



**SARDAR VALLABHBHAI PATEL**

**International School of Textiles and Management**

**NATIONAL CONFERENCE**

**ON**

**Kasturi: Revitalizing Indian Cotton**

**7<sup>TH</sup> OCTOBER 2024**



**Organized by**

**Sardar Vallabhbhai Patel International School of Textiles and Management  
Coimbatore**

## Kasturi: Revitalizing Indian Cotton

### ABOUT THE INSTITUTION

Sardar Vallabhbhai Patel International School of Textiles and Management (SVPISTM) is an international institute under the Ministry of Textiles, Government of India. Established in 2002 as a Central Government initiative, SVPISTM is dedicated to developing highly skilled textile professionals equipped to manage and lead in the textile industry. Renowned for its innovative approach to Textile Management education, the institute plays a pivotal role in advancing the sector by producing exceptional professionals known for their intellectual acumen, dedication to excellence, and commitment to ongoing development. SVPISTM offers both undergraduate and postgraduate programs in Textiles and Management, including AICTE-approved MBA programs accredited by NAAC.

### THEME

Kasturi Cotton represents a remarkable blend of tradition and innovation, reflecting India's esteemed legacy in textile excellence. From its humble beginnings on the farm to its sophisticated transformation into high-quality fabric, and its eventual prominence in global fashion and textile markets, Kasturi Cotton's journey is a testament to the industry's evolution. The conference, titled "Kasturi: Revitalizing Indian Cotton," aims to provide an in-depth exploration of this journey. By gathering industry experts, scholars, and professionals, the conference seeks to illuminate the various stages of Kasturi Cotton's lifecycle, addressing the challenges and opportunities at each phase. The objective is to foster a comprehensive understanding of Kasturi Cotton's impact and potential, highlighting how it bridges the gap between traditional practices and modern market demands.

### OBJECTIVES

- To examine cultivation techniques and innovations that ensure the high quality of Kasturi Cotton from the farm.
- To review advancements in ginning and spinning processes that enhance the quality of Kasturi Cotton fiber.
- To explore the methods and technologies used to convert Kasturi Cotton into premium fabrics.
- To analyze the integration of Kasturi Cotton into contemporary fashion and its impact on global design trends.
- To develop strategies for promoting and exporting Kasturi Cotton to international markets, including insights into trade policies and market dynamics.

### CONFERENCE TAKEAWAYS

The conference shall provide a thorough understanding of Kasturi Cotton's journey from cultivation to its presence in global markets. They will be equipped with valuable insights into the best practices and innovations in cotton farming, enhancing their ability to ensure high-quality production. Attendees will also acquire knowledge about the latest advancements in fiber processing and fabric production, leading to improved quality and efficiency in Kasturi Cotton textiles. Fashion industry professionals will gain practical knowledge and inspiration on integrating Kasturi Cotton into their designs, recognizing its potential in global fashion trends. The conference will provide actionable strategies for successfully promoting and exporting Kasturi Cotton, with a deeper understanding of trade policies and market dynamics. Ultimately, participants will be prepared to formulate strategies to tackle future trends and challenges, ensuring the continued growth and global competitiveness of Kasturi Cotton.



**Kasturi: Revitalizing Indian Cotton****IMPORTANT DATES**

Last Date for Article Submission : 20<sup>th</sup> September 2024  
Date of Acceptation Notification : 23<sup>rd</sup> September 2024  
Last Date for Registration : 30<sup>th</sup> September 2024  
Conference Date : 7<sup>th</sup> October 2024

**REGISTRATION FEES**

For Academicians, Industry & Research Scholars:  
Rs. 750/- per participant  
For Students: Rs.300/- per participant  
(Maximum two authors per paper)  
The registration fees includes refreshments, lunch and conference kit.

**IMPORTANT NOTE**

Registered and shortlisted papers will be published in the conference proceedings with an International Standard Book Number (ISBN). Publication cost for e-proceeding – Rs. 250/-.

Selected papers will be permitted to be presented during the conference. The best paper award will be given to those papers with higher significance to the conference topic.

Certificates will be provided for all registered presenters and participants.

Online presentation mode is available only for other state participants (outside Tamil Nadu).

**PAYMENT DETAILS**

Account No : 31999455418  
Holder Name : SVPISTM  
Bank Name : STATE BANK OF INDIA  
IFSC Code : SBIN0007231  
Branch : PEELAMEDU BRANCH

**REGISTRATION DETAILS**

Use the following link or QR to register:

<https://forms.gle/iqmc2uBziSKvCDtT8>

Both authors have to register separately.

**CALL FOR PAPERS**

Authors are encouraged to contribute to the conference through submissions of their manuscripts. The major themes are as follows but not limited to:

- *Farm to Fiber: Cultivating Excellence in Kasturi Cotton*
- *From Fiber to Fabric: Transforming Raw Cotton into Quality Textiles*
- *Fabric to Fashion: Kasturi Cotton in Contemporary Design*
- *Textile Traditions: Preserving and Innovating with Kasturi Cotton*
- *Fashion Forward: The Role of Kasturi Cotton in Global Apparel*
- *Textile to Foreign Markets: Expanding the Global Reach of Kasturi Cotton*
- *Market Dynamics: Positioning Kasturi Cotton in the Global Textile Industry*
- *Innovations in Cotton Processing: Enhancing the Value Chain*
- *Quality Assurance: Standards and Certifications in Kasturi Cotton*
- *The Future of Kasturi Cotton: Trends, Opportunities, and Challenges*

The paper should be neatly typed and aligned with the font Times New Roman, with 1.5 line spacing and a font size of 12. The article can be a maximum of 7500 words. The authors shall follow the APA referencing style. The completed manuscripts shall be sent to email: [cottex@svpitm.ac.in](mailto:cottex@svpitm.ac.in)

**WHO SHOULD ATTEND?**

Students, Academicians, Research Scholars & Industry Participants.

**ORGANIZING TEAM**

Chief Patron:

Dr. P. Alli Rani, Director, SVPISTM

Conference Advisors:

Dr. Biswaranjan Ghosh

Head – Textiles & IQAC Coordinator

Dr. M. Venkatalakshmi

Head – Management

For Further details

Contact Programme Convenors

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