

ISSUE 3 | DECEMBER 2024

# Southshore Snippets

2025

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Dear Readers,

The year has come to an end. At Southshore, we look back at the months gone by with pride at our achievements and look forward to the months to come with new resolve and verve. Tying up 2024 in this issue of *Snippets*, we bring you, in a new section 'Seasoned Insights', the perspective of our co-founder C. Kumareson as he ruminates on his years in marketing and sales of books, and on the challenges and changes time has wrought in the field. In another new section 'Author in Focus', we turn the spotlight on Jatinder (Jay) Cheema, the author of *Climate Change: The Policy, Law and Practice* (Thomson Reuters, 2024), who has been recently appointed as Amicus Curiae by the Supreme Court of India in a carbons emission case. The excerpt this month is from Thomson Reuters' December publication, *Climate Change Crisis: Assessing the Actions for the Future*. We close the issue wishing all our readers a happy new year. May the new year ring in positivity, peace, harmony, and health for each of you and your loved ones. Goodbye, 2024. Welcome, 2025.

Regards,  
The Southshore Team

# From the desk of the CEO

Dear Readers,

At the outset, I would like to take this opportunity to wish you all a very Happy, Healthy, and Prosperous 2025.

*Southshore Snippets* is a newsletter we bring out to provide a window to our readers on what we do at Southshore as well as our perspective on the Indian publishing market. In this issue, I am focusing on the law segment given our partnership with Thomson Reuters.

Over the last few years, in the law segment, we have seen pressure on the overall sales/ revenues, with the market not really coming back to the pre-Covid level. Growth has been stagnant. In addition, with the price points of books, both locally published and imported, leaping year on year, it is becoming more and more difficult for our customers to look at buying them. The legal fraternity is increasingly looking at buying smaller books and bare acts for regular use and reference.

We have offset this to an extent by bringing to the Indian market good content from our UK partner Sweet & Maxwell at a lower price point for India. We plan to continue this with a selection of good titles for the year 2025. Over 2024, we have focused on streamlining our pipeline of Indian authors to ensure that we publish relevant and good content that they create in 2025.

The year 2024 for us was one of planning and getting things in place. We have focused on building our author pipeline, acquiring/commissioning good content, and developing technology solutions for the distribution of books/journals for the publishing community. With a team that has an average of 20-plus years of experience in providing end-to-end publishing support to international publishers, we believe we are poised for strong growth in the coming years and are now looking forward to extending our publishing support to institutions and building strong partnerships in India.

I also take this opportunity to thank our channel partners, who are our distribution backbone, as well as our authors and vendors who have supported us in our journey over the years.

We look forward to a good 2025 and the years ahead.

Warm regards,

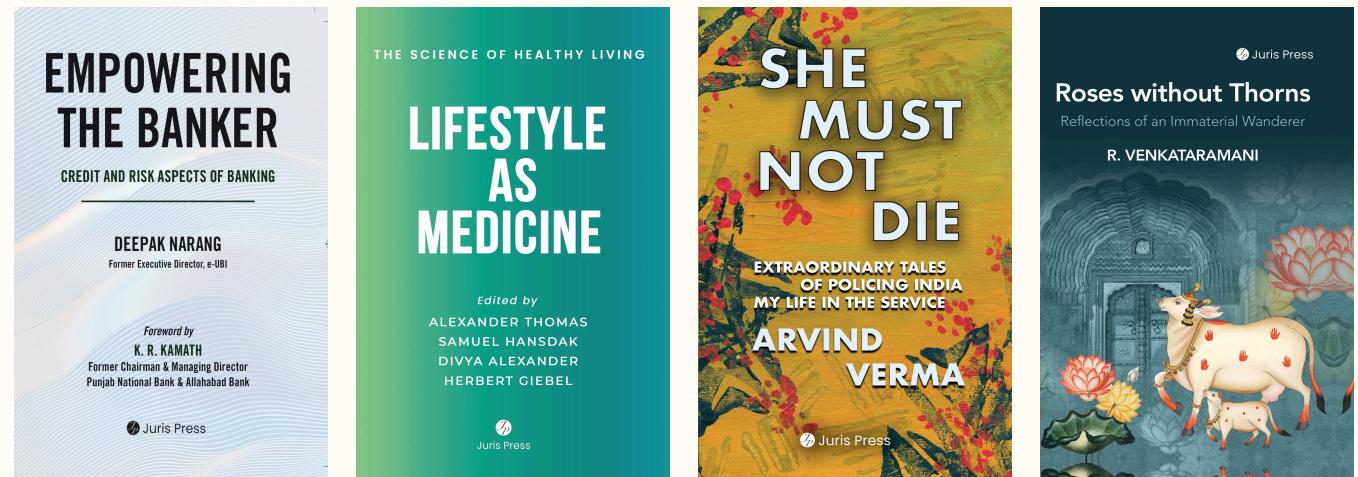
# About Southshore

Southshore Innovations Private Limited, Chennai, is a publishing company promoted by techno-functional professionals with deep domain experience in different aspects of book publishing, customer experience, sales and distribution. A startup registered with the Department for Promotion of Industry and Internal Trade, Southshore has multiple lines of activity in the publishing space.

1. Traditional publishing through its imprint, Juris Press
2. Publishing for Thomson Reuters as its in-country partner in the SAARC region
3. Representing international publishers such as Brill and MyJoVE, and application providers such as Writefull
4. Owning and operating [e-BooksJunction](#) a marketplace for publishers to display and sell their digital content
5. Owning and operating [BooksCentral](#), an e-commerce platform to display and sell print books for Thomson Reuters and Juris Press

The publishing industry in India has traditionally been fragmented and the use of technology has caught on slowly. With its experience in building applications and products, Southshore aims to provide solutions to the publishing industry to improve efficiency and provide a better experience for the end users.

## Juris Press

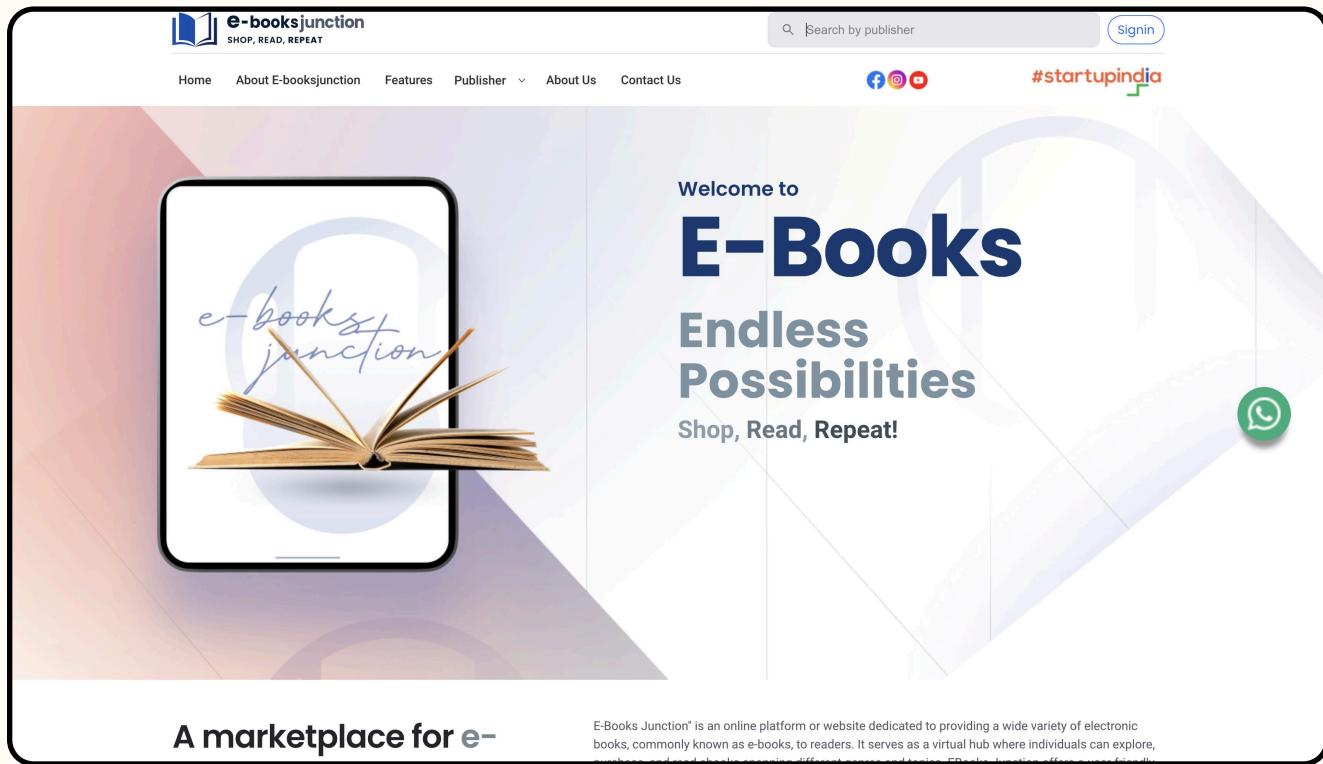


Juris Press is an imprint of Southshore Innovations Private Limited.

Publishing has, over the years, become increasingly mechanical and process oriented. We felt a need to provide authors with a space where they would be involved in the publication of their books, participate in the process through discussions, sharing their ideas and thoughts, and publishing good content as the final outcome. With such a vision in mind, Juris began its journey in publishing in 2023, backed by a team that is experienced in all aspects of book production.

Juris has published titles across the genres of spirituality, self-help, biographies, poetry, and health. The genres and the list of authors continue to grow.

# e-BooksJunction

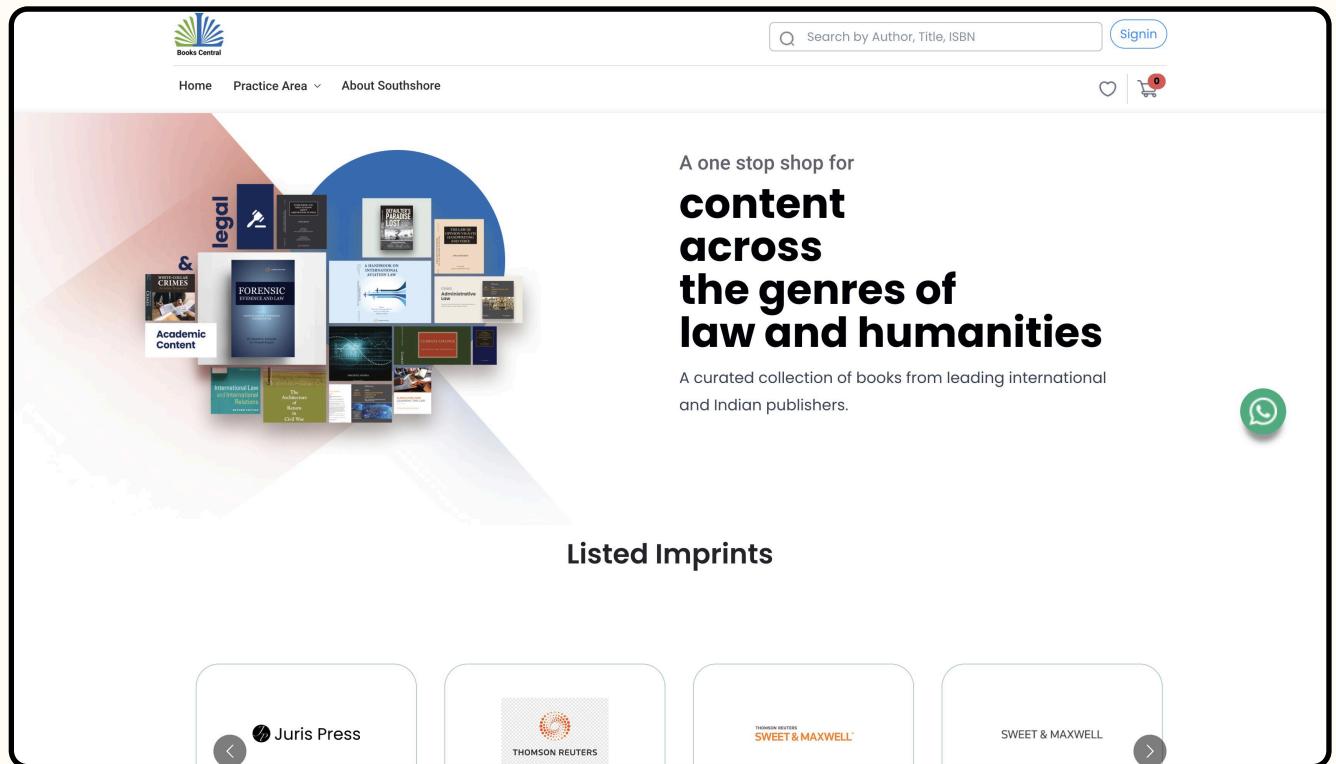


Content in the form of printed books has been around for a very long time. Books have been the preferred medium of information and instruction across genres and languages. With the advent of the internet and its increasing penetration across the world, content evolved from its print format to a digital version. Though the trend evolved gradually, small publishers have found it difficult to create and maintain a platform for such content. Keeping this in mind, Southshore Innovations Private Limited has created e-BooksJunction ([www.ebooksjunction.com](http://www.ebooksjunction.com)), an online platform to help small publishers display and sell their digital content to customers across India and the globe.

e-BooksJunction is dedicated to providing a wide variety of electronic books, commonly known as e-books, to readers. It serves as a virtual hub where individuals can explore, purchase, and read e-books of different genres and on a variety of topics. e-BooksJunction offers a user-friendly interface that allows users to search for, preview, and download e-books in digital formats compatible with e-readers, tablets, smartphones, and computers.

e-BooksJunction supports all languages and has its own proprietary reader which is an app that can be downloaded on different devices. The platform is DRM-enabled, ensuring publishers of integrity of content. To know more, please reach out to us at [sales@southshore.in](mailto:sales@southshore.in).

# BooksCentral



BooksCentral ([www.bookscentral.in](http://www.bookscentral.in)) is an e-commerce site focusing on the display and sale of specific legal publishers. The site lists books from Thomson Reuters covering titles written by legal luminaries in India, titles imported from the UK and US, reprints of titles from Sweet and Maxwell UK apart from an e-book collection across all practice areas of law. In addition, BooksCentral is also the gateway to books published by Juris Press, an imprint of Southshore Innovations Private Limited.

BooksCentral is both a B2C and a B2B site. Not only can individual customers search for and buy the books they need through the site but so can institutional buyers such as universities, colleges, law firms, and the Judiciary apart from others.

## Seasoned Insights

# Marketing and Sales of Books — A Professional View

C. Kumareson, Co-founder, Southshore Innovations Private Limited

I consider myself fortunate to have started my career in sales and marketing within the publishing industry. My journey began as a Sales Executive with Oxford University Press in 1997, shortly after completing my postgraduate studies.

What makes this journey special is the enriching interactions I've had over the years—engaging with learned individuals from academia, institutions, and other knowledge-focused communities. These conversations have been invaluable, shaping my understanding of the publishing world over the past three decades.

The landscape of selling books has evolved dramatically over this period. I began with traditional print book sales, but, today, the focus has shifted to digital formats like e-books and online content. Navigating this dynamic environment has been both a challenge and a learning experience, as factors such as distribution channels, publishing trends, and reader expectations have transformed considerably.

A pivotal moment in my career was relocating from Chennai to Delhi after my first decade in the industry. Delhi, as India's wholesale hub for publishing, offered me a fresh perspective. The region's booksellers, known for their risk-taking ability, large-scale distribution, and extensive customer networks, broadened my understanding of the business.

Over the years, I've had the privilege to work with renowned multinational companies like Oxford University Press, LexisNexis, and Springer Nature. Later, as Business Head at Newgen KnowledgeWorks, I represented Thomson Reuters for their legal print books in India. Currently, in the next phase of my journey, I have co-founded Southshore Innovations Private Limited. Through Southshore, I continue to collaborate with global publishers, representing brands such as Thomson Reuters, Brill, JoVE, and Writefull in India for their e-books and journals.

## Changes in Distribution Channels

- 1. Bookstores:** In the late 1990s and early 2000s, physical bookstores such as Landmark, Crossword, and Oxford Bookstore dominated the market. However, the rise of e-commerce and changing consumer behavior posed challenges to this traditional model.
- 2. Online Retail:** The advent of platforms such as Flipkart and Amazon India in the early 2000s revolutionized book sales, providing greater accessibility and variety, including self-published works.
- 3. Mobile and Digital Platforms:** The smartphone era, particularly in the 2010s, brought exponential growth in e-books and audiobooks, supported by platforms such as Kindle and Audible.

## Transformation in Publishing Models

- 1. Self-Publishing:** Digital platforms such as Amazon Kindle Direct Publishing (KDP), Notion Press, and Pothi.com have empowered authors to self-publish without relying on traditional publishing houses.
- 2. Literary Festivals:** Events such as the Jaipur Literature Festival (established in 2006) have become significant platforms for connecting authors, publishers, and readers while promoting books and driving sales.

## Challenges for Booksellers

- 1. Piracy:** Illegal book printing and unauthorized digital downloads remain a major challenge, impacting revenues for publishers and authors alike.
- 2. Distribution Infrastructure:** While online shopping has bridged gaps in procuring books, rural and remote areas still face challenges in accessing books due to inadequate distribution networks.
- 3. Intensified Competition:** Physical bookstores face stiff competition from e-commerce platforms, which offer greater convenience and variety.

## Author in Focus



# Jatinder (Jay) Cheema

*Author of Climate Change: The Policy, Law and Practice | Thomson Reuters, 2024*

*Climate Change* is an effort to consolidate all the legal frameworks pertaining to climate change, adaptation, resilience and mitigation, both national and international, within one publication. It will be of interest to anyone engaged in environmental advocacy looking to bring about positive changes on this subject, including policymakers, activists, legal scholars, and students while promoting understanding of diplomatic negotiations through analyses of international agreements in shaping climate policies, adaptation and sustainability efforts worldwide. Jay Cheema also warns in *Climate Change* of an “explosion of climate change related disputes” in the near future.

Jay Cheema's pursuits in addressing global environmental challenges have been noticed by the Honourable Supreme Court of India which has appointed him as Amicus Curiae in the *Ridhima Pandey v. Union of India* case.

He will assist the Court in examining the legal framework surrounding carbon emissions in the *Ridhima Pandey* case, calling upon his expertise in navigating complex regulatory, transactional, and dispute resolution experience across multiple jurisdictions.

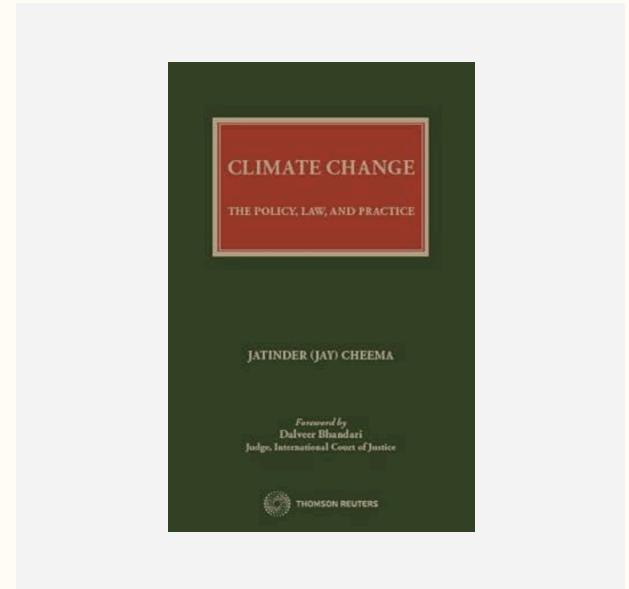
Jay Cheema is qualified to practice law in India, Canada, and Africa, and is a leading legal counsel in the energy and natural resources sectors, with particular expertise in LNG, renewable energy, natural gas, hydrogen, and electric vehicles, oil, and gas. Over the years he has been advising project developers, investors, lenders, regulators, and contractors on commercial and transactional matters in the implementation of various provisions in the energy and international laws across Canada, Africa, Brazil, the Middle East, and China.

His work and standing over years of advising Private Equity firms and Foreign Institutional Investors with investments in sectors such as aviation, special economic zone development, manufacturing, and infrastructure have expanded into the global domain of sustainable energy practices and climate change mitigation.

Jay Cheema served as legal counsel to the Parliament of Canada during an ethics investigation; he played a pivotal role in drafting free-zone laws in a Middle Eastern country; and contributed significantly to policy and legislative work.

Jay Cheema's academic contributions are equally noteworthy. As a visiting faculty member at renowned institutions like the Indian Institute of Management Lucknow, Management Development Institute Gurgaon, and the Indian Institute of Corporate Affairs, he lectures on recent developments in M&A, Private Equity, and Corporate Laws. He is also a prolific writer on energy law and international law, regularly contributing to law journals, national newspapers, and magazines.

With his vast global, cross-border legal expertise, and strong academic foundation, Jay Cheema's appointment as Amicus Curiae in the carbon emissions case will play a critical role in shaping future legal actions aimed at combating climate change and finding legal solutions to the environmental challenges faced by the World today.



## Climate Change: The Policy, Law and Practice

*Jatinder (Jay) Cheema*

Paperback | ISBN 978-93-95696-06-7  
Pages: 862

### Praise for Climate Change

“This 800-page magnum opus, *Climate Change: The Policy, Law and Practice*, is much more than a labour of love. Jatinder (Jay) Cheema has done meticulous research for several years, documenting the global, multilateral, regional, and national commitments on climate change, the laws enacted by the national and state legislatures, and listing some of the most important and contentious cases with overlapping jurisdictions, the status of state compliance for SDGs, and the wide gap between what some leading MNCs profess and what they actually do, especially with regard to environmental protection.”

— Dr. Sanjeev Chopra, Former IAS; Former Director, Lal Bahadur Shastri National Academy of Administration; historian, policy analyst and columnist; Festival Director, Valley of Words

“Lawyers have been in the forefront of every important social and political movement. Your book gives a glimpse of the pioneering contribution of the Law-men in this area. Your own concern and contribution are praise worthy.”

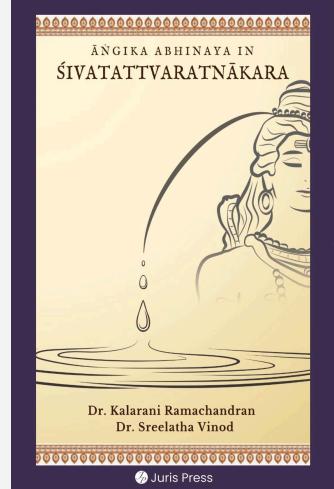
— M. N. Venkatachaliah, Former Chief Justice of India

# Southshore's Publications

 **Juris Press**

In-House Imprint of Southshore

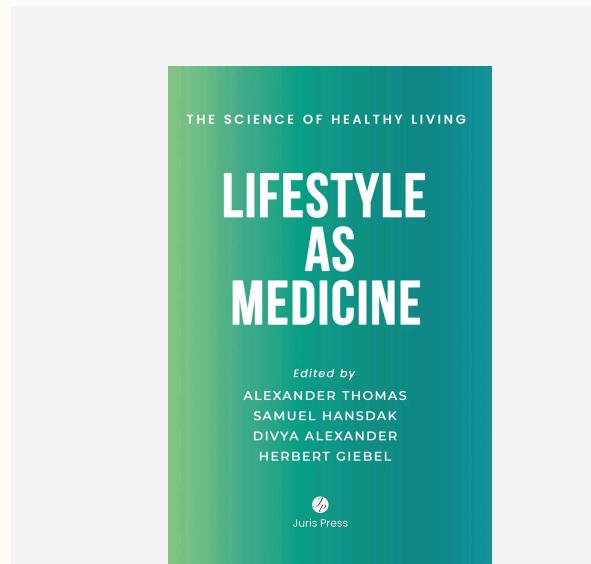
## April-December 2024



### Āṅgika Abhinaya in Śivatattvaratnākara

Dr. Kalarani Ramachandran and Dr. Sreelatha Vinod

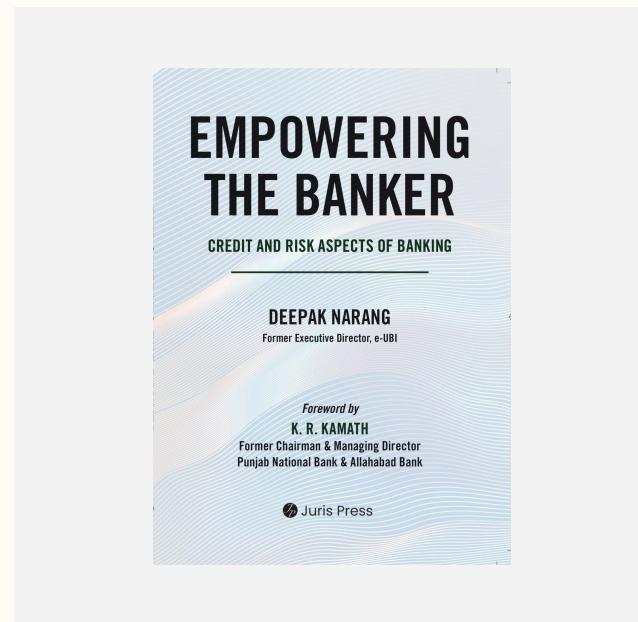
Paperback | ISBN 9788197361470  
Pages: 200 | Price: INR 499



### Lifestyle as Medicine: The Science of Healthy Living

Edited by Alexander Thomas, Samuel Hansdak, Divya Alexander and Herbert Geibel.

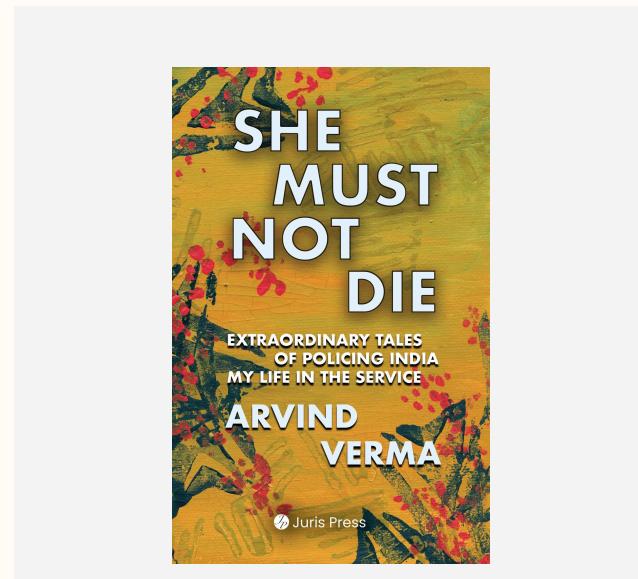
Paperback | ISBN 9788197361494  
Pages: 253 | Price: INR 350



### Empowering the Banker: Credit and Risk Aspects of Banking

Deepak Narang

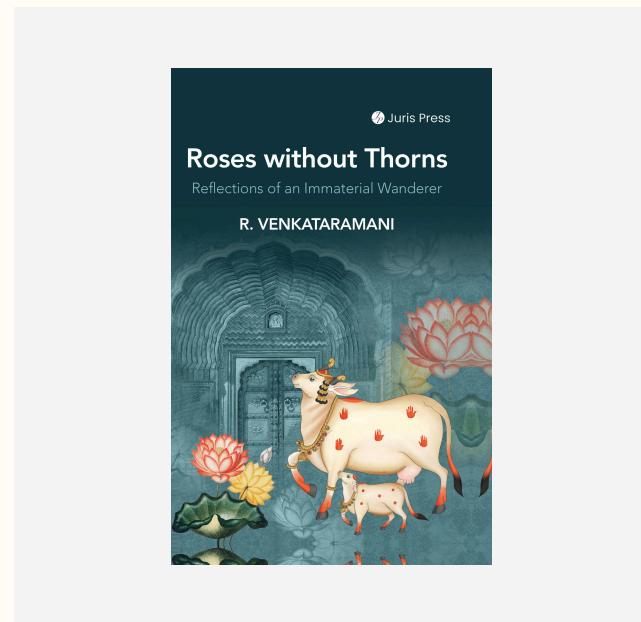
Paperback | ISBN 9788197021237  
Pages: 344 | Price: INR 775



### She Must Not Die: Extraordinary Tales of Policing India; My Life in the Service

Arvind Verma

Paperback | ISBN 9788197361401  
Pages: 212 | Price: INR 550



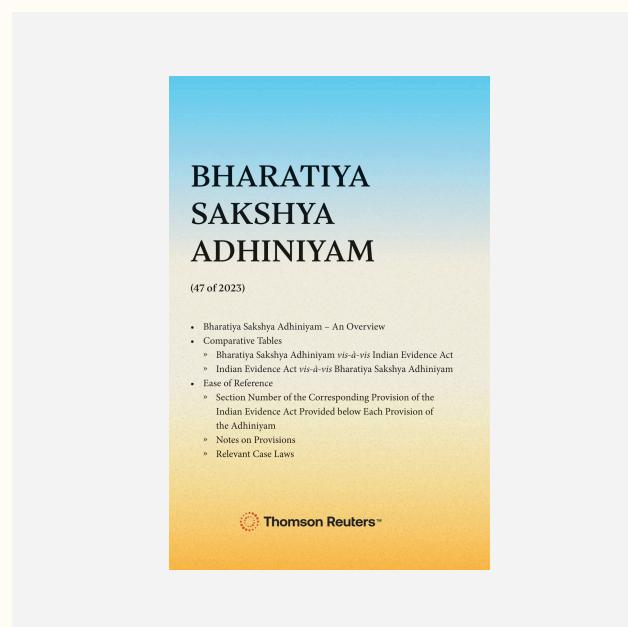
### Roses without Thorns: Reflections of an Immortal Wanderer

R. Venkataramani

Paperback | ISBN 9788197361463  
Pages: 230 | Price: INR 750

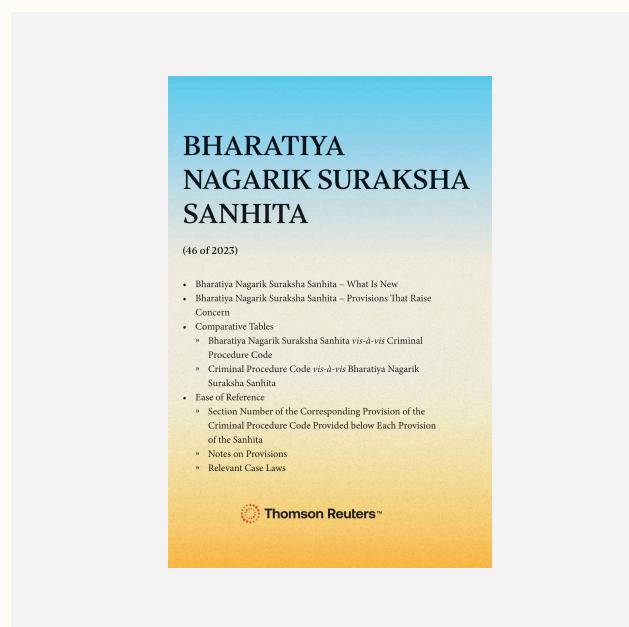
# Thomson Reuters' Publications

**April–December 2024**



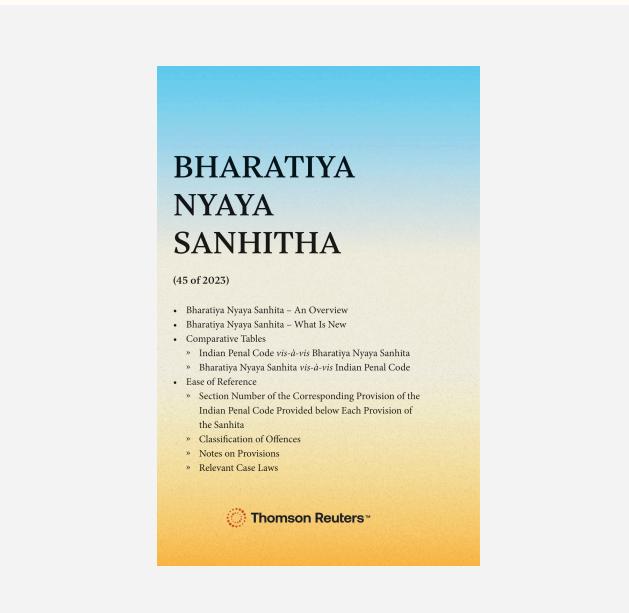
**Bharatiya Sakshya Adhiniyam**

Paperback | ISBN 9788197806551  
Pages: 120 | Price: INR 150



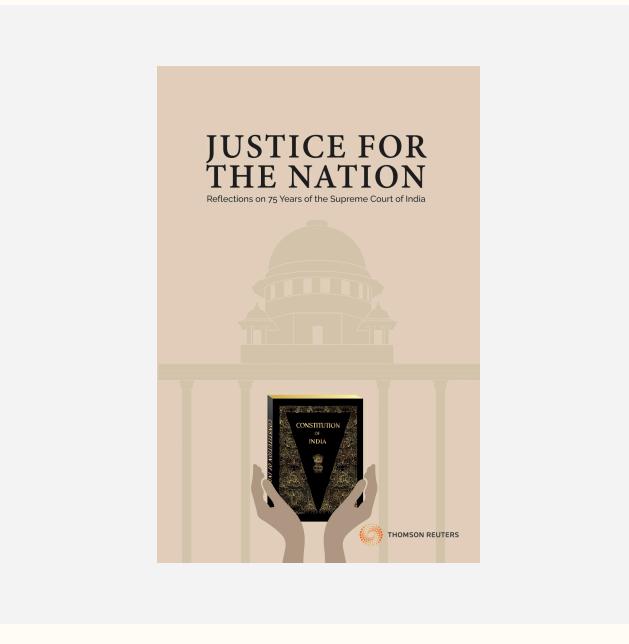
**Bharatiya Nagarik Suraksha Sanhita**

Paperback | ISBN 9788197806568  
Pages: 492 | Price: INR 350



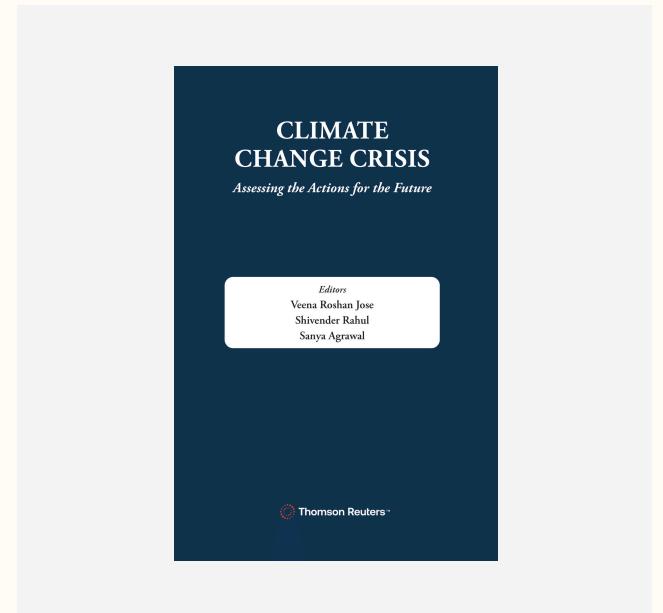
**Bharatiya Nyaya Sanhita**

Paperback | ISBN 9788197806537  
Pages: 316 | Price: INR 295



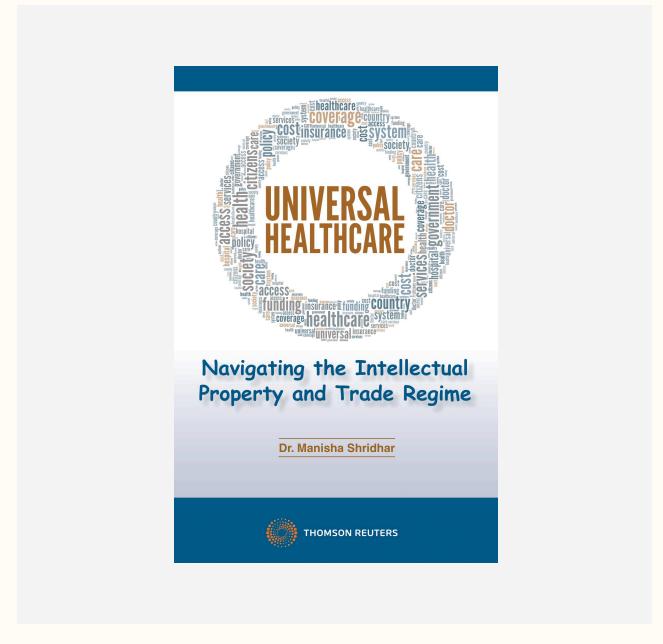
**Justice for the Nation: Reflections on  
75 Years of the Supreme Court of India**

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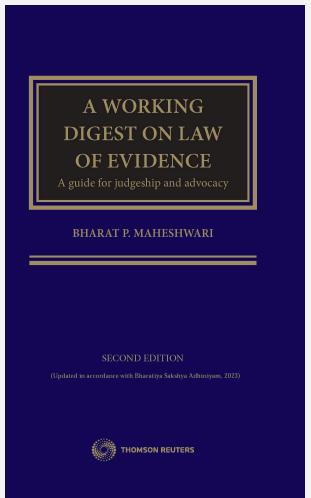
**Climate Change Crisis:  
Assessing the Actions for the Future**

Editors: Dr. Veena Roshan Jose, Dr. Shivender Rahul and  
Sanya Agrawal  
Paperback | ISBN 9788197806582  
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Property and Trade  
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Dr. Manisha Shridhar  
Hardback | ISBN 9789395696975  
Pages: 930 | Price: INR 3295

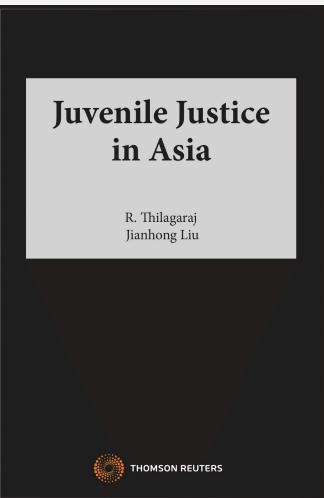


## A Working Digest on Law of Evidence: A Guide for Judgeship and Advocacy, Second Edition

Bharat P. Maheshwari

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Pages: 1,134 | Price: INR 2,425

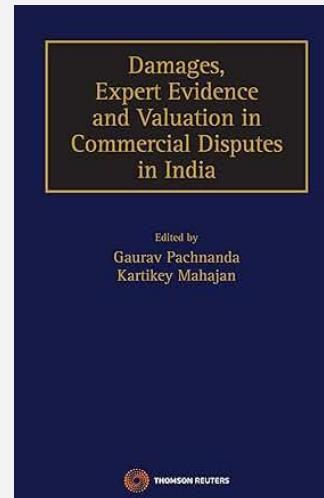


## Juvenile Justice in Asia

R. Thilagaraj, Jianhong Liu

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Pages: 234 | Price: INR 775

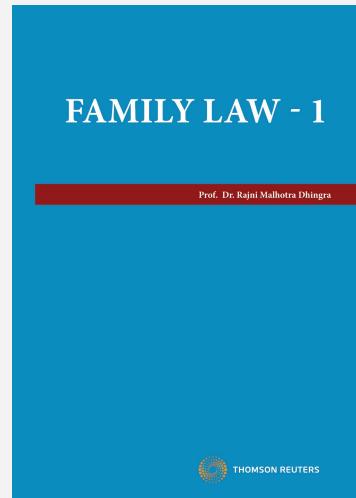


## Damages, Expert Evidence and Valuation in Commercial Disputes in India

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Pages: 640 | Price: INR 1,695

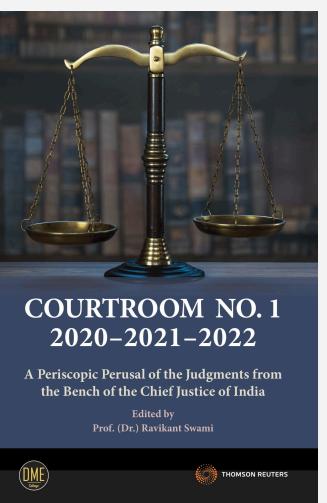


## Family Law – 1

Prof. Dr. Rajni Malhotra Dhingra

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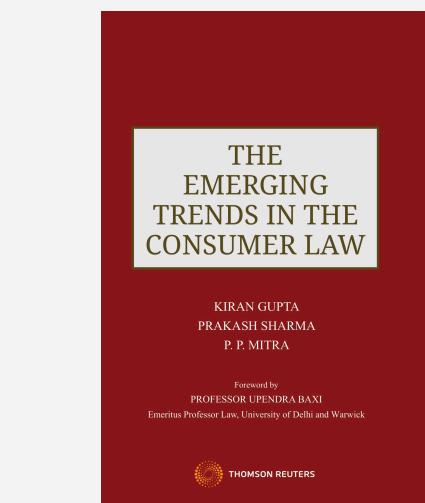


## Courtroom No. 1 2020–2021–2022: A Periscopic Perusal of the Judgments from the Bench of the Chief Justice of India

Edited by Prof. (Dr.) Ravikant Swami

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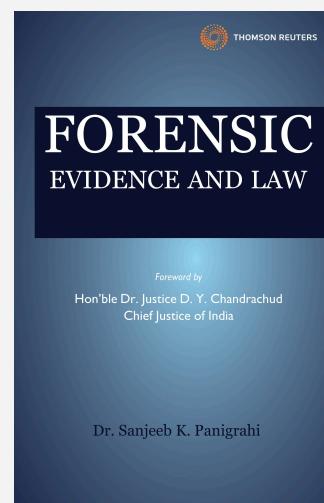


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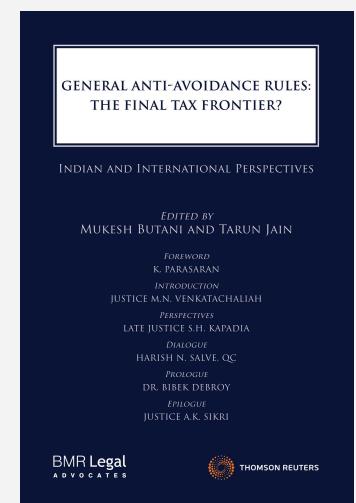


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Dr. Sanjeeb K. Panigrahi

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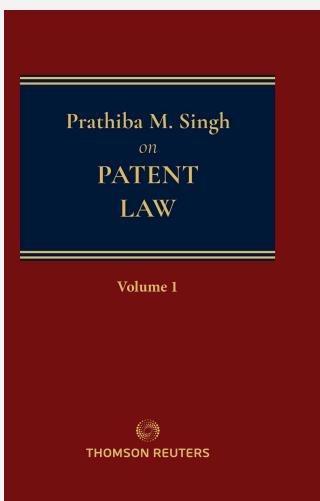


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Edited by Mukesh Butani and Tarun Jain

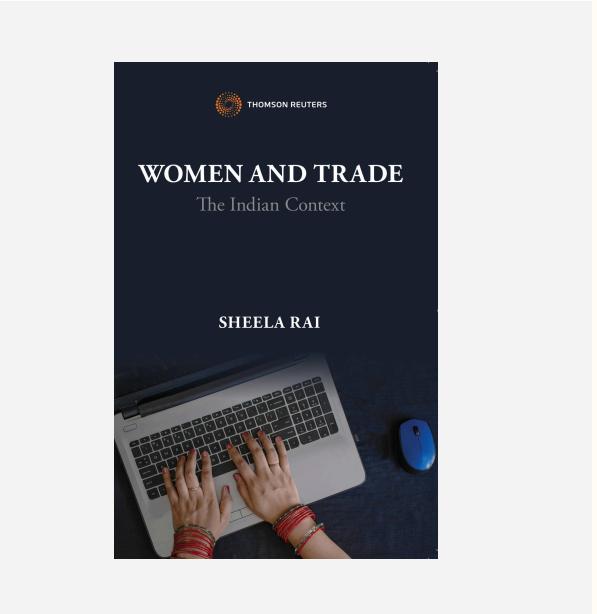
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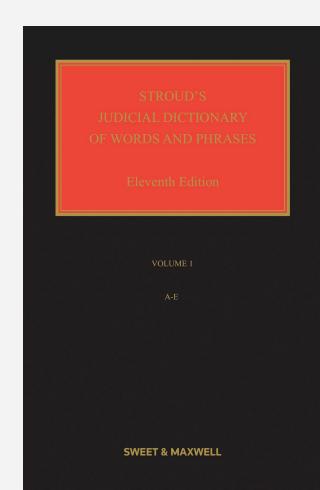
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*Sheela Rai*  
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*Nelson Enonchong*  
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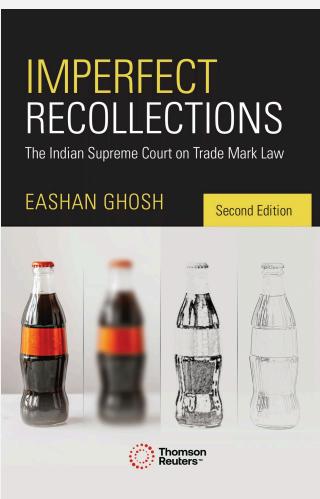


**Stroud's Judicial Dictionary of Words and Phrases, 11E**

*Daniel Greenberg*  
**Volume 1: A–E**  
Hardback | ISBN 9788198223418  
Pages: 1080 | Price: INR 32,000

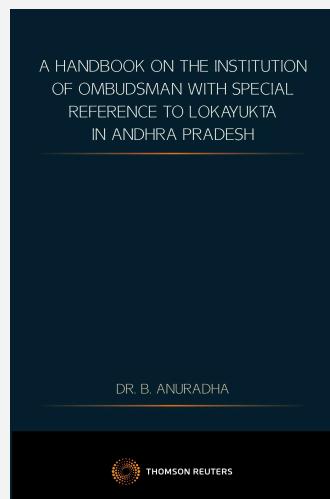
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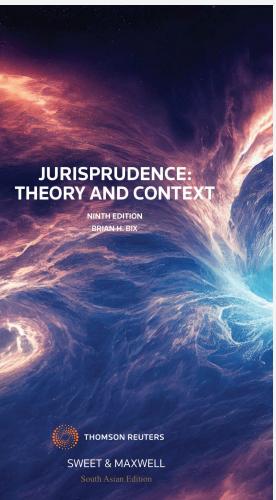
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*Ivan Hare KC; Catherine Donnelly SC*  
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Pages: 1,256 | Price: INR 16,000



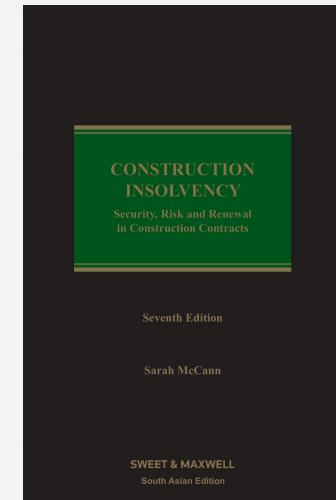
## Jurisprudence: Theory and Context, 9E

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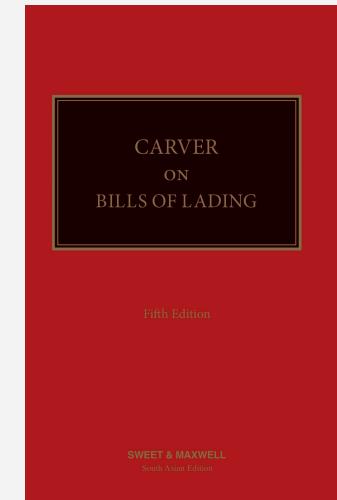
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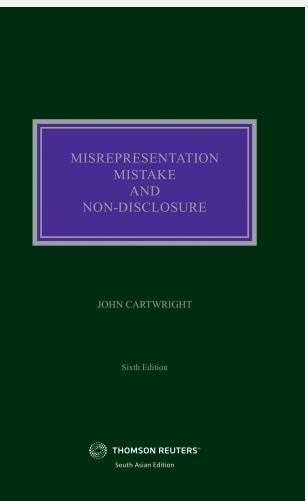
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*Sarah McCann*  
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Pages: 1,178 | Price: INR 13,875



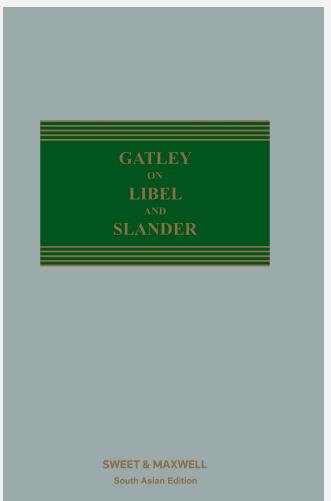
## Carver on Bills of Lading, 5e

*Professor Francis Rose and Professor Francis M B Reynolds*  
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Pages: 1,064 | Price: INR 20,875



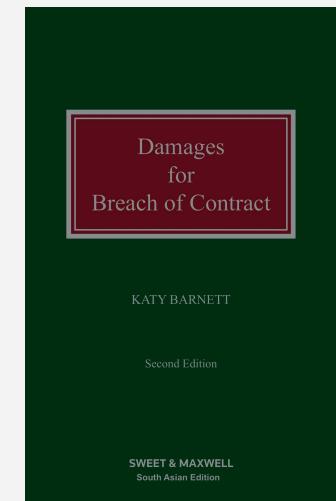
## Misrepresentation, Mistake and Non-Disclosure, 6e

*John Cartwright*  
Hardback | ISBN 9788196675844  
Pages: 788 | Price: INR 12,850



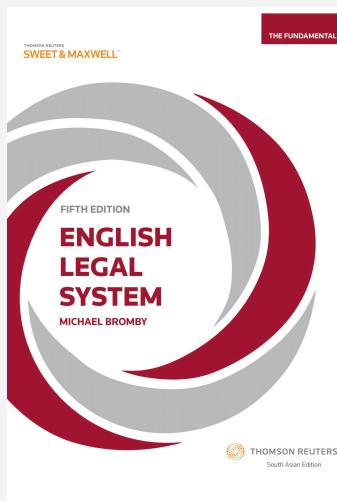
## Gatley on Libel and Slander

*Richard Parkes QC, Godwin Busuttil, Professor David Rolph, Professor Alastair Mullis, Dr Andrew Scott, Tom Blackburn SC*  
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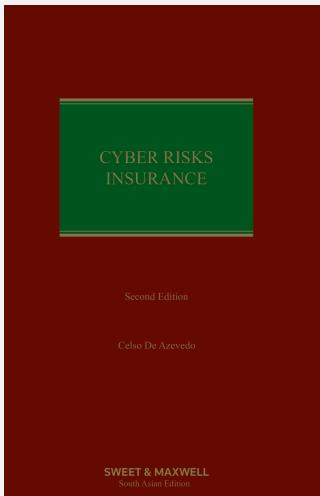
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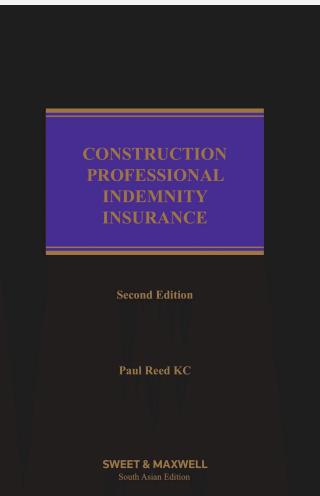
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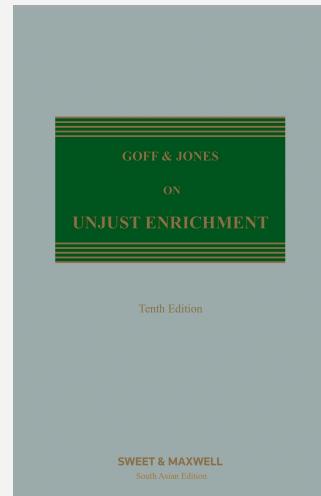
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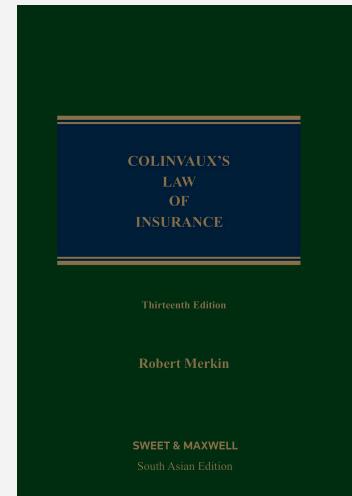
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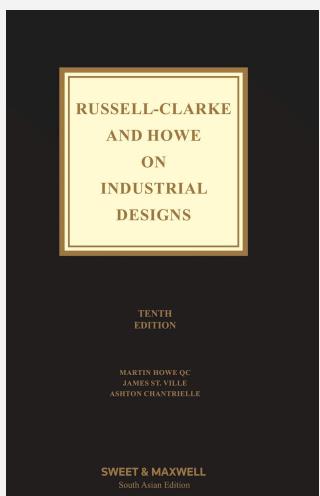
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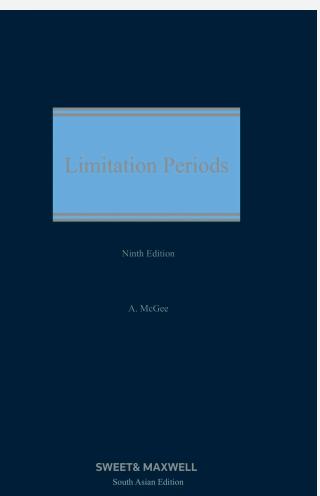
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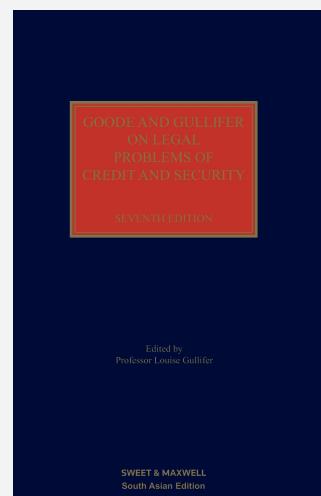
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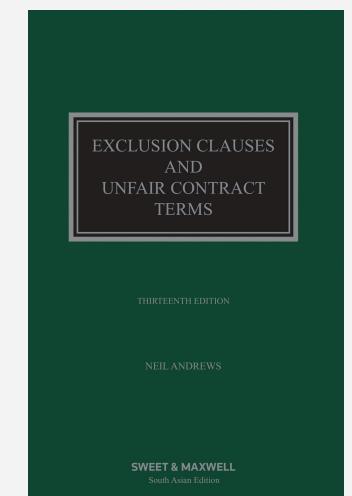
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# DECEMBER EXCERPT

Saket Sharma and Nidhi N. Anand, 'Fast Fashion and Its Menace: A Legal Approach towards the Environmental Crisis', in *Climate Change Crisis: Assessing the Actions for the Future*, edited by Dr. Veena Roshan Jose, Dr. Shivender Rahul and Sanya Agrawal, pp. 280–282 (Thomson Reuters, 2025)

## Introduction

The interconnect between any human endeavour and the environment is an important area of study because of its direct link with the health of the planet. One of the most unique human enterprises is that of the fashion industry. Fashion takes inspiration from emerging styles and is defined by the latest trends of the moment. Over the last decade, the fast fashion business model has thrived due to its ability to quickly capitalise on the latest trends and produce clothing at a rapid pace.

"Fast fashion" is a term used to describe a business model in the fashion industry that emphasises the rapid production and delivery of clothing collections that are based on current trends. This model focuses on producing inexpensive clothing that can be sold quickly, in order to encourage consumers to buy more clothes more frequently.

The production process for fast fashion typically involves outsourcing labour to countries with low wages and using cheap materials and manufacturing processes to keep costs low.

This has led to concerns about environmental degradation, exploitation of labour, and waste generation in the industry. The fast fashion industry relies heavily on non-renewable resources such as oil, water, and energy. The production and transportation of clothing require large amounts of these resources, leading to increased greenhouse gas emissions and other forms of pollution. The production and dyeing of clothing involve the use of many chemicals, including toxic dyes and synthetic fibres. These chemicals can pollute air and water sources, leading to harm to human health and ecosystems. Fast fashion is characterised by a "throwaway" culture, where clothing is worn only a few times before being discarded.

This leads to significant amounts of textile waste, which can take hundreds of years to decompose in landfills. The production of cotton, which is commonly used in fast fashion, requires large amounts of water and pesticides. This can lead to soil degradation and reduced crop yields. Synthetic fibres shed microplastics when washed, which can enter the ocean and harm marine life. Overall, the environmental impact of fast fashion is significant and contributes to many of the world's environmental problems, including climate change, pollution, and resource depletion.

The term "fast fashion" was coined in the early 2000s to describe this business model, which has become increasingly popular in recent decades. Fast fashion has a significant impact on sustainable development goals (SDGs). The Sustainable Development Goals (SDGs) were established in 2015 as part of the 2030 Agenda for Sustainable Development by the United Nations General Assembly. These goals consist of 17 objectives and serve as a global initiative to end poverty, promote environmental conservation, and guarantee universal peace and prosperity for all by 2030. While the industry has contributed to economic growth and job creation, it has also caused serious environmental harm and negative social impacts. Negative impacts of fast fashion on SDGs include the use of non-renewable resources, pollution of air, water, and soil,

exploitation of labour, and the promotion of a consumer culture that encourages overconsumption and waste. This can have adverse effects on SDGs such as responsible consumption and production, decent work and economic growth, and climate action.

Technological advancements have played a significant role in revolutionising production processes, enabling manufacturers to increase efficiency and speed up the production of clothing. These technological advancements include improvements in textile factory production as well as the emergence of 3D printing or additive manufacturing. 3D printing has not only improved production efficiency in textile companies but also has the potential to reduce the importance of time in the manufacturing process. The widespread availability of fashion has contributed to a culture of disposability and insatiable consumer demand for the latest imitations of seasonal "it" pieces, as affordable clothing allows businesses to market to a larger audience. The wide usage of social media also encourages the almost instantaneous migration of trends within communities and networks around the globe. The impact of these patterns on the environment and society has become more evident. This includes the significant carbon footprint that comes with a global supply chain, as well as the extensive use of natural resources required to sustain it.



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