the United States Trade Representative (USTR) for the consideration of the association's comments and commitment to issuing the annual Notorious Markets report. "Today's Notorious Markets Report by USTR echoes our concerns and reemphasizes the administration's commitment to highlighting platforms and markets annually that contribute to our growing counterfeit problem," says AAFA President and CEO Steve Lamar.

"We must do all that we can to stop counterfeits globally, including those promoted and sold on platforms based in the United States. As President Biden has stated, all platforms must be held accountable. Platforms have allowed and enabled the promotion and sale of counterfeit products, all while harming American consumers.

"The U.S. must not only set the international standard but must also

practice what we preach by doing the same as we are asking of others to ensure real and effective checks and balances for online purchases, providing a template for international partners with much-needed proactive measures to try to stop counterfeits before they are even listed.

"We applauded the signing of the Integrity, Notification, and Fairness in Online Retail Marketplaces (INFORM) Consumers Act as part of the 2023 omnibus spending package. INFORM is a good first step. However, it is only one part of much-needed two-part solution to address the problem, which the President called for in his Safer America plan and plans to keep dangerous and unsafe products from being sold online. The Shop Safe Act, which we will continue to call on leaders to pass, holds the much-needed liability piece. Until platforms are held to a standard to partner transparently and consistently with brands to prevent the sale of infringing products online – anonymous counterfeiters will operate with near impunity and dangerous counterfeits will continue to harm unsuspecting American families.

"AAFA looks forward to USTR, Congress, and President Biden keeping this issue squarely on the national agenda for consumer safety and our economic competitiveness across our cities and townships in America."

As stated in AAFA's 2022 Notorious Markets submission, "Nefarious counterfeiters, masked behind the anonymity provided by online platforms due to little, or no, front-end verification, can take advantage of consumers. Never has the counterfeit problem been at the scale it is today, from dupe influencers, fraudulent advertisements, and fake websites to the actual counterfeit products being sold to unwitting consumers across platforms – this is a full online destructive digital value chain. AAFA calls for immediate action to bring reprieve to U.S. businesses and to protect consumers until long-term solutions are realized."

# Monthly Outlook Forecast Report

Article by Ritesh Victor -Co-Founder & Country Head- Myforexeye Fintech Pvt. Ltd.

## USDINR

USDINR started at 81.07 (01-Dec) and the rupee was under pressure over the last month of 2022. The dollar soared on the US Fed's hawkish monetary policy stance to manage inflation, making the Indian rupee the worst-performing Asian currency in 2022 with a drop of 11.3%, its largest annual decline since 2013. This week USDINR ended at 82.72. The DXY was on track to post its highest annual surge since 2015, while the local unit ended the year at 82.72 to the dollar, down from 74.33 at the year's end of 2021. A surge in oil prices due to the crisis between Russia and Ukraine also dampened the local unit and resulted in India's current account deficit reaching an absolute record high in the 3rd quarter of that year.

Market observers expect that the rupee will trade with an appreciation bias in 2023 as a result of softening commodity prices and the expectation that FII's would continue to purchase Indian shares. In the month of Jan 2023, the rupee may recover as all the other major currencies gained significantly against the dollar. Market participants will closely watch the central bank's stance on the forex reserve position. The annualized forward premium of USDINR came up during the week but settled at 2.02%. The benchmark 10-year bond yield up 2 bps at 7.32% vs the last close of 7.31%. The Sensex fell 0.48%, to 60,840.74, while the Nifty lost 0.57%, to 18,086.8. USDINR with the good trading volume in the market USDINR may provide the direction for the upcoming month.

This was the last month of 2022 where our beloved Rupee registered a loss of 1.6% and ended the month



and 2022 at 82.72 though dollar index weakened, market participation was very less in the second half of month and public sector banks also sold dollars in last two weeks near 82.85-90 but still local unit registered a loss amid RBI added nearly 40 billion dollars forex reserves since 28th Oct 2022 and importers also bought dollars as premiums are very low.

In the daily candlestick chart, old price gaps continue to remain unfilled – observe the pink and blue horizontal lines. Interestingly, all price gaps towards rupee weakness have been filled up. The unfilled ones are towards rupee gains. On the daily time frame momentum indicator RSI trading at 55 which is considered to be a slight overbought zone while MACD giving mixed signals.

My sense is for a rupee recovery – towards first down gap 81.83 – 81.93 range in the short run and towards 81.00 – 81.20 in the long. The 81 mark will be an important long term dollar support. Current levels near 82.70 are good for exporters to increase their hedge ratios though USDINR forward premiums are very low i.e. 2.02% in annualized terms, Importers to target spot levels below 82.00 to hedge. Consider vanilla options along with forwards.

## EURUSD

The EUR/USD advances modestly in the last trading day of 2022, during the North American session, though above its opening price by 0.13%.





A light economic calendar keeps the EUR/USD pair within familiar ranges ahead of the week, month, quarter, and year-end. The European economic docket revealed that inflation in Spain dropped for the fifth consecutive month, to 5.6% YoY, below November's 6.7% reading. However, due to thin liquidity trading conditions and 2023 around the corner, it failed to trigger any upside reaction that could break the EUR/USD 1.0600-90 trading range. Meanwhile, on geopolitics, Russia and China continue to deepen their ties, as Russian President Vladimir Putin and China's Xi Jinping video conference showed intentions for further cooperation between both countries on trade, energy, finance, and agriculture. Furthermore, Russia's invasion of Ukraine continued during New Year's Eve, as the fourth wave of drones attacked civilian buildings, as reported by Ukrainian authorities. Shelling continued in Kyiv and Kharkiv, killing at least two people.

The EUR/USD is still upward biased. Nevertheless, the inability to decisively crack the 1.0700 mark would expose the pair to selling pressure. Oscillators like the Relative Strength Index and the Rate of Change favour EUR/USD upside, but low volumes keep traders at bay. However, the EUR/USD key resistance levels lie at 1.0700, followed by the December 15 daily high of 1.0736 and 1.0800. On the other hand, if the EUR/USD drops below 1.0638, a test of 1.0600 is on the cards, followed by the 20-day Exponential Moving Average at 1.0575.

Support: 1.0638, 1.0600, 1.0575.

Resistance: 1.0700, 1.0736, 1.0800.

## GBPUSD

GBPUSD cable pair entered the last month of 2022 by opening at 1.2054. As a result of the Bank of England's decision to slow the rate of rate hikes



following its December meeting, the pair started to lose momentum. Two of the nine members of the committee voted to keep the rates steady, while the bank increased them by 50 basis points. In the exact middle of the month, on 15th Dec the volatility turned out to be the largest where it touched 1.2431 on the higher side and 1.2153 on the lower side, after which the pair started its downward trajectory for rest of the month. The BoE's decision has prompted speculation about a more relaxed tightening of the monetary policy in 2023 and enhances the possibility that interest rates may rise at a lower level than previously thought. Some market sources predict that the Bank Rate will peak at 4% rather than the previously predicted 6% next year. A week after Christmas, the forex markets remained largely flat, but stock markets were slightly up due to China's authorities announcing the lifting of travel restrictions, which is anticipated to spark a rapid economic recovery in the Asian nation. On the UK front, the Bank of England will be actively resolving the inflation problem next year as CY2023 ends with a higher inflation rate driven by increased energy prices. Andrew Bailey, governor of the BOE, may rely on further rate hikes to ease inflationary pressures.

Despite falling in the initial weeks of the month pair managed to end the month on a positive side and ended this year very close to 1.21. It seems pair managed to shake off the selling pressure in last trading session of 2022. Bulls could show more interest if pair sustains above 1.21 for a longer period. On the daily time frame pair is hovering near 200 days SMA (1.2045) which should play a role of major support as that is a long-term indicator and lot of people pay close attention towards this. Breaking of 200 days SMA could push pair towards psychological level 1.20 then 1.1750 which is a long-term support while on the upper side 1.23 would play a role of resistance. Momentum indicators RSI and MACD giving mixed signals.

## USDJPY

The USDJPY pair started the month at 138.118 levels and depreciated 5.08% and closed at 131.101 levels compared to the previous month's close. Early in the month, Japan continued to manipulate the yield curve, thus the majority of what the market saw here was a reaction to the international bond markets. Several solutions emerged following the Federal Reserve's monthly meetings. The US dollar fluctuated in the middle of the month as it seemed that efforts to build a foundation for a recovery were ongoing. Numerous times, the 135 level was critical, so it wasn't shocking to see a slight bounce

from there. Early attempts by the US dollar to gain ground against the Japanese yen were unsuccessful as the Bank of Japan startled the market in the second previous week. They stated that a threshold of 50 basis points, which was much higher than the previous 25 basis points, would be allowed for the 10-year rate. As a result, the pressure on the Japanese yen from the market, which forced the Bank of Japan to print endless yen to keep yields down, was significantly lessened. As the Bank of Japan continued to follow its ultra-loose policy, which caused the yen to suffer for the most of the year, the bank raised the federal funds rate by 425 basis points. But in the previous quarter, the BoJ relaxed some of its long-term yield curve control, which sparked rumors about a change in monetary policy in the months to come and led to a 13% recovery in the value of the Japanese Yen in the final three months of the year.

The USDJPY opened at 138.118 and fell for a consecutive month and



closed at the level of 131.101 (-5.08%) level compared to the previous month's close. The pair also touched the low of 130.566 level. If the pair moves upward it could reach the top at the 50-day Moving Average of 138.10 levels. The first support and second support level must be at 130.39 and 126.359 levels respectively in case the pair further depreciates and the resistance remains at 134.50 if the pair rebounds. The MACD line is moving below and parallel to the signal line. It may further move in the same trend and create a divergence. The pair ended the month at a lower level compared to the previous month's close and the price behavior steered to weaken further. The Relative Strength Index continued to fall below its 14-day RSI's simple moving average in a weekly chart which also indicates further weakness to the pair.



INDIA

COUNCIL FOR  
LEATHER EXPORTS

# INDIA LEATHER WEEK

2023

JANUARY 31 – FEBRUARY 03, 2023



## *Stakeholders' discussions on the proposal for Production Linked Incentive [PLI] Scheme held at New Delhi on January 3, 2023*

The Council for Leather Exports earlier submitted proposal for implementing the Production Linked Incentive (PLI) Scheme for Leather & Footwear Sector to the Department for Promotion of Industry and Internal Trade [DPIIT], Ministry of Commerce & Industry, Government of India. This proposal is currently under active consideration of the DPIIT. There are several stakeholders' consultation meetings held at the Ministry level and also at the CLE level for the discussions on the proposed PLI scheme. In this background, another round of Stakeholder's Consultation Meeting was held on 03.01.2023 @ Hotel Taj Palace, New Delhi in which Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT, GOI has joined the meeting.

The CLE was represented by Shri Sanjay Leekha, Chairman, CLE, Shri Rajendra K. Jalan, Vice Chairman, CLE, Shri R.Selvam, IAS, Executive Director, CLE. The Industry associations such as Confederation of Indian Footwear Industry [CIFI], Indian Footwear Components Manufacturers Association [IFCOMA] and other organizations have attended the meeting. The CIFI was represented by Shri V.Noushad, President-CIFI, Shri Rajinder Jindal, Vice President, Shri Subash Jagga, Vice President & other prominent Industry entrepreneurs. The leading participants include Shri Muthtarul Amin, Former Chairman-CLE, Shri Motilal Sethi, Regional Chairman (North)-CLE, Shri Javed Iqbal, Regional Chairman (Central)-CLE, Shri Puran Chand Dawar, President AFMEC, Dr.K.J Sreeram, Director,



Shri Sanjay Kumar Lekha, Chairman CLE welcoming  
Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT, GOI.

CLRI, Shri Vipin Kumar Seth, IFCOMA. The modalities of implementing the PLI scheme was deliberated in the meeting and industry has provided its views in the matter to the DPIIT.



Shri Rajeev Singh Thakur, Additional Secretary, DPIIT, GOI, flanked by  
Shri Sanjay Leekha, Chairman, CLE & Shri R.K. Jalan, Vice Chairman, CLE



Shri Sanjay Leekha, Chairman, CLE  
addressing in the meeting



Shri R.Selvam, IAS, Executive Director, CLE.







Shri V.Noushad, President CIFI with Shri Rajendra K. Jalan, Vice Chairman, CLE & Shri R.Selvam, IAS, Executive Director, CLE



Shri Muktharul Amin, former Chairman, CLE, Shri Rajendra K. Jalan, Vice Chairman CLE, Shri R.Selvam, IAS, Executive Director, CLE & Shri A.Fayaz Ahmad, Deputy Director, CLE.

### **CIFI Presents a copy of the Vision Document 2030 for Non-Leather Footwear Industry to CLE**



Shri V.Noushad, President CIFI giving a copy of the CIFI's Vision Document 2030 for Non-Leather Footwear Industry, to Shri Sanjay Leekha, Chairman, CLE in the presence of Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT, GOI on 03.01.2023 at Taj Palace, New Delhi. Shri Rajinder Jindal, Shri Subash Jagga, Vice Presidents of CIFI, Shri C Govindaraju, Asst VP, Bata India Limited, and Shri Vipin Kumar Seth, IFCOMA are present on the occasion.



# COUROMODA

## *50th Edition of Couromoda - International Footwear Fair, Artifacts, and Accessories 2023 Sao Paulo, Brazil, 16-18 January, 2023*

Council for Leather Exports (CLE) participated in the Couromoda Fair of Brazil organised by Couromoda Feirras Commercials Ltd. at Sao Paulo. This exhibition was organised during 16-18 January, 2023 at Expo Centre Norte in Sao Paulo of Brazil. This exhibition is organised every year in Brazil with an aim to promote and exhibit products and services belonging to sectors like men and women footwear, kids footwear, bags, cases, artifacts and accessories, leather technology & services, garments and fashion industry from various countries.

Couromoda fair provides an opportunity to exhibitors to commercially promote their products

as well as have interaction with buyers, suppliers and retailers of national and international repute. Moreover, this fair also gives opportunity to exhibitors to promote their own brand in the Brazilian and other Latin American markets which participate in the fair.

Indian mission at Brasilia and Consulate General of India at Sao Paulo had also recommended that leather and footwear exporters from India who wants to explore Brazilian and other Latin American markets for their exports should participate in this exhibition. Following to which ministry of MSME has also notified the fair and sanctioned fair to CLE for group participation in Couromoda 2023 during 16-18 Jan.

CLE organised group participation in the Couromoda fair with 10 companies that are members of the council and have decided to explore Brazilian and Latin American markets. The venue for the Couromoda Fair was Expo Centre Norte an exhibition hall of Sao Paulo.

Around 25 countries including India along with 168 exhibitors participated in the Couromoda fair during 16-18 Jan., 2023. This fair largely represented leather, footwear and garment fashion sector. Fair was opened on 16th Jan.,



Figure 1: Mrs. Manisha Swami, Her Excellency CGI Indian Mission at Sao Paulo and Shri R. Selvam, IAS Executive Director, CLE during inaugural session of 50th Edition of Couromoda 2023 in Expo Centre Norte, Sao Paulo



2023 and inaugurated by the president of Couromoda fair. From Indian side Mrs. Manisha Swami, Consulate General of India, Embassy of India at Sao Paulo and Shri R Selvam, IAS ED CLE also joined inaugural session of the Couromoda Fair. Fair organisers welcomed the exhibitors and buyers from participating countries. They informed that after covid pandemic its first time when this fair is being organised physically at this scale, though still it is one fourth of the event which they used to organised. They also conveyed that by the next year onwards they will scale up the fair and bring in on board more than 50 countries and around 700 to 1000 exhibitors across world belonging to various sectors.

They informed there is wider spatial shift is happening in the sourcing of leather goods, footwear and garments. Countries like India are becoming the favourable sourcing country for brands, retailers, shoppers and departmental stores. Most of the buyers now do not want to rely on one single supplier for their goods instead they are diversifying their sourcing options.

Mrs Manisha Swami, CGI India also informed about the current economic performance of India and how India's make in India programme has helped to upscale the manufacturing activities India. She also conveyed that "Make in India" brand is being promoted very widely and as a result of which global brands and retailers are looking for sourcing options in India in a big way. She also conveyed that India is very strong in leather and footwear manufacturing and is the 2nd largest footwear manufacturer in world after China and 5th largest exporter. She further conveyed that sustainability and traceability are the core of the Indian manufacturers agenda and Indian govt. is also working very diligently



Figure 2: Mrs. Manisha Swami, Her Excellency CGI Indian Mission at Sao Paulo and Shri R Selvam, IAS Executive Director, CLE inaugurating the CLE Pavilion of 50th Edition of Couromoda International Footwear fair, artifacts, and accessories 2023 at Sao Paulo, Brazil

to address the issue. Moreover, with the help of public private partnership capacities and systems are being created in this direction to demonstrate that Indian manufacturer are reliable and trusted suppliers globally.

She also conveyed that under current circumstances India can be taken as one of the supplier over whom you may trust and rely for long term. Current reforms in the area of ease of doing business are exemplary and they have created enormous confidence in the minds of investors. Moreover, Indian government has brought huge no legislative reforms which are helping in creating conducive business environment. India is now also preferred investment destination for western developed world. With her opening remarks she wished a best of luck to all the participants and have good business time during the fair.

After the fair Inauguration Mrs Manisha Swami, CGI Indian Mission at Sao Paulo also inaugurated the CLE and AEPC Pavilion of Couromoda Fair. She also visited the entire hall and stalls of the Couromoda Fair including CLE India pavilion.

Companies participated in the Couromoda fair 2023 are MSME companies and are already in the export and import business. These companies are producing and exporting products like garment exports, bags and accessories, men and women footwear and also one of themanufacturer and producer of finished leather also participated in the fair at Sao Paulo. Participating companies were from Delhi, Mumbai, Chennai and Surat.



t of the companies participated in the Couromoda 2023

S.No.	Name of the Company	Place
1	Aerowalk International (India) Pvt Ltd	Gujarat
2	Amit leather company	Mumbai
3	Condor footwear (India) limited	Mumbai
4	Discovery Leather Pvt. Ltd.	Gurgaon
5	International Footsteps	Mumbai
6	Just Jive	Kanpur
7	Osman Shariff	Kolkata
8	Prits Leather Exports Pvt Ltd	New Delhi
9	SK Leather Corporation	Chennai
10	Varbi Footwear & Fashion Pvt Ltd.	Mumbai



Figure 3: Shri R Selvam, Executive Director interacting with participating companies of CLE at 50th Edition of Couromoda 2023 in Expo Centre Norte, Sao Paulo



Shri R Selvam, ED CLE also visited the stalls and enquired about the arrangements and services provided in fair from exhibitors. Most of the exhibitors responded that its first time they are exhibiting in this market. Exhibitors belonging to msme of footwear, leather goods, garments and leather displayed their new collections as per the requirements of Brazilian markets.

Mrs Manisha Swami, CGI also visited the stalls of Indian exhibitors displaying their collections at India pavilion. She appreciated the quality and design of the product and also advised them to take all necessary help of Indian mission at Brazil to enhance their business relations in latin American countries.

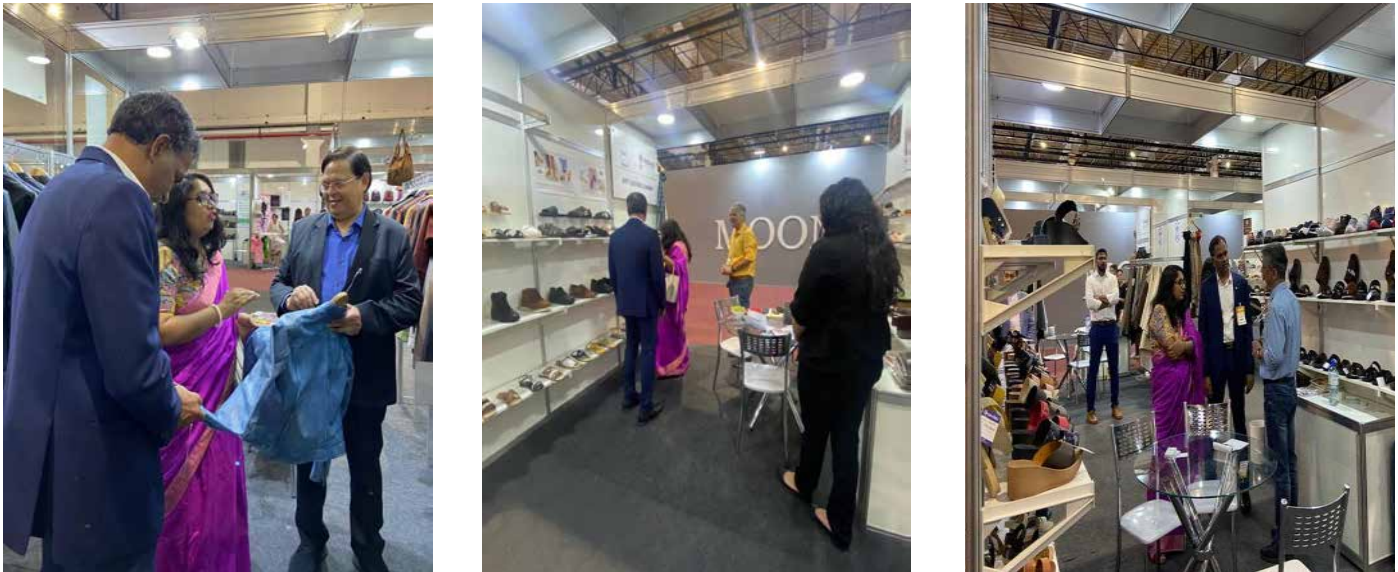


Fig 4: Visit and Interaction of Mrs Manish Swami, Her Excellency Consulate General of India at CLE Booth of 50th Edition of Couromoda 2023 in at Sao Paulo. Mr R Selvam, IAS ED CLE, Mr Suraj Mohan, Second CGI, Mr Christiano and Mr Atul Kumar Mishra, Regional Director CLE

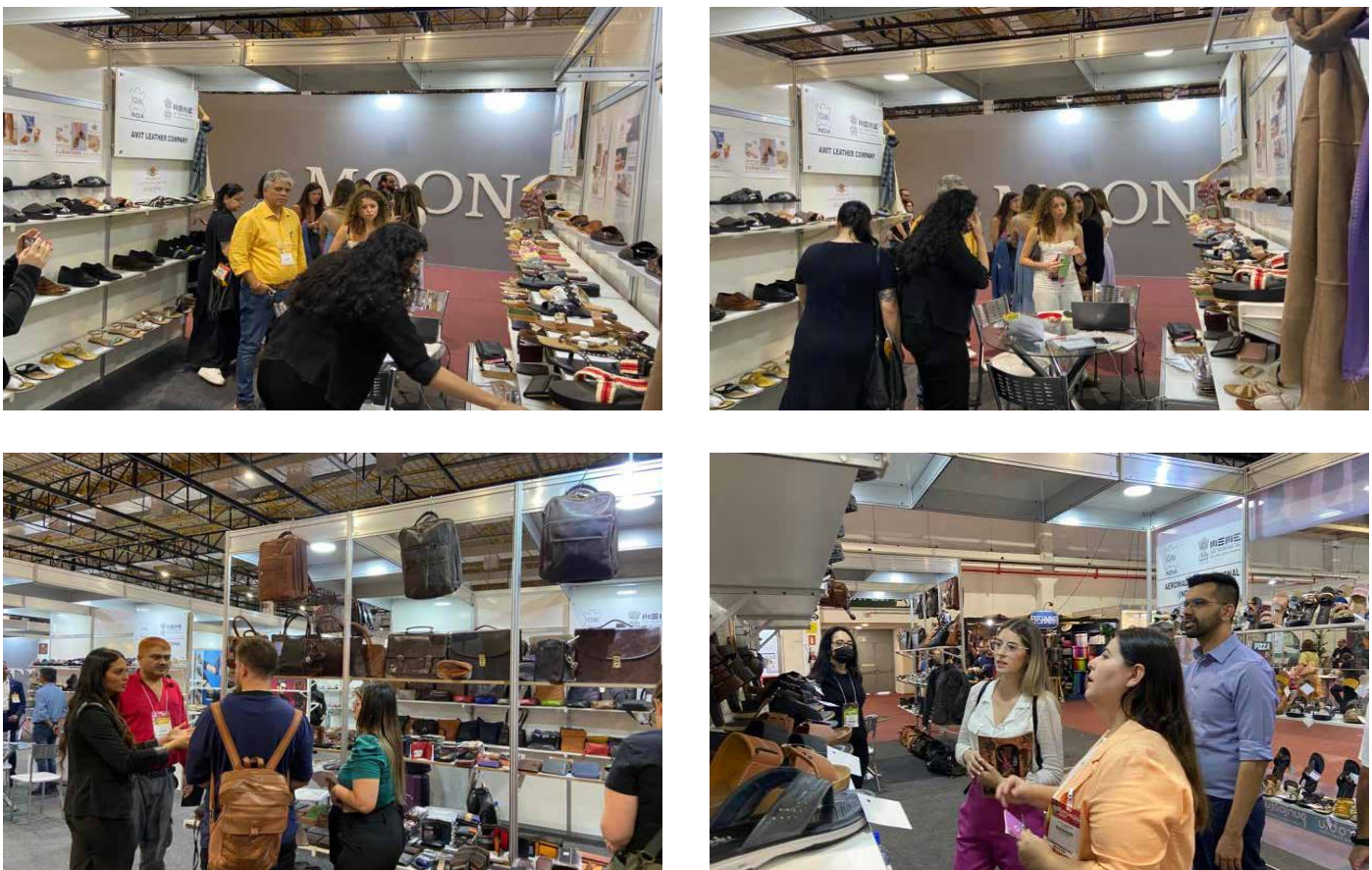


Fig 5: Buyers at India Pavilion of CLE Booths of 50th Edition of Couromoda 2023



### Visit to JBS Corporate office at Sao Paulo

Having a 70-year-old business history JBS is one of the best Brazilian multinational company engaged in the food industry and acknowledged world leader in the sector worldwide. They have their head quarter at Sao Paulo Brazil and have presence in more than 20 countries.



Fig 6: Visit of Shri R Selvam ED CLE to JBS HQ at Sao Paulo and interactive meeting with the JBS Group to discuss matters related to bilateral trade and business in the field of leather and tanneries. Mr Guilherme Motta, President Couros, Mr Czar A. Gernhardt, Commercial Director, Leather Division, Mr Carlos Obregon, and Mr Jacir Silva of JBS and Shri Atul Kumar Mishra, Regional Director CLE joined the meeting

Mr Czar A. Gernhardt, Commercial Director, Leather Division gave presentation about the JBS and its global activities and operations and explained JBS has a diversified product portfolio, with options ranging from fresh and frozen meats to prepared meals commercialised through brands recognised in Brazil and other countries such as Friboi, Swift, Seara, pilgrims pride, swift prepared foods, pulmorse, primo among others. The company also operates with correlated business, such as leather, biodiesel, collagen, natural casings for cold cuts, hygiene and cleaning, metal packing, recycling and solid waste management. They believe in innovative operations that also promote the sustainability of the entire business value chain.

He further added that in all location where it operates, have more than 250,000 teammembers and they follow the same guidelines concerning economic, social and environmental sustainability aspects like innovation, quality and food safety, adopting best practices always based on the same mission and values.

He also informed that through a global production and distribution platforms JBS is present in more than 20 countries, with more than 450 production plants and commercial offices see fig:7.





Fig.7 : JBS Global Presence

Mr Czar also informed that JBS is planning in a big way to enter into the Indian market specially for leather fabric supply .

Shri R. Selvam, ED CLE gave presentation on the India's leather and footwear sector and shared the information on India's leather and footwear current global trade performance. He talked about the role of leather and footwear sector in India's economy and how it has helped in providing employment to the manpower of the country. He also elaborated on the role of leather and footwear sector in global trade and helping India in earning its foreign exchange. He also explained to the JSB that India is self sufficient in terms of availability of raw material, land and labour required for the development of the sector, however it has yet not realised its full potential. He explained that looking at current trend it is not surprising that in 2-5 years India may become next Vietnam or China in terms of supply of leather goods and footwear.

He also informed that Govt of India has already taken significant number of measures to improve the business

environment in India, that are now being appreciated and are also getting positive response from investors belonging to various parts of the world. He shared with them recently India has performed spectacularly well in exports and registered ever highest export turnover in the India's trade history after independence.

He also shared information with them on the various policies which are helping in creating global standard ecosystem for leather and footwear sector in India. He apprised the focus and initiatives of JBS in terms of implementing sustainability and traceability principles that are IT and AI based. He requested that traceability, sustainability, recycling and solid waste management are the areas in which India's entrepreneurs may join hands with JBS and can learn a lot. Similarly, he also invited JBS group to explore the possibility of investing in India and also opening corporate office to explore the Indian market.

#### Meeting with Brazil India Chamber of Commerce:

Mrs Manisha Swami, CGI Sao Paulo, Shri Roberto Paranhos do Rio Branco, President Brazil India Chamber of Commerce, Mr Shiv Mohan, Mr Atul K Mishra RD North and Mr Prashant Asthana US Magic show joined the discussion meeting organised by Indian Mission at Sao Paulo to take forward the bilateral economic cooperation that may help in increasing the enhancing the business relation of India with Brazil.

Mrs Manisha Swami welcomed the participating members to the meeting and conveyed the objective of the meeting. She informed that India is very keen in diversifying its business relation with Latin American countries and Brazil being the leading economy of LA stands good opportunity to take lead in this direction. She also conveyed that under current changing global economic scenario both the countries can benefit by harnessing the potential they have the sectors like agriculture, manufacturing and services.

Shri R. Selvam, ED CLE apprised him about the current India's Trade situation and India's positioning for leather and footwear sector in world including Brazil.

Supplying markets for leather Goods & Footwear imported by Brazil, USD Mn.								
Rank in 2021	Exporters	2017	2018	2019	2020	2021	% Growth	% Share 2021
	<b>World</b>	<b>859.1</b>	<b>882.7</b>	<b>901.5</b>	<b>626.2</b>	<b>712.2</b>	<b>13.7</b>	<b>100</b>
1	China	377.5	398.6	394.9	227.0	230.4	1.5	32.3
2	Viet Nam	205.0	214.5	207.9	191.2	165.3	-13.5	23.2
3	Italy	52.0	59.6	66.7	48.1	73.3	52.5	10.3
4	Indonesia	70.2	72.3	84.7	53.0	58.8	10.9	8.3
5	USA	12.9	16.2	16.2	14.0	36.1	158.2	5.1
6	Uruguay	8.7	8.5	11.9	8.2	22.7	176.0	3.2
7	France	15.5	12.8	15.9	10.7	18.9	76.6	2.7
8	Paraguay	24.7	11.6	11.3	9.8	14.3	45.9	2.0
9	Hong Kong, China	15.2	18.3	16.6	7.3	12.8	75.5	1.8
10	India	12.9	10.9	8.6	7.0	11.4	62.2	1.6
11	Argentina	4.7	3.6	5.0	5.6	10.4	85.4	1.5
12	Cambodia	10.5	10.9	13.5	9.0	8.3	-7.0	1.2
13	Mexico	2.4	2.1	2.7	2.6	5.2	101.0	0.7
14	Spain	5.9	5.7	5.4	4.0	5.1	26.2	0.7
15	Bolivia	0.4	0.2	0.1	0.1	4.1	3100.0	0.6
16	Colombia	2.2	1.3	1.1	1.1	3.1	185.4	0.4
17	Bangladesh	2.5	3.5	3.0	3.6	2.9	-18.2	0.4
18	Pakistan	2.1	1.7	2.4	2.3	2.6	14.6	0.4
	<b>Rest of the World</b>	<b>33.8</b>	<b>30.4</b>	<b>33.6</b>	<b>21.6</b>	<b>26.5</b>	<b>22.4</b>	<b>3.7</b>

Source: Trade Map, 2023

He explained to him that currently India's bilateral trade engagement with Brazil is at very low level compared to countries like China, Vietnam and Indonesia that are competing countries in the sector like leather & footwear for India in global market. He explained them that import duties in Brazil on India's exports are biggest disadvantage and if that is reduced to significant level of reduced to zero there would be huge benefit to India-Brazil bilateral trade relations. He further explained that major sector that are currently being traded between the countries are leather footwear and leather goods in this sector.

India exports leather footwear to Brazil followed by leather goods out of the total exports for this sector. In the year 2021 India exported worth USD 11.5 mn. leather and footwear goods to Brazil. Total Brazilian import stood at around USD 700 mn. In 2021, India was 10th largest supplier of leather and footwear goods to Brazil with 1.5% share in 2021.

Amongst the major challenges reported by Indian exporters to Brazil are Import duty and sea freight availability. However, exhibitors to the coromoda fair have reported that there is a huge potential in leather and footwear exports to Brazil from India if the import duty which is currently ranges between 35 to 45 percent reduced to 0 to 5 per cent.

Shri Roberto Paranhos do Rio Branco agreed that both the countries have good potential to enhance bilateral trade in agriculture, minerals, manufactured goods and services. He suggested that both the countries must explore the opportunity in the areas and sectors where they are having comparative advantage so as to utilise the efficiency and productivity of the sector. He also proposed that his chamber also would like to sign MOUs with the Industry organisation like CLE to have knowledge and information exchange to take forward the trade cooperation between the countries.



Brazil and India's Trade Indicators for Leather and Footwear Goods											
Product Category		Brazil's imports from India				India's exports to world			Brazil's imports from world		
		Value in 2021, USD Mn.	Annual growth in value between 2017-2021, %, p.a.	Share in Brazil's imports, %	Equivalent ad valorem tariff applied by Brazil	Value in 2021, USD Mn.	Annual growth in value between 2017-2021, %, p.a.	Share in world exports, %	Value in 2021, USD Mn.	Annual growth in value between 2017-2021, %, p.a.	Share in world imports, %
'TOTAL	All products	6728.421	19	3		394813.67	4	2	219408.05	6	1
	Leather Goods & Footwear	11.421				5177.039			712.228		
'64	Footwear, gaiters and the like; parts of such articles	7.482	-7	2	34	2337.822	-7	2	311.05	-6	0
'42	Articles of leather; saddlery and harness; travel goods, handbags and similar containers; articles ...	3.282	-9	1	26	2366.632	-3	3	308.097	-11	0
'41	Raw hides and skins (other than furskins) and leather	0.657	6	1	8	449.677	-19	2	91.672	12	0
'43	Furskins and artificial fur; manufactures thereof	0		0	18	22.908	15	0	1.409	-25	0
Source: ITC Trade Map, 2023											



## *LET'S GET READY FOR THE: "SHOE 5.0"!*

An ambitious Erasmus+ project has just started to prepare footwear companies and technicians for what will become their factory of the future. Shoe 5.0, as officially named, was launched on the 14th of December 2022 by the project partners' Capital Humano Edit Value (Portugal), European Footwear Confederation – CEC (Belgium), Centro Tecnológico do Calçado de Portugal– CTCP (Portugal), Centro Tecnológico del Calzado de La Rioja (Spain), Politecnico Calzaturiero (Italy), Gheorghe Asachi Technical University of Iasi—TUIASI (Romania).

The Erasmus+ Shoe 5.0 project follows the concept of Society 5.0 and Industry 5.0. Society 5.0 is a concept first proposed by the Japanese government, which places at the centre of technology development, the society as a whole rather than the industry. It places the well-being of the worker at the centre of the production process and expects to use new technologies to provide prosperity beyond jobs and growth while respecting the production limits of the planet. Therefore, the project aims at preparing footwear workers for the next phase of industrialisation. The approach is people-centred and serves the transition to a sustainable and competitive European industry.

More specifically, the Erasmus+ Shoe 5.0 project has three main objectives, firstly to provide knowledge to workers so that they can interconnect the implementation of new technologies, bring maximum performance to their companies, and thus take a further step towards sustainability and efficiency, improving human experiences at work. Then, to prepare European footwear sector to embrace the challenge of transition to sustainable, human centric and resilient industry, transcending efficiency and productivity objectives, in line with the EU TCF Pact for Skills), allying benefits for industry, workers and society. Finally, it aims to develop a multi-level and personalised digital training plan. This will be accompanied by the corresponding tools to implement and facilitate a green and digital transition, making shoe factories a place where creative and talented people can come to work and have a human and personalised experience.

The project activities will start by producing a report with the major findings from a desk and field research related to i5.0 applied in Footwear. This part will focus on the training needs and definition of the future profiles needed by the industry. The second phase concerns the development of a training tool kit with innovative contents (virtual and augmented reality) and practical exercises focused on the Digital Key Competences for the Footwear sector in the i5.0 supported with Manuals trainers. Finally, the project consortium will test and evaluate the results from the learning experience. To conclude, the final part of the project will set up the basis for future cooperation with external parties and ensure that the project results can be replicated by other industries, and keep active after the project ends.

The Erasmus+ Shoe 5.0 project partners are looking forward to preparing the next generation of talents so companies can become more competitive thanks to a skilled workforce able to rapidly grasp the opportunities of the latest technologies.

If your company or VET centre is interested in getting involved with the Erasmus+ Shoe 5.0 project, you can contact any of the partners to find out the opportunities of being an active actor. You can also follow the progress of the Erasmus+ Shoe 5.0 project on our website.

The Shoe 5.0 project is co-financed by the Erasmus+ programme of the European Union.



## *New Membership Mobilization in Kolhapur*

### *12th January 2023 to 13th January 2023*

Shri Yogesh Narayan Adagale, LDC (Temporary) - West was delegated for a New Membership Mobilization tour to Kolhapur, Maharashtra, for two days from January 12th to January 13th, 2023, to educate the Council for Leather Exports to the Kolhapuri Chappals artisans and merchant traders.

During this tour to identify Kolhapuri Chappals units, He met a few prominent players and artisans who have been involved in Kolhapuri Chappals for the past 35 years. I met Shri Bhupal Mahapati Shetye, former Deputy Mayor of Kolhapur-Mahanagar Palika and Corporator of Subash Nagar. Shri Shetye Saab has been awarded by Maharashtra Rajya Puraskar, the Government of Maharashtra, for his contribution towards Kolhapuri Chappals and taking Kolhapuri Chappals to the international market by participating in the International Exports Leather Art Fair held in Singapore on 1-6-1987. For representing India in international leather art fairs in countries like Paris, Switzerland, Italy, and Egypt, he has been recognized and facilitated by the Maharashtra government.

Shri Bhupal Shetye, Corporator, Subash Nagar, Kolhapur, has two retail shops in Mangalwar Peth named Prasad Footwear and is now willing to start a footwear manufacturing plant in Kolhapur. Kolhapuri chappals are extremely hard by nature, and it takes time for a person to adapt to them, which can only be accomplished through consistent use. Shri Shetye Saab is willing to set up a plant where he can produce both Kolhapuri shoes and chappals in order to overcome the hardness of

Kolhapuri chappals and make them an export-quality product. Shri Shetye Saab is well aware of CLE and has promised that he will meet our regional office and join CLE as soon as possible.



Shri Yogesh Adagale meeting with Shri Bhupal Shetye, Corporator, Subash Nagar, Proprietor, Prasad Footwear, Kolhapur,

chappals in order to overcome the hardness of Kolhapuri chappals and make them an export-quality product. Shri Shetye Saab is well aware of CLE and has promised that he will meet our regional office and join CLE as soon as possible.

Furthermore, he met Shri Dnyaneshwar Doiphode, Aadarsh Shoes, Shri Rakesh Doiphode, Aadarsh Footwear, Shri Shivajirao Powar, Mayur Footwear and Leather Goods, President of the Kolhapur District Footwear Association, Shri Shivaji Polkar, an artisan, Shri Shubham Arun Satpute, Inga Leathers, and Shri Rahul Choudhary, Manager and Artisan, Menon & Menon Ltd.



Shri Yogesh Adagale meeting with Shri Dnyaneshwar Doiphode & Shri Nitin Dnyaneshwar Doiphode, Aadarsh Shoes, Kolhapur

Shri Shivajirao Powar, Owner, Mayur Footwear; and Shri Rakesh Doiphode, Aadarsh Footwear, were briefed about CLE during the meet. Shri Shivajirao Ji and Rakesh Ji stated that they are not interested in export business at this time.

Shri Dnyaneshwar Doiphode Ji, the owner of M/s. Aadarsh Shoes, is also interested in establishing a manufacturing plant in the coming years to provide employment for his charmkar community. Shri Doiphode Ji was briefed about CLE and is willing to be a member of CLE once his manufacturing plant is established.

Shri Shubham Arun Satpute, who has just started an entity named Inga Leathers, has taken training from CFTI, Chennai, and is working on how Kolhapuri Chappals can be innovated by using chrome finished leather instead of traditional finished leather (without chemical tanning), which is very hard in nature. Shri Shubham Ji wishes to join CLE and use this platform to bring innovative Kolhapuri Chappals to the domestic and international markets.

Menon & Menon Ltd., a big name in auto manufacturing from Kolhapur, has started a brand named “Give Artisans” of Kolhapuri Chappals, with 3 artisans producing the chappals as required by his overseas client. Kolhapuri chappals are made with a combination of leathers like buff and goat to remove their hardness and make them wearable by his overseas clients. Menon & Menon Ltd. is looking into ways to help Kolhapuri Chappals survive. This Kolhapuri chappal is very thin compared to other Kolhapuri chappals. Menon & Menon Ltd. is willing to put a dedicated manufacturing plant for Kolhapuri Chappals, but due to a lack of workers, the project has been put on hold, as informed by Shri Rahul Choudhary, Manager and



Shri Yogesh Adagale briefing about CLE to Shri Shivajirao Powar, Owner, Mayur Footwear & Leather Goods, President of Kolhapur District Footwear Association & Vice President of Kolhapur Chamber of Commerce & Industries



Shri Yogesh Adagale meeting with Shri Rakesh Doiphode, Aadarsh Footwear, Kolhapur



Shri Yogesh Adagale meeting with Shri Shubham Arun Satpute, Inga Leathers, Kolhapur



Artisan of Menon & Menon Ltd. I have requested Rahul ji to schedule a meeting with CLE and Mr. Anshul Menon, Director, Menon & Menon Ltd.

During this tour, he also met Shri Prasad Khilare, proprietor, and Rajshree Shoes, a manufacturer of all types of safety industrial footwear. I educated him on CLE and requested that he use CLE as a platform to export their product globally, and Shri Prasad Khilare has agreed to join CLE in the upcoming financial year and is willing to participate in the USA safety shoe exhibition of 2023–24.



Shri Yogesh Adagale, LDC briefing about CLE activities to Shri Rahul Choudhary, Manager, Artisan, Menon & Menon Ltd., Kolhapur



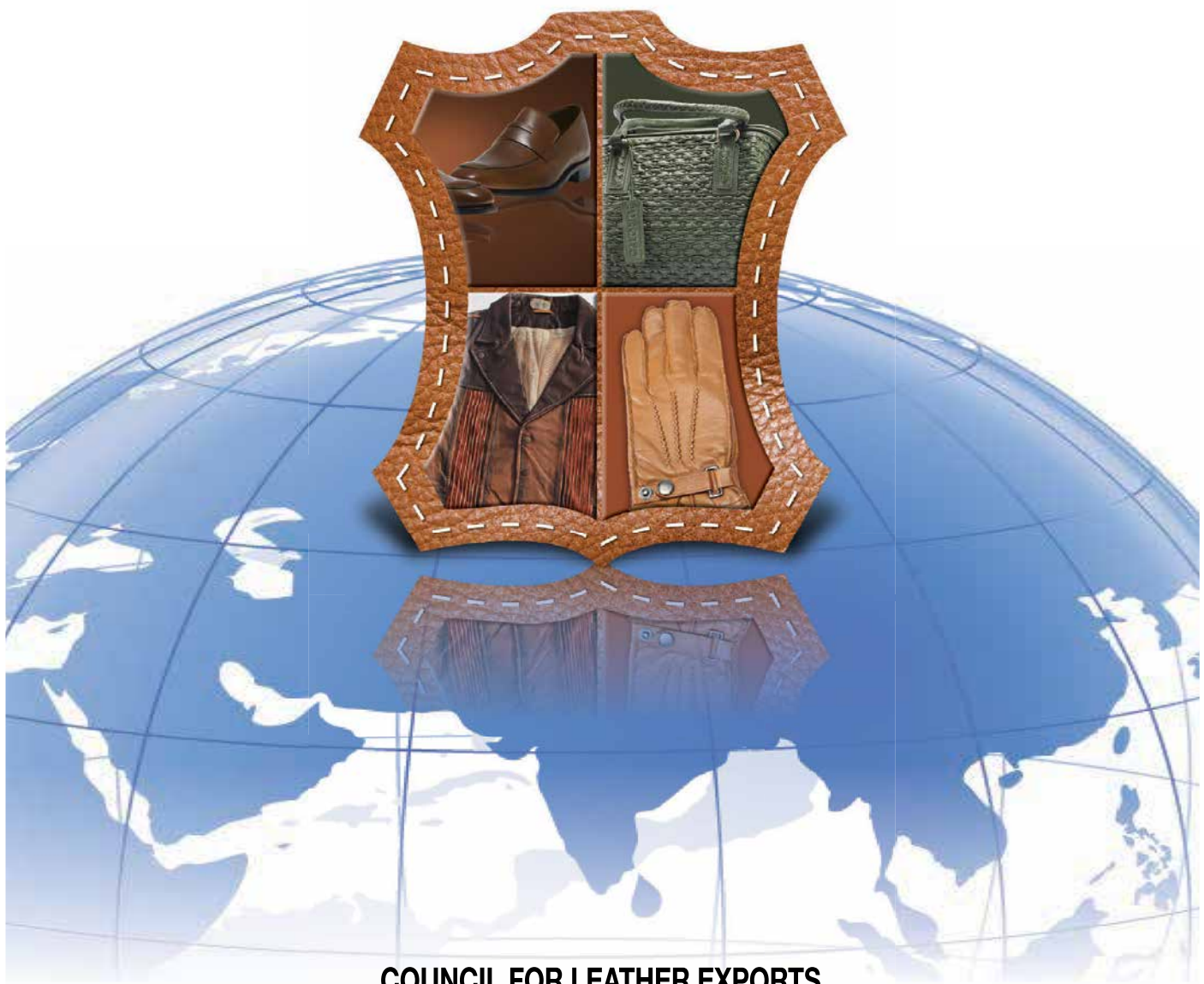
Shri Yogesh Adagale, LDC (Temporary) – West meeting with Shri Prasad D. Khilare, Proprietor, Rajshree Shoes, Karad, Satara



Shri Yogesh Adagale, LDC (Temporary) – West meeting with Shri Shivaji Polkar, Artisan producing handmade Kolhapuri Chappal's

In upcoming financial year few units from Kolhapur would join CLE to avail the benefits extended by Govt. of India.

# INDIAN LEATHER INDUSTRY - STRIDING WITH CONFIDENCE



## COUNCIL FOR LEATHER EXPORTS

(An Export Promotion Organisation sponsored by Ministry of Commerce & Industry, Govt. of India)

**Registered Head Office :** 1, Sivaganga Road, Nungambakkam, Chennai 600034

Tel: +91-44-48684380 - 84 Fax: +91-44-48684386 • e-mail: [cle@cleindia.com](mailto:cle@cleindia.com) • website : [www.leatherindia.org](http://www.leatherindia.org)

**Regional Offices :** • New Delhi - [cleldelhi@cleindia.com](mailto:cleldelhi@cleindia.com) • Kanpur - [cleknp@cleindia.com](mailto:cleknp@cleindia.com) • Kolkata - [cleer@cleindia.com](mailto:cleer@cleindia.com) • Mumbai - [cleb@cleindia.com](mailto:cleb@cleindia.com)

**Extension Offices :** • Agra - [cleagra@cleindia.com](mailto:cleagra@cleindia.com) • Jalandhar - [clejalandhar@cleindia.com](mailto:clejalandhar@cleindia.com)





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