



WORLD ANTHROPOLOGY CONGRESS

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# WORLD ANTHROPOLOGY CONGRESS-2023

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CTD: 24IC - INDIGENEITY, CULTURAL RIGHTS AND HERITAGES

SUB-DOMAIN: 3. INDIGENOUS KNOWLEDGE SYSTEM AND CULTURAL HERITAGE

## PANEL TITLE:

### FARM TO FASHION: CULTURAL APPROPRIATION, ACTIVISM, AND INDIGENOUS COMMUNITIES IN ASIA

CONVENOR: PROF. DEBENDRA KUMAR BISWAL

CO-CONVENOR: PROF. BINAY BHUSAN JENA

#### ABSTRACT

Fashion is diametrically opposed to tradition and to the forms of dress and bodily adornment which are obligatory and fixed signs of social identity or status in traditional/ indigenous /tribal societies. It changes periodically and members of the community may follow it assiduously. However, very recently, many spotlight indigenous cultural activists and movements have advocated that the fashion of indigenous people- sacred prints, hand burnished leatherworks, beaded appliques have been imitated by fashion houses without any credit to the community violating ABS and IPR. The major objective of this panel is to correlate issues associated with Indigenous fashion with the idea of “farm to fashion” as developed by NIFT and accepted by UN’s SDG-2024. It’s an approach that emphasizes a sustainable fashion value chain that is commercially viable, environmentally sustainable, economically equitable and socially inclusive. This draws heavily from ancient participatory practices, inclusive in nature, every single actor in the value chain would ensure sustainability in their part and in return, get his due share of profit and create an equitable community. The roles and responsibilities are as per production of their costume. The defined job would not harm the environment. This system of community level collaboration, shared responsibilities and the distributive economic justice used to be the hallmark of this system. With modernity and technological advancements, industrialization and modern method of productions, these traditional systems were destroyed, and the communities concerned are marginalized. The major focus would be to understand the line between inspiration and appropriation in indigenous/tribal fashion in the time of globalization and the role of state and law in protecting this heritage.

**Keywords:** Fashion, Indigenous Knowledge, Sustainable Development

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