1. **Challenges of implementing SDGs**

**Q1.What financial barriers and limitation do fashion brands encounter while applying SDGs?**

The R&D tax is a major barrier in textiles, Developing sustainable materials, eco-friendly dyes, and circular production processes often requires significant investment in R&D. This can be financially challenging, especially for smaller brands. Lack of marketing as well as countries worst economic situations is also a barrier.

**Q2. How do barriers like outsourcing materials and lack of government support impact the** progress of fashion brands in implanting SDGs?

There is no such government support , as it is your own product there will be no subsidies from government , in fact the government will charge taxes from the buyers and sellers.

Okay, sir. My question is,

**Q3.Do you think that keeping an eye on the eco-friendliness of suppliers and rewarding them for green practices is a barrier to implementing SDGs or not?**

They are friendly with the suppliers. The suppliers who are using the dyes chemically are also friendly with them. They will use it for the benefit of human health.

They are also friendly with the environmentalists. We call it OekoTex 100 . Oekotex is also used for manifestation.

OEKOTEX is used for manifestation. This is a certification. We specially supply clothes to Europe.

We have 100% insurance there. If the company is OekoTEX certified, then only we can supply. If we are selling clothes to Portugal or Belgium, if the company is not OEKOTEX certified, then we do not sell clothes.

The dyes, chemicals and pigments used in the manifestation process of witout Oekotex are dangerous for the human skin. This is an insurance. We have to make sure that all the processes used in the manifestation process of Oekotex are safe.

All the dyes, chemicals, pigments and treatment materials used in the manifestation process of Oekotex are safe for the human skin. This is an insurance. In Europe, we cannot supply without this.

In America, they do not accept this. This is a standard. We are talking about ourselves.

We are also a designer. We have a lot of products. We have a small spinning plant.

We have a big weaving plant . We have 500 plus labour for weaving. We have a lot of processing and staging.

But if we say that we also take supplies, we take supplies from abroad, we take it from ourselves, we take a lot of supplies from ourselves. we take supplies from other countries, we take it from Crescent mills,engine, shukhpur. we ensure that those mills are also Oekotex certified.

**In Pakistan, Oekotex is valid?**

Oekotex certification is that whatever supplies you export to Europe, you ensure that whatever material you have exported, whether it is dice or any manufacturing, is not harmful to human skin. Okay, sir. Similarly, when you extract supplies for your suppliers, whether it is agro-friendly, eco-friendly or environmentally friendly, you extract it.

**So does the government also check and balance it, whether the material is eco-friendly or eco-tax?** No, the government does not do it. It is the responsibility of the supplier or the customer. There is no such ban from the government regarding Oekotex.

There is no such ban on our products from the government. Okay.

The government does not do it. Whether it is chemical, whether it is SOP or non-SOP, it is not checked from the government. Okay, sir.

**Q4.Sir, how do you overcome technology failure? For example, there is a question that how does the risk of technology failure coupled with lack of technology development affect the successful implementation of SDGs?**

If technology fails, what effect does it have on sustainability? Look, technology failure is in our section because we are in fabrication. The technology that we are using, the test loads that we have, we do not want it to be a product. The product may fail, but the technology failure does not come under our control.

Okay. Look, if we take technology in the sense that the techniques that we use, the techniques are that we launch products according to fashion. We are talking about fashion.

We are talking about manufacturing. If we talk about fashion, then in fashion, we see fashion trends. How is the coming summer? How is the coming winter? We use that trend.

We make these trends, these styles, and then we launch it. And then we see what is the response of the customer. If there is a sale, then we say that the customer liked this trend.

They liked these designs. They liked these fashion trends. If it does not happen, then we say that it will come down.

The customer does not like this trend. **So, in this case, if you make an order according to that trend in bulk and it is a sale, then how do you cover the loss?** There is a plan. When there is a sale, you try to sell it at its cost.

Okay. If you do not get it, then you take it off from shelfs, You take it off from your shop.

Then you sell it at a manufacturing price. You have to spend a lot of money. You have to buy a variety of materials for your business.

If you buy that material for a very low cost, then you have to spend the money. If you bought the material for this season then you have to spend the money. It is not always worth it.

**Does the company get a break-even?** No, it doesn't. They give you a break-even sale at some stand.

**Q5.Sir, how do the environmental training programs affect the fashion brands? How do they affect the sustainability performance?** **Environmental training programs?** How does the lack of environmental training programs impact the fashion brands' sustainability performance? sustainability. Sustainability. Like sir, humanity and eco-friendliness are also important.

**Environment, training programs in Pakistan, is there anything like this?** No, there is no such thing. We are professionals. The big professionals have to take a prediction or take a chance.

Everyone has to take a chance and take a step forward. We do research. The recsearching teams visit abroad and observe such things and apply on their own firms,people from big cities are adopting such things.

So we have to set those things accordingly. We don't train people like this.

We don't train people like this. We have a team in R&D. We have a team of fashion designers.

We have a team of 3-4 people. We call it the R&D department. They were trendsetters.

They used to check and survey what is the trend and what is not. What is the next year's trend? They used to give reports. The next year's designing and styling was set accordingly.

We didn't have to train people like this. They were trendsetters. We don't have to train people like this.

**B) Benefits of presenting sustainability actions in marketing campaigns?**

**Q1.Sir, when sustainability actions are taken in finance, does it affect the customer's purchasing?**

It is obvious. When any brand, fashion brand, if it is about survival, like the situation in the country, in those situations, you have to revise the trend. You have to change the trend.

If you change the trend, the customer will be buying and selling. The customer will be selling because of your buying, because of the price, because of the product. When they are selling because of the price, if the prices increase, the company can develop.

If the prices decrease due to the effect of sustainability, how can the company overcome it? If the sales decrease, to overcome it, we get a new volume, to get a new trend, if we don't get any response from the country, we put a new volume, new volume, new trends, to save ourselves, we launch a new volume, we launch a new product, in the same fashion.

**Q2.Does this increase the market share of the company? By what means? If we apply in our firm, when our sales increase, will the sales increase or can our brand expand due to this?**

See, when you do any work, obviously, any work, to grow the company, to sustain it, either you grow, or you are in a sustainable position, you are trying to save yourself, you are a survivor, you have only two options. The strength of both options is the same.

The strength is your development, that you are coming forward, you are expanding, you are expanding. If you are doing this, If you don’t do all this, you are going to fail. You're going to fall off.

**Q3.is it important for fashion brand to implement sustainable solutions to stay competitive in market?**

Yes, it is important for fashion brands to implement sustainable solutions to stay competitive. Increasing consumer demand for eco-friendly products, stricter regulations, investor focus on ESG criteria, cost savings from efficiency, and the need for positive brand reputation are driving the shift. Brands that embrace sustainability can attract loyal customers, reduce costs, meet compliance standards, and differentiate themselves in the market, ensuring long-term competitiveness.

**Q4. Do you think working with sustainable fashion brands will increase motivation and productivity for employees?**

Yes, working with sustainable fashion brands can increase employee motivation and productivity, especially in the context of Pakistani textiles. Employees often feel a greater sense of purpose when their work aligns with values like sustainability, as seen with brands likeattraction by kamal , which focus on ethical sourcing and eco-friendly practices. This sense of meaningful work boosts job satisfaction, leading to higher engagement and productivity. Additionally, sustainable brands attract talent passionate about social and environmental causes, enhancing morale and creativity. For example, Sapphire's initiatives in using organic cotton and sustainable dyes not only appeal to consumers but also instill pride among employees, fostering a positive workplace culture. By prioritizing fair labor practices and ethical production, these brands create a supportive environment that reduces turnover, further boosting productivity. Thus, sustainability efforts in the textile sector not only improve brand reputation but also significantly enhance employee engagement and performance.

**C) effective techniques of integrating sustainability activities in marketing campaigns?**

**Q1.Sir, if we discuss recycling, do you believe that the use of recycling in marketing campaigns or fashion brands is an effective technique?**

In marketing campaigns, there is recycling, reuse, and reduce.

This is the whole segment. We have made this shipment. When we do inspection, some of the material comes out of it is off-standard.

That material comes out of it. Either you recycle it. Recycle in what sense? If it is gray, then it is not recycled.

Okay. Because you are saying that those problematic things are empty. Okay.

If you do it in white, then you recycle it. If the material comes out in white, then you recycle it. How? There was no shared match.

Your 2000-meter cloth, 4000-meter cloth, or 6000-meter cloth , if it doesn’t match the shade, There was no finishing. But the existence of the cloth is there.

What do you do? You recycle it. Either you fix it in the same shipment, or you keep it for the next shipment, that my next order will come, so I will use it after recycling it. **What is the difference between gray and white?**

Now you are taking the material from the same place. Gray is very simple. It is a textile.

It is made of thread and yarn. Cloth is made of thread. It is weaved on wool.

Do you want to see wool? Yes. Cloth is made on wool. It is called weaving.

The process of thread making is on it. Moving forward from weaving, there is a process, we call it processing. What is there in the process? When the cloth is made of thread, what is the cloth? It is called Kora.

We call it Kora cloth. In English, it is called gray fabric. In Punjabi, it is called Kora cloth.

Gray cloth is made of a simple material. It is cotton, polyester, viscose, or acrylic. It is any material.

It can be cotton, or polyester, or any material. Moving forward, there is a process. In the process, the customer needs a white, dyed, or printed shirt.

There is a theme. I bought this shirt. It is dyed.

I wore it. It is dyed. You wear it.

You know the print. It is like a pencil. It has a design.

It is called printed. It is pure. It is very simple.

There are so many fundamentals. You know that in the process, the process of weaving, the process of processing, whatever is there, it has a different white, it has a different print, it has a different design. There, there is recycling.

There is more. There is more weaving recycling. There is more spinning recycling.

But everywhere, there is a use of recycling. By recycling, by using things, you can earn money from it. Okay.

Okay. Okay. Now, I will give you a great example.

If you come to a fashion brand, We have a fashion brand, we make clothes for ladies, some of our clothes are left over. Some of our clothes, when we style them, some of our clothes are left over. So, we also sell them in a B-grade.

Like I said earlier, there are a lot of people in the B-grade. A lot of people take these small left over clothes. Now, if you take my shirt from left over, then you don't know what the proper design will be.

It will be like this. If there is a problem with the left over, or if there is a problem with stitching, or if there is a problem with processing, or if there is a problem with weaving, or if there is a problem with any of the processes, then they are left over for a few days. Therefore, companies should believe in this.

This is a complete SOP, a procedure, according to which companies recycle, they reuse, and they reduce, and they increase the quantity. This is a fashion brand. If there are such things, then you can transfer them.

If there is a loss, if there is a loss of color, if there is a loss of priority, then you will not say that my design is out. You will not give it to me like this. You will not give it to me like that.

You will not give me a new trend. If there is a loss of priority, you will not give priority to me. You will take it away.

You will take it away. If there is a loss of priority, if there is a loss of priority, then you will ask me to take it away. If you do this, then companies will believe in this.

This is a business. This is a national trend. Recycling, reusing, reducing.

You have to take care of the norms of your brand. Whether it is a fashion brand, a men's brand or a women's brand. When you take care of the norms of your customers, it will increase the strength of your brand.

**Q3. Do you thing use of green packaging material affect the marketing campaigns?**

Yes it contributes in a high ratio,

The second thing is that if the packaging is not environmentally friendly, the brand wont be considered. And if you keep following the norms of the customers, the brand will be considered. And this consideration is necessary for the brand.

How much did you pay for the attraction? We did it according to the government policy. We used the environmentally friendly packaging. We used paper bags.

We closed the shopper bags 2 years before. In our outlets, in St. Lawrence, Texas, Texas Mall, Lahore, Ocean, Karachi, you can do the packaging there. In the open outlets, like Shastrapal, Nizam.

We followed the government policy. We used the environmentally friendly packaging at all branches of attraction.

**Q4.Sir, in your opinion, what is the unique sustainability marketing technique that has not yet been applied in our textile industry? What should be the sustainable marketing technique?**

This is industry to industry. The brand is a brand creation. If we look at the protection by the mall, the brand sustainability, the sustainability, the action plan, along with reviewing it, we should have reviewed our human resource once.

We have made an action plan for sustainability, but you have the same team. So, if you bring a new team for that, and get sustainability design from that, maybe you can grow in that. This is my experience.

New people bring new ideas, new inventions, new developments. This is the difference. So, this does not affect the company? For the sustainability of the company, human resource, where there is a retaining facility, human resource development should be there.

We are talking about human resource retainment. Your existing people, they are going to the fishing system. Everything is fine with them.

But you should bring new techniques, new inventions, new trends for fishing. Human resource development should be there. And when you design sustainability for the company, then that is more beneficial for the company.

Because the person who is sitting inside, may not be able to see from the outside. This is different for the company. This is a common practice.

So, for a company, people who have gone through the sustainability process, have more experience. And we, in our company, we are following sustainability, but we are not successful. That's why we want to help people, for the benefit of the company, so that people can adopt the sustainability process.

**How many years has Kamal Fabric been working?** Kamal Fabric has been serving for the last 40 years. Kamal Fabric, Kamal Group, and Kamal Europe, there are 3-4 companies in the front. There are 10 companies.

Kamal Fabric, Kamal Group. There are a number of businesses. Kamal Fabric, I think, since 2015, sorry, since 2009, has been serving.

Kamal Fabric, and Kamal Europe, have been serving for a long time. Sir, you have been serving for 40 years. 40 years of external use.

**If the government suddenly says that all human resources should be implemented on sustainability, then how will it overcome the hierarchy that has been going on for the last 40 years?** All human resources cannot be implemented on sustainability. How will it overcome that? The manufacturing teams, the design teams, the packaging teams, how will it overcome that? Look, the managers serve. The managers, the heads of the departments, they manage everything.

When the management takes a decision, they look at their managers. They change their managers. The management changes the management.

That's how it works.