

Emerging Trends in Eco-Friendly Textile and Apparel Practices in India

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Abstract – Nowadays, World leaders have recognised the importance of green company practises and also value the point that eco-friendly clothes suits the epidermis greatest and Protect atmosphere. Prominent models that have made the decision to produce environmentally friendly apparels provide a broad range of apparel which are fashionable and trendy at exactly the same time cultural & stylish suiting to bunch seeking behaviour of client.

Green apparels as well as textiles aren't merely preferred by the wealthy category though it's for everybody that recognizes the value of environment friendly and sustainability. In order to guard ourselves from the impacts of chemical substances, we have to discover out environmentally friendly option and also simply go natural.

Green Marketing is the advertising of products that are considered as to not be unsafe for environment. Different terms like eco-friendly, recyclable, environment friendly, ozone friendly tend to be connected with natural marketing. Green Marketing provides different long term incentives to company firms & provides growth avenues.

An ethical framework and guidelines for creating a good and sustainable worldwide society has grounded one of the concepts of its on ecological integrity. The process says "Adopt patterns of reproduction, consumption, and production which safeguards Earth's regenerative capacities, rights that are human, and community well-being". The sub principle affirms "Reduce, reuse, and recycle the materials used in production as well as use methods, and also make certain that recurring waste is assimilated by ecological systems". Eco-Friendly and sustainable textile and clothes methods adhere to these concepts of reduce, reuse as well as recycle.

Each brand has the own story of its of Inspiration along with a motive to go organic and stick out from the remaining to become competitive. In order to generate way honest, a little go on the villages of kutchh while a few get to the green land of South India to fit everyone's palate. Many studies in natural purchasing conduct go over the benefits of environment pleasant attitudes, awareness about green issues, and mental aspects in forecasting consumers' behaviour for eco-friendly- Positive Many Meanings- products. Brand new words are coined nearly every day as designers seek acknowledgment as well as industry interest for the goods of theirs - eco-friendly, recycled style, reclaimed fashion, remade, altered garments, up cycled, etc

Keywords: Sustainable Fashion, Recycle, Refashion, Eco-Friendly and Organic

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INTRODUCTION

Green Marketing is the advertising of products that are considered as to not be unsafe for environment. Different terms like eco-friendly, recyclable, environment friendly, ozone friendly tend to be connected with natural marketing. Green Marketing provides different long term benefits to company firms & provides growth avenues.

The American Marketing Association (2012) describes eco-friendly promotion as the growth as well as promotion of environmentally safe items as well as procedures which reduce damage to or even enhance the actual physical setting. These processes include ecologically responsible production, packaging, and promotion, along with reclamation. Environmental advertising statements include promoting apparel products which are

produced with environmentally friendly materials or processes. These items are called green items

Based on Peattie (2001), the evolution of natural advertising has 3 phases:

- **First phase:** "Ecological" eco-friendly marketing and throughout this particular period all advertising activities have been concerned to address atmosphere issues and offer cures for environmental Problems.
- **Next phase:** "Environmental" eco-friendly marketing as well as the focus shifted on clean technology which involved developing of innovative brand new products, and that care for pollution as well as Waste problems.
- **Third phase:** "Sustainable" eco-friendly marketing and advertising. It came into prominence in the late 1990s and early 2000

Different customer surveys suggest that India is set to be the one of the leading apparel industry for eco-friendly way by 2030. With Commercialization very affordable clothes increasingly more artificial textile fibres enter India's market, companies that market all-natural fibres position to get seen & seventy six % of Indian customers tend to be more dedicated to makes offering organic fibres as satin. This will give an enormous opportunity for research on present-day trends accompanied in eco-friendly and sustainable textiles as well as clothes methods in India (Euromonitor International, 2016).

Designers and apparel manufacturers, retailers seek brand new opportunities in order to appeal to their existing client base and also to draw in brand new groups of buyers to their service or product offerings along with one means to do this's through environmental or green advertising. Green advertising statements include advertising apparel items which are produced with green materials or processes.

While generally there are a number of organic fibres for example cotton, jute etc, linen, wool, silk, bamboo, cotton would be the most popularly cultivated as well as used of all of them. Natural describes fibers grown according to national organic standards without the usage of persistent and toxic pesticides, artificial fertilizers, or maybe genetic engineering (Organic Trade Association, 2012). Most of people think satin clothes are cool, safe and healthy, though the story of mass produced business cotton is really the alternative. This includes handlooms and occasionally khadi. Most textiles aren't completely organic or socio environmentally just with some kind of social injustice or chemical input at specific stages of manufacturing.

A fabric lodged in history, cotton, the earliest fabric created by humans, was commonly developed

throughout the Indus Valley Civilization when hand spinning, weaving, and organic dyeing had been in vogue The cotton textile business continues in order to flourish in India as a huge quantity being put into the Gross Domestic Product of ours (GDP), because big companies to make money from, also to supply work in factories. Nevertheless, the story in the kick off point of the cotton benefit chain is grim. Cotton farmer are under excessive debt as a result of factors such as for instance the higher farming investments necessary for hybrid as well as genetically modified varieties as Bt cotton, which occasionally turned into a debt trap produced by local moneylenders,

Substandard yields due to factors as monoculture as well as climate change. Spinners, weavers & tailors are usually frequently on lower daily wages that aren't commensurate with the effort they put into the generation of earth friendly apparel and fabric.

While a customer survey (Lam,2017) indicates that India is set to become the biggest market for the apparel marketplace by 2030, it's equally really worth concentrating on the point that India even nowadays in this particular industrial and engineering era, is possibly a great hub for regular way, essentially among the several nations in which conventional methods of dyeing, stitching, weaving, and embroidery continue to be common. Nevertheless, with aspirations to swearing and modernity by recognized labels, handicrafts are usually regarded as qualitatively inferior.

EMERGING TRENDS OF ECO FRIENDLY APPAREL INDUSTRY

In India's high growth, fast changing apparel market as well as industry is witnessing several promising trends. The transformation is on account of an increased penetration and earnings of recognized use in addition to enhanced attention of alternative fashion trends among customers. The consumer awareness as well as demand have brought in a few trends which have transformed the game of actually growing Apparel Industry. Thus, it's essential to go over particular trends which are emerging in earth friendly Apparel industry.

Trend 1: Sustainable Fashion

Sustainability may be the latest trend. People are moving to eco-friendly clothes fabrics. This benefits both the planet as well as the consumer. This kind of fabrics is environment, breathable, and easy friendly. The inclination towards building an eco-friendly environment has additionally impacted the apparel business.

Dress designer Madhu Jain, that has won accolades for the work of her as being a textile revivalist is dealing with artisanal livelihoods, reinventing as well as reviving conventional

weaves. Among the main examples of her certainly is the bamboo textile that embodies the sustainability ideal of her. While discussing that an extremely specialized weaving technique that is taught from father to son. She function with weavers, sharing feedback is design treatment and keep the sensibilities of theirs in mind, to reinterpret "their" weave". Every state in India boast sofa tradition of ancient craft form that is indigenous on the community. And every textile is as different as cheese and chalk. Nevertheless, to stop style and weave stagnation, it is essential to infuse new design sensibilities to guarantee freshness, while sticking to the time honoured integrity of the textiles' weave. This coupled with tinkering with silhouettes and cuts are able to ensure longevity for the traditional Indian textiles of ours to convert it in to sustainable fashion.

Trend 2: Environmental problem as well as Ethical issues

Many folks growing things are believed to be that are notable ethical from conventional way like use of sweatshop free labor, alternative energy, energy-efficient processes as well as minimal impact dyes in manufacturing. Nevertheless, dress customers these days are attempting to pick an ethical clothing closet to acquire eco-friendly apparel or perhaps fabrics. There are 3 criteria for selecting eco-friendly fabrics as

- i. The utilization of fewer deadly chemicals,
- ii. The utilization of less land as well as water,
- iii. The decrease in natural house gases.

Actually, several of the fabrics may perform much better compared to others depending on the above mentioned criteria. It might in even more instances, one fabric is much more preferable based on among the requirements but less more effective based on yet another, making for complicating solution in cloth attributes, price, labor situations or maybe carbon footprint of merchandise transportation.

Additionally, Aldicarb, Methamidophos and Parathion will be the 3 most dangerous insecticides just for the human body are using often in cotton cultivation. Biologically created cotton with lower -impact dye is beneficial to the planet friendly of clothing. Now, lots of cotton firms or maybe industries have a lively campaign promoting the products of theirs as sustainable pointing that because of brand new technologies and farming techniques. The industry has reduced the use of it's of electricity, toxic chemicals and water. Though not many agriculture has got the considerable results of decreasing soil erosion, enhanced irrigation techniques to reduce water consumption, enhance methods of insect control, have decreased pesticides and most significantly, the usage genetically modified(GMO) cotton has reduced using deadly chemical

substances and land. An overall data, developing sufficient cotton to create one cotton T shirt one third of a pound of deadly substance (including pesticides, fertilizer & defoliation chemicals). Nevertheless this change, conventional technique of cotton cultivation isn't eco-friendly anywhere.

Trend 3: Recycled couture - Recycling

Recycled-couture is the term for garments with handwork and time consuming specifics or perhaps is a custom refashioned garment. Whereas alternative fashion trends are the new fashions which are produced from fibers which are being created with less resource abuse, harmful toxins and power in a socially just fashion, the refashion movement is broadly about lessening waste

Probably the greenest type of sustainable fashion utilizes fabric from garments which are within the post-consumer chain. From wardrobe swaps, yard sales, rummage sales and thrift stores these household and garments linens are torn apart, mix and matched, then re sewn into marvelous brand new products. Due to their distinctive combinations these're usually one of a type piece which distinguishes the fashion conscious person. These accessories and garments please all those with a refined sense of style that is individual along with an aesthetic that aims to stay with heartfelt ideals which are in harmony with the natural world. This's not as easy as it seems for it's based on concepts of quantum physics (energy and patterns), biology (species variety as well as health), environmental science (connectivity of ecosystems), economics (area production and resource values) and mathematics (compounding) (Green wiki, 2017).

In the system the unit might be reworked or even reconstructed in a variety of ways that are different though the content remains exactly the same - and is really at minimum identical if not greater quality than when you started.

Actions like up cycling, re using, and producing a garment in such a manner it can certainly be reassembled after being thrown away is essential. The refashion idea has existed for a long time. From Environmental stylists through war shortage seamstress, making use of materials for brand-new functions is a part of the creative person's repertoire. Probably the most frequent type of clothing re-use was the quilt.

Mumbai-based, Megha Rawat is the designer and also brainchild behind the upcycled footwear brand Kurio, She creates designs with painting old shoes and repurposing brooches and badges as a kid. She'd never ever let her mom discard anything; she'd constantly make something from them. "She don't take single factor that was is firsthand while producing the shoes, old discarded tyres evolved into the soles made of rubber while used silk

sarees formed the uppers on the shoes (Mehta, 2017).

Lakme India Fashion Week Summer/Resort 2017 held in February dedicated its second day to 'Sustainable Fashion and Indian Textiles', displaying many manufacturers that are developing an innovative vocabulary for alternative fashion narratives in the country; the show aptly titled "Reincarnations" concentrated on the different methods fashion is able to get a brand new life through repurposing, reusing, and recycling.

The metamorphosis of a sari, Dupatta, Bedsheets and curtains into upcycled textile and trendy products such as for instance cloth, bags, scarves, jackets and wraps, subsequently reinterpreting the saree; it additionally substantially devoted to providing recurring employment opportunities to economically disadvantaged Indian females by equipping them with a certain skill set along with a team of Mumbai based NGOs. The sarees are sourced from the used saree trade in Mumbai (Mehta, 2017)

Trend 4: Region Specific

In India, weather plays a crucial part in identifying the appearance as the majority of the regions are extremely moist, used for clothes need to be cotton or maybe a cotton based combination to be able to have breathability during summers, The clothing have to get truly breathable after ninety % of India has ten weeks of summer time, For the summertime, People typically favor natural cotton plus khadi, in addition to pure organza and khadi silk, Silk along with woollen preferred in winters and Combination of Cotton may be used all year round.

Trend 5: The 3 Rs - recycle, reduce and reuse

The afterlife of dress is very needed to think about provided that the manner and textiles business is thought the next most polluting 1 on the planet after that of oil. When food is reused - typically plastics, paper, glass or maybe metals - it's divided so the standard materials recovered is remade into something new. These items, nonetheless, are lower quality compared to what they had been before being reused. The term "recycle" describes the process in which a product or maybe its elements are used to create something totally new. Recycling is technically a kind of reusing, though it refers more especially to products which are discarded and divided into the raw materials of theirs. Recycling companies convert the initial merchandise after which provide the now usable material. Some companies purchase second hand materials and also make use of it to create a brand new device that is yet another kind of recycling.

Textile or maybe apparel waste is frequently categorized as either pre consumer or post-consumer waste. The pre consumer waste consists

of by-product resources from the yarn, apparel industries and textile. Post-consumer textile waste mostly originates from home energy sources and includes garments or textiles that the owner doesn't needs. In India, among many recycling plants, recycling of post-consumer wastes of wool and in northern India, acrylic at Panipat, is the world's biggest textile recycling hub.

Reduce or perhaps keeping purchases to a minimum is a great method of lowering the cost on the Earth's resources. Lowering consumption is the key element to the idea of reducing, which may use to physical objects and natural resources, like gas, water and electrical energy. Not to be wrongly identified as reusing or perhaps recycling, reducing means eradicating or lowering use from the beginning. Cutting back on extraneous purchases reduces the amount at which substances are used, but additionally properly reduces the electricity, gasoline and transportation expenses which are accrued when a product is created and sold. The word "reduce" clearly is true for lifestyle. Reuse is a broad term which merges reusing materials and also utilizing products with reusable qualities. An old shirt might become an automobile rag. Though reuse differs from decreasing use, when something is reused, use is decreased as a byproduct. Refashion is associated with reuse in regards to sustainable fashion.

Trend 6: Revivalist of traditions

Sustainability is a huge portion of the inventive story of Indian origin designers with presence across the globe. A crucial emphasis for them would be the usage of handloom textiles as they've a smaller carbon footprint. Additionally they acquire recognition for changing the manner by which the west views Indian textiles and clothes. Even though they perform a great deal with kurtis and sarees, the lines of theirs and drapes are edgy and contemporary, which makes them the best examples of fusion.

It's astounding how the revival of weaving is happening across the nation. Many designers are working with standard weavers and are actively involved in innovations and revival. We've making weaving successful for weavers. Just which can save the tradition. Our weavers require our encouragement, better wages and support. The price of handloom is high, since it's hand made, plus it will take a lot more time to produce the cloth with intricate designs, most notably, it's niche (Anantharam, 2017).The price is really what helps make handlooms a specialized niche market, not just in India, but everywhere within the world. It's simple to produce mile after mile of factory produced cloth though we don't recognize or maybe value that each hand woven textile bears the inimitable stamp of the craftsperson with laboured hours, many weeks or weeks to make it. A weaver's expertise in a talent continues to be

learned and very carefully fine-tuned through generations. If we've a feeling and a conscience of history, we will be willing to pay for such exquisite craftsmanship. Any person will be pleased to shell out money for a painting by an artist since they recognize the worth of that art form. Indian handlooms can occasionally out price actually the deepest of pockets. This's the reason we have to foster and develop our artisanal wealth and much better their working conditions" (Bamzai, 2017)

Trend 7: Price Segmentation and Target Specific

Based on Designer Sancheti The target client base of her will be somebody that believes in restrained opulence, in this particular context, and understated luxury, understand craft in a manner that much less is more. Companies aren't following fashion really seriously however someone who like crafts or even would like to understand them can always purchase eco-friendly classic clothes.

Based on Divya Todi, owner and designer, Allur The designer is developing a complicated, ethnic, traditional and elegant look green apparels. The age bracket of target clients is 35 55." Price segmentation is really essential based on the target team. After it is clear, it becomes simpler for both the seller as well as the customer to decide whether it suits the range of theirs or perhaps not.

Trend 8: Slow fashion

Rising disposable income has given rise to regular apparel purchases. Customers, on an average, buy apparel 8 to 10 times a year now as set alongside a several years ago, when it was smaller than six occasions. This's making quick fashion even more pertinent as retailers alter their inventory many times a year, and are thus, able to offer current fashion merchandise all throughout the season. For responsible way to get traction it's crucial for retail brands to join the game of gradual fashion. Each stage in a garment's life threatens the planet earth and the materials of its additionally to the huge quantities of waste it creates. For instance, it is able to take somewhat more than 20,000 litres of water to create 1 kilo of cotton that could be the same as a set of T shirt plus jeans; as much as 8,000 litres of chemical substances are utilized to change raw materials into garments, causing extremely risky implications for the launch of theirs into the water supply chain. Fast way is particularly culpable in this regard with the aid of artificial, an immediate turnover rate along with oil based fibres.

On just how customers are able to bring about the renewable movement, Ambatipuri, the founding father of Chetana Organic, says that "Customers have to stop purchasing inexpensive garments which do not survive long". He advises customers to purchase 4-5 good quality garments which will last longer. He says buyers also have to begin to ask for

labels on how and where their clothes have been created (Mahalaxshmi, 2017)

Trend 9: Eco label buying

Eco-labeling is among the resources for sustainable living. Simply by looking at a textile item it's tough to see whether it's been made from organic or conventional cotton, or maybe dyed with harmful or non-toxic dye-stuffs. Thus it's not simple for the customer making an environmentally responsible purchase choice as a person ought to preferably contemplate fibre production, product production process, along with what is going to happen on the item during and after the useful life of theirs. Thus, a category of eco labels has been launched with requirements that companies must meet up with before they are able to call their products' green'. environment friendly labels oreco labels manifest the endeavors of an industry to be and be regarded as environment-friendly. Eco-labels are usually given either by Government supported or maybe private businesses once it's been demonstrated the item on the candidate has met the key elements established by them because of the label. You will find 2 kinds of certification, each feeding our sense of well being: social and environmental influence. While buying apparel, looking out for eco labels helps quite a distance in purchasing' green clothes' (Goswami, 2008) Some of the famous eco product labels to watch for in India are Global Organic Textile Standard (GOTS), the butterfly Silk mark, India Handloom mark etc.

Trend 10: Sustainable living through fair trade buying

"Sustainable fashion signifies things that are different in various places. In advanced nations, it might mean getting best practices set up with regard to manufacturing garments, while in India,' sustainable fashion' is combined with our textile historical past and also protecting it, and also since we're an agrarian economy, it's in addition linked to human capital. It's about ensuring fair methods and fair wages are available and also the gains go down to each and every last part within the supply chain. Even recycling and upcycling are mixed into this particular umbrella term of' sustainable fashion'," says Jaspreet Chandok, head Fashion of IMG Reliance (Mahalaxshmi, 2017)

Socio-environmental injustices typically result in social activism and movements led by anyone in the community that are motivated to create a change. Such motions are an effective ways of obtaining transformative change along with civil society to help and champion its objectives. This year, 3 community activists based out of Chennai have been worried about injustices created a public enterprise by the name Tula. Tula isn't simply a shop selling fair trade and also renewable cotton garments but for a holistic institution which takes

into account the whole cotton value chain from harvest to garment, with each phase getting livelihood sustaining and socio environmentally just. "Hand spinning and hand weaving are labour intensive and females centric jobs, however, spinners & weavers are paid a pittance of 120 160 rupees a day" one Mr. Ananthoo explains. He added that, "The ideal option would be having a dispersed and decentralized item with the cotton market with more desirable wages and dignity along with the minimum amount of middlemen included as possible." The company uses just desi (indigenous) varieties of ginned cotton slivers to spin the yarn of theirs. Tamil Nadu's native variety called 'karunganni' cotton, is a single among them (Ganesh, 2017).

Fairtrade India's 'Show Your Label' campaign targeted at obtaining customers to challenge exactly where, precisely how and by whom their garments have been made. AbhishekJani, CEO of Fair Trade India, thinks that "consumers have to keep to ask who made the clothes of mine and who produced my garments therefore the models realize that this's a crucial issue that customers care about" (Mahalaxshmi, 2017)

TIPS FOR BUYING ECO-FRIENDLY CLOTHING AND TEXTILES

1. Check for garments with fair trade certification and eco labels.
2. Find clothing that are bleached or unbleached with hydrogen peroxide only.
3. Look for clothing colored using low impact dyes or natural dyes.
4. Do not go for garments with wrinkle free/non-iron concept.
5. Shop at second hand shops or vintage.
6. Learn the art of sewing and also create your own personal clothes from sustainable fabrics.
7. Look for clothes that don't need dry-cleaning.

LIMITATIONS TO SUSTAINABLE FASHION

Rawat of Kurio states that while you can get many people who recognize the planet of sustainable and environmentally friendly manner though the industry for alternative fashion items continues to be restricted. The science of fabric recycling remains in its infancy. Organizations like the H&M Foundation are creating technologies that separate fibers utilized in fabric blends. But H&M has already been collecting clothes from buyers being reused. In 2017, airers4you collected 17,771 tons of textiles. It's recycling receptacles established at all forty Indian stores. "The consumers eventually end up

purchasing from Zara, indicating the tendency for rapid fashions. Consumers also voice concern around the context where old clothes have been used or maybe used; the consumer in addition questions the cultural characteristics of the used and recycled clothing along with its very first users. Because of Such type of thought it will definitely stop being the situation in nations that are western, where the main issue could be - is the garment completely clean or perhaps not?

Nevertheless, within the Indian context, it's a really aspirational society. The point you are able to showcase that you're using or maybe exhibiting a brand, whether it's the automobile you drive or perhaps the watch you put on is extremely significant, one does not wish to employ up cycled goods; the middle class actually is attempting to go far from the standard up cycled products, that had been earlier created from economic necessity.

Total ninety % of I was a Sari's items are offered abroad, products like sacks, necklaces, along with accessories do market in India though targeting young, unbiased progressive Indians, not weighed down by traditional mindsets, and also are acquainted with the concept and also appreciating the benefits of up cycling. There's curiosity but there's a very long approach to take before sustainable and also environmentally friendly apparels is fashion is a commonly accepted and is a practiced concept (Mehta, 2017).

On a per capita basis, India is still 128th regarding emissions. As its economy expands, far more individuals are going to have permission to access products which promote the world's pollution, such as fashion. As the number of customers grows, it is arguably a critical moment to introduce eco-friendly products.

Future researchers might check out the impact of a consumer's reference group along with other social norms, like interpersonal pressures to be much greener.

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