**Challenges of Implementation of SDGs in the Textile Industry**

**What financial barriers and limitations do fashion brands encounter in their efforts to implement SDGs?**  
 There are not many challenges in implementing SDGs. But when you implement SDGs, your initial cost increases a lot because the government does not pay for the production. So there is a lot of loss in that. So the first thing that happens in SDGs is that eco-friendly fuel is used. If we talk about our factory, we run our factory on solar. Other than that, LPG is not being used. So our initial production cost goes up a lot, because of which our profit and sustainability go down. So that is why a lot of companies and businesses do not apply SDGs. But to be eco-friendly, you have to apply it. We believe these efforts are essential for the long-term success and survival of our business, but without government subsidies, it is a tough decision to implement these changes.

**How do barriers like outsourcing materials and lack of government support impact the progress of fashion brands in implementing SDGs?**  
 In this business, there is a lot of export. So the government policies are very direct and targeted. First of all, it affects you. In this, we have to import. Other than that, all the machinery is imported. That is, the raw materials that are imported are only assembled because the fabric here is not of that standard. Either it should be made and sold in Pakistan or it should be exported. So whatever material is there, it is imported to a large extent. The government policies that are imported keep changing because of which we cannot get a sustainable price range or we cannot do a good job, because of which we face a lot of difficulties. It would be very helpful if the government stabilized policies and gave better incentives for local production or at least provided subsidies for imported machinery to facilitate a smoother transition into sustainable practices.

**Do you believe that not keeping an eye on suppliers' eco-friendliness and not rewarding green practices is a big obstacle for fashion brands to follow SDGs?**  
 It can be improved to a large extent. I have been doing its accountability from time to time. Check and balance it. But you see, our country is Pakistan. So how much will you keep in it? The person who has to do whatever he has to do, he has to do it. So keep an eye on it, but it happens here. When people do it, it is good that the person guides them. Like you are doing the interview now, guide the student bodies. The main suppliers. Who knows, they may improve it. It also depends a lot on creating awareness in the entire supply chain. We need workshops and training programs that bring all stakeholders on the same page regarding sustainability goals.

**How does the risk of technology failure, coupled with a lack of technology development, affect the successful implementation of SDGs in the fashion brands?**  
 In this, it is said that the danger of failure of technology or the development with the lack of technology is that there is a lot of technology in the machinery. There used to be simple looms. Now there are looms, there is a water jet, there is a pressure jet. So first of all, if you want to improve the technology, then you need investment first. After that, you need a skilled worker to run it. Then you have to see all these things. It is not that you just bring a machine and start working on it. Then you have to see all the things with technology. Training skilled workers is the key to utilizing advanced technology properly. Unfortunately, the training gap also impacts productivity and limits the long-term benefits of these expensive upgrades.

**How does the lack of environmental training programs impact the fashion brands’ sustainability performance?**  
 The fashion brands, the environmental changes, if you do this environmental program with that, the factory owners or the companies, they know how to be green, how to be environmentally friendly, and work. In that, our business is done on the basis of profit, on the basis of money. In that, we Pakistanis do not note this thing, and if we implement it or not, we have nothing to do with money. This is our right as a citizen that we take it environmentally friendly. With better environmental education programs, the workforce can be taught the long-term benefits of sustainable practices and how it contributes to brand reputation and global compliance.

**Benefits of Presenting Sustainability Actions in Marketing Campaigns**

**To what extent do a fashion brand’s tangible sustainability actions contribute to its positive reputation, and does it have an impact on customers’ purchase intention?**  
 Whatever backing material they use, it is recyclable. This is a natural thing. When something is different from other people, because it is different from other things, so people are attracted to it. And the educated people, they understand this thing and promote this thing.

**Do you believe that implementing sustainable marketing practices can help fashion brands to enter new markets and increase market share?**  
 Yes, that is why we say it is environmental-friendly SDGs. Because in our foreign market, all these things have to be approved first. Your eco-friendliness, whatever, if there is such a thing, they ban your company, they also ban your country.

**Is it important for fashion brands to implement sustainable solutions to remain competitive in the international market?**  
 Yes, I just told you that the international market focuses a lot on this. There is a check and balance. So there is no option. It is necessary.

**Do you think working for sustainable fashion brands will increase motivation and productivity of employees?**  
 I think it will increase motivation of employees. They do better work in such an environment.

**In your opinion, do you think sustainable marketing practices help in attracting and retaining employees?**  
 The younger youth who are coming to work, because they are educated, they have some knowledge, know-how, so they prefer it. As I said earlier, wherever such things are being applied, wherever it is said that it will happen, the conditions of working there will be better.

**Effective Techniques of Integrating Sustainability Activities in Marketing Campaigns**

**Do you believe that the use of ‘Recycle, Reuse, Reduce’ in the marketing campaigns of fashion brands is an effective technique?**  
Yes, sir. It is exactly like this.

**Do you think increasing the research and development capacity of fashion brands will result in more effective sustainability marketing campaigns?**  
 Yes, we do search and development in this business, or we can do it. That we have to see the market trend of designs or we have to judge the material that is being used.

**Do you think that the use of green packaging material effectively contributes to the integration of sustainability into marketing campaigns?**  
 Yes, sir. It does.

**In your experience, do you have any other sustainability marketing techniques for fashion brands that you can share?**  
 Sir, in this, first of all, keep your raw material clean. In that, look for a supplier who is working in an eco-friendly environment. Apart from that, your packing material should be good.