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[Denim Club India](#)

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Ref: DCI-NL/009S/080808

8 August, 2008

[Demystifying - Denim Club India](#)

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Dear **Mr. Rajesh Dudeja**,

Hello!

It is 08-08-08 today... a very special date which will come only in a thousand years now. We just thought we would send out a special mailer today, to mark this special date. And, we thought we would DEMYSTIFY the Denim Club India today, on this special occasion.

In fact, we have been receiving several emails asking for more information about the set up of Denim Club India, the people behind it, its objective and purpose, how it is being funded and managed, who does all the work, who is the content editor for portal and news-letters, and so on.

As a matter of fact, we have already shared most of this information through our **mailers**, and also through the content on Denim Club India portal. Still, in view of the possibilities that some people would have missed out some of the emails, and not read through the content on Denim Club India portal, we are today providing you with all the answers, to all the questions we have been asked.

What is the thought and idea behind setting up Denim Club India?

Denim Club India was set up just two months ago, to promote a meeting place for professionals involved in denim related activities - be it manufacturing, marketing, sourcing, trading, designing, conversion into made-ups, merchandising, retailing, etc. - where they can meet-up and interact with the other members of the community.

No such **community of Denim professionals** exists in India, and Denim Club India shall fill up this space. One might say that there are several organizations, associations and bodies for textile and apparel industry, so what is the need for another one. Well, Denim Club India is not intended to be another industry association. It is focused on **INDIVIDUALS**, and would bring these individuals together, in an informal way, to make it easier for them to share thoughts, ideas, opportunities, knowledge, experience, insight with the other members of the community.

What are the goals / objectives / purpose of Denim Club India?

DCI is committed to providing a casual atmosphere for denim professionals and enthusiasts to gather and network. We want to **encourage relationship building** between professionals who might not otherwise meet in standard professional circles.

The mission of Denim Club India is to promote over-all growth and development of Denim Professionals, and thereby help the denim industry in India, by means of providing a unified platform for open dialogue, exchange of ideas, and building up an extensive knowledge-base.

Denim Club India would strive to bring to all its members and associates the best of news, information, videos, articles, videos, business trends, jobs, career options and statistics, relating to Denim and Denim made-ups, from all over the world, and especially India.

Who are the people behind Denim Club India?

A team of virtual workers and associates is engaged in searching for and compiling information relating to the various items available in various sections in the DCI portal. They are the invisible faces, striving hard to make Denim Club India a one-of-its-kind source of useful structured information, B2B and B2C market place for denim, and a meeting ground where all denim professionals can explore the best professional opportunities.

The IT part, including the website design, management, subscriptions, support and content management system for Denim Club India is being taken care of by Real Time Consultants. The Human Resource development and management activities, which shall be the back-bone of Denim Club India, are being handled by The Future Zone.

Beyond this, there are many more professionals - designers, technicians, technocrats, business owners, choreographers, merchandisers, and so on - who are involved - directly and indirectly - in various activities proposed and offered by Denim Club India.

The entire team works in a collaborative work environment, guided by Dudeja, R.

Who is the editor of content published by Denim Club India?

Dudeja, R., Promoter and Founder of Denim Club India, is the Editor-in-Chief of the content that is shared through the mailers / newsletters, and is published in various sections on the Denim Club India portal.

He has pursued a hybrid career embracing business management, HR and IT consultancy, and has an exposure of more than two decades, in the corporate world and industry.



He has extensive experience in implementing and setting up web based solutions. He is the core architect of a proprietary web-based paper-less system for collaborative virtual working, known as the Universal Virtual Office.

He is also the promoter and founder of perhaps the largest e-group of Textile / Apparel professionals, spread all across the globe known as **TITOBA On Net** .

All along, he has been very closely associated with the business world, as well as the student community, and has done pioneering work in bridging the gap between the industry/corporate world and the educational institutes.

How is Denim Club India being funded, and by whom?

Denim Club India is primarily funded by Dudeja, R., the Promoter and Founder, and is expected to grow with support from various business houses involved in denim fabric and denim garmenting activities.

Undoubtedly, Denim Club India is an ambitious initiative and nothing like this has ever been done before. We aim to see Denim Club India grow from strength to strength. Denim Club India would strive on the collective vigour, contributions and support from its members and associates who represent or belong to the major industrial and business houses involved in denim fabric production and manufacturing and selling of denim garments.

The response so far from various individuals has been very encouraging, but we still need to cover a lot of ground and reach out to more and more people related to Denim Industry in India and globally.

While individual members are very important, the denim fabric mills, garmenting companies and retailers have a critical role to play in shaping and strengthening this network and subsequently reap the benefits of the extensive resource base.

The Future Plans and The Road Ahead

Denim Club India is now all set to move forward with the various initiatives and plans - to fulfil its objective of making DCI the one and only meeting place for all denim professionals in India, to make it an exhaustive resource center, and to represent the denim community in India, all across the globe.

In the days to come, we shall be writing to you, and sharing with you the various plans and initiatives, so as to accelerate the growth of the First Ever and the Only Denim Community in the country. Keep an eye on the **Programs and Events, Industry Institute Interface, Denim Experts Zone, and the Jobs & Career Section** on Denim Club India. You will sure find it interesting and useful.

There is no doubt in the fact that quality of what comes out is to a large extent dependent on the inputs. We solicit your help in improving the quality of our content and enhancing its depth and precision. Please feel free to send in and share with us any interesting articles, tips, or advice you think other members

may benefit from. You can also send us information and details about your achievements - specific to denim - which we shall publish and share with the entire community.

We also take this opportunity to solicit help, support and patronization from all denim fabric manufacturers, denim garment manufacturers, buying houses, and retailers - in this initiative to bring together all Denim Professionals on to one platform - in the form of advertisements and event sponsorships. Please feel free to get in touch with us at info@denimclubindia.org for further details.

Please note that we have included a convenient **UNSUBSCRIBE** link at the bottom of this mailer, so that in case you do not wish to receive any further emails from Denim Club India, you can let us know.

Keep In Touch, and Keep Smiling, Always!

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