

**"International Conference on "Intertwining Sustainability with Mission LIFE: Fashion, Entrepreneurship and Cultural Integration in Harmony"  
organised by National Institute of Fashion Technology, Gandhinagar, Gujarat, India  
Session Plan: 14th-15th March 2024 : Registration starts 9 AM : Inauguration- 10 AM**

"International Conference on "Intertwining Sustainability with Mission LIFE: Fashion, Entrepreneurship and Cultural Integration in Harmony" organised by National Institute of Fashion Technology, Gandhinagar, Gujarat, India Session Plan: 14th-15th March 2024 : Registration starts 9 AM : Inauguration- 10 AM															
Day 1 Session 1		4 Parallel tracks		02.00 to 3.30 PM											
Track 1				Track 2				Track 3				Track 4			
Sr. No.	Day 1, Session 1 (Change in Demand)	02.00 to 3.30 PM		Sr. No.	Day 1, Session 1 (Change in Demand)	02.00 to 3.30 PM		Sr. No.	Day 1, Session 1 (Change in Supply)	02.00 to 3.30 PM		Sr. No.	Day 1, Session 1 (Change in Policy)	02.00 to 3.30 PM	
1	Strategic Targeting in the Handcrafted Textile Market : Unveiling Consumer Preferences through Comprehensive Marketing Analysis	Anahat Kaur Wadhwa, Ananya Borah, Mehak Singhi, Tanya Uniyal		1	Textile Upcycling and Emotional Connection	Gayatri Dahiwalakar, Shivani Atre		1	Preserving Heritage: Traditional Fabric Board Games of Kachchh	Kakoli Biswas, Dr. Vibha Kalaiya		1	Creating an Ecosystem of Consumer Confidence through Authentication of Geographical Indication based textile crafts of Sangner and Bagru	Gauri Kathju Purohit, Prof. Radha Kashyap	
2	Sustainable Sizing: Understanding Garment Waste and Adaptable Sizing Solutions	Kali Rawat		2	Strategic Interventions for Art Sustainability in Modern Economy: Stabilizes the Socio-Economic Equilibriums	Dr. Madhu Sharan, Ms. Prachi Mohan		2	THE EMPYREAN BIRD OF THE INDIAN CRAFT	DR. Sasmita Panda, Ms. Surbhi Vaishnav, Ms. Gali Nishitha		2	Empowering Leadership: A Comprehensive Analysis of Women-Led Businesses in relation to policy changes	Shaarmi Ram R , Dr. Geetha Ranjini	
3	Innovative Upcycling Approach: Transforming Discarded Children's Clothing into Pet (Dog's) Clothing with Commercial Value	Vaishnavi Shantikari, Dr. M.M Hundekar		3	Empowering Tomorrow's Leaders: Women Entrepreneurship in Student Life - Navigating Challenges, Inspiring Innovation, and Embracing Sustainability	Dr. Shivani A. Trivedi, Dr. Richa Mehta, Dr. Jinal Joshi, Shri. Chandramauli Pathak		3	Thangka Applique: A Study of Tradition and Scope for Reinvention	Anahita Suri, Dr. Malini Divakala		3	Creation of Specialized Surface Design Application Software Tailored for Designing Pattern Layouts	Dr. Reena Bhatia, Miss. Binal Mistry	
4	Screen Chic: Investigating the Synergy between Fashion Entrepreneurship and Movie Brand Placement	Dr. Prince Thomas, Dr. Pranav Desai		4	'Yathirai' - An ergonomically constructed game to promote Indian Culture	Asmitha Roopa R, Saubhagya Gupta, Ms. Ettishri Rajput		4	To Explore The Potential of Repurposing Fruit Waste And Crafting Sustainable Products	Garima Raj, Dr.Garima Bhalla		4	Data-Driven Brand Management: Leveraging AI for Sustainable Marketing in the Fashion Industry	Dr. Sanskruti Patel, Dr. Pranav Desai	
5	Threads of Sustainability: A omprehensive Study of Pashmina	Maanushi Shah, Shivani Atre		5	A Study on Consumer Acceptance of Thrifted Clothing in the Post Pandemic Era	Kashmik Nair, Kashish Nair		5	"Revitalising Mashru Weaving: Empowering Artisans through Product Innovation and Market Integration"	Antara Trivedi, Srushti Vaidya, Neha Shaw, Arup Lekh		5	Temple Sustenance and Sustainability	Anmol Sharma, Mauslshree Sinha	
Day 1 Session 2		4 Parallel tracks		03.45 to 5.15 PM											
Track 1				Track 2				Track 3				Track 4			
Sr. No.	Day 1, Session 2 (Change in Demand)	03.45 to 5.15 PM		Sr. No.	Day 1, Session 2 (Change in Demand)	03.45 to 5.15 PM		Sr. No.	Day 1, Session 2 (Change in Supply)	03.45 to 5.15 PM		Sr. No.	Day 1, Session 2 (Change in Policy)	03.45 to 5.15 PM	
1	Social Innovation Challenges in Urban Gemstone Clusters of Jaipur	Shweta Rai, Arunita Paul		1	Mashru Artisans: Adapt or Become History	Arup Lekh, Neha Shaw, Dr. Raj Kumar		1	A Study exploring the possibilities of sustainable collaboration of traditional Indian crafts through design innovation.	Ms. Snehal Chandrakant Ninale		1	Making Sustainability an Export Promotion Strategy	Shankar Narayanan	
2	Sustainable Shopping from A-Z; Transforming Online Fashion Retail for a Greener Future	Vidhu Sekhar P, Dr. Bhaskar Banerjee, Amarthya Shekhar KN		2	THE LOYALTY AND PURCHASING BEHAVIORS OF CONSUMERS CAN BE INFLUENCED BY FACTORS SUCH AS BRAND IMAGE, BRAND TRUST, AND ADVERTISING. THESE ELEMENTS PLAY A SIGNIFICANT ROLE IN SHAPING CONSUMER PREFERENCES AND DECISIONS.	Dr. Sudhakar Baburao Jadhav		2	One Bath Bio Pretreatment of Cotton Substrate: A Clean Technological Tool for Sustainable Production	Rushikesh D Joshi, Dr. Bipin J Agrawal		2	TFAL's Sourcing Dilemma in Post-Galwan Scenario	Ms. Ettishri Rajput, Dr. Jagriti Mishra	
3	Unraveling the Threads of Tradition: A Case Study on the Enchanting Craft of Pattu Weaving in Rajasthan	Aayush Jain, Shivani Atre		3	Bollywoods Role in Showcasing Indian Handlooms and Handicrafts: A Soft Power Perspective	Susmita Das, Sayandeep Debnath, Priya Mahanta		3	CRAFTING SUSTAINABLE FUTURE FOR KAVAD CRAFT OF RAJASTHAN THROUGH ITS PRODUCT DEVELOPMENT	Ms.Vaidehi Limbachiya , Dr.Hemlata Raval , Ms. Isha Bhardwaj		3	Standardization of Various Dyeing On Different Fabrics Using Solar Energy	Dr. Shalini Juneja , Bhawna Dubey	
4	Unlocking Sustainability: Repurposing Pre-Consumer Denim Waste into Apparel through Upcycling Practices	Versha Verma		4	Application of Project Management Techniques in the Apparel Industry A Case Study	Gangadhar Malik, Manoj Tiwari		4	A study on Buttons waste management during apparel production in garment Industry.	Tushaar Tanay, S.S. Ray, Amit Gupta		4	An Oscillating Pattern of In-migration in Kerala A Case Study in Pre and Post-pandemic : A Comparative Analysis	PUNYA S RAJ	
5	The consumption and disposal habits of clothing among urban Indian men in Kannur, India	Nilanjana Bairagi, N Chandramouli		5	Life Cycle Inventory for the Indian Textile Sector	Madhuri Nigam		5	Shaping Creative Economies: The Impact of Design Interventions on Artisans in Maharashtra's Bamboo Craft Clusters	Anushka Parulkar, Prof Dr. Nachiket Thakur, Mudra Gandhi		5	ECOLABELS IN THE GARMENT INDUSTRY: NAVIGATING SUSTAINABLE PREFERENCE	Jyoti Prakash Behera & Abrishan Khan	
Day 2 Session 1		4 Parallel tracks		9:30 to 11:00 am											
Track 1				Track 2				Track 3				Track 4			
Sr. No.	Day 2, Session 1 (Change in Demand)	9:30 to 11:00 am		Sr. No.	Day 2, Session 1 (Change in Demand)	9:30 to 11:00 am		Sr. No.	Day 2, Session 1 (Change in Supply)	9:30 to 11:00 am		Sr. No.	Day 2, Session 1 (Change in Supply)	9:30 to 11:00 am	
1	Revitalizing Fashion: A Call for Regenerative Sustainable Practices in Industry and Education	Amit Chotrani, Dr. Reena Aggarwal		1	Sustainable Fashion and Thrift Shopping: A Study of Indian Consumer's Attitudes and Motivations	Ruchika Dawar, Disha Gupta, Mehak Makol		1	System mapping of shoddy yarn production its relevance and alternatives: A study of Panipat	Mridul Munjal, Kriti Srivastava		1	Sustainability of Bone Carving Craft of Lucknow, Uttar Pradesh for Livelihood Generation and Community Identity Preservation	Ms. Avighna Kaul, Ms. H. Basit, Ms. Ujwala Kaniyadi, Ms. Meeta Siddhu	
2	Futuristic Fashion: Moving Towards a Tech Vogue Era	Dr. Hema Dubey		2	Unravelling Consumption: Sustainable Fashion Practices and Identity of Middle-class GenZ in India	Adyasha Mishra, Anisha Mazumder		2	Opportunities and challenges of circular supply chain of traditional cotton textiles of Telangana.	Uday Choudhary, Priyadarshini Veerabathulai		2	PARAMPARA: Modern Adaptation of Sustainable Textile Toy Practices In India	Pragya Khajanchi, Mudra Gandhi, Esha Sulakhe	
3	Exploring the Dynamic Intersection: Metaverse and Cultural Integration in Sustainable Fashion Entrepreneurship	Mayank Jain, Prof. Dr. M. K. Gandhi		3	Eco-Friendly Approaches for Developing Fashion's More Sustainable and Traditional Outlook	Minaxi Parmar, R. Y. Hiranmai and Ajay Neeraj		3	Ergonomic Risk Hazard Assessment among Denim Washing Workers in the Ahmedabad Region	Pragati Jaiswal, Shreya Gupta, Asst. Prof. Ettishri Rajput		3	Upchargin for upcycling- Effect of internal reference prices on deconstructed- reconstructed unsold fashion merchandise	Nithya Venkataraman	

4	Enchanted Textiles from the Land of Gems, Phanek and Inaphi of Manipur, India	Dr. Sasmita Panda, Ms. Debashmita Halder, Mr. Deep Ngangom		4	Unveiling Conscious Clothing Consumption: A Study of Gen Z Consumer Inclinations across Clothing Use Phases	Dr. Harleen Sahni, Nupur Chopra, Deepani Patel, Kankana Chatterjee		4	ANALYSIS OF 3D VS 4D PRINTING TECHNOLOGY IN THE CONTEXT OF FASHION DESIGN	Almas, Abdus Samad		4	Sustaining textile craft by designing apparel through upcycling	Rimi Das, Dr. Meenakshi Gupta
5	Conscious Consumerism: A Study on Consumer Behaviour on Sustainable Packaging	Uday Choudhary , Srivani Thadepalli		5	A Comprehensive Study on the Indian Consumer's Changing Habit from Sustainable to Fast Fashion and its Impact on Circular Economy	Shubhangi Bhadola		5	Sustainable Threads: Crafting a Greener Future with Namda & Traditional Felted Artistry in Rajasthan	Dr Janmay Singh Hada , Dr Chet Ram Meena		5	Smart Trends for Sustainable Luxury Retail	Ms. Suruchi Banerjee Dhasmana
<b>Day 2 Session 2</b>		<b>3 Parallel tracks</b>		<b>11.15 to 12.45 PM</b>										
<b>Track 1</b>			<b>Track 2</b>			<b>Track 3</b>			<b>Track 4</b>					
<b>Sr. No.</b>	<b>Day 2, Session 2 (Change in Demand)</b>	<b>11.15 to 12.45 PM</b>	<b>Sr. No.</b>	<b>Day 2, Session 2 (Change in Demand)</b>	<b>11.15 to 12.45 PM</b>	<b>Sr. No.</b>	<b>Day 2, Session 2 (Change in Supply)</b>	<b>11.15 to 12.45 PM</b>	<b>Sr. No.</b>	<b>Day 2, Session 2 (Change in Supply)</b>	<b>11.15 to 12.45 PM</b>			
1	MUD MIRROR PAINTING OF KACHCHH GUJARAT: IT'S REVITALISATION THROUGH TEXTILE DESIGN DEVELOPMENT	Ms. Sonu Chauhan, Dr. Amita Pandya	1	Reviving Tradition, Redefining Fashion: Vedic Sustainability Principles for Slow Fashion Brands	Hrshika Sharma, Mudra Gandhi, Harshit Desai	1	Enhancing Sustainable Supply Chain with Mission LIFE: Aditya Birla Fashion and Retail Ltd. (ABFRL) Case Study	Aditsingh Gour, Mudra Gandhi, Harshit Desai	1	Exploring Cosmetic Brand Dynamics: A Study on Advertising Strategies, and Purchasing Influences of lipstick category	Dr. Harleen Sahni, Disha Gupta, Mehak Makol			
2	User Generated Content on Instagram and its impact on consumer buying behaviour	Dr. Bhaskar Banerjee, Ms. Gargi Singh, Ms. Chhavi Khandelwal	2	"Kudumbasree-led Women Entrepreneurial Innovations in Kerala: Selected Cases"	MANJIMA ER	2	Mycelium Leather: A Sustainable Future for India's Leather Industry	Jaykumar Y Patel, Prof. Jitendra Sharma	2	Exploring GenZ Buying Behavior towards Luxury Sustainable Fashion along with Proposing Effective Marketing Strategies	Akanksha Dayma, Eva Ruddra			
3	Derivation of Factors Responsible for Uniqueness (U), Brand Identity (I), Brand Awareness (A) of Handicraft Brand	Perna Narayan, Dr. Deepak Joshi	3	Does Sustainability Sell? Social Media Marketing Strategies for Indie Fashion Brands	Sarangi Bhandarkar, Mudra Gandhi, Esha Sulakhe	3	Life Cycle Inventory of Bangladeshi Textile Industry	Mohammad Noor Hossain Tansima Dilshad, Kishwar Jahan Chowdhury, Mohammad Sujauddin, Madhuri Nigam, Mireille Faist, Sanjeevan Bajaj, Moohammad Mosharraf Hossain	3	Finding traceability through the supply chain	Jia Salvi, Shivani Atre			
4	Men in White A constructive research on the evolving costume preferences of pastoralist and agrarian communities in Western Saurashtra	Ravi Joshi	4	Unfamiliar Origins: The Dichotomy of Identity and Information in Preserving Craft Values for the Future Case Study - Kenjakura, West Bengal	Anwasha Mukherjee	4	Sustainable Development Models For A Resilient Future: A Critical Analysis Of The Stringed Musical Instruments Cluster, Miraj	Dr. Saurabh Kumar, Dr. Gayatri Menon	4	Advancements in customer experience - premises and implications for sustainable Indian fashion brands	Dr. Harleen Sahni, Nupur Chopra			
5	Intertwining sustainability and packaging design: A Review	Taruna Singh, Ranganath M. Singari, Sumer Singh	5	Designing Upcycled Safety Gloves to Optimise Work Performance in Manual Brick Manufacturing.	Divyansh Tripathi, K.V. Rakhin	5	Luxury Timepieces in India: A Comprehensive Analysis of Current Landscape and Future Trends	Kratika Goyal, Mudra Gandhi, Sohni Kumar	5	Effective marketing strategies for shaping positive purchase intention towards gender-neutral clothing	Dr. Jagriti Mishra, Ruchika Manavadariya, Parul Pal			
<b>Day 2 Session 3</b>		<b>2 Parallel tracks</b>		<b>01.45 to 4:00 PM</b>										
<b>Track 1</b>			<b>Track 2</b>			<b>Track 3</b>			<b>Track 4</b>					
<b>Sr. No.</b>	<b>Day 2, Session 3 (Change in Demand)</b>	<b>01.45 to 4.00 PM</b>	<b>Sr. No.</b>	<b>Day 2, Session 3 (Change in Demand)</b>	<b>01.45 to 4.00 PM</b>	<b>Sr. No.</b>	<b>Day 2, Session 3 (Change in Supply)</b>	<b>01.45 to 4.00 PM</b>	<b>Sr. No.</b>	<b>Day 2, Session 3 (Change in Supply)</b>	<b>01.45 to 4.00 PM</b>			
1	Impact of Social Media Trends on Purchase Decisions Of Generation Z Shoppers	Kritika Singh	1	Transformative Threads: A Case Study on Goonj's Social Entrepreneurship in Sustainable Fashion	Sulagna Saha, Nand Kishore Baraik	1	AI-powered Retail Revolution: Exploring Readiness and Consumer Response	Dr. Jagriti Mishra, Ms. Nisha Punglia, Ms. Anjali	1	Design and Development of Personalised Nose Mask with Replaceable Filter Media: A Sustainable Design Approach to Tackle Negative Impact of Air Pollution on Human Health	Montu Basak, Sumantra Bakshi, Sandip Mukherjee			
2	Shifting Paradigms: A Case Study of Men's Fashion Jewelry Consumption Patterns in the Indian Subcontinent	Dr. Jagriti Mishra, Ms. Gargi Singh, Ms. Yakshika Garg	2	Defining Sustainable Brands Through Garment Silhouettes and Pattern Making principles: A new identification mark for brands	Zeal Mehta	2	Omni channel Strategies for Craft Products	Rajesh Gupta, Manjari Mundanand, Piyush Sinha	2	Sustaining Cultural Identity: Traditional Costumes of Rabha Tribe from Assam and The Path to Sustainability.	Amardeep Rabha			
3	Representation of the artwork of Satyajit Ray – through thread and dye	Sankar Roy Maulik, Ragini Mukherjee	3	A CIRCULAR ECONOMY APPROACH TO REVIVE OLD SAREE BY DECONSTRUCT AND RECONSTRUCT VIA YARN CRAFT TECHNIQUE AND COMMUNITY EMPOWERMENT	Anjali Chavan	3	A study on NFTs' opportunities and challenges: Global vs Indian perspective	Niharika Srivastava, Mansi, Dr. Raj Kumar	3	Influence of Customer Values on Brand Addiction – A Study of Mediating Role of Religious Commitment	Dr. Jayesh Aagja, Dr. Sanjay Jain			
4	Chanderi Craft: Weaving the Threads of Tradition, Commerce, and Sustainability	Priyanka Saxena, Dr. Shubhangi yadav	4	Thrift Stores - an Upcoming Method of Introducing Sustainability in Commercial Fashion	Satakshi Tiwari, Professor Nilesch Bhalerao	4	Shape-shifting textiles: Exploring the potential of 4D printing for sustainable and versatile fashion.	Deepak Maurya, Srijita, Dr. Raj Kumar	4	Painted textiles - design and product de	Silpinwita Das and Sankar Roy Maulik			
5	Beyond Pink and Blue: Understanding the Effect of Gender Inclusivity on Brand Perception	Deeksha Tanwar, Nandita Kohli	5	Fashion Sustainability Redefined: Navigating the Terrain of Upcycling and Downcycling Garments	Ms.Palak Patel, Dr Shruti Tiwari	5	Disruptive Technology as an enabler for employee involvement in the TQM implementation: A Conceptual Framework	Kumar Yash Jee, Sweta Singh, Ettishri B. Rajput						
						6	Metaverse – A new era of possibilities for the fashion industry and beyond.	Tanvi Sachdev, Dr. Raj Kumar						