

## **Technology and Sustainability: WTC Jaipur and Poddar Group Highlight Impact on Global Textile Trade**

To enhance understanding of sustainability goals and the significant role of technology in influencing textile trade, World Trade Center Jaipur collaborated with the Poddar Group of Institutions for a thematic discussion on “How Fashion Design and Technology is Impacting Global Textile Trade.” The event also witnessed the inauguration of the Exhibition, “Kalayaam 2024”.

Dr. Anand Poddar, Group Chairman, Poddar Group of Institutions, Jaipur, welcomed all attendees and stated, “Today, technology has become the driving force behind the digital transformation of industries worldwide. Every business is leveraging technology to streamline operations, enhance productivity, and stay competitive. With the advent of AI, issues can be tracked remotely, feedback can be provided promptly, early warnings can be issued, and resources can be optimized. The same applies to fashion design. Previously, the fashion industry was predominantly labor-intensive and required extensive documentation. Now, it is becoming an industry driven by technology. AI has captivated the attention of renowned brands, enabling a better understanding of customer preferences and purchasing trends by collecting data to make more informed design decisions. AI will also facilitate greater customization and bespoke designing.”

Ms. Rupal Poddar, Director, Poddar Institute, added, “Today, the biggest challenge facing the industry is textile waste. However, technology in fashion provides a solution. Technology enables the creation of virtual designs to visualize stitched apparel, giving designers the opportunity to see how to save on raw materials and make processes more sustainable. Additionally, virtual designs can be shared across borders for approvals, significantly reducing the fabric wasted in the approval process and saving on logistics costs. This is precisely what we are doing at our institution—making every new entrant technology-savvy and industry-ready.”

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur expressed gratitude to the Poddar Group and their team for organizing a well-planned display of fashion accessories and designs.

**The event was held on June 7, 2024 at the Auditorium, Poddar Group of Institutions, Mansarovar, Jaipur**



### **Caption:**

Dr. Anand Poddar, Group Chairman, Poddar Group of Institutions, Jaipur, (5<sup>th</sup> from right), Mrs. Rupal Poddar, Director, Poddar Institute, Jaipur (5<sup>th</sup> from left), and Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur (4<sup>th</sup> from right)