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## Application Challenges for the Dyes Manufacturers in India

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Mr. A.K. Prasad, B.Sc (Tech), M.Sc (Tech) in Textile Chemistry from UICT. Started his career in production in Century Mills in Textile Production, developed new process of Aniline Black Dyeing for which received 2 patents (1983 to 1986); Joined BTRA worked in Technical Services, was employed in Process audits/Process rationalisation/ optimisation, Cost reduction surveys handling problem solving and Development Projects for all major mills. ; Joined Sandoz in 1990 with the textile chemicals business and grew from Technical Executive to the Product Manager to Business Development Manager and to Head of Textile Business in 1997. Today Clariant is a market leader in the industry. He is now heading the Division, Textile, Leather and Paper in new merged company, Clariant Chemicals (India) Ltd, market leader in Textiles and Leather. He published more than 100 articles and presented more than 100 papers in major seminars and conferences.



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### ABSTRACT

Sustainability and environmental issues are becoming more and more important for consumers, retailers, dyers, finishers and producers of textiles along the whole value chain. The compliance of dyes and chemicals with all kinds of various textile standards (like GOTS, Oeko-tex, bluesign) is already a must. And saving resources like water, wastewater, energy, time or efficiency in general links ecology and economy. Various processes and applications are described, how by using intelligent chemistry we can bring these 4 E's; environment, efficiency, ecology and economy together. Even the textile consumer profits from intelligent effect chemistry in home laundering, saving natural resources through less frequent washing or lower washing temperatures. The right dye selection will give you different color effects such as wash-out or brilliance. With the help of all these tools, the problems faced by the industry in the application area of the dyes can be solved in an efficient way.