



Cotton Vidarbha
Fibre to Fashion Make in Vidarbha Initiative



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01. ABOUT HEMANT SONARE



DR. HEMANT SHYAM SONARE

President- Collon Vidarbha

Ambitious & highly motivated with 23 years significant experience in the field of Education, Garment, Textile, Media, Promotion & Event industry.

Belonging to the rural India I have always understood the real challenges of rural youth. I am passionate to start movement about fuelling positive change in youth of rural India & I want to empathize on their struggles and connect them for their aspirations & goals.

I have always believed in making India's growth story truly inclusive & that it becomes imperative that the development challenges faced by rural India must get overcome. It is necessary to initiate and strengthen development programmes that empower India's rural youth to overcome the challenges they face at grass root development through multiple initiatives specifically for these young minds of rural India which is need of an hour.

I believe if utilised untapped rural potential by providing them considerable employment opportunity in non agricultural sector by outsourcing progressive projects especially for rural India, rural economy will change and our desire to become No.1 in the world can be achieved.

02. ABOUT COTTON VIDARBHA



Cotton is known as 'WHITE GOLD' due to its multiple uses as each cotton part giving a product to mankind.

COTTON VIDARBHA is a new social initiative started by Dr. Hemant Sonare, Chairman-Textile Association of India to create brand value for 'Vidarbha's Cotton' globally. Vidarbha region in Maharashtra has unfortunately been in news because of farmer's suicide distress.

The majority of suicides' have been reported from this cotton cultivating area. Dr. Sonare working hard to create Cotton Hub in Vidarbha by promoting cultivating Desi Cotton, if farmers will increase productivity & quality and take care of Cotton contamination at farm level Vidarbha can achieve desired quality.

This social endeavor started with a vision to create brand value for 'Vidarbha's Cotton' at domestic & international market. The basic reason behind the idea is to help poor cotton growing farmers of Vidarbha region.

Vidarbha is a land where maximum number of suicides happened in last few years and known to world as 'Land of Suicides'. If this is successfully driven, this concept has the power to provide desired prosperity to farmers of the Vidarbha region by creating a model based on quality cotton produced in this region.

Through this unique initiative Dr. Sonare want to address & save life of the cotton growing farmer's community not only from Vidarbha but from all across India. The aim is to create a brand for quality cotton in Vidarbha and help real producers who are working hard & not getting desired income.

Today, Vidarbha stands at a very positive situation, it has enough cotton, polyester fiber, spinning capacities which it requires now, state-of-art-process houses so that Vidarbha can offer value Added textiles to the world.

03. MISSION

COTTON VIDARBHA aims to work for the development of the textile & clothing sector of Vidarbha and create a Value Added Center of Excellence by creating "Brand Vidarbha" in the global market. Cotton Vidarbha working to create "Cotton Hub" in Vidarbha by promoting cultivation of Desi organic cotton. With Cotton Vidarbha, Dr. Sonare's mission is to promote organic farming and supporting farmers to grow Organic cotton for their social as well as economic development. Other Missions are also:

01

To create a Global Fashion Brand with this natural eco-friendly organic desi cotton.

02

A vision to create brand value for 'Vidarbha's Cotton' at domestic & international market.

03

To help poor cotton growing farmers of Vidarbha region.

04

To address this societal issue.

05

To adopt and develop value-added manufacturing & retail led integrated growth at cotton producing villages with desire for employment generation & economic development.

06

To provide desired prosperity to farmers of the Vidarbha region by creating a model based on quality cotton produced in this region.

07

To address & save life of the cotton growing farmer's community not only from Vidarbha but from all across India.

08

To encourage farmers to work together under the cooperative movement to diversify and guide them to use modern techniques of farming, create cluster and adopt organic farming and other good practices to bring an end to suicides.

09

To improve the quality of life of organic farming communities working with cotton vidarbha.

10

To do Farmers training and awareness all across Vidarbha and motivate farmers to join the Cotton Vidarbha Movement for prosperity.

11

To address farmers on principles of Zero budget agriculture, organic and biodynamic farming, soil fertility management, pest management, women's involvement, women's group formation and exposure visits etc.

12

To ensure quality and enhance maximum productivity of cotton farmers of Vidarbha.

13

To find concrete solutions for the cotton producer farmers of Vidarbha to increase productivity & quality.

04. MILESTONES

Appointed as President of Maharashtra Pradesh Congress-Industry Cell.

Elected as President –Textile Association of India-Vidarbha.

Worked on esteemed position as a 'Ex- National Chairman-' of prestigious Textile Association of India.

Member of Maharashtra Economic Development Council.

Working as 'Vice President' of Madhukarrao Bhakare Pratishthan, which is working as a handwriting improvement movement for the school children's of Vidarbha.

Has been 'Advisor & Professional Consultant' for establishment of Textile & Apparel Parks projects as well as Textile & Garment Manufacturing units all across India.

Professionally conducted more than 600 + corporate events in various sector's all across India.

Nominated as Member of CM's Cotton Advisory Council by Maharashtra State Commission for Agriculture and Prices, Government of Maharashtra.

Working with educational brand "Wanjari Group" as Group Director looking after entire group operations.

Worked as a Convener of the prestigious 4th Indian Youth Science Congress a forum of young scientists involved in the development processes for a sustainable future of the planet.

Working as Advisor for "Kindersports"- New initiative to promote Sports in Schools

Has been 'Advisor & Professional Consultant' for establishment of Textile & Apparel Parks projects as well as Textile & Garment Manufacturing units all across India.

Working as 'Director' of Maharashtra Chess Association- Chess in School initiative to promote chess in schools of Maharashtra state.

As a Conference Chairman successfully organized 12th International & 70th All India Textile Conference at Nagpur based on theme Cotton, Textile & Apparel Value & Supply Chain: Global Opportunities & Challenges!! The conference has received massive response with 1100 delegates & 80 speakers from all across the India & World.

Working as 'Chief Patron' for Maharashtra Disabled Cricket Association.

Worked as Conference Advisor as World Textile Congress II which will be held in Supt.2016.

Working as 'Vice President' of "Swarsadhana" an initiative to promote Vidarbha.

As a Conference Convenor organized AGROVISION conference based on theme 'DEVELOPMENT OF COTTON HUBS & TEXTILE PARKS IN VIDARBHA' at Nagpur on 14th Nov.2016 at Central India's largest Agri Summit AGROVISION.

Working as "Chairman" of Texcellence Clothing Intentional & Texcellence Institute of Design, Nagpur DR.HEMANT SHYAM SONARE.

Worked as Conference Chairman of 15th International & 73rd All India Textile conference at Nagpur.

Working as 'Vice President' of "Swarsadhana" an incentive to promote Vidarbha's talent at different National forum.

Organized prestigious Vidarbha Student Parliament in year 2017/18/19 /20 to develop student leadership in Vidarbha.

05. AWARDS & ACCOLADES

- Has been a recipient of Krushibhushan Award for significant contribution in the Area of Empowerment of cotton growing farmers of Vidhrabha.
- Warud Gaurav Purskar for upliftment & Social Contribution at Warud.
- Reality Kings Award in 2012.
- Shri. J. J. Randeri Service Award of Textile Association (India) in 2016.
- Nagpur Brand Leadership Award in 2017.
- Prestigious Assocon-Social Impact Award in 2018.
- Sai Gaurav Award in 2019.
- Sakal Excellence Award in 2019.
- Vidarbha Ratna Award in 2020.





06. RITU BERI SUPPORTS COTTON VIDARBHA

Ritu Beri is delighted to support the unique initiative to address & save the lives of the cotton growing farmer's community, from Vidarbha as well as all across India.

Ritu Beri believes, "Vidarbha is a land where maximum number of suicides happen and is known to the world as the 'Land of Suicides'.

The aim is to together create an Indian cotton brand of high quality and help the real producers receive the desired benefits, by increasing productivity & quality. Also to take care of cotton contamination at the farm level as well as stop the farmers from committing suicide.

Dr.Hemant Sonare ,Chairman-Textile Association of India, has done a commendable job by starting the social initiative & works hard to create brand value for 'Vidarbha's Cotton' globally.

If this initiative is successfully driven, it has the power to provide prosperity to the farmers of the Vidarbha region."



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