



National Institute of Fashion Technology Gandhinagar



VIRTUAL INTERNATIONAL CONFERENCE: Tracing 75 Years of Indian Fashion Post Independence

Day 1: 20th January 2022

Time	Session
10:00 am	Welcome address by Conference Chair, Prof. A. K. Khare, Director, NIFT Gandhinagar
10:02 am	Address by Prof. Vandana Narang, Dean (Academics), NIFT
10:05 am	Address by Dr. Fadhilah Mat Yamin, Deputy Director, Institute for Management & Business Research (IMBRE), Malaysia
10:15 am	Inaugural address by Shri Shantmanu, I. A. S., Director General, NIFT

Keynote Speakers' Address

10:20 am	Sarvodaya	Dr. Anupama Pasricha Professor & Department Chair, Fashion Design and Merchandising, St. Catherine University, St. Paul, Minnesota, US
10:30 am	Vasudhaiva kutumbakam	Shri Rajiv Merchant President Domestic Retail, Indocount Industries Limited, India
10:40 am	Dharma Chakra	Dr. John C. Walsh Associate Dean and Director, International College, Krirk University, Bangkok, Thailand
10:50 to 11:05 am	<i>Tea Break</i>	

Day 1 Sarvodaya: Session 1

Session Chair: Prof. Vandana Bhandari		Moderator: Dr. Jagriti Mishra
Time	Paper Title	Author(s)
11:05 to 11:15 am <i>Address by session chair</i>		
11:15 am	A study of evolving themes in visual narratives of warli art: traditional to contemporary	Namrata Singh
11:30 am	A study of clothing consumption and disposal behavior of Indian women, comparing between NCR and Mumbai	Dr. Anupam Kapoor
11:45 am	A peep into the wardrobe - The consumption pattern of Handlooms by women and an awareness creation on Tamil Nadu silk sarees"	Geetha Ranjini
12:00 pm	Resurgence of Selected Indian Crafts in COVID-19 Pandemic	Ashima Anand & Dr. Seema Sekhri2
12:15 pm	Madhubani-past and the future a dialogue	Ms.Geethanjali, Banumathy S, Akcheya S. and Swetha T.
12:30 pm	<i>Q&A and concluding remarks by the session chair</i>	
12:40 to 1:30 pm <i>Lunch Break</i>		

Day 1 Dharma Chakra: Session 1

Session Chair: Prof. Sibichan Matthew		Moderator: Dr. Harleen Sahni
Time	Paper Title	Author(s)
11:05 to 11:15 am <i>Address by session chair</i>		
11:15 am	Conceptual Frame Work: Investigating the Circular Economy for Wool	Savan P. Chokshi , Dr. Hireni Mankodi
11:30 am	Analysing the requirement for pocket-friendly educational C2C ecommerce amongst the students and working professionals	Shubhangi Sharma, Saurabh Patel, Mr. Bhaskar Banerjee
11:45 am	Factors involved in the E-commerce Adoption: A Bibliometric Review	Prof. Shubhangi B Yadav and Prof. Dr. Binaya Bhusan Jena
12:00 pm	Factors Affecting Buying Behaviour of Consumers Towards Sustainable Clothing	Abha Pudhke, Gauri Saini and Bhaskar Bannerjee
12:15 pm	Strategic alignment for business sustenance and growth: A Case Study of Tanishq	Harleen Sahni, Nancy Jain, Ishita Sabharwal, Shubhi Garg, Stuti Khetarpal
12:30 pm	<i>Q&A and concluding remarks by the session chair</i>	
12:40 to 1:30 pm <i>Lunch Break</i>		

Day 1 Sarvodaya: Session 2

Session Chair: Prof. Sharmila Dua		Moderator: Mr Bharat Jain
Time	Paper Title	Author(s)
<i>1:30 to 1:40 pm Address by session chair</i>		
1:40 pm	Languishing Crafts of Awadh- A Legacy waiting for Recognition	Dr. Smriti Yadav
1:55 pm	Farrukhabad hand block printing: Origin and Future	Dr. Vidya Rakesh
2:10 pm	Sustainability of the Incredible Ethnic Banjara Embroidery of Telangana	Dr.Sasmita Panda
2:25 pm	Transformation of textile motifs and its cross-cultural relations - a study on Patola, Veeralipattu on Kerala temple art.	Prof. R S Jayadeep, Prof. (Dr) Vandana Bhandari
2:40 pm	Creating innovative apparels by designing on looms	Thangjam Roshini, Madhu Sharan
2:55 pm	Designing open-ended Channapatna sensory toys for Indian market to provide tangible interaction and visual experience to toddlers	Tulika Saikia and Sanjana Ramakrishnan
3.10 pm	<i>Q&A and concluding remarks by the session chair</i>	
<i>3:20 to 3:35 pm Tea Break</i>		

Day 1 Sarvodaya: Session 3

Session Chair: Prof. Sudha Dhingra		Moderator: Dr. Raj Kumar
Time	Paper Title	Author(s)
<i>3:35 to 3:45 pm Address by session chair</i>		
3:45 pm	Gen Z fashion consumption: Influence of social media	Aditya Mehta
4:00 pm	Analysing the strategic reorientation of formal wear apparel brands for business resurgence and brand strengthening	Dr. Harleen Sahni
4:15 pm	Localness: A Driving Source for Branding of Bihar Handicrafts	Purna Narayan Dr. Deepak Joshi
4:30 pm	The importance of Branding in the Indian Fashion industry	Sabira Fernandes
4:45 pm	Development of a Novel System for Ergonomic Risk Assessment of Sewing Machine Operators	Aastha Arora, Manoj Tiwari
5:00 PM	<i>Q&A and concluding remarks by the session chair</i>	

Day 1 Dharma Chakra: Session 2

Session Chair: Prof. Shinju Mahajan		Moderator: Ms Sumita Agrawal
Time	Paper Title	Author(s)
<i>1:30 to 1:40 pm Address by session chair</i>		
1:40 pm	The Speaking Thread: Understanding Indigenous Recycling Method through Kantha and Rafoogari	Aranya Bhowmik
1:55 pm	Craft Based Slow Fashion Stories of Indian Fashion System	Dr Vaibbhavi P
2:10 pm	Emergence of Apparel Thrift Stores in India: redefining the concept of "Reuse"	Shankhalina Choudhury
2:25 pm	Evolution of fashion: A study on use of knit pattern/block and its pattern cutting steps to develop woven garments	Zeel mehta and Dr. Matri shah
2:40 pm	Sustainable Development of Fashion Clothing	Dr. Janmay Singh Hada and Dr. Chet Ram Meena
2:55 pm	Tailors Garage - Mend it Like it Matters!	Ishita Kulkarni
3.10 pm	<i>Q&A and concluding remarks by the session chair</i>	
<i>3:20 to 3:35 pm Tea Break</i>		

Day 1 Dharma Chakra: Session 3

Session Chair: Prof. Varsha Gupta		Moderator: Ms Rupali Pandit
Time	Paper Title	Author(s)
<i>3:35 to 3:45 pm Address by session chair</i>		
3:45 pm	Social Sustainability in Apparel Sector	Mahima Nand and Dr Rajdeep Singh Khanuja
4:00 pm	Pattern Making Approaches to Minimize Waste in Indian Apparels	Madhu Sharan, Beena Santosh and Shailly Dave
4:15 pm	Development of sustainable badges with Lanyard for an event: A case study	Ms. Amisha Mehta, Ms. Jalpa Babariya
4:30 pm	Thrift stores in Reverse Action	Kumar Guaraw Govind, Rishika Jain, Sandhi Srivastava, Shivangi Desai
4:45 pm	CLOTHES FOREVER - a perception of longevity	Diksha Goyal, Pulkit Nain, Sukesh Kumar, Urvashi Dhiman
5:00 PM	<i>Q&A and concluding remarks by the session chair</i>	

Day 2 Sarvodaya: Session 1

Session Chair: Prof. Binya Bhushan Jena Moderator: Mr Bhaskar Banerjee		
Time	Paper Title	Author(s)
<i>9:30 to 9:40 am Address by session chair</i>		
9:40 am	Impact of Corporate Social Responsibility initiative by Apparel Manufacturing organization on the Employee satisfaction level	Dr. Ishwar Kumar
9:55 am	To study the impact created on user perception through manipulation of form in craft practice.	Anooja J & Dr. Vibhavari Kumar
10:10 am	Framework development for effective training of Handloom weavers based on Workshop Impact Assessment	Shubhangi Yadav, Sumita Agarwal & Dr. Jagriti Mishra
10:25 am	Design and creativity in Fashion, Textiles and Accessories domain	Dr. Deepshikha
10:40 am	Cosmetotextiles: Active Reagents, Microencapsulation and Sustainability	Ananya Singh, Kanika Singhal
10:55 am	Proposed strategic and replicable combined system model for the craft practices in rural India and how it can influence the fashion industry (Betul, Madhya Pradesh a case study).	Soumik Halder and Sukanta Majumdar
11:10 am	<i>Q&A and concluding remarks by the session chair</i>	
<i>11:20 - 11:30 am Tea Break</i>		

Day 2 Sarvodaya: Session 2

Session Chair: Prof. Prabir Jana Moderator: Dr. Harleen Sahni		
Time	Paper Title	Author(s)
<i>11:30 to 11:40 pm Address by session chair</i>		
11:40 AM	Experientially designed Lifestyle products and accessories	Dr. Deepshikha
11: 55 am	Smart and functional regenerated cellulosic fabrics for Performance wear	Dr. Geetha Pandey
12:10 pm	Commercial Potential of Nanotechnology in Daily Wear Apparel	Krishna K R, Nanditha Sivan, Prof. Rajani Jain and Dr. Shakeel Iqbal
12:25 pm	Development of Nonwoven Composites for Acoustics in Fashion Show Halls	Parthraj Puranik, Hireni Mankodi
12:40 pm	Metamorphosing into a Digital Future The experiences of a confirmed hand illustration educator, who deep-dived into the digital creative space, using DIY styli and free downloadable digital applications.	Shilpa Soneji Davda
12:55 pm	Possibility of Making Sustainable Infantwear Using Medicinal Properties of Natural Dyes	Niharika Singh, K.D. Joshi, Isha Bhatt and Umme Hani
1:10 pm	<i>Q&A and concluding remarks by the session chair</i>	
<i>1:20 to 2:00 pm Lunch Break</i>		

Day 2 Vasudhaiva kutumbakam: Session 1

Session Chair: Dr. Narentheren Kaliappen Moderator: Dr. Jagriti Mishra		
Time	Paper Title	Author(s)
<i>9:30 to 9:40 am Address by session chair</i>		
9:40 am	Study of 3d Digitalization Software & Its Need as A Skill	Ishita Sabharwal and Nancy Jain
9:55 am	Blockchain- Key to Traceability in Fashion Supply Chain	Ishita Sabharwal, Nikhil Prabhakar, Mahesh Shaw
10:10 am	Analysis on Preloved Luxury and Potential Ecommerce Opportunities-A Study of Consumer Perception and their Purchase Intentions	Portia Mukherjee, Aswathy Ramachandran, Tessa Susan John
10:25 am	Looking through my grandmother's closet.	Meera Curam
10:40 am	Mouswar: Recognizing the Significance of The Indo-Mauritian Diasporic Ancestral Kerchief	Arvin Ombika
10:55 am	Clothing and Identity: A Study of Indian diaspora in New York	Kiran Jha
11:10 am	<i>Q&A and concluding remarks by the session chair</i>	
<i>11:20 - 11:30 am Tea Break</i>		

Day 2 Vasudhaiva kutumbakam: Session 2

Session Chair: Prof. Anita Manohar Moderator: Mr Bharat Jain		
Time	Paper Title	Author(s)
<i>11:30 to 11:40 pm Address by session chair</i>		
11:40 AM	Visual Storytelling in Fashion Advertisement of International and Indian Luxurious brands	Namrata Ganwani, Tanisha Darshani & Malvika Shirsat
11: 55 am	Fashion in The Times of Covid-19: A Literature Review	Madhurendra Kumar
12:10 pm	Evaluating the Performance of Cotton Production in India by using Data Envelopment Analysis	Kaja Bantha Navas R and Nazim Sha S
12:25 pm	A Comparison of Generation Y and Generation Z: Post Covid 19 Fashion Buying Behavior	Anshul Koundal, Jyoti Kumari, Santosh Anand and Shimona Dargan
12:40 pm	Impact of Social Media on Apparel Buying Preferences	srishti kansal, Anushka Khurana, Shrishti Gupta, Jasleen Kaur, Anjali Khandelwal
12:55 pm	Shift of luxury apparel retail from offline to online post Covid-19	Vrinda Goyal, Aarzoo Rana, Sanya Kapoor, Srishti Hooda, Jyotika Bhardwaj
1:10 pm	Consumer Buying Behaviour for Athleisure Category Fashion Business Research and Its Application	Harsh Dabas, Kunal Hazaria, Ishita Suri, Ishita Bhasin
1:25 pm	<i>Q&A and concluding remarks by the session chair</i>	
<i>1:35 to 2:00 pm Lunch Break</i>		

Day 2 Sarvodaya : Session 3

Session Chair: Sr. Prof. Banhi Jha **Moderator:** Dr. Raj Kumar

Time	Paper Title	Author(s)
2:00 PM	<i>Address by session chair</i>	
2:10 pm	A wardrobe for the ages (Mature Women)	Apoorva Singh, Drishty, Kavya Kataria, Nancy Sharma & Prerana Wagh
2:25 pm	Change in Consumer Behaviour Industry Due to the Pandemic	Jigyasa Sharma and Srishty Dhanuka, Dr.Rajani Jain and Dr.Shakeel Iqbal
2:40 pm	Adaptive Clothing: introduction and significance in Indian Fashion Post Independence	Dr Anupam saxena and Abha saxena
2: 55 pm	Timelessly Sustainable Art of Everlasting Elegance - Ajrakh Printing	Kiran Sharma, Dr. Sambaditya Raj
3: 10 pm	<i>Q&A and concluding remarks by the session chair</i>	

Valedictory Session

3:20 pm Closing address Closing address by Shri Narendra Ahmed, Creative Head, Amazon Fashion India

3:30 pm Vote of thanks Vote of thanks by Conference Committee