

Report of the Public Awareness Committee of FPTA, 2015-2016

Dear Members,

It gives me immense pleasure to present before you the first report of the Public Awareness Committee of FPTA, formed on 17th August 2015, at Coimbatore.

At the outset, I would like to first thank each and everyone of you for having nominated me as the Convenor of this prestigious committee.

Our Committee has the following members:

Convenor	Ravi Kumar Rathi
Co-Convenor	Sri S R Daga,
Members	Sri R Ravi
	Sri Kapil Chaudhary
	Sri Bhupender K Gandhi
	Sri RajenAythora
	Sri ArunSundariya

I have spoken to all the members of our committee and have taken their concurrence. I would like to thank them for their active participation and interaction. We are in touch regularly and share information on WhatsApp even.

This year, FPTA has given us the task of handling the FPTA stall @ Paperex which was held at Pragathi Maiden, New Delhi from 1st Nov to 4th Nov, 2015. Some of the important points of this event are as follows:

- The stall- a networking lounge, was the 2nd time, FPTA participated in Paperex.
- On the back drop banner, we displayed the names of our 35 Paper Associations from various cities, showing the strength of FPTA, on all India basis.
- We got very good response to our stall. Many stalwarts from the Paper Industry like Mr Sanjay Singh of ITC, came to our stall & appreciated FPTA putting us a networking lounge at Paperex.
- Our President Mr Balasubramanian, was present on all days of the Paperex. He even attended the inauguration of the Paperex on 1st Nov.
- Members of the Press, came to our stall and have taken interview of our President and committee members.
- We had a Meeting with members of Indian Paper Manufacturers Association (IPMA) on 3rd Nov at the same venue and there were deliberations on

various points pertaining to promotion of Paper. Matters related to our trade were even discussed. Members present from FPTA were - Mr C Balasubramanian, President, Mr Hiren Karia, Hon Secretary, Mr Satyapalji Gupta, Mr Ashok Shah, Vice President, Mr Kapil Choudhary, Mr ShamjiKaria, Mr Ashok Gupta, Mr DhirajKaria, Mr Bharat Shah, Mr DevangVora, Mr Raj Kumar Bindal, Mr Vijay Karwa, Mr Priyesh Desai and myself. Mr Natesan joined us later.

- Also, there was a Meeting with Indian Agro and RecycledPaper Manufacturers Association on 4th Nov at the same venue, which was very fruitful. There were discussions on points of common interest.
- IPMA & IARPMA – acknowledged and appreciated the work being done by FPTA for creating Public Awareness and promotion of Paper – as Bio-degradable, environmental friendly, sustainable and recyclable product.
- There was a Major Decision taken, to form a common co-ordinationcommittee, which would have representation from IPMA, IARPMA and FPTA, for promotion of Paper as Bio-degradable product.
- We have circulated/ given a phamplet at our stall, which showed – why it's important to work with Paper Merchants' rather than directly going to Paper Mill / consumer.
- Appreciation and Thanks to my committee member Sri Kapil Chaudhary for his untiring efforts in co-ordinating almost all the works related to this Stall and ensuring that it is a grand success. Appreciations to Delhi PMA, for their support.
- We would also like to thank the Past Presidents of FPTA for their presence and guidance. We also like to thank all the office bearers &members of FPTA, Members of various Paper Traders Associations for having come to the FPTA networking lounge and making it a grand success.
- Photos / pictures of the stall and meetings, have been circulated to members through WhatsApp and also been loaded onto *facebookpage* of FPTA.

From the day, this committee was formed, we have been creating awareness and educating various People, students, Corporates, Financial Institutions like Banks, municipal bodies and other organisations – about Paper being green. There is a misconception about Paper - that Paper is made by cutting trees. We have been doing email correspondence, sending mails with facts on how Paper is environmental friendly, sustainable, recyclable and hence bio-degradable. We have been even informing IPMA members and have requested them to take up such matters at top levels, by utilising their good offices, about these misconceptions. I am happy to inform you all – IPMA has even taken up such matters (after receiving the info from our side), discussed and have responded to such information.

I have emailed and even sent hard copies to all 35 Associations, requesting them all to create awareness and promote the usage of Paper and educate people related to our Paper

Trade --- Consumers, Corporates, Government Organisations, Printers, Jobbers, Banks, Publishers, Traders, Education Institutions, etc- that Paper is Green (environmental friendly). We should even create awareness amongst our family and friend circles about the same.

Our **TEAM(TogetherEverybody Achieves More)** is ready for any assistance required to any member / Association on matters pertaining to creating Awareness about Paper. We once again thank our President Mr C Balasubramanian and all the members of FPTA, for their continuous support and assure of our commitment for FPTA and Paper Trade.

With best regards,

Ravi Kumar Rathi
Convenor – Public Awareness Committee
Federation of Paper Traders' Associations of India.