



3rd Knit to Achieve: A productive development competition

National Textile University (NTU), Faisalabad organized a National level product development competition “3rd Knit to Achieve” on 12th February 2019 in collaboration with Pakistan Hosiery Manufacturers & Exporters Association (PHMA), Faisalabad. The objective of the event was to enhance interaction between researchers, professionals and industry workers in the field of Knitting. Chairman PHMA, many CEOs, machinery manufacturers, government personnel, industrialists, textile workers, researchers, and students were also present on this occasion. Mr. Muhammad Ajmal Cheema, Provincial Minister of Punjab for Bait-ul-Mal and Social Welfare was the Chief Guest of the event.

In Pakistan, every second person is directly or indirectly linked to textile and every person across the globe is an end user of the textile product. Students from 13 major universities and other institutions of Pakistan participated in this product development competition. Among winners' cash prizes worth 0.2 million were distributed.

Dr. Hafsa Jamshaid, Chairperson, Knitting Department, NTU said, “We hope that our students, researchers, and scholars will learn a lot from the 3rd knit to achieve event. The outcome of this

event would yield positive results to boost the knitting industry in Pakistan. During the first five months of the current financial year (2018-19) the knitwear exports from the country increased by 10.58pc as compared to the export of the corresponding period last year. Knitwear worth US\$1.214 billion which is about 52,171 thousand dozen were exported during the period from July-November, 2018 as compared to the exports of 43,388 thousand dozen valuing US\$1.098 billion of the same period last year.”

She further said that Faisalabad is known as the “Manchester of Pakistan” and it is the hub of textile production. Exchange of ideas for the development of the country is the Pakistan government priority, we will also keep motivating national and international researchers, technologists and scientists to play their role in uplifting the textile sector.

Prof. Dr. Tanveer Hussain, Rector, National Textile University, Faisalabad said that “Knit to Achieve” is a platform where NTU and other universities students can serve knitting industry

around them by applying their knowledge in technical and fashion categories. The objectives are, to establish a strong linkage by providing a common platform between academia and knitting textile industry. To make students think creatively and innovation technology based-solutions. To encourage them to work on the practical utilization of knowledge. To encourage entrepreneurship culture within textile engineering students which facilitate and support innovation.

Addressing the event, Minister for Social Welfare Mr. Ajmal Cheema appreciated the holding of competitions in knitting and said that the link between the industry and academia was very much imperative to promote the innovative and advanced ideas/techniques for the development and progress of textile and other industries. He said that the present government was following multidimensional policies for the development of the industries and investment. He said employment opportunities could also be generated through these economic activities. ♦

