My name is Mr. Babar and I am General Manager of **MK Sons.**

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

**Question: What difficulties do we have to face to implement SDGs or financial barriers?**

Look, there are 4-5 different steps that the government should take. The first big step is the cost of capital. Before this, 4-5 years ago, it was up to 5%.

In 5%, you used to get finance, which you are not getting now. Your finance has now come down from 19% to 15%. That's why it's very difficult for an industrialist to make money.

They are working at 8-10%, working at 5-10% profit. So the bank is giving money at 15%.

So who will take the money? Number one.

Number two, your cost of electricity and gas. These two things have increased a lot. It has increased almost 300%.

15-16 rupees a unit was 4-5 years ago, electricity. At this time, it is getting 50 rupees. The whole industry is getting the same rate, the flat rate.

Earlier, the exporter, the textile industry was getting less, the subsidized rate was getting less. Now you don't get it. Similarly, the cost of gas.

Gas and electricity are two major parts of the cost. When your cloth becomes grey fabric, After the grey fabric, it is converted into the form of a finished dye and print. Almost 50% of its cost is electricity and gas.

**Question: 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?**

**Answer:**

Definitely, not analysing suppliers sustainability and not incentivising green action is certainly a major barrier of fashion brands to meet Sustainable Development Goals. Particularly for larger scale fashion brands, they are reliant on a vast supply chain network across multiple countries. Without proper monitoring, SDG goals like responsible consumption become shallow for a brand — no matter how many sustainability initiatives and certifications these suppliers get.

**Question: How do barriers like outsourcing materials and lack of government support impact the progress of fashion or textile implementing SDGs.**

**Answer:**

Your government has also made it flat rate. Subsidized is over. Then there is a very big factor in it.

Increase the rate of the dollar. By increasing the dollar rate, the cost of your dye and chemicals has increased. Because you import everything.

We don't make anything locally. We import everything. That has increased your price.

These are all factors that have come together from the government. A lot of support is required. If the government supports it, the industry will run.

Otherwise, the industry will shut down. Then there is the technology work in Pakistan. And there is more in foreign countries.

And they are ahead of us.

**Question: What difficulties do we face from this?**

**Answer:**

We have to import that technology. Our machines are not made in Pakistan.

The government is not promoting this department in manufacturing. We have to import every machine from outside. Mostly from China. Even in sewing. There is a sewing industry in textile. All machines are coming from China.

Then there is the processing industry. There is dyeing, printing, finishing plants. We import everything from Europe or China.

Turkey has developed. Turkey's machines are cheaper than Europe's. But we have to import it from outside.

**Question: There is a shortage in environmental pollution. People don't know that we should work on it. What is the solution for that?**

**Answer:**

When foreign companies come to Pakistan, they pay. But the cost is very high. There is a water treatment plant. It is a must when you work with a foreign brand. Chemical treated water is a brand's requirement. You treat it and then put it in wastewater. It is a good cost to treat. It takes 5 to 7 crore rupees to make a treatment plant. After that, it costs 1.5 to 2 crore rupees to run it. This is the cost of environmental pollution. You throw dirty water or smoke in it. If the industry tries to treat all these things, its cost increases. This also adds to the cost of the product. Customers are not ready to pay the price. The government should develop such a plant. The industry should get support.

Customers are not ready to pay an additional price.

**Question: Where will the industrialists get the money from?**

**Answer:**

They don't. There are a few big mills that are working with big brands. Gul Ahmed, Alkaram, Lucky, Nishad, Interloop, MTM, MK Sons, Crystal Textile, etc. These are just 15 to 20 big companies. Small and medium-sized industries cannot afford this much.

**B) Benefits of Presenting Sustainability Actions in Marketing**

**Campaigns**

**Question: If we don't implement SDGS in Pakistan, will it affect the brand's reputation and customer purchase?**

**Answer:**

If we look at sustainability. If we implement it in Pakistan, the brand will not be able to sell to the customers. We have to supply.

They are sitting outside and doing sales. They are not doing sales in Pakistan. They are doing their own business. It is of no use to us.

**Question: Do you believe that implementing sustainable marketing practices can help fashion brands to enter new markets and increase market share?**

**Answer:**

Yes, implementing sustainable practices can undoubtedly assist fashion brands in accessing fresh territories and expanding their portion of the overall industry. Today's buyers, specifically more youthful ages, are progressively worried about the natural and social consequences of the brands they endorse. Brands that position maintainability at the focal point and pass on these attempts successfully can distinguish themselves in an overwhelmed commercial center. Furthermore, some major brands have discovered achievement by zeroing in on natural duty and cordial work conditions in their assembling. In any case, little independent ventures may confront difficulties in flaunting maintainability without sufficient asset, so successful advancement is fundamental to get the consideration of sensitive customers.

**Question: Do these factors attract employees?** **Or can it improve our retain?**

**Answer:**

It doesn't matter to the employees. Employees need money.

They need compensation for their work. They don't get it on time. The industry is shutting down. People are firing employees. It is very difficult for the government to implement minimum wage. The government allows minimum wage. But these few industries, which I have mentioned, apart from these people, no other industry is giving minimum wage.

**Question: Do you think working for sustainable fashion brands will increase motivation and productivity of employees?**

**Answer:**

Yes, Employees who work for sustainable fashion brands can find their motivation and productivity elevated. Employees are more engaged and proud of their work when they know that the company they work for values going green and social responsibility. Having this sense of purpose translates into job satisfaction — which is well known to be correlated with higher motivation and productivity.

**Question: In your opinion, do you think sustainable marketing practices help in attracting and retaining employees?**

**Answer:**

I think sustainable marketing practices can have some impact on attracting and retaining employees but depend on the authenticity of execution as well as communication to employees. Particularly for younger staff and those who are more educated, they may wish to do such work that motivates them with a sense of corporate responsibility, and will thus also handle their contributions better as employees when employed at a company that emphasizes sustainability within its framework. The industry is now grappling with higher prices and tighter profit margins, which find some operators unable to afford employee engagement in sustainability programmes.

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

**Question: Then we have the T-Cycle, D-Use, and D-Reduce techniques. Do they work effectively in Pakistan? What do you mean by that? Does the remaining material get reused?**

**Answer:**

No, it is recycling. It is a very heavy cost to recycle. It is happening in some industries. People are doing it in the knitwear industry. They are doing it in denim. But it is also a huge cost to run the plant. The big institutions are doing it. No one can do it in a small one. Not even Ford. The role of the government comes here. The government should invest in these things. The government should invest in finance. Like in Faisalabad, the government should build a mill.

The government should bear all the expenses. The government should do it in Sialkot, Lahore, and Karachi. This is how it can happen.

If the industry does it on its own, then it is a very expensive solution. That is not feasible for the long run.

**Question: Can you make a technique for a fashion brand that can improve sustainability?**

**Answer:**

Fashion brands are doing it on their own. They are doing it on their own to increase their sales. They want to reduce the cost. They want to lower the cost. They are working to lower the cost. But they are not paying the price in the Pakistani market.

**Question: Do you think that the use of green packaging material effectively contributes to the integration of sustainability into marketing campaigns?**

**Answer:**

Indeed, green packaging material definitely helps in achieving sustainability as part of the brand marketing campaigns. One of the most direct and visible aspect of a product is its packaging, therefore when a fashion brand chooses eco-friendly materials for its packaging it sends clear message to consumers about sustainability.