**CODE FILE-INTERVIEW**

Thank you so much, sir, for giving us your precious time. Before starting, let me introduce myself. My name is Sami, and I am from FAST.

I'm currently an undergraduate student of business analytics. And I am here for my semester project. Basically, it's on collecting qualitative data on sustainability, implementing by textile.

We have three, basically, sections. First one is the challenges to sustainable development in textile industry. Second one is marketing benefits of sustainability.

And the third one is strategies for embedding sustainability. Before I start, I could request, could you please introduce yourself? OK. Basically,My name is Shahzaib and currently I am working with Worth tex International.

We are also running brand sara collections. And our first outlet, we established in Denmark. And now we are working in Pakistan.

Ahh,Basically, Sami came to us for that interview we are very happy that he has come to take our introduction and interview. So… let's start.   
Thank you so much, sir.

First of all, our first session, challenges of implementation of SDGs in textile industry. We have first question, what financial barriers and limitations do fashion brands encounter in their efforts to implement SDGs?

Financial barrier, there are several factors to implement sustainability. We are discussing only two.

We are discussing factor in our factory. We often face too high upfront cost when trying to implement sustainable development goal initiative, sustainable material, ethical productions process. And renewable energy solutions tend to be more expensive, making it financial challenges, especially for smaller brand or the start-ups.

Balancing this cost while staying competitive in one of our thought and partners. All right sir. The second one question is , how do various outsourcing materials and lack of government support impact the progress of fashion brands? Like, do government supports you?

No, government definitely not support in that matters. If you rely on outsourced material, an overseas supplier can limit our control over sustainable practices in our supply chains. Without strong government support or incentive to source sustainably and cost increase, achieve full transgressions becomes harder and delay our sustainable development goals. And……that's it.

Ohhh ok…! Sir the third one is, do you feel that not closely monitoring suppliers' environmental practices and the absence of incentives for greener practices hindered progress towards SDGs?

Basically, yes. Not tracking supplier practices can be significant obstacles if we don't ensure our supplier uphold eco-friendly practices if compromises our sustainability effort. Rewarding supplier who priorities green initiative would strengthen our entire supply chain's commitment to sustainable development goal. Ensuring every step aligns with our visions.

Make Sense... The fourth one is about the technology failure.

How does the risk of technology failure coupled with the lack of technology development affect the successful implementation of SDGs in your fashion brands? Sustainable innovations often depend on the new technologies, but new technology failure is our under-development solutions can set us back. We constantly weigh the risk of adopting new technologies. If it fails, can be financial and operationally damaging.

Lack of efficient techniques and infrastructure slow our effort to meet the sustainable development goals. All right. The last one from first section is about how does a lack of environmental training programs impact the fashion brand? Like, could partnerships with educational institutes or NGOs can be a solution? As, Without dedicated training, team may not fully grasp sustainability practice, how to implement them effectively?

Ahhh..Yes you are right.Training program can be crucial to empower staff ensuring the understanding for the goals. Basically, without proper training, without proper guidance, we may not be able to solve our problems. We need to be trained them it can be through any means especially by the government and provide proper training and support so that we can run our business.

In our country, after completing degrees, people move to work. So, it's better to get support from the government and provide proper training in every institute so that we can benefit from it and our students can move towards their business. In other countries, for example, an Englishman once asked me, what will you do after completing your PhD project? I told him that I will definitely prefer my job.

He said, why you are not moving towards your business after completing your PhD, you are not launching your product, you are working on your project, you are moving towards your job. So, they prefer this thing to start your own business and their government supports them too in training as well.

Without proper training, we will not be able to work properly. You will have to face losses. You will have to plan properly.

You will have to design a budget. You will have to do sourcing. Thank you so much, sir, for your great insights.

Alright great sir…

The second session is about the benefits of presenting sustainability actions in marketing campaigns. Here, we have the first question. 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 intentions? Do you see a direct connection between the sustainable practices and customer loyalty?

Ah… Basically, showcasing tangible sustainability efforts enhance reputation and build trust.

Consumers today value transparency and when they see our real commitment to sustainability, it often translates to the increase in brand loyalty and purchase intentions. As long as you don't show loyalty to your customers, you will not be able to meet their expectations. You will not be able to meet their expectations.

Yeah make sense…The second question is do you believe that the sustainable marketing practices that you are doing help fashion brands to enter a new market and increase their market share?

Definitely, it does. The more you do marketing door-to-door, the more it will affect your sales and the impact it will have on the fashion brand. The more you do marketing, the more it will affect your sales and the impact. Is it important for fashion brands that if they are entering an international market, they will keep their sustainable practices separate from the rest of the competitors?

Sustainable and purity... You need some practices in this regard. Some are lack of practice and some are international struggles to complete this course. Your supply chain should be good for this purpose. You need to see all these things so that you can compete with international marketers.

The fourth question is do you think working for sustainable fashion brands will increase motivation and productivity be of your employees who are working there. Do employees respond well to sustainable initiatives?

Well…Many employees are there to try sustainable brand, finding purpose in environmentally reasonable work. The more you are engaged with your employees, the more you will benefit. You will be able to motivate them more. You will be able to motivate them about their work. You will be able to guide them more about the product. You will be able to guide them more about your product. The more you lead them about your products, the more your sales will increase. The more you guide them about the product and its value, the better for them.

The last question is in my second session that do you think the sustainable marketing practices that you are doing help to retain and attract employees? As we usually see that the textile industry or any other industry where there is a lot of hard work for the labourer to work there because there is a lot of physical work. So will sustainable practices attract them to work there?

Basically, the struggle is everywhere. Wherever you go, you have to struggle.

Even if you are an owner of a brand, until you struggle, you will not succeed. Obviously, it has an impact. If you work within the sustainability, it will definitely have an impact on every employee. Hard working is important for everyone. Until you do hard working, you will not succeed in anything and…yeah that’s it.

That’s great sir, let’s move to the last one session about effective techniques of integrating sustainability activities in marketing campaigns.

The first one question my is, do you believe that the use of recycle, reuse and reduce in the marketing campaigns of fashion brands is an effective technique?

We believe these principles are impactful. Using this message, our campaign highlights our commitment to minimize waste, which resonates strongly with environmentally conscious consumers and emphasizes our dedication to responsible practices. The second one is about the R&D, research and development. Do you think that increasing the research and development capacity of a brand will result in more effective sustainability campaigns?

Definitely, the more your research and development, the more it will have an impact on it. Yes, it is but, Do you think there is a specific area in this that if more work is done in it, we can make this practice more effective?

For example, In general you can do development of different things. But if we go specific if do we can get better outsourcing materials?

Yes, this definitely R&D impacts you. You can source it more and more so that you can meet its price in the market. The more you do research and development, the more you will be in the market and the better your efficiency will be. The third question is, do you think that the use of green packaging material effectively contributes to the integration of sustainability into marketing campaigns?

Basically, maybe or may not. Because eco-friendly packaging can have an effect on things. It can also be environmentally friendly. This is a good idea.

Do you think its cost effective? As we saw that some brands previously start making biodegradable bags, but they were running for a while. What do you say about that? If all brands implement it properly, will it have an effect or will it cost more?

Um… Green packaging depends on the material. You have made green packaging, but the material used in it depends on the cost. But this is a good thing from an environmental point of view. Our last question is an open-ended question from you.

In your experience, please share any other sustainable marketing technique for the fashion brands that you think should be implemented but are not. What do you think? It can be any of them. The things that are not being implemented at the moment.

First of all I will say one thing, there is no support from the government. Okay. There should be support from the government.

Is there any marketing technique that you think should be implemented in it. Either it is your experience or you have seen it somewhere.

Actually, I also run my e-commerce store .What should you do in this? You should engage with the customers. Whenever you run a brand, your customers come to you. The more you engage with them, the better.

There are some brands that do not listen to the customer. As soon as they do something, they come back. You should engage with them.

You should cooperate with them on everything. The more these things are good, the better your impact will be. Okay, sir.

That was all about it. Thank you so much for giving us your precious time. Thank you again. Your Welcome…