

# Natural rubber industry urged to address sustainability concerns

## Two-day India Rubber Meet opens in Kochi

### OUR BUREAU

Kochi, July 22

The demand for natural rubber will increase exponentially in the coming decades. A sustainable and environment-friendly planning is essential to bridge the ever-widening gap between the production and consumption of NR in the country, said Satish Sharma, Chairman, Automotive Tyre Manufacturers' Association (ATMA)

He was inaugurating the sixth edition of the 'India Rubber Meet 2022' through online mode in the meeting held at Kochi. "Rapid transformation is happening in the tyre industry. The circular economy is gaining strategic advantages in the country and is going to take shape in an organised manner.



Sawar Dhanania, Chairman, Rubber Board, lighting the lamp during the inaugural ceremony of India Rubber Meet 2022

The industry has come forward to support primary producers in meeting the challenges in the sustainability concerns. The 'NE-MITHRA' project of Rubber Board for rubber planting in collaboration with ATMA is a unique and responsible attempt of tyre industry to support the rubber farmers", he said. "The Rubber Board is celebrating its 75<sup>th</sup> year of foundation

and at the same time we are also celebrating 'Azadi Ka Amrut Mahotsav' to make the country self-reliant. The attempts of the Board for a sustainable and self-reliant rubber sector is commendable", said Sawar Dhanania, Chairman, Rubber Board & President, All India Rubber Industries Association.

### Showing resilience

"The rubber sector was affected by the ravages caused by the Covid pandemic. But the sector showed tremendous resilience by bouncing back to normal levels within a short span of time. We realised the importance of digital connectivity, which helped to mitigate the difficulties caused by the absence of physical movement of people and goods to some extent", said K.N. Raghavan IRS (Executive Director, Rubber Board), Chairman of the Organising Committee.