



**National Institute of Fashion Technology,
Gandhinagar, Gujarat, India**

announces

INTERNATIONAL CONFERENCE ON:

INTERTWINING SUSTAINABILITY WITH MISSION LIFE: FASHION, ENTREPRENEURSHIP, AND CULTURAL INTEGRATION IN HARMONY

Date: 14th and 15th March, 2024

Location: Gandhinagar, Gujarat

Date of Abstract Submission: 30th November, 2023

Venue: NIFT Gandhinagar Campus



Scan for more information

Background and Rationale:

The world stands at a critical juncture, faced with the imperative choice between embracing sustainability or perpetuating the current trajectory of environmental degradation. Recognizing the urgency of this moment, India, under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi, unveiled Mission LiFE at the 26th UN Climate Change Conference in Glasgow. Mission LiFE embodies India's commitment to lead by example, drawing inspiration from its rich traditions where sustainable practices were ingrained in everyday life.

Rooted in the ethos of Mission LiFE, this conference aims to magnify the role of entrepreneurship, particularly in the realm of fashion and business studies, as a potent force in shaping a sustainable future. By uniting researchers, academicians, professionals, and students, the conference seeks to illuminate the intersections of entrepreneurship, sustainability, and cultural integration. This collective exploration will not only celebrate the integration of ancient wisdom into contemporary sustainable strategies but also underline the significance of collective action in propelling global transformation.

Conference Objectives:

The conference aspires to achieve the following objectives:

- **Ancient Wisdom Reimagined:** Delve into how ancient ecological wisdom can be seamlessly woven into modern entrepreneurial ventures, creating a robust framework for sustainable practices.
- **Catalyzing Collective Action:** Examine the role of entrepreneurship in galvanizing collective action at various levels - local, national, and global - to foster a shared commitment towards environmental preservation.
- **Innovative Ventures for Sustainability:** Showcase pioneering entrepreneurial initiatives, technologies, and solutions aligned with Mission LiFE's aspirations, encompassing energy efficiency, waste reduction, and innovative alternatives to plastic.
- **Harmonizing Cultural Diversity:** Explore the harmonious fusion of Mission LiFE principles with diverse cultures, demonstrating respect for local traditions and values while advancing sustainability.
- **Educational Empowerment:** Discuss strategies for effectively disseminating Mission LiFE tenets through educational institutions, community engagement, and digital platforms, nurturing a new generation of environmentally conscious entrepreneurs.



Expected Outcomes:

This conference endeavors to achieve holistic outcomes:

- **Enlightened Perspectives:** Participants will gain profound insights into the symbiotic relationship between entrepreneurship, sustainability, and cultural integration, sparking innovative ideas and transformative thinking.
- **Actionable Collaborations:** Collaboration among diverse stakeholders can yield tangible results, including the formulation of educational curricula, policy recommendations, and cross-cultural partnerships.
- **Entrepreneurial Synergy:** By harnessing the power of entrepreneurship, the conference aims to propel the global adoption of sustainable practices, contributing to a healthier planet and enhanced quality of life.

Target Audience:

The conference extends its invitation to a diverse array of participants, including researchers, academics, policymakers, environmental advocates, community leaders, NGOs, students, and individuals with an unwavering commitment to sustainable living and environmental conservation.

Join us in this enlightening journey as we chart a course toward a sustainable Earth through the lens of entrepreneurship, sustainability, and cultural integration. Together, we can pave the way for a more harmonious and ecologically responsible world.



Call for papers

NIFT, Gandhinagar, Gujarat, India invites original unpublished papers on the following keywords centered around, but not limited to the above conference theme:

Sub themes:

Change in Demand :

Nudging individuals across the world to practice simple yet effective environment-friendly actions in their daily lives

- Circular economy
- The 5 'Rs' of Fashion: Reduce, Rewear, Recycle, Repair, Resell
- Slow Fashion
- Eco Fashion
- Future of fashion
- Innovative Business Models for Sustainability
- Green Entrepreneurship and Circular Economy
- Social Entrepreneurship for Sustainable Impact
- Startups and Sustainable Development Goals (SDGs)
- Fashion Entrepreneurship
- Conscious consumerism
- The future fashion in Society 5.0
- Thrift Stores
- Green Fashion
- Consumer behaviour
- Brand perception
- Craft Brand Identity and Branding
- Culture and consumption

Change in Supply :

Changes in large-scale individual demand are expected to gradually nudge industries and markets to respond and tailor supply and procurement as per the revised demands

- Industry Practices
- Waste management
- Sustainable production
- Brand Management
- Carbon footprints



- Innovation and Technology Interventions
- Supply chain management
- Retailing
- Luxury Fashion & Retailing
- Choice of channel -Multichannel &
- Omnichannel Retailing
- Industry 5.0 and sustainable practices
- Crafts & sustainability
- Emerging Trends in Retail, D2C models, Social Commerce, etc.
- Smart stores, Immersive experience

Change in Policy :

By influencing the demand and supply dynamics of India and the world, the long-term vision of Mission LiFE is to trigger shifts in large-scale industrial and government policies that can support both sustainable consumption and production

- Renewable energy
- Startup financing
- Legal Implications
- Role of financial institutions in
- Impact of policies on adoption of sustainable practices.
- Foreign trade policy
- International Relations, trade and Socio-political Environment
- Women led businesses
- Government Policies and Regulations
- Creating an ecosystem
- PPP model
- Cross-border Ecommerce
- Socio-economic impact

Timeline:-

Registration Start : 30th September 2023

Registration End : 15th February 2024

Abstract submission : 30th November 2023

Full Paper Submission : 31st December 2023

Registration Fees:-

Category	Indian Delegates (in INR)	Foreign Delegates (in US\$)
Academia & Industry	3000	100
Research Scholars & Students	1000	50
Attendees	1000	50
NIFT Faculties	NIL	NIL



Registration fee may be paid online in favour of NIFT Gandhinagar
Registration - [Click Here](#)

- One paper one registration
- Only the presenters /attendees have to pay the registration fee. All the authors are not required to register and pay if they are not presenting the paper or physically attending the event. Only a 'Certificate of Participation' will be issued to all the authors (Up to 3 authors), but the "Certificate of Presenter" will only be issued to the registered author/authors who presented the paper. There could be more than one presenter, but separate registration is required.
- Best research paper award/certificate in every panel/track

Author(s) Guidelines

Abstract Submission :

- Submit the abstract to maximum 300 words.
- The abstract must clearly indicate the theme and subtheme, title, authors name, affiliation, keywords, the background of research, methodology adopted and the major findings as per template.
- All submissions can be sent to conference.gandhinagar@nift.ac.in
- Email subject to be mentioned as :
- **Abstract Template**

Full Paper Guidelines :

- Maximum word count: 5000
- Language- English
- The full paper includes title, abstract, keywords, references, imageries, as per template provided here.....
- Plagiarism report to be submitted by author with full paper.
- The accepted limit of similarity as per NIFT norms is 15% checked using the software 'Original (TurnitIn)'.
- **Full Paper Template**
- Papers will be double blind peer reviewed.
- The selected papers will be published in a book of conference proceedings with ISBN.
- Further queries may be addressed to conference.gandhinagar@nift.ac.in
- How to reach NIFT Gandhinagar [Click Here](#)
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- All submissions can be sent to conference.gandhinagar@nift.ac.in

