

CONTENTS

A. About the Initiative

- Cluster Selected for 2013
- Methodology

B. Objectives

C. Place & Venue

D. Annexures

- **ANNEXURE I** ----- Detailed Programme
- **ANNEXURE II** ----- Speaker(s) Profile
- **ANNEXURE III** ----- List of Registered Participants
- **ANNEXURE IV** ----- Feedback
- **ANNEXURE V** ----- News Coverage
- **ANNEXURE VI** ----- Glimpse of Events
- **ANNEXURE VII** ----- About Organisers

Cluster level IP Awareness program

An initiative of the office of the Controller General of Patents, Designs and Trademarks (CGPDTM) in association with Industry Associations (CII, FICCI, ASSOCHAM)

A. About the Initiative

Background: In the globally competitive environment, intellectual property has placed itself on a pedestal in the context of economic growth and has become more important than ever. Intellectual Property is the fuel that powers the engine of prosperity, fostering invention and innovation. Being an intangible asset, Intellectual Property plays a very important role in the socio-economic ecosystem and their creation and protection is essential for the sustained growth of a nation. Increasing significance of intangible assets in the global economy is forcing business organizations to actively manage the role of IP as a key driver for building and sustaining their competitive advantage and achieving superior performance.

Intellectual Property Rights (IPRs) are exclusive rights over such intellectual property granted to creators / holders which protect their rights from misappropriation by third parties without their authorization. They are now not only being used as a tool to protect creativity and generate revenue but also to build strategic alliances for socio-economic and technological growth. Accordingly, in order to foster the protection of innovations and creativity, the Intellectual Property Office under the Ministry of Commerce and Industry is dedicated to mobilize the use of such technological advancement for the economic development of the country.

Intellectual Property Laws in India are TRIPS compliant and coupled with a strong enforcement mechanism and a vibrant judicial system, they create the best investment opportunities and a conducive environment for protecting IP Rights in order to enable the industrial community to diversify its commercial activities.

India has also developed a national framework for creation and protection of IPRs, which is continuously evolving and meets global standards. The challenge before the country is to scale up the process of IP creation and capture value from the scientific and technological creations to catapult the country into the league of most innovative and developed nations.

Recognizing the importance of intellectual property, the Hon'ble President of India declared the decade of 2011-2020 as the Decade of Innovation. The

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future prosperity of India in the new knowledge economy would increasingly depend on its ability to generate new ideas, processes and solutions, and the process of innovation would convert knowledge into social good and economic wealth. The President called upon the people to step up expenditure on research to pursue innovation in a big way. In a globally competitive world, India had to unleash its innovation potential to increase capacity, productivity, efficiency, and inclusive growth. “The spirit of innovation has to permeate all sectors of economy from universities, business and government to people at all levels.”

Relevance and Importance of Intellectual Property Rights for cluster – The times are changing and now we can no longer count on a large and regulated market to shelter us in the 21st century. In today’s globalised scenario, industries need to step up their efforts and ability to innovate to make better products and become more proactive to protect their innovations. Innovation- the successful exploitation of new ideas- is the key business process that enables one to compete effectively in the increasing competitive global environment. It is now critical for the Indian industry to understand the implications of Intellectual Property protection – both legal and economic, to protect its own business interests in India and abroad.

However, Indian industry is yet to realize the potential role of intellectual property rights despite their inherent innovative capability. This is evident from the applications filed for protection of intellectual property rights. There exists a two-fold need with respect to intellectual property rights in India:

- Greater understanding across the industrial sector about the fundamentals and different facets of IP and,
- Advanced learning in the area of patents in order to provide trained individuals who can perform at peak potential from early in their career.

In this background, the Intellectual Property Office, in association with the Industry Associations namely the Confederation of Indian Industry (CII), the Federation of Indian Chambers of Commerce & Industry (FICCI) & ASSOCHAM, has planned to conduct a series of cluster specific awareness programs on IP in year 2013-2014 to create Intellectual Property awareness among the specific clusters so as to encourage these clusters to promote Intellectual Property Right protection.

Cluster level IP Awareness program

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A.1 Cluster Selected for 2013

The following clusters 12 clusters have been identified for these awareness programs:

1. Auto - Chennai
2. Leather - Ambur TN
3. Handloom - Ludhiana
4. Leather - Kanpur
5. Gems and Jewellery - Surat
6. Foundry - Belgaon
7. Auto - Pithampur Indore
8. Engineering & Technology -Nasik MH
9. Chemical - Ankleshwar
10. Machine Tools - Bangalore
11. Auto - Pune
12. Coir - Alappuzha Kerala

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A.2 Methodology

The following methodology were used in conducting these awareness programs.

Step-1:

A one day awareness programme was held, which is designed with topics covering various aspects of intellectual Property rights including Introduction to Technology Transfer, IP Licensing, Valuation and Auditing and IP Commercialization to offer a comprehensive introduction and up-to-date knowledge to all the participants, particularly those work deals with intellectual property and its effective protection. The program will also focus on issues relating to Enforcement of IPRs & Remedies against Infringement. The 1-day programme would be tailored made as per the specific clusters' requirement.

Step-2:

The following activities was undertaken by the Industry associations.

- Mapping of Awareness levels currently existing and advice on the way forward, based on questionnaire distributed in the workshop.
- Identifying & short-listing protectable products / processes- creation of a repository of technologies/ products / processes which could be protected through IPRs.

Step-3:

- Identifying suitable IP Protection for the products/processes or designs identified.
- Suggesting mechanisms for protection of intellectual property.
- Developing a Road Map for IP Management Practices.
- Handholding activities by Industry Associations for filling IP applications.

Cluster level IP Awareness program

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B. Objectives

The Intellectual Property Office has selected twelve clusters out of 39 clusters being supported by Department of Industrial Policy & Promotion under the Industrial Infrastructure Upgradation Scheme (IIUS) for conducting the IP Awareness programs. The overall objective of the training programme is to give both advisory and protection services. The objectives of these awareness programs are mentioned below.

- To sensitize the clusters about Intellectual Property Right and their protection.
- To identify protectable innovations.
- To suggest steps for transforming innovations into proprietary assets.
- To use IP information, particularly relating to patents and designs, for further research and development in developing new product and process.
- Utilize the IP information in their business development.

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

C. PLACE & VENUE

Confederation of Indian Industry (CII) in collaboration with Intellectual Property Rights office India, under Department of Industrial Policy and Promotion (DIPP) and with support of ITDC-Ichalkaranji conducted the Cluster level Awareness Session on Intellectual Property Rights for Textile Cluster on 4th Dec 2013 at Dattajirao Kadam Technical Education Society's, Textile & Engineering Institute, Rajwada, Ichalkaranji, Dist. Kolhapur (Maharashtra).

Kolhapur is situated in the southwest corner of Maharashtra and shares its eastern and southern border with the State of Karnataka. Kolhapur is one of the fastest-growing cities in Maharashtra and is one of the highest per capita income cities in India.

The Dattajirao Kadam Education society as its first step established the Textile and Engineering Institute in 1982. This was the first educational institute in the state to be started on grant basis and encouraged by the successful establishment of this, the Maharashtra State Government took a policy decision in 1983 to permit various social and industrial organizations of the state to start professional educational institutes, the decision which brought a revolution in the thinking and pattern of the education in the state.

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

Annexure I Detailed Programme

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

ANNEXURE I

Detailed Programme

0900 – 1030 Hrs	REGISTRATION & WELCOME TEA/ COFFEE	
1030 – 1100 Hrs	OPENING SESSION	
	Opening Address	Mrs Namrata Kavle Assistant Controller Intellectual Property office, India
	Address	Mrs Kishori Awade Chairperson Ichalkaranji Garment Cluster Ltd
	Special Address	Dr P V Kadole Principal DKTE-Ichalkaranji
	Special Address	Mr Abhay Daptardar Deputy Director MSME-DI
	Inaugural Address	Shri Prakash Awade Former textile Minister of Maharashtra
	Concluding Remarks	Mr Punnet Jain Executive Confederation of Indian Industry
1100 – 1230 Hrs	Technical Session I: <i>Introduction to IPR: A Basic Overview of all forms of Intellectual Property Rights & its importance with examples.</i> <ul style="list-style-type: none">• <i>Why IPR</i>• <i>IPR and Business Competitiveness</i>• <i>Patents</i>• <i>Copyrights</i>• <i>Trademarks & Service marks</i>• <i>Geographical Indicators</i>• <i>Industrial Designs</i>• <i>Trade Secrets</i>• <i>Plant Varieties</i>• <i>Semi Conductor Integrated Circuits lay out designs</i> Different aspects of Design and Trademark related issues specific to Textile cluster with the Case Studies	

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

	Speaker	Mr Tushar Shrikhande Advocate R K Dewan &Co.
		Mrs Namrata Kavle Assistant Controller Intellectual Property office, India
1230 – 1330 Hrs	Lunch	
1330 – 1430 Hrs	Technical Session III <ul style="list-style-type: none"> ➤ <i>Introduction to technology Transfer, IP Licensing, IP Valuation & IP Audit</i> ➤ <i>IP Commercialisation</i> ➤ <i>Case Studies on IP Commercialisation & Appreciation of Revenue Models</i> ➤ <i>Case studies on IP Management</i> 	
	Speakers	Mr Nitin Brainleague Bangalore
	Q&A Session	
1430 – 1500 Hrs	Technical session III: Enforcement of IPRs & Remedies against Infringement: Case Laws.	
	Speaker	Mr Tushar Shrikhande Advocate R K Dewan & Co.
		Mrs Namrata Kavle Assistant Controller Intellectual Property office, India
	Q&A	
1500 – 1530 Hrs	Technical Session IV: Interactive & Feed Back Session	
1530 – 1600 Hrs	Technical Session V: Issues identified in the Cluster Road map ahead.	
		Mrs Namrata Kavle Assistant Controller Intellectual Property office, India
1530 Hrs	Close of the Proceeding	

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

Annexure II Speaker(s) profile

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

ANNEXURE II

Namrata Kavle

Assistant Controller
Intellectual Property office, India

Ms Namrata Kavle holds a degree of bachelor of Electronics from Mumbai and has been working with Intellectual Property Office, India since 2002 and is holding the post of Asstt. Controller of patents & Designs since 2009 onwards

Tushar Shrikhande

Advocate
R K Dewan

Advocate Tushar Shrikhande completed his BSL LLB in the year 2007 from the prestigious Symbiosis College of Law in Pune. For a short duration he worked with a Real Estate Developer's Firm in Kolkata as a Junior Law Officer. With a view to get a hands on experience in the field of Real property he joined Wadia Ghandy, Advocates and Solicitors, Pune who primarily dealt with property law. After a little more than a year he shifted his sights to the exciting world of Intellectual Property Law and joined the Pune branch of R. K. Dewan & Co, Trade Mark & Patent Attorneys. He has been working with R. K. Dewan & Co. since October 2008 as a legal Associate, under the personal guidance of Dr. Mohan Dewan, a stalwart & pioneer in the field of Intellectual Property Law. Tushar's core strength lies in drafting agreements and pleadings, however in order to get hands on experience with litigation and prosecution he did a stint at the firm's Delhi Office where his training was supervised by the eminent litigator Advocate N. K. Bhardwaj and his team of ex trade mark examiners. He was recently invited to attend the International Trade mark Association's Annual Meeting held at Dallas, USA where he participated in a table conference on the topic - Corporate Global Trademark Strategies and Tips with Limited Resources. While attending INTA at Dallas, he met and exchanged notes and strategies with trade mark lawyers from all over the world. Over the years, Tushar has given many presentations and contributed to many seminars in the field of IP, including giving lectures to LLM students of his Alma Mater, Symbiosis law Pune, addressing entrepreneurs at events/ courses organized by Ministry of Micro, Small and Medium Enterprises (Government of India), the Mahratta Chamber of Commerce, Industries & Agriculture and IIT Bombay to name a few.

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

Mr Nitin

Brainleague

Bangalore

Mr Nitin heads the electronics and telecommunications patent services team at Brain League. As a Partner, he supervises projects related to the electrical, electronics, communications and software sectors. He works with some of the leading companies in electronics, software and telecommunication sectors on patent searching, drafting and prosecution projects. Mr Nitin also helps clients make decisions on product launch and strategy by providing FTO analysis, infringement analysis and technology landscaping reports.

Mr Nitin is a member of the quality control team at Brain League and plays an important role in defining quality processes and standards. Before starting his career in patents, Mr Nitin worked with companies in the US on projects relating to Radio Frequency and Communications.

Mr Nitin has completed his Bachelors in Engineering in Electronics and Telecommunication from Bombay University and subsequently, pursued his Masters in Electrical Engineering, specializing in Radio frequency Engineering from Syracuse University, USA.

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

Annexure III

List of Registered Participants

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

ANNEXURE III

Cluster level Intellectual Property Awareness Program (Cluster: Textile)			
4 December 2013; Dattajirao Kadam Technical Education Society's, Textile & Engineering Institute, Rajwada, Ichalkaranji, Dist. Kolhapur (Maharashtra)			
S. No.	Name	Designation	Company
1	S.S. Lavase	Asst Prof	D.K.T.E
2	S.S .Borikar	Lecturer	D.K.T.E
3	S.R. Patil	Student	D.K.T.E
4	Sandip M. Rathod	Student	D.K.T.E
5	G. Gnananthayan	Student	D.K.T.E
6	Samir Bonsule	Student	D.K.T.E
7	R.S. Patil	Asst Prof	D.K.T.E
8	S.B. Kamble	Student	D.K.T.E
9	Vignesh Dhabala	M.Tech	D.K.T.E
10	Vikram	Owner	Rathore Group of Textile
11	Pranoti Dhuppe	M.Tech	D.K.T.E
12	Priyanka Bonde	M.Tech	D.K.T.E
13	Nayana M	M.Tech	D.K.T.E
14	Vijeyaya Lolge	Student	D.K.T.E
15	Rashmi Shrivias	M.Text	D.K.T.E
16	Snehal Kasture	M.Text	D.K.T.E
17	Rashi	M.Text	D.K.T.E
18	Saloni Sharma	M.Text	D.K.T.E
19	Babubah Kabnure	Asst Prof	D.K.T.E
20	Vikas Magdum	Asst Prof	D.K.T.E
21	Pravin Pandit Harane	ME PDD	D.K.T.E
22	Kolhapure Rakesh	ME PDD	D.K.T.E
23	M.A. Bote	Asst Prof	D.K.T.E
24	Namita Jadhav	Student	D.K.T.E
25	Avadhut Jadhav	Student	D.K.T.E
26	Manjunath Burji	Professor	D.K.T.E
27	Manjunath R N	Student	D.K.T.E
28	Daniel Kartbik	Student	D.K.T.E
29	Satish R. Parihar	Student	D.K.T.E

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

30	Patil Suraj	Student	D.K.T.E
31	Ashish Hulle	Student	D.K.T.E
32	Sanjay	Director	Polluelean
33	Lalitas Balwan	Director	Eastone Industries
34	Akshay Shastri	M.Tech	D.K.T.E
35	Abhishek Rawat	M.Tech	D.K.T.E
36	Pravin Bhdcare	M.Tech	D.K.T.E
37	Tushar Patil	M.Tech	D.K.T.E
38	Vivek Mane	M.Tech	D.K.T.E
39	Shinde Ravinder	M.Tech	D.K.T.E
40	Rushikesh M Jambhale	M.Tech (TC)	D.K.T.E
41	Sandip B Patil	Student	D.K.T.E
42	Anuj R Patil	Student	D.K.T.E
43	Manoj S. Date		Date Textiles
44	Vallabh S Shedsale	Student	D.K.T.E
45	Bugad Omkar	Student	D.K.T.E
46	Vrame Mahendra	Student	D.K.T.E
47	A.A. Raybagi	Asst Prof	D.K.T.E
48	Rahul Satpute	Business Professional	Unitech / UTP
49	V.R. Balwan	ME Student	D.K.T.E
50	R.D. Patil	ME Student	D.K.T.E
51	V.S. Bingrade	ME Student	D.K.T.E
52	Rahul Tgare	Project Manager	KWITC
53	Chandan Shedsale	Businessman	Shedsale Group
54	Gadkaei Rahul	Student	D.K.T.E
55	Bagadi Nikhil	Student	D.K.T.E
56	Chavan Hrishikesh V	Research Scholar	D.K.T.E
57	Sarda Nitish	Research Scholar	D.K.T.E
58	Indrgit N Pujan	Prop	Duralite Industries
59	Chetan	Schalkarn Ji	Textile Group
60	Shakil B Salati		Saicla Group
61	Pokhande Nitin	Student	D.K.T.E
62	Atul W. Pohane	Student	D.K.T.E
63	Raj Kumar		
64	Soj P.M	Prop	Joe Textile R.M Textile

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

65	Mohatte	Director	Amit weaving Mills
66	Kkumbhar Amit	Student	D.K.T.E
67	A.K.Auti	Self Employee	Tarun Fabrics
68	V.B. Upadhye	Associate Prop	DKTE COE
69	Aniket Bhute	Scientist	DKTE COE
70	Varun S.Goud	Scientist	DKTE COE
71	Swapnil Bagade	Enterprenure	
72	Atul Bawve	CEO	Soea Fabrics
73	Dattatray Belehar		Vandana Sizers
74	Parakesh Goud	CEO	Vijayshree Prakash Textile Region
75	Dharat Desai	MD	Desai Poly Pvt Ltd
76	Chinelrakint Mane		Laxmi Industries Estate
77	Anil Lahoti	Prop	Lawti Group
78	Rajesh Sawant		Sawant Processcos
79	Ajit		
80	Omkar Deshpande		
81	Narsing		
82	Pravin Patil		K.A.T.P
83	Omkar Kulkarni		D.K.T.E
84	Dhunal Shridhar		D.K.T.E
85	Aditya		Trimury Spinning Mills
86	P.K. Valsay		D.K.T.E
87	V.A / Goud		D.K.T.E
88	S.M. Hupre		D.K.T.E
89	Sachin		D.K.T.E

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

Annexure IV

Feedback

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

ANNEXURE IV

FEEDBACK

Evaluation of the programme was done on the following basis:-

- Overall Programme Evaluation
- Programme Structure
- Quality of Sparkers
- Content of Presentation
- Level of Learning

Feedback from Participants

- The quality of the speakers and the content of the presentation were good.
- It is preferred to have local speakers or speakers well versed with the local language of the cluster. This helps to connect with the audience.
- More information on the Government facilities regarding finances as regards filing of patent application.
- On spot training on drafting of Patents, State of art search facilities and Government facilities for enforcement of patents through licensing or other means.

Feedback by the Speakers: -

- The program was substantially delayed by the late arrival of the Hon'ble Ex Minister.
- Some of the speakers exceeded the time given to them, others had to rush through their topics.
- Long hours of speech led to a group of unenthusiastic and un-interested Audience.

Way forward

- Timelines should be adhered to.
- Reading material should be distributed before the day of the event.
- The sessions should be more interactive and less of presentation.

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

PRESENTATIONS

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

Annexure V News Coverage

Cluster level Intellectual Property Awareness Program (Cluster: Textile)

ANNEXURE V

The event was covered by various media houses. The glimpse of the same are attached as below.



The Cluster level Intellectual Property Awareness Program covered by Daily Jagrut Lok - Neta

Cluster level Intellectual Property Awareness Program (Cluster: Textile)



The Cluster level Intellectual Property Awareness Program covered by Daily Sakal (Top) & daily Pudhari (Bottom)

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

Annexure VI

Glimpse of The Event

Cluster level Intellectual Property Awareness Program (Cluster: Textile)

ANNEXURE VI



Shri P.K.Awade, Ex Minister of Textile, Maharashtra and other dignitaries inaugurating the Cluster level Intellectual Property Awareness Program on Textile Cluster



Mrs. Namrata Kavle, Assistant Controller, Intellectual Property office, India addressing the participants during Cluster level Intellectual Property Awareness Program on Textile Cluster

Cluster level Intellectual Property Awareness Program (Cluster: Textile)



Participants during the Cluster level Intellectual Property Awareness Program on Textile Cluster



Cluster level Intellectual Property Awareness Program (Cluster: Textile)



Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

Annexure VII About Organisers

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

ANNEXURE VII

About CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded over 118 years ago, India's premier business association has over 7100 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 enterprises from around 257 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII Theme for 2013-14 is **Accelerating Economic Growth through Innovation, Transformation, Inclusion and Governance**. Towards this, CII advocacy will accord top priority to stepping up the growth trajectory of the nation, while retaining a strong focus on accountability, transparency and measurement in the corporate and social eco-system, building a knowledge economy, and broad-basing development to help deliver the fruits of progress to all.

With 63 offices, including 10 Centres of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 224 counterpart organizations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

Cluster level Intellectual Property Awareness Program

(Cluster: Textile)

About IPO

The Office of the Controller General of Patents, Designs & Trade Marks (CGPDTM) is located at Mumbai. The Head Office of the Patent office is at Kolkata and its Branch offices are located at Chennai, New Delhi and Mumbai. The Trade Marks registry is at Mumbai and its Branches are located in Kolkata, Chennai, Ahmedabad and New Delhi. The Design Office is located at Kolkata in the Patent Office. The Offices of The Patent Information System (PIS) and National Institute of Intellectual Property Management (NIIPM) are at Nagpur. The Controller General supervises the working of the Patents Act, 1970, as amended, the Designs Act, 2000 and the Trade Marks Act, 1999 and also renders advice to the Government on matters relating to these subjects. In order to protect the Geographical Indications of goods a Geographical Indications Registry has been established in Chennai to administer the Geographical Indications of Goods (Registration and Protection) Act, 1999 under the CGPDTM.

About Ichalkaranji Textile Development Cluster Limited (ITDC)

Ichalkaranji is home to one of the oldest [textile industries in India](#). Home to nearly 5,000 textile factories, it is also one of India's largest centres of [small scale industries](#). The presence of a qualified workforce and the level of technical know-how and easy accessibility to finest weavers of Ichalkaranji for outsourcing and over all good social ambiance were among the factors that influenced Italian textile.

The Ichalkaranji Municipal Council, Ichalkaranji Industrial Estate, DKTE's Textile and Engineering Institute, Laxmi Industrial Estate and Parvati Industrial Estate have jointly come together and formed a Special Purpose Vehicle (SPV) company viz. "Ichalkaranji Textile Development Cluster Limited (ITDC) which has been registered and it will implement the project.

The main objects of the SPV company are:

- To form a Textile Cluster, a local agglomeration of small, medium and large textile and ancillary enterprises, which are engaged in production, marketing range of related and complementary products and services.
- To provide adequate water supply, roads, drainage system, power facilities, common infrastructure facilities.
- To develop markets, raw material bank, common processing center, industrial training center, common facility center, communication center etc.
- To provide facilities for quality improvement, common testing facilities, research and development.
- To provide fire-fighting facilities, common effluent treatment plant and to promote and develop critical infrastructure facilities for textile trade, commerce and industry.