

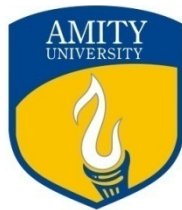
*Proceedings of*  
*National Conference on*  
*Fashion Apparel and Textile*  
**(NCFAT'17)**

*theme*

**"SUSTAINABLE TO INNOVATIVE FASHION &  
TEXTILE: ROAD TO SUCCESS"**

**29<sup>th</sup> March, 2017**  
**Amity University Uttar Pradesh**

*Organized by*



**AMITY SCHOOL OF FASHION TECHNOLOGY**  
**Amity Directorate of**  
**Applied Arts/Fine Arts/Performing Arts/Visual Arts**  
**Amity University Uttar Pradesh**  
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## Message from Vice Chancellor

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**Prof. (Dr.) Balvinder Shukla**

Professor of Entrepreneurship & Leadership  
Vice Chancellor, Amity University Uttar Pradesh

I am pleased to learn that Amity School of Fashion Technology under Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University, UP is organizing “**National Conference on Fashion Apparel & Textile 2017**” – NCFAT'17 on theme “*Sustainable to Innovative Fashion and Textile : Road to Success*” on 29<sup>th</sup> March 2017 at AUUP, Noida.

The Conference is being organized with an aim to have deliberation on important issues i.e. (R)evolution of Fashion Design, Innovation in Marketing and Merchandising, Skill Development in Textile and Apparel Sector, Innovative Technologies in Textile and Garment Sector and Sustainable Textiles.

Textile and apparel contributes 4% to India's Gross Domestic Product (GDP) and constitutes 15% of the country's export earnings. Growth and development of this industry has a direct impact on the improvement of India's economy. There is abundant availability of raw material and strong presence of traditional skill sectors i.e. handloom in India but lack of innovation & requirement of meeting market demand etc are still need to be addressed. National Conference on Fashion, Apparel and Textile 2017 (NCFAT'17) aims to provide interdisciplinary forum to present and discuss the importance of being sustainable and innovative for success and growth in the field of fashion apparel & textile.

NCFAT'17 provides a platform for academicians, researchers, industry and students associated with fashion apparel & textile for deliberating on need for innovation in various segments of Textiles & Fashion value chain.

I am pleased to note that Faculty & Researchers from various reputed Fashion & Textile Institutions will be sharing their research & industrial experiences during this conference.

I am confident that the NCFAT'17 would greatly benefit Industry Professionals, Researchers, Academicians, young professionals & students associated with Fashion Apparel & Textile field.

Best wishes for Grand Success of NCFAT'17.

**Prof. (Dr.) Balvinder Shukla**  
Conference Patron

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## Conference Chairperson's Message

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**Prof. (Dr.) Pradeep Joshi**  
**Director General**

**Amity Directorate of Applied Arts/ Fine Arts/ Performing Arts/ Visual Arts**  
**Amity University Uttar Pradesh**

It gives me immense pleasure to welcome you all to **National Conference on Fashion Apparel & Textile 2017** – **NCFAT'17** (theme *“Sustainable to Innovative Fashion and Textile : Road to Success”*) being organized by **Amity School of Fashion Technology** under **Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University, UP.**

NCFAT'17 proposes to deliberate (R) evolution of Fashion Design, Innovation in Marketing and Merchandising & Skill Development in Textile and Apparel Sector, Innovative Technologies in Textile & Garment Sector and Sustainable Textiles. It will also discuss measures to be taken by Fashion & Textile Industry for remaining competitive in world textile economy.

India with natural advantage in raw material (cotton, silk, cellulosic fibre) and easy availability of skilled labour, strong base of varied traditional design- colour- embroidery, combination provide key advantage to Indian textile & apparel Industry. Textile and apparel sector is the most dynamic manufacturing sector where eternal demand for change keeps fashion alive. In today's competitive world, innovation is the key to sustain and grow. Even though the technology remains the main focus of research but the way fashion apparel are being marketed have seen a drastic change in the last decade. E-commerce is changing the whole equation of fashion retail. Organised retail sector and rising income levels with increasing demand for quality products are set to fuel the need for textile and apparel. Innovative products are being designed worldwide to influence consumer behavior, induce sustainable consumption and reduce ecological impact from its use. To sustain amidst the fierce global competition in this sector, focus should be on new materials, pioneering technologies, skill development, innovative marketing and ecological practices in fashion & Textile design. With thrust on “Make in India” by current Government; Apparel & Textile sector has lot of opportunity but 'innovation is the only key to sustain and grow' in today's textile economy.

**NCFAT'17** aims to bring together academicians, researchers and experts in the field of fashion, apparel and textile for facilitating interaction & deliberation in form of paper or poster presentation.

I take this opportunity to thank all invited distinguished Industry Leaders, Academicians, Researchers, Delegates, Sponsors & faculty colleagues who are associated with NCFAT'17 and making this reality.

I wish NCFAT'17 a great success.

**Prof. (Dr.) Pradeep Joshi**  
**Conference Chairperson**

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## Brief Profile of Invited Speakers

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**Prof. (Dr.) Kusum Chopra**  
**Ex Chairperson, Fashion Design, NIFT Delhi**

Dr. Chopra was formerly Professor and Chairperson of the Department of Fashion Design at NIFT. A Ph.D. from I.I.T. Delhi, Prof. Chopra has rich experience of more than thirty years of teaching, research and professional experience. She has held the positions of Chairperson – Fashion Design at NIFT and coordinated the setting up of NIFT Centers at Mumbai, Chennai & Kolkata. During the course of her career she has handled various consultancy projects related to product development, research, costumes, display and publication. She has been conducting and supervising research at postgraduate & doctoral levels on various areas relating to apparel and textiles. She is on the advisory board of many reputed fashion educational institutes.

**Kamal Kapur**  
**Owner, Achievers Consulting, Ex President Pearl Global, Modelama Exports, Mona Designs.**

Ms. Kamal Kapur is the owner of Achievers Consulting which provides recruitment help, portfolio teaching, training, consultancy and soft skills for management schools and business houses. Prior to that, she has worked as Director with various apparel industries like Modelama Exports Pvt. Ltd., Pearl Global Ltd, Orgaan India Pvt. Ltd. She graduated from Miranda House, Delhi University. She has excellent leadership qualities and communication skills along with other specialization like product development, marketing and supply chain management.

**Prof. (Dr.) K. N. Chatterjee**  
**Professor, Head of Department of Fashion and Apparel Eng., TIT&S, Bhiwani**

Dr. K. N. Chatterjee has rich experience of more than 30 years in Academics and research. Currently he is heading Department of Fashion and Engineering at TIT&S, Bhiwani, He has also served as a Director at NIFT Kolkata for 6 years. He has done PhD from Rohtak University on the study of Filter Fabrics. He has several national and international publications in reputed journals.

**Munish Tyagi**  
**CEO & Sr. Consultant, NUOVATEX PROJECTS CO., New Delhi**

Mr Munish Tyagi is a national level Textile Industry consultant based at New Delhi and, specialized in planning, execution and operations of large textile corporate industry, over the last 35 years. He is a Textile graduate from premier IIT Delhi and qualified with MS Tech from University of Manchester, UK, and followed it up with MBA from the Univ of Leeds, UK. He is the CEO and chief consultant for M/s Nuovatex projects Co, owned by him and which is placed in top 5 Textile industry consulting firms in the country. He is advising several leading textile corporates on their projects and operations management. In the area of skill development, Mr Tyagi has helped plan and set up a modern Skill Development Centre for Oerlikon Group of Germany, at a western India location. Mr Tyagi is also working with and supporting the initiatives and programs of leading textile and fashion technology Institutes.

**Payal Kapoor**  
**Fashion Designer**

Ms Payal Kapoor owns the fashion Brand “Famous” and has been selling the brand from last two years in well-known stores of India. She is a qualified textile designer and believes that clothes are an extension of every woman’s inner

persona allowing the inner soul to shine through clothes. Art also plays a great role in this textile designer's creative palette and she works with textures and surface adornments.

**Prof. Sudhir K. Jain**

**Ex-VC, SMVD University, Katra (J&K)**

**Professor & Ex-Head, Dept. of Management Studies, IIT Delhi**

Prof. Sudhir K. Jain is Professor at the Department of Management Studies, IIT Delhi. He specializes in the areas of Managerial Economics, Entrepreneurship Management and Intellectual Property Rights. He has published several research papers in international/national journals and conference proceedings and has supervised various Ph.D. theses. He has been a pioneer in IPR education in the country. He has been associated with World Intellectual Property Organization (WIPO) in various capacities and has been a member of several committees set up by the Government of India.

**Vijay Mathur**

**Additional Secretary General, Apparel Export Promotion Council**

Mr. Vijay Mathur is Additional Secretary General, Apparel Export Promotion Council. Prior to joining AEPC, he has held various key positions in Maharashtra State Textile Corp., National Textile Corp. MP. He has widely travelled and has handled over 400 international events in his career with AEPC so far. These involve organization of Buyer Seller Meets, Fairs, taking delegations etc. He has involved in organising various events like Tex Summit, Tex-Trends India etc. He was also a member of the Joint Working Group on Textiles & Clothing to European Union and Mauritius.

**Prof. V K. Kothari**

**Emeritus Professor, IIT Delhi**

Prof. V. K. Kothari is emeritus professor at the Department of Textile Technology, IIT Delhi and worked with this elite institute for more than 40 years. He specializes in Testing and Quality Management, Nonwoven Fabrics, Technical Textiles, Clothing Comfort. He is renowned textile technologist and educator who authored several national and international books in the field of textiles. He has published over 100 research papers and has been in editorial board of several national and international research journals. He has done elaborate research in the development of protective clothing for defence personnel and developed a vast comfort laboratory at IIT Delhi.



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