

**UGC Sponsored National Seminar on
“E-FASHION BUSINESS AND ITS IMPACT ON SOCIAL CHANGES”**

10.02.2020

SeminarReport

A one day **National seminar on “E-Fashion Business and its impact on social changes”** was organized by B.Voc. Apparel and Fashion Design, Jamal Mohamed College (Autonomous), Tiruchirappalli on 10th February 2020. This is the National Seminar conduct by B.Voc. Apparel and Fashion Design. Fashion communication, Fashion catalyst, today’s Fashion Trends, Fashion Economics, E-Fashion Start up, E-Business Marketing, Environmental Fashion, Fashion Communication, Social Media were the theme areas of the seminar.

90 delegates from following reputed institutions participated in the event.

1. Alagappa University, Karaikudi
2. Sardar Vallabhai Patel International School of Textile and Management, Coimbatore
3. K.S.R. College of Engineering and Technology, Tiruchencode
4. Hindustan College of Arts and Science, Coimbatore
5. Muthayammal College of Arts and Science, Rasipuram
6. Dr.S.N.S.Rajalakshmi College of Arts and Science, Coimbatore
7. Pavendar Bharathidasan College of Arts and Science, Trichy
8. Aiman College of Arts and Science for Women, Trichy

G. Somasundaram, Principal, Business Development, Texvalley Market Ltd, Ministry of Textiles, Government of India, inaugurated the seminar in the morning and delivered a lecture on “*Apparel, Fashion and Social changes*”. Dr.S.ISMAIL MOHIDEEN, Principal, Jamal Mohamed College presided over the function. Dr. A.K. KHAJA NAZEEMUDEEN, Secretary and Correspondent of the college felicitated the gathering.

Dr. M. ANEEZ MOHAMED, Coordinator, PG Department of FT &CD and B.Voc Apparel and Fashion Design, welcomed the gathering and the theme of the Seminar was delivered by A.G. Meera, B.Voc. Apparel and Fashion Design. Mrs. S. Mythili, Assistant Professor, Dept. of FT & CD proposed vote of thanks.

The session was continued by the lecture given by Mr. Navin Rajesh Kulandaisamy, SME Manager, Blowhorn, Chennai on *E-Business Apparels*. He has discussed the role of E-business in Flipkart. This was followed by another lecture by Mrs. Vigneshwari Ashokk, Design consultant, Streamoid Technologies Pvt Ltd, Bangalore. She spoke on “*Current scenario in fashion designing*”. Her talk was very informative with much details on current status in fashion designing.

In the valedictory session Mrs. K.R. Thenmozhi, Assistant Professor, Dept. of FT & CD welcomed the gathering and presented the Report of the Seminar. Mrs Vigneshwari Ashokk, delivered the valedictory address. Dr. A. Mohamed Ibrahim, Vice Principal, Jamal Mohamed College gave the Presidential address for the valedictory function. The vote of Thanks was given by Mrs. C. Jenitta, Assistant Professor, Dept. of FT & CD.



