



The Problem Statement



How might we revive handloom traditions to promote sustainable fashion and an efficient circular economy

Are you a creative visionary who can drive social change?

DESIGN BEAT 2021

Impacting Communities



Design Beat is a forum for you to use your problem-solving and design thinking abilities to drive social and behavioural change. Design Beat celebrates the power of creative problem solving through design and aims to provide solutions to help communities. It is an effective platform for you to expand your network, build your practice and engage in hands-on creative leadership opportunities.

Our purpose is:

- Discover, connect and engage a new breed/ generation of problem solvers
- Nudge top creative talent to become a catalyst for change through creating for positive social impact

The Problem Statement -

How might we revive handloom traditions to promote sustainable fashion and an efficient circular economy

What problem are we solving?

There was a TikTok trend with recorded voice down rounds as 2020 came to an end. It was 'Outfits I wanted to wear but couldn't'. Quite relatable isn't it? We either planned quite a bit in advance and purchased an avalanche of outfits in 2019 or were too optimistic about how soon the pandemic would pass.

Remember how our grandparents dressed? They still have their wedding finest in perfect conditions. Other than that, they had a handful of outfits that were durable and fashionable too. But today, dye fades, cloth tears, buttons fall and the outfit gets tossed. We buy as much as we discard and still want to be environmentally conscious and responsible. It is a vicious cycle. We buy clothes from popular brands and end up having to toss them away after a few wears.

Until the advent of plastics and Tupperware, we hardly threw away the utensils we had. The faults or holes were corrected by electroplating.

Now there is plenty of awareness about limiting consumption and being a part of a circular economy. We find articles and pictures of Celebrities repeating the outfit they wore for one gala at another.

Joining this movement, how might we use handloom and sustainable fashion to promote recycling or upcycling resulting in an efficient circular economy.



Who will benefit from this solution?

Environment, Handloom workers. New-age designers, general public.

Insight

- Social Media and influencer lifestyle can encourage purchase of clothes even if we have no place to wear them
- Fast Fashion is not unique and not durable
- Traditional weaves can survive decades without too much damage
- Fast Fashion is a threat to handloom creators and artists with awareness and interest in indigenous forms dwindling.

Preliminary project requirements

Your presentation must include:

- The solution/ idea in less than 150 words
- The rationale behind the solution
- A brief on the impact the solution would have or the change it would bring
- The Solution can also be a campaign to promote sustainable lifestyle
- How the solution will be built or be executed, along with at least 3 sample creatives/1-2 videos, campaign details, copies & other assets that the solution may require
- A Working Model/ sample prototype
- Prototype or Model can be a detailed illustration, a 2D/ 3D render or a sketch

Project Submission requirements

The solution can be presented in 3 categories

1. Summary - Problem, Process, Proposal (*Can be in the form of a written or recorded visual presentation*)
2. Detailed Proposal - How you intend to solve the given problem with design thinking. (*This can include the 3D/2D visuals/app UI/UX/working model, etc.*)
3. Supporting Material (*Primary, secondary research + Review of Literature*)

What does the project/campaign seek to achieve?

Solution criteria

- New solutions that aren't in use or aren't similar to the ones in use
- Out of the box concepts, innovation
- If it involves technology, it must be viable and have the capability of implementation immediately
- Should be scalable across India - urban and rural regions
- Should be understood by all commuters and facilitators
- Keep in mind the expectations and realities of all stakeholder



The event is organised by

Social Beat

www.socialbeat.in

About Social Beat

Social Beat is one of India's top ROI driven digital marketing solutions company. We are present in Chennai, Bengaluru and Mumbai. With a young and energetic team of 150+ members, we are a bunch of happy crazy people who mean serious business. Social Beat provides innovative strategies and out-of-the-box solution for our 200-plus marquee clients. We manage digital media buying over INR 200 crores for clients across Real Estate, BFSI, Retail, Ecommerce & Healthcare.

Something to get you started

<https://www.financialexpress.com/lifestyle/how-dynamics-of-fashion-industry-are-changing-and-empowering-artisans/1766788/>

<https://www.google.com/amp/s/www.youthkiawaaz.com/2016/06/handlooms-sustainable-clothing/amp/>

<https://textclothsustain.springeropen.com/articles/10.1186/s40689-016-0024-3>

<https://textilevaluechain.in/2020/04/07/sustainability-handloom-antarang/>

<https://www.google.com/amp/s/www.fibre2fashion.com/industry-article/7731/malkha-a-sustainable-handloom-with-specific-identity%3famp=true>