

International Conference Schedule NIFT - Gandhinagar

Day - 1: 23.02.2023

9.00 AM to 10.00 AM Registration
10.00 AM to 11.15AM Inauguration
11.15 AM to 11.30AM Networking Break

11.30 AM to 01.00 PM	Track 1 - Sankalp - Sambadh (Connect)
Child Psychology : Food Advertising & Marketing	Dhanali Sandesara, Mitali Sagar Swati, Drishti Sheth
Thrift Marketplace: A Business to sustain Social Cause	Akshima Khandelwal, Prachi Goenka
Jackets from Surplus Fabric- A case of organically grown garmenting cluster	Rajesh Gupta, Vandita seth, manjar Mundanad, Piyush Sinha
Conspicuous Consumption: A Literature Review on Perceiving Premium Wearable Products as Symbols of Status in Societies	Ritik Mangtani, Avichal Salhan, Ettishri B Rajput

11.30 AM to 01.00 PM	Track 1 - Sanyojan - Chetna (Consiousness)
Challenges faced during Developing Atmanirbhar Divyang Manpower for Paithani Saree Fashions.	Satish V Bhalero, Balkrishna N. Kapse
Baha sari leading the way: Understanding how a TV trend established handloom supremacy in Kolkata sari market	Gargi Ghosh, Dr. Ritwij Bhowmik
Operational Resilience Maturity in the Indian Garment Manufacturing Industry	Shweta Singh, Dr. Archana Gandhi
National Mission for Mentoring (NEP,2020): A Pulse Check of Design Educators on Mentoring the Mentors	Mudra Gandhi, Amit Kumar Sinha, Dr. Anant Chakradeo, Prof. Sandeep Anjara

11.30 AM to 01.00 PM	Track 1 - Agragami - Bhavi (Future)
Simulation modelling of apparel industry: A study on bottleneck identification	Pallabi Sarkar, Vimal Singh, Kaja Bantha Navas
Mass customisation for providing personalised design solution to intimate wear brands selling mastectomy brassiere	Akshaya.S and Dr.Divya Satyan
"Re-imagining the future of Fashion" - 3D technology with Computer integrated manufacturing system for mass customization of apparel products	Nandini Kapu, Prof. Dr. K Ram Mohan
Approaches of Futuristic Fashion with Contemporary Materials and Technology	Tarun Grover

01.00 PM to 2.00 PM Lunch Break

2.00 PM to 4.00 PM	Track 2 - Sankalp - Prakarya (Process)
Comparative Study of Corn Husk Fibre Extraction Using Water Retting and Chemical Extraction Techniques	Savan P. Chokshi, Mitesh H. Patel, Sanjay B. Bambhaniya, Aadhar A. Mandot
Applications of Biotechnological Methods in Textile Printing and Other Areas Using Nanoenzymes	Kunal Singha
A study on the production of eco-friendly home textile products using natural dyes	V.A. Rinsey Antony
Application of Natural Mordants in Silk and Wool Fabrics Dyed with Weed Plants	Babita Bhandari and Anita Rani
Antimicrobial analysis of Andrographis Paniculata on cotton fabric	Parul A Prajapati, Bharat H Patel

2.00 PM to 4.00 PM Track 1 - Sanyojan - Sanchalan (E-commerce and Social Media)	
Influence of Social Media Marketing on Purchase Intention of Luxury Consumers	Shraddha Virmani, Prerna Gautam
Impact of Instagram Fashion Advertisements on Fashion conscious students of NIFT Bhopal in 2021-22	Kumari Nayan Tara Singh & Baisakhi Dalapati
Other Side of eCommerce transactions A review of the availability of counterfeit goods on marketplace platforms	Shantanu Raman
Study Of Customer Satisfaction Level Towards After-Sale Services Of Amazon	Katyayani Srivastava, Jyoti Kumari, Sucheta Goplani, Bhaskar Banerjee
Study of Dynamic Young Indian market- Influence of western brands in purchase behavior	Y.Navina, R.K.Naveena

4.00 PM to 4.15 PM Networking Break

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Day - 2: 24.02.2023

9.30 AM to 11.15 AM	Track 1 - Sankalp - Sandharna (Sustanibility)
A Sustainable Design Practice in Fully Fashioned Knitwear	Nithyaprakash
Sustainable Fashion Using Zero Waste Technique	krishma and Dr. Deepti Pargai
Sustainability In Fashion: Design And Development Of Knitted Fashion Apparel Using Recycled Yarn	Jayavarshini V, Malini R, Swetha R, Priyadarshini R
Domestic Crafts as a Marker for Sustainability and Decolonization of the Visual Language of Fashion	Shovit Dasgupta
Fabric repair and mending as an approach towards sustainability	Dolly Kumar, Prof. Usha Narasimhan

9.30 AM to 11.15 AM	Track 1 - Sanyojan - Sankendra (Focused)
Keeping Up With The Trends: Impact Of Social Influences On Gen Z's Fashion Consumption	Kavisha Adani, Aditya Mehta
User Centric Design Through Adaptive Clothing	Sharina Mahajan and Dr. Deepti Pargai
Identifying branding essentials for consumer perception, imagery and motivation: A study of menswear brands in India	Dr. Harleen Sahni, Nupur Chopra, Shivanshi Burman
Impact of Social Media Influencers on the consumer buying behaviour for Personal Care Brands	Antara Trivedi, Ananya Borah, Samiksha Kaul, Zoya Haneef
Enhancing landing page effectiveness in social commerce for Beauty and Personal Care category	Dr. Harleen Sahni, Snehal Rathi, Dr. Priti Gadhavi

11.15AM to 11.30AM Networking Break

11.30AM to 1.00 PM	Track 2 - Sankalp - Sanklan (Synthesys)
Synthesis and Evaluation of AA, ACN Based SAP and its application for Hygiene Textile	Chintan Madhu and Bharat H Patel
Development of a Vacuum-Based Attachment for Drilling Machine to Remove the Wood Waste during Block Making; a Case Study of Pethapur, Gujarat	Jai Kishan Sambharia, Nupur Chopra, Chinmayee Pramoda, Dipjyita Sarkar, Yamunadevi Gadde
Advancement of Technical Textiles And Their Applications in Various Sectors	Dr. Pragya Pathak
A Comprehensive Review of Natural Dyes' Antimicrobial Activity	Jyoti Rani, Sukhvir Singh
Understanding Price Discrimination Based on Garment Sizes	Aashlesha Shankar, Dr. Vikas Kumar

11.30AM to 1.00 PM	Track 2 - Sanyojan - Udgam (Emergence)
Harit Zaveri Jewellers: Brand Image Strengthening through Creative Visual Content on Social Media.	Dr. Jagriti Mishra, Mr. Abhishek Sharma
SMART RETAILING: Bouncing Back of the Brick and Mortar stores	Chhavi Yadav
Post-Purchase Dissonance Of Customer'S Impulse Buying Leading To Return Intention In The E-Commerce Fashion Industry	J Kavya, Riddhi Vij, Smriti Nagarajan, Bhaskar Banerjee
Emergence of Social Commerce: An Upcoming Trend in Retail Business for Budding Micro Entrepreneurs	Jyoti Prakash Behera and Manideepa Paul
Motivation for "Luxury Fashion Apparel Rental" among GenZ: A Bayesian approach	Vidhu Sekhar P (First Author) & Bhaskar Banerjee (Corresponding Author)

01.00 PM to 2.00 PM Lunch Break

2.00PM to 3.45 PM	Track 3 - Sankalp - Sahyog (Collaboration)
Perceived value of a Sari for mother, daughter and grandmother	Sumita Agarwal, Shubhangi Yadav
Closing the gap of Socio-economic well-being of handicraft women artisans of Ahmedabad	Mahima Nand, Rajdeep Singh Khanuja
Sawantwadi: Wooden Delights	Suruchi Banerjee Dhasmana, Susmita Das
REDISCOVERING INDIAN NATIVE DRINKS A study on Indian Heritage Liqueur- Mahua Spirit	Mansi Ahuja
Collaboration Between Crafts Of Rural Bengal And Modern Art Practice: Sustenance Of Traditional Culture In Urban Kolkata	Geeti Karmakar

2.00PM to 3.45 PM	Track - 3 Agragami - Utprek (Catalyst)
De-Design As A Model For Design Ideas For The Future	Asmitha Roopa R and Asit Bhatt
Impact of technological advancement on fashion in Society 5.0	Preyashi Kumari, Dr. Amit Kumar Anjanee
Study on brands enhancing consumer experience with AR technology under Web 3.0	Divyansh Arora, Karnika Pawar, Rishika Bose, Chinmayee Chandorkar
Social Media As A Catalyst In Making Inclusive Fashion Industry	Saniya Bagga, Aditya Mehta
Craft Tourism And Fashion Education In India	Dr. Banhi Jha, Dr. Purva Khurana

3.45 PM to 4.00 PM Networking Break

4.00 PM to 5.00 PM Valedictory Ceremony and Certificate Distribution