

# International Conference on **Fashion as a Tool for Social Change** (Cultural Preservation and Innovation)

5<sup>th</sup> & 6<sup>th</sup> August, 2024  
School of Arts & Design, Woxsen University, Telangana

## CONFERENCE REPORT



Knowledge Partners



Publication Partners







## Conference Highlights

The Conference on 'Fashion As a Tool for Social Change (Cultural Preservation and Innovation)' conference was held at Woxsen University from August 5th – 6th August 2024. This two-day event brought together academics, industry professionals, and students to discuss contemporary issues in fashion, with a particular focus on sustainability and cultural heritage. The conference featured a diverse range of presentations, keynote speeches, and panel discussions, all aimed at fostering dialogue and collaboration in the field.





DAY 01



# Keynote Speakers



**Dr. Catherine Harper**

Pro Vice-Chancellor, The British University in Egypt, Cairo  
Chair Professor of Design, Woxsen University  
Academic Advisory Board, Cindrebay School of Design, India  
Board of Directors, Institute for Educational and Social Equity



**Dr. Kaustav Sengupta**

Director Insights – VisionXt Trend Insight and Fashion Forecasting Lab  
Associate Professor & Link Chairperson NIFT Co - Founder – InkLink Charitable Trust



**Dr. Madhusudan Pal**

Director – CoE's, FDDI, Noida  
Scientist – 'G', DIPAS, DRDO, Delhi





## Lighting Ceremony.

The FTSC conference commenced at 10:00 AM with a ceremonial lighting inauguration. The event showcased a lineup of esteemed keynote speakers, including Dr. Catherine Harper, Dr. Kaustav Sengupta, and Dr. Madhusudan Pal, along with Konrad Gunesch, Dean - School of Liberal Arts and Humanities and Joshua Dalrymple, Dean - School of Law, Woxsen University. Their contributions set a vibrant tone for the discussions that followed.







## Inaugural Address:

At 10:15 AM, Dr. Raul V. Rodriguez, Vice President of Woxsen University, delivered the welcome address, warmly greeting the attendees and emphasizing the significance of the conference's theme on innovation, sustainability, and cultural heritage in fashion. He highlighted how these critical topics will shape the future of the fashion industry, effectively setting the stage for the meaningful discussions and collaborations that followed.

**- Dr. Raul V. Rodriguez**

Vice President, Woxsen University







Woxsen University Announces  
International Conference on  
**FASHION AS A  
FORCE FOR SOCIAL CHANGE**  
Cultural Preservation

6th August  
and Mode

GOOD  
HOUSEKEEPING  
PLEASE KEEP THIS ROOM  
**CLEAN**





# Abstract

# Book Launch

ISBN No: 978-93-340-9688-0







At 10:30 AM, the Vice President of Woxsen University, alongside keynote speakers and deans, launched the ISBN Abstract Book, providing a vital overview of the conference proceedings for all attendees.





## Keynote Speaker

At 10:45 AM, Dr. Catherine Harper delivered a keynote address on "Cultural Appropriation vs. Cultural Exchange in Fashion," highlighting the critical distinction between the two. Additionally, she emphasized the importance of the fostering respectful cultural exchange that promotes mutual understanding, diversity, and ethical collaboration, which in turn enriches the fashion industry. Dr. Catherine Harper's insights underscored the need for sensitivity and awareness when incorporating cultural elements into fashion.

**- Dr. Catherine Harper**

Pro Vice-Chancellor, The British University, Egypt



# International Conference on FASHION AS A TOOL FOR SOCIAL CHANGE

Cultural Preservation and  
Innovation

05<sup>th</sup> - 06<sup>th</sup> August 2024

Hybrid Mode



Knowledge Partners



International Conference on  
FASHION AS A TOOL FOR SOCIAL CHANGE  
Cultural Preservation and Innovation  
Organized by School of Arts and Design

Topic

Cultural Appropriation vs.  
Cultural Exchange in Fashion

05<sup>th</sup> - 06<sup>th</sup> August 2024



## Keynote Speaker

At 11:30 AM, Dr. Kaustav Sengupta delivered a keynote topic on "Decolonizing Design," focusing on the erosion of indigenous practices in the fashion industry. He advocated for greater inclusivity and empowerment of marginalized voices, emphasizing the need to reclaim the authentic cultural representation and identity. Dr. Sengupta's address called for a shift towards design practices that honor and preserve indigenous knowledge and traditions.

**- Dr. Kaustav Sengupta**

Director insights, VISIONXT Trend Forecasting Lab









# Hybrid Presentations Enrich FTSC Conference Following Keynote Sessions



## Topics Covered

The presentations highlighted India's intersection of fashion, culture, and sustainability, focusing on decolonizing narratives, sustainable youth clothing, traditional crafts, fast fashion's impact, and integrating heritage into tourism and education.



# Offline Session

Day 01

At 12.10 PM, The offline session, chaired by Dr. Catherine Harper and moderated by Prof. Vishaka Rao, included eight presentations, offering diverse insights and discussions on key topics.







## Offline Presenters

Interactive discussions with the audience and session chair fostered thought-provoking questions and deeper engagement.











# DAY 02

**Keynote Speakers**

**Dr. Catherine Harper**  
Pro Vice-Chancellor (Education)  
The British University in Egypt, Cairo  
Chair Professor of Design, Woxsen University  
Hyderabad, India, Krishna's Academy Board,  
Coventry School of Design, India  
Board of Directors, Institute for Education  
& Social Equity

**Dr. Madhusudan Pal**  
Deputy Chief of Police, India  
Secretary, IC, DRPS, DRPS, India

**Dr. Kaustav Sengupta**  
Director, Insights - Visualized Trends, Insights and  
Future Forecasting, India, Kaustav's Research  
& Link, Chennai, India, Dr. Kaustav Sengupta  
Chennai, India

**WOXSEN UNIVERSITY**







## Keynote Speaker

The second day of the conference began at 10:00 AM with a keynote address by Dr. Madhusudan Pal, on topic "Translational Research: Ergonomics and Product Design," which highlighting translational research in ergonomics and product design. The presentation focused on enhancing military equipment through human factors engineering to improve safety, comfort, and the operational efficiency for soldiers.

**- Dr. Madhusudan Pal**

Director – CoE's, FDDI, Noida  
Scientist – 'G', DIPAS, DRDO, Delhi



Woxsen University Announces

# International Conference on FASHION AS A TOOL FOR SOCIAL CHANGE

Cultural Preservation and  
Innovation

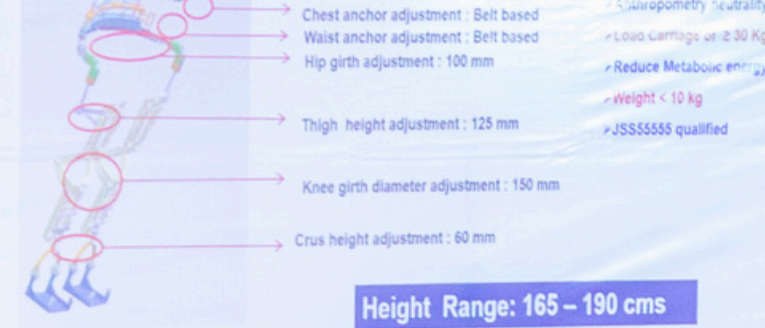
05<sup>th</sup> - 06<sup>th</sup> November 2024

Hybrid Mode

[www.woxsen.edu.in](http://www.woxsen.edu.in)

Knowledge Partners

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**Dr. Madhusudan Pal**

Director, CoEs, FDDI, Noida.  
Scientist 'G', DIPAS, DRDO, Delhi



**Dr. Kaustav Sengupta**

Director Insights-VisionXt Trend Insight and  
Fashion Forecasting Lab, Associate Professor  
& Link Chairperson NIFT, Co Founder-InkLink  
Charterist





# Offline Session

## Day 02

At 10:45 AM, nine offline presentations were chaired by Dr. Catherine Harper and moderated by Prof. Vishaka Rao, focusing on the intersection of cultural heritage and sustainable fashion. The discussions emphasized the need to balance tradition with innovation while maintaining environmental responsibility.







## Offline Presenters

Interactive discussions with the audience and session chair fostered thought-provoking questions and deeper engagement.







## Online Session Chair

Simultaneously, the first day of three parallel online sessions featured 27 presentations that highlighted the intersection of fashion, culture, and sustainability in India. Topics included decolonizing fashion narratives, sustainable clothing for young girls, revitalizing traditional crafts, critiquing fast fashion, and integrating heritage into tourism.

### Chaired by,

- Dr. Francesco Mazzearella
- Dr. Peeyush Kumar Gupta
- Dr. Pratima Goyal

### Moderated by,

- Prof. Tejas Eknath Pawar
- Prof. Ashutosh Kumar
- Prof. Murali V. Kesaboina



**Dr Francesco Mazzearella**

London College of Fashion, UAL



**Dr. Peeyush Kumar Gupta**

Research Head at ISDI,  
ATLAS SkillTech University, Mumbai



**Dr. Pratima Goyal**

Head of the Department of Textile and  
Fashion Technology, College of Home  
Science Nirmala Niketan, Mumbai



Same as second day, 27 online presentations explored cultural heritage and sustainable fashion education, addressing the craft revival, diversity, zero-waste techniques, and the economic and environmental impacts of fashion

**Chaired by,**

- Rahel Heesemann
- Dr. Prakash C

**Moderated by,**

- Prof. Arun Gupta
- Prof. Ashish Kumar
- Dr. Tadi Ravindar



**Rahel Heesemann**  
Institut für Textiltechnik (ITA),  
Germany



**Dr. Prakash C**  
Director , Indian Institute of Handloom  
Technology (IIHT), Fulia, West Bengal



# Glimpse of Online Sessions



**Tejas Eknath Pawar**



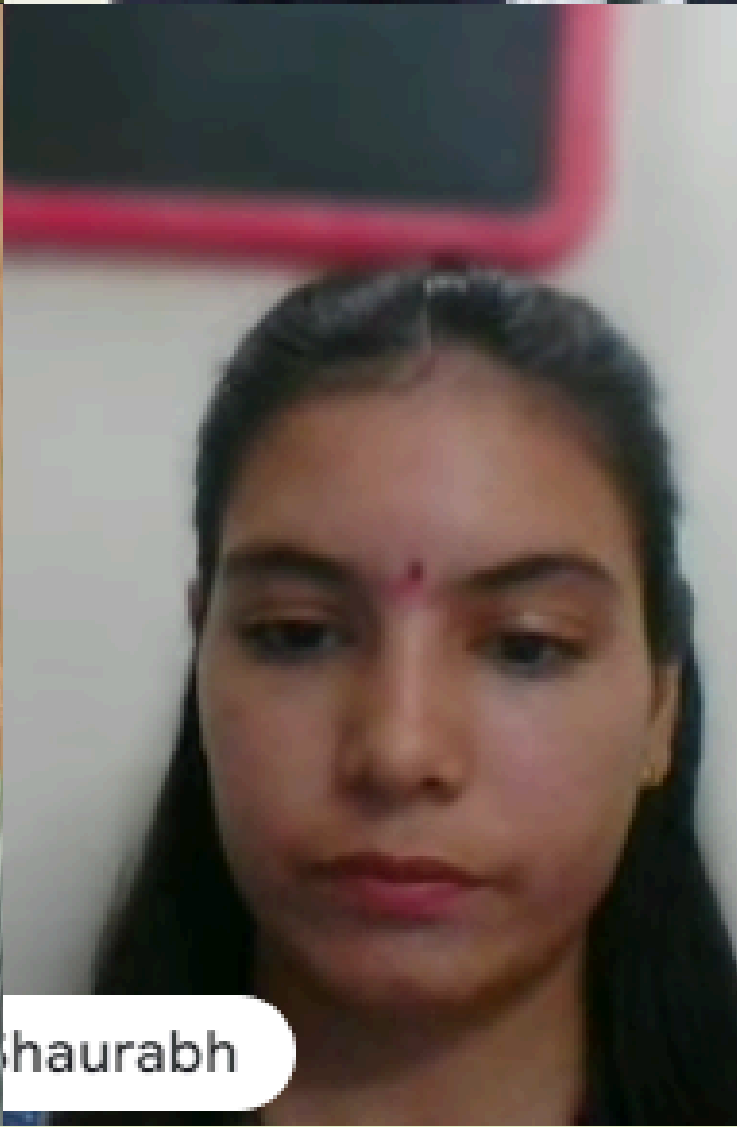
**ETSC 2024**  
School of Arts and Design,  
Woxsen University Announces  
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FOR SOCIAL CHANGE**  
Cultural Preservation and Innovation  
05<sup>th</sup>-06<sup>th</sup> August 2024  
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WHITE HOUSE  
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The British International College, Cairo  
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Independent India Academic Advisory Board,  
Chelmsford School of Design, India,  
Board of Directors, Institute for Educational  
& Social Equity  
**Dr. Madhusudan Pal**  
Director, India, ICOM, New Delhi,  
Secretary, ICOM, ICOM India  
**Dr. Kaustav Sengupta**  
Executive Insights, World Trend Insight and  
Fashion Forecasting Lab, Associate Professor  
& Lead Chairperson, IFT, Co-Founder, Ink  
Creative Trust  
Topics  
Cultural App  
Cultural Endings  
Traditional  
Engineering and P  
Devotional



**Murali Kesaboina**



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**Dr. Madhusudan Pal**  
Director, India, ICOM, New Delhi,  
Secretary, ICOM, ICOM India  
**Dr. Kaustav Sengupta**  
Executive Insights, World Trend Insight and  
Fashion Forecasting Lab, Associate Professor  
& Lead Chairperson, IFT, Co-Founder, Ink  
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Engineering and P  
Devotional



Babita Bhandari

Shaurabh





# Best Paper Award



# Certificate Conferment















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& Lin  
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## Concluding Note

At 3:30 PM, Prof. Rajesh Kumar delivered the conference's concluding remarks, summarizing key takeaways and insights. He highlighted the participation of 71 individuals which includes both online and offline and covered the core themes and major discussions, also providing a comprehensive overview of the event's contributions and the outcomes.

**- Prof. Rajesh Kumar**

School of Arts and Design, Woxsen University





## Major Highlights from Concluding Note

Prof. Rajesh Kumar mentioned that 120 abstracts were received for the International Conference on Fashion as a Tool for Social Change (FTSC), which took place on August 5-6, 2024. Out of these, 72 abstracts were selected for presentation. The conference witnessed participation from several universities, both national and international.

The conference was supported by esteemed knowledge partners, including IBA Crafts, the Weavers' Service Centre, and the White House. Post-conference publication opportunities are available through Springer and Routledge (Taylor & Francis).

The total registration amount collected was INR 306,000, in addition a sponsorship amount of INR 30,000 is also received.



### Knowledge Partners



### Publication Partners







## Vote of Thanks

At 3:45 PM, the conference concluded with Dr. Adity Saxena, Dean of the School of Arts and Design, Woxsen University, delivered vote of thanks. Also She expressed appreciation to both online and offline participants, conference team members, student volunteers, and extended special thanks to the keynote speakers.

**- Dr. Adity Saxena**

Dean of the School of Arts and Design, Woxsen University



# Keynote speakers





## Chief Patron



**Dr. Raul V. Rodriguez**

Vice President, Woxsen University

## Patron



**Dr. R. V. R. Krishna Chalam**

Vice Chancellor, Woxsen University

## Convenor



**Dr. Adity Saxena**

Dean, School of Arts and Design,  
Woxsen University

## Convenor



**Dr. Sadhna**

Assistant Professor,  
School of Arts and Design,  
Woxsen University

## Conference Organizing Team

Prof. Namritha Sharma

Prof. Rajesh Kumar

Prof. Arun Gupta

Prof. Ashwini Kayani

Prof. Srutinwita Roy

Prof. Muniba Syed

Prof. Ashish Kumar

Prof. Shreeraghavi Mani

Prof. Ashutosh Kumar

Ms. Greeshma S

Ms. Mokanaa Sri E



# Snapshot of the Conference



















## Sustainable Fashion is not a trend but the Future

School of Arts & Design | Report | Woxsen University  
5th August & 6th August 2024

*Designed by*  
Mokanaasri E