**My name is Fahad Zulfiqar and I am a Brand Manager at Noorani Textile**

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

**Question: What the financial barriers and the limitation does fashion brand encounter in their efforts to implementation of sustainable development goals?**

**Answer:**  
When it comes to implementing sustainable practices, especially in textiles, there are numerous processes involved, and keeping them eco-friendly can be costly. We focus on recycling raw materials and minimizing the environmental impact, but it does increase costs. However, when we look at the bigger picture, these efforts help reduce our carbon footprint, which is crucial for the climate. Since COVID-19, there’s been a heightened focus on creating a better environment, investing in renewable energy, and reducing our carbon impact.

**Question: How does the barrier like the outsourcing the material and the lack of the government support impact the progress of the fashion brand in implementing the sustainable development goals?**

**Answer:**  
In Pakistan, it's largely independent. The government doesn’t provide much support specifically for sustainable initiatives in textiles. There are general SOPs that we’re expected to follow, but it's more of an individual responsibility here. In contrast, other countries may have stricter SOPs and government support. Interestingly, Pakistan is among the top 10 countries globally in textile production, but we still operate without substantial government backing for sustainability. In Pakistan’s textile industry includes denim, fabric, garments, beddings, and sheets. Our quality is top-notch. However, some international laws and standards aren’t always fully followed. Still, every company has its own SOPs, which is why foreign companies continue to work with us. Rather than blaming the government, I think it’s an individual responsibility to maintain standards. It’s on each company to ensure that their suppliers also follow SDGs.

**Question: Do you believe that not keeping an eyes on the supplier's eco-friendliness and not rewarding the green practices is a big obstacle for the fashion brand to follow the sustainable development goals?**

**Answer:**  
Yes, if our suppliers aren’t following SDGs, we either warn them or reduce our orders from them. Compliance involves more than just SDGs—it includes gender equality, environmental standards, and cleanliness. If a company wants strong partnerships, they need to prioritize these values.

**Question: How does the risk of the technology failure couples with the lack of the technology development and affect the successful implementation of the sustainable goal in a fashion brand?**

**Answer:**  
We don’t lack technology itself; it’s more about lacking trained human resources to operate it effectively. We need skilled labor to make the best use of available technology.

**Question: How does the lack of the environmental training program impact the fashion's sustainability performance?**

**Answer:**  
Yes, training can make a huge difference in any field. Even if we have all the resources and growth opportunities, having well-trained human labor is crucial. Training can help bridge differences in mindset, both in management and non-management roles.

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

**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 intention?**

**Answer:**   
Definitely. Marketing our commitment to responsible production, climate action, decent work standards, and gender equality enhances our brand. Consumers appreciate knowing that they’re buying from a company focused on these values. It creates a positive image and makes the company more attractive to consumers.

**Question: Do you believe that the implementation of the sustainable marketing practices can help the fashion brand to enter in a new market and increase the share**

**Answer:**  
Yes, a local example is the brand Rasta. For brands aiming to reach the right customers, quality and strategic marketing are essential. During COVID-19, we used digital marketing to spread awareness about the pandemic and to connect with consumers, which helped our market grow much faster than expected. What we anticipated achieving in 10 to 15 years happened in just two years, thanks to digital marketing.

**Question: Is it important for fashion brands to implement sustainable solutions to remain competitive in the international market?**

**Answer:**  
Following SDGs allows us to enter new markets because consumers value responsible brands. If a company follows sustainability practices like responsible consumption, climate action, and gender equality, it positively impacts its reputation. This creates better opportunities, as consumers and suppliers connect with brands that prioritize these values. Implementing these practices can help a company stand out.

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

**Answer:**

Yes, if a company promotes gender equality, environmental responsibility, and growth opportunities, it creates a more positive work culture. Companies like Unilever, Engro, and Khaadi are examples where the employees’ quality of life is visibly better, leading to lower turnover. If employees feel aligned with the company’s values, they’re more likely to stay.

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

**Answer:**

Absolutely. Sustainable marketing practices play a significant role in employee retention. They foster innovation, which is crucial since employees prefer to work for companies that are forward-thinking rather than outdated. When a company is innovative, employees are more likely to stay, seeking opportunities for training, improvement, and better compensation, including bonuses. So yes, it definitely has a positive impact.

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

**Question: Do you believe that the use of the recycle, reuse reduce in marketing campaign, campaign of fashion branding attract the techniques effectively?**

**Answer:**  
Such practices definitely help. For example, Nurani Textiles has adopted sustainable packaging—our boxes double as storage containers, and even the collars on shalwar kameez have scale markings so they can be reused as rulers. The goal is to ensure our products don’t contribute to waste. We focus on quality, especially for our international markets in the Middle East, where we have been active since the 1970s.

**Question: Do you think that the increase the research and the development capacity of the fashion brand will result the more effective sustainability market campaigns?**

**Answer:**

Absolutely. A marketer without research is just another person with an opinion. R&D is essential for creating effective marketing campaigns. If a campaign is backed by thorough research, it’s far more likely to succeed. R&D helps us understand our strengths, weaknesses, and consumer needs, which are crucial for any marketing strategy.

**Question: Do you think that the use of the green packaging material effectively contribute to integrate the sustainable into the market campaign?**

**Answer:**  
Green packaging is becoming more common among Pakistani brands, but resources are limited. Packaging reflects the brand’s quality, and in Pakistan, expensive or eco-friendly packaging options aren’t always viable. However, internationally, green practices are valued. For instance, many brands abroad use tote bags instead of plastic, encouraging consumers to bring their own bags. This aligns with sustainable practices and reflects a shift towards environmentally friendly options.

**Question: In your experience, please share any other sustainable marketing technique for the fashion brands. Sustainable marketing technique**

**Answer:**  
Yes, we’ve worked on innovative packaging ideas. For example, we’re exploring ways to make tags reusable, like turning them into keychains. Our office culture also supports sustainability—we have plants and even care for birds. Each employee takes responsibility for maintaining this environment, reinforcing our commitment to sustainability in small but impactful ways.

**Question:** **Do you have any closing thoughts on sustainability?**

**Answer:**  
Sustainability is about sticking to basics like responsible consumption and climate-conscious actions. It may not always directly increase profitability, but it enhances your character and contributes positively to society. Sustainable Development Goals (SDGs) cover everything from economic growth to gender equality. Embracing these in our daily lives is essential; it’s not just for the business world but for everyone as individuals.