**Sadaqat Corporation PVT Limited**

Assalam-o-Alaikum Sir, Walaikum-o-Alaikum Sir, I am a student of Fast University and I am conducting a project on Sustainability of Textile Sector and Fashion Brands. So, I would like to take a brief interview from you in which I would like to ask what challenges do you have to face in following the Sustainability Project? And what are the benefits in it? Yes, absolutely. Whatever questions you have, you can ask. Inshallah, we will try to deal with them. So, do you want to start the questions? No problem. Sir, my first question will be to you.

**Challenges:**

**What financial barrier and limitation do fashion brands encounter in their efforts to implement Sustainability Development Goals?**

Okay, we have to face a lot of difficulties in fashion brands. First of all, we face a high cost. The cost of our sustainable material is very high. Secondly, as Pakistan is not eco-friendly, small brands face a lot of difficulties in adopting these projects.Yes, Sir, large brands will not face this issue. Small brands will face this issue because they have their own cost and limitation. Yes, they have a higher budget than us. Sir, our second question is to you**.**

**How do barriers like outsourcing and lack of government support impact the progress of fashion brands in implementing Sustainability Development Goals?**

Okay, you are right. In every field, our government plays a very important and crucial role. In these projects, we have the government. We have noticed that such projects are not given much incentives in Pakistan. Especially, tax breaks and subsidies for green initiatives are not given much incentives for companies to support their projects. So, the motivation of brands is reduced. Why should they invest when the government is not supporting them?

**Okay Sir, how does the lack of environmental training programs affect the sustainability performance of brands?**

Yes, definitely. The biggest reason for this is that our employees are not given environmental training. So, the opportunities that we are getting in which we can reduce greenhouse gases and their emissions in production are overlooked. Sir, we will talk about benefits in the future. Yes, let's talk about benefits.

**Benefits**

**Sir, if there is a brand like Sadaqat Textile, if it follows sustainability, does it have an impact on customer attention? Does it increase the reputation of the brand?**

Yes, it does. We also note that if you are buying something and the brand is performing sustainable actions for that, suppose there is a major issue of smog, if brands try to tackle this issue that their products should not be part of the environment of smog, people will prefer it.

Secondly, we have many other initiatives like packaging of products.

**Sir, our next question is if sustainability is followed, will brands have an opportunity to enter the new market and increase their market share?**

Yes, definitely. This is because our population is mostly young. Young people prefer eco-friendly firms. Their market share is comparatively higher than those who are not taking eco-friendly initiatives. Okay, sir.

**Sir, I have one more question. Do you think that by following sustainability, we can survive in the international market and remain competitive**?

Yes, definitely. This is very important. When we talk about the international market, we can say that customer preference plays an important role here. Customers prefer such brands which are concerned about our environment. Secondly, we can also look at market demand.

Our global market demands eco-friendly products. Brands which do not meet this demand are not able to survive. This is very important.

We have seen that the governments of all countries and I am talking about the EU, the regulations there are very strict. The products you are making, whether it is from fashion or any other industry. Yes, sir.

**This is why our textile sector is not contributing as much in the international market and is not generating as much revenue.** It is very important to follow environmental laws. If the government wants to support you, it is important that you meet the requirements of the regulator.

Yes, sir. If you ask me, cost saving is very important. When you are using eco-friendly materials, automatically your waste will be reduced.

In the long run, your business will benefit financially.

**Yes, sir. My question is, does the motivation and productivity of the employees increase if sustainability is followed?**

Yes, it does. The reason is that the employees feel that the work we are doing is eco-friendly. Yes, it is eco-friendly. This is a very good practice for the overall environment that everyone is working together. Yes, sir. Sir, what do you think? If we follow sustainability, the attraction and retaining of employees will be reduced. Yes, absolutely. Because special training is also given to these employees, their job security is higher than that of other employees. Definitely, sir. Now, we will ask about the techniques**.**

**Effective Techniques**

**Sir, the technique of recycle, reuse and reduce in the marketing campaign, is it an effective technique?**

It is a very big issue, especially in Pakistan. The products that are made cannot be recycled and reused. And in the end, what happens? We have seen the situation in Karachi. Yes, sir. So, yes, it has a very big effect, especially for fashion brands, that they are eco-friendly. And secondly, in the mind of the consumer, the eco-friendly brands we have, their image is comparatively better than others.

**Sir, our next question is, if the capacity of research and development is increased, can it make the marketing campaign effective?**

Look, if you want to make any campaign effective, especially in terms of marketing, then proper research and development is very important for it. Any project in Pakistan or internationally, you should do proper research and development in it. Sir, if we increase research and development in this way, then knowledge increases, that we should be eco-friendly, we should also follow sustainability.

And secondly, now the whole world is shifting. As you have seen, international brands have also shifted a lot to be eco-friendly. So, why can't we? Absolutely, sir.

**Our next question is, if we use green packaging material to make the marketing campaign sustainable, will it be effective?**

If you are talking about green packaging, then it will definitely remain. And secondly, because it is also recycled, then the source of emission will be less. If this is less, then in recycling, your cost will also be reduced a lot. In terms of packaging. Okay, sir. Thank you, sir.

**At the end, this is our question. In your experience, is there any technique that we should follow while following sustainability?**

Whenever you are selling your products or exporting it to the consumer, you should definitely put some labels on it to reinforce that we are committed that our greenhouse emission should be reduced**.** Okay, sir.

Thank you, sir. Thank you very much. Thank you very much.

Thank you very much for the brief introduction. So, inshallah, sir, if we do market research, we will share the results with you. And inshallah, sir, we will email you the appreciation letter.

Keep me informed. Thank you very much, sir. Thank you very much.

Allah Hafiz.