

## **The Textile Association (India) steps up to strengthen Corporate Response to HIV And AIDS in the textile industry - Special Awareness Session by Denim Club India at Annual Textile Conference at Indore**

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New Delhi – Recognizing the need to address HIV & AIDS related issues at work place, and in order to sensitize the decision makers and senior executives in the industry, the Textile Association (India) has extended support to Denim Club India's ongoing year long HIV and AIDS awareness campaign and will be organising a special awareness session for the participants at the 65th All India Textile Conference being held at Indore from 23rd - 25th January 2010.

The campaign by Denim Club India has a strong focus on the Textile, Apparel and Retail segments, since these segments employ migrant labour in large numbers. Companies can play a vital role in curbing the HIV infection rate by taking early action to prevent HIV and reducing stigma by spreading awareness in a large number of workers which will further propagate to their families and the larger community.

Expressing his thoughts about the proposed session Mr. Ashok Juneja, President, The Textile Association (India) said “The Association should not only be highlighting technological advances but should also address social issues of relevance from time to time. HIV and AIDS present a grave social development concern, for the textile industry and also the entire nation. Undoubtedly, it is the responsibility of the industry to collectively address the issue and make a comprehensive and sustainable effort to minimize the stigma linked to HIV & AIDS, and raise the level of awareness. Somehow, this has not been attempted so far and this is the first such step, which hopefully shall help pave the path for the adoption and implementation of the Work-place AIDS Policy in the Indian textile industry. The Textile Association (India) is pleased to join hands with Denim Club India and will extend every possible support in strengthening the Corporate Response to HIV and AIDS in the textile industry.”

Welcoming the initiative by The Textile Association (India), Mr. R. Dudeja, Founder, Denim Club India said, “The Textile Association (India) has taken an important land-mark step forward in the direction of addressing the HIV and AIDS pandemic by understanding the need for including the HIV awareness session in the All India Textile Conference. This confluence of the largest fraternity of textile professionals and Denim Club India, will mark the beginning of a sea change in tackling the HIV challenge. This initiative will enable us in furthering our goal of creating public private partnerships, in, and supported by, the textile, apparel and retail industry for adoption of HIV and AIDS workplace policy to prevent workplace discrimination and ensuring employment for people living with HIV. ”

The year long HIV and AIDS awareness campaign with the theme "Do Something and Make A Difference" was launched on 1st December 2009 and will continue till 30th November, 2010. During this period, different segments and sections of civil society will be targeted through this campaign. The campaign will reach out to the youth in schools and colleges, the low income group workers and decision makers / senior executives in industrial establishments, and general public by way of arranging for interactive sessions.

### 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.

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