

## **India's Fashion Education Approach for Inclusion of Green Ethics**

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### **Abstract**

**Purpose:** Aim of this research is to find the ethics and values of the green fashion feasible in Indian fashion systems and to understand the gap in current fashion education for better inclusion of sustainable concepts.

**Design methodology:** To accomplish the aim described above, two research activities were carried out. Market research about the existing sustainable fashion businesses in India were performed to understand the feasible ethics and values to inculcate sustainability. The strategies used by sustainable fashion businesses were collated, through store visit, online store visit and study through published article and news. Another activity was questionnaire-based survey through purposive sampling with currently involved fashion educator and industry practitioners, to understand the present fashion education approach for the inclusion of green fashion concepts in the curriculum and its delivery.

**Findings:** Findings of the research gives important insights about feasible ethics and values for green fashion systems in India. Use of, locally available natural fiber, artisanal skills, natural dyes, indigenous organic cotton, traditional craft textiles, handloom fabrics, re-cycling-upcycling, and local consumption are various strategy enabling Indian fashion businesses to practice decarbonization at various stages of production and consumption of fashion items. Usage of traditional textile crafts encourages emotional bonding with the fashion item for long lasting use and it creates social value by generating livelihood and at the same time helps in preserving cultural practices.

**Research limitations, practical or social implications:** This research was individual effort of the researcher, so only purposive sampling were feasible for survey and market research was limited to 45 industries only.

**Originality/value:** Plethora of research is available, but the specific study about Indian fashion education approach and popular feasible ethics and value of green fashion in Indian scenario is new knowledge creation and it will be a contribution to the domain of written knowledge in Indian fashion education.

**Keywords:** sustainable-fashion, indian fashion education, green ethics & aesthetics, values and ethics of sustainable fashion, design educators, industry expert, fashion-education-framework, sustainable fashion systems.

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