

## **India ITME 2022: Revolutionizing the Textile Engineering Industry through Innovation and Growth**

Outlook Business Spotlight's Visionary Leader Awards 2023 has recognized Mr. S. Hari Shankar, Chairman of India ITME Society and Joint Managing Director of Lakshmi Card Clothing Mfg. Co. Pvt. Ltd., as the "Innovative Leader of the Year 2023." This prestigious accolade celebrates his exceptional contributions to facilitating technological innovation and advancements in the textile engineering industry. Under his visionary leadership, India ITME Society has established itself as a renowned platform for bringing together industry stakeholders and fostering innovation.

According to Mr. Hari Shankar, an innovative leader must possess a diverse skill set to effectively drive innovation. This includes the ability to generate insights and knowledge through non-traditional approaches such as experimentation, improvisation, and rapid prototyping. Critical thinking skills are essential for meticulous problem-solving and risk management. Additionally, leaders should identify untapped opportunities and drive growth by delivering new products and value to customers.

The India ITME 2022 exhibition, held once every four years, emerged as a six-day marathon event that catalyzed the expansion of product capacity and the modernization of the textile industry in India and neighboring regions. Its impact reverberated by generating employment opportunities, attracting investments, and fostering joint ventures in core and allied industries. Considering that the textile industry is the second-largest employment sector after agriculture in India, the significance of this event cannot be overstated.

India ITME Society ensures the success of exhibitors by organizing concurrent programs alongside the exhibition, including B2B meetings, technical conferences, CEO Conclaves, and interactions with government officials. By engaging participants in multiple forums over several days, the India ITME event facilitates business leads and intellectual takeaways, fostering growth and innovation within the industry.

"India ITME 2022" is a comprehensive event that promotes Brand India, blending technology with tradition, and bridging the gap between government and industry. It creates high-value business opportunities and paves the way for the next generation to thrive. The resounding success of "India ITME 2022" has revitalized and bolstered the confidence of the Indian textile engineering industry, showcasing its collective capabilities to meet domestic demands while competing globally. This exhibition serves as a platform to exhibit India's textile prowess, demonstrate readiness for investment in the sector, and create a conducive environment for global business interactions.

For over four decades, the India ITME Society has worked tirelessly towards the vision of "Athmanirbharatha" (self-reliance) and "Make in India" in the textile and textile engineering sector. After 43 years of service, the India ITME Society has evolved into a global phenomenon, embracing internationalism and connecting emerging economies with the Indian textile, engineering, technology, and allied industries. This award not only acknowledges the organization's contribution to the growth of the textile industry in India but also recognizes the visionary founders who laid its foundation in 1980.

In addition to event-specific goals, the India ITME Society aimed to cultivate a winner's attitude within the team, setting goals that elevated performance to new heights through the SMART concept - "Specific, Measurable, Achievable, Realistic, and Time-bound." The outcome was meticulous micro-level planning, innovative ideas, creative aspirations, and unwavering unity, with each team member exhibiting discipline, honesty, and a deep commitment to the task at hand.

In conclusion, the India ITME Society takes great pride in receiving the "Exhibition of the Year" award from Outlook Group, a leading business publication in India. They extend heartfelt appreciation to all those who supported and believed in the team and organization throughout the remarkable journey. This award serves as a testament to the collective efforts of a dedicated team, the unwavering support of participants, and the resilience of the textile industry in India. Together, they will continue to pave the way for a prosperous and vibrant future for the Indian textile and textile engineering sector.