

India Denim Day 2009 Second Edition: To Promote HIV and AIDS awareness

Date: 11-12-2009 09:49 AM CET

Category: [Fashion, Lifestyle, Trends](#)

Press release from: [Denim Club India](#)

For the second consecutive year, Denim Club India is organizing India Denim Day, preceded by a run up campaign from 15th to 30th November, 2009 that would culminate into a mega event on 1st December, 2009 to spread awareness about HIV and AIDS.

Nov 09, 2009 – Do Something and Make A Difference' India Denim Day theme for the year 2009, more details at www.indiadenimday.org

The campaign will primarily comprise of Awareness Sessions for the shop-floor workers and executives and managers in textile, apparel and retail companies. The sessions would aim at educating the workers and the managers on various aspects relating to HIV and AIDS - a two pronged attempt at reducing the stigma related to HIV, and showing the path to the decision makers which enables them to adopt a Work-place Policy for integration of People Living with HIV into the main-stream.

India Denim Day 2009, with its theme 'Do Something and Make A Difference' aims to make every individual realize that each one of us can, and should, come forward and Do Something which would go a long way in making a big difference.

Denim Club India, as a part of India Denim Day 2009 Run-up Campaign is organizing a "Denim Give Away Drive" from 15 November to 30 November 2009. In this drive, un-used but wearable Denim garments would be collected from one and all, and subsequently donated to NGOs which are involved in providing support and care to People Living with, or affected by, HIV and AIDS.

Every individual can make a new beginning by acquiring knowledge and factual information about HIV and AIDS, spreading the knowledge further among friends and family; learning about protecting self and loved ones; supporting and respecting People Living with HIV (PLHIV); donating money, items or time by way of volunteering for an HIV and AIDS related cause.

Expressing his thoughts about why and how Denim Club India thought about taking up this initiative, Mr. Rajesh Dudeja, Founder, Denim Club India said: "The mission is to raise awareness amongst the civil society and to reduce stigma and discrimination towards people living with HIV (PLHIV). Just like a small pebble causes ripples across the surface of entire water body, by getting people involved in small ways, we sure can bring around a sea change."

He further added that "Since the textile and apparel industry employ migrant labour in large numbers, on behalf of the entire textile and apparel fraternity, Denim Club India has made a small beginning by way of initiating an HIV and AIDS Awareness Campaign in the year 2008 and constituting India Denim Day which shall be organized every year on 1 December to coincide with the World AIDS Day - with the objective of contributing the proverbial drop in the ocean."

About Denim Club India

Denim Club India is an ambitious, one-of-its-kind, far-sighted initiative to make available a unified platform to all denim professionals in India - where they can meet, interact with each other, and share thoughts, ideas and achievements.

Denim Club India is a social and professional networking place for professionals involved in denim related activities - be it manufacturing, marketing, sourcing, trading, designing, conversion into made-ups, merchandising, retailing, etc.

The Denim Club India portal also serves as a Business Center for the buyers and sellers of denim fabrics and denim garments, and as a Resource Center having loads of information relating to the denim industry.

Denim Club India offers Design Consultancy to the apparel manufacturers, and has a rich library of denim apparel designs.

Mr. Dudeja, R.
Denim Club India,
I 96, Naraina
New Delhi - 110028
Tel : +91 981 173 0846
Email : info@indiadenimday.org

[You can find this press release here](#)