



Tirumala Tirupati Devasthanams

శ్రీ వేంకటేశ్వర కళాశాల

Sri Venkateswara College

(University of Delhi)

NAAC Grade A+

**SRI VENKATESWARA COLLEGE
(UNIVERSITY OF DELHI)**

EVENT REPORT

| | | | |
|---|------------------------|-------------------------------|--|
| NAME OF THE EVENT: Visit to Select City Mall | | | |
| DATE | DEPARTMENT | COMMITTEE/SOCIETY | COORDINATORS' NAME |
| 15th February 2024 | Sociology | NA | Rahul Jha |
| TIME | VENUE | NUMBER OF PARTICIPANTS | NATURE: Outdoor/Indoor; online/offline/hybrid |
| 1:00 p.m. to 3:30 p.m. | National Museum, Delhi | 15 | Outdoor; Offline |
| FINANCIAL SUPPORT/ASSISTANCE (if any): | No | | |

BRIEF INFORMATION ABOUT THE ACTIVITY



| | |
|--------------------------------------|---|
| TOPIC/SUBJECT OF THE ACTIVITY | Visit to Select City Mall, New Delhi |
| OBJECTIVES | Familiarizing GE: Sociology of Fashion, 4th Semester students with hands-on field experience to explore and analyze the socio-economic and cultural aspects related to fashion within the expansive and multifaceted shopping mall and reflect on facets like consumerism, urban development, and social inequality. |
| METHODOLOGY | The visit was organised for General Elective (GE) : Sociology of Fashion students of Semester 4. Observation and recording the visual & written memory of Sociological aspects related to Fashion and ethical implications related to Global brands and sustainability issues related to objects of aesthetic importance was emphasised. |

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| INVITED SPEAKERS WITH AFFILIATION DETAILS (IF ANY) | None |
| OUTCOMES | <p>The field visit to Select CityWalk provided a comprehensive understanding of the socio-economic and cultural dimensions of fashion in an urban Indian context. By examining the mall through the lenses of social differentiation, class distinctions, gender, global supply chains, and sustainable fashion, we gain valuable insights into the complex and multifaceted nature of Fashion. Development of lens of Critical scrutiny of conspicuous consumption based culture, and appreciation of Indian concept of need based consumption and importance of local.</p> |

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

| | | | | |
|-----------------------------|---|-----------------------|---|-------------------------------|
| 1 Notice & Letters √ | 2 Number of Participants & Name of participants √ | 3 Video clip | 4 Photos √ | 5 Feedback Form & analysis |
| 6 News clip with details | 7 Sample Copy of the Certificate √ | 8 Posters/ Invites | 9 Event report Attested by Event Coordinator & IQAC Coordinator √ | 10 Any other document |

| | |
|--|---------------------------|
| IQAC Document No: IQAC/SVC/2023-2024/SOC/ 12 | Criterion No: II, III |
| Departmental file no: SOCIOLOGY/2023-2024/SOC/12 | IQAC file No: SVC/2023-24 |

| NAME OF TEACHER & SIGNATURE | NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE | IQAC COORDINATOR (SEAL & SIGNATURE) |
|--|--|-------------------------------------|
| Rahul Jha  | Rahul Jha  | |

For

Reference

| | | | |
|---------------|--|---------------|---------------------------------------|
| Criterion I | Curricular Aspects (planning & Implementation) | Criterion V | Student Support & Progression |
| Criterion II | Teaching Learning & Evaluation | Criterion VI | Governance |
| Criterion III | Research, Innovations & Extension | Criterion VII | Institutional Values & Best Practices |
| Criterion IV | Learning Resources and Infrastructure | | |

REPORT

Report on the Sociology of Fashion at Select CityWalk, Saket, Delhi

On 15th February 2024, a field visit to Select CityWalk, an urban entertainment center located in Saket, Delhi. This visit aimed to explore and analyze the socio-economic and cultural aspects related to fashion within this expansive and multifaceted shopping mall. Select CityWalk spans 1.3 million square feet, featuring three floors of office space, a six-screen multiplex, serviced apartments, and a variety of zones dedicated to different consumer demographics. This report delves into the implications of such a space for understanding fashion in a sociological context, drawing on theories from Georg Simmel, Diana Crane, and other relevant concepts.

Socio-Economic and Cultural Aspects

Fashion and Social Differentiation

Georg Simmel's theory on fashion suggests that fashion serves as a means of social differentiation and imitation. Select CityWalk epitomizes this theory, with its zoning strategy creating distinct spaces for families, youth, and

celebratory events. The diverse range of stores caters to various social classes and tastes, illustrating the dynamic interplay between individuality and conformity. High-end boutiques, fast fashion outlets, and local designer stores coexist, offering consumers the opportunity to express their identity and social status through clothing choices.

Fashion Consumption and Class Distinctions

Diana Crane's work on fashion and class distinctions highlights how consumption patterns reflect and reinforce social hierarchies. Select CityWalk's layout and store selection mirror the socio-economic stratification of its clientele. The presence of luxury brands signifies affluence and exclusivity, while more affordable fashion chains indicate accessibility for a broader audience. This spatial organization allows for a nuanced observation of how different classes interact with and within the mall, providing insights into the consumption habits that underpin fashion's role in social stratification.

Gender and Fashion

The mall's offerings also shed light on gender differences in fashion consumption. Women's fashion stores outnumber those for men, reflecting broader market trends and societal expectations regarding gender and appearance. The variety of services, including beauty salons and spas, further underscores the gendered nature of fashion consumption, where women are often targeted as primary consumers. This gendered consumption pattern resonates with historical and contemporary discourses on fashion's role in shaping and expressing gender identities.

Global Supply Chain and Sustainable Fashion

Select CityWalk serves as a microcosm of the global fashion supply chain, showcasing brands that rely on complex international networks for production and distribution. This site provides a tangible context to discuss issues related to sustainable fashion, such as the environmental and ethical implications of fast fashion. While some stores offer sustainable options, the prevalence of fast fashion highlights ongoing challenges in promoting eco-friendly consumption practices. The juxtaposition of sustainable fashion brands against conventional ones sparks important conversations about consumer awareness and responsibility.

Cultural Expressions through Fashion

Fashion at Select CityWalk also reflects the cultural diversity of Delhi. The mix of traditional Indian attire and Western fashion illustrates the blending of global and local influences. This cultural amalgamation is evident in stores offering contemporary takes on traditional garments, catering to a clientele that values both cultural heritage and modernity. The open plaza and celebration zones often host cultural events, further integrating fashion with cultural expression and community engagement.

Ethical Considerations

The existence of a high-end shopping mall like Select CityWalk also brings to the fore controversies related to consumerism, urban development, and social inequality. The concentration of wealth and luxury within this space contrasts sharply with the socio-economic realities outside its walls. This discrepancy raises ethical questions about the role of such establishments in exacerbating social divides and the responsibility of businesses in promoting inclusive growth.

Conclusion

The field visit to Select CityWalk provided a comprehensive understanding of the socio-economic and cultural dimensions of fashion in an urban Indian context. By examining the mall through the lenses of social differentiation, class distinctions, gender, global supply chains, and sustainable fashion, we gain valuable insights into the complex and multifaceted nature of fashion consumption. This site serves as a powerful example of how fashion functions not merely as a form of personal expression but as a significant social and cultural phenomenon, reflecting broader societal trends and issues.

Geotagged Photos



Notice and Letters

PERMISSION FOR ORGANIZATION OF EVENTS

NOTE: 1. Please ensure that the completed certificate of the event is physically signed by the Convener of the event, IQAC Coordinator and Principal after the event report is made.
 2. Convener of the event, IQAC Coordinator and Principal shall be responsible for the event.
 3. A copy of this duly filled form signed by the TIC/Convener and Principal shall be submitted to ICT syadim@yashwantrao.com for commerce, NSS, NCC, Coordinator ign@yashwantrao.com, Dr. Arpita Kulkarni arpita@yashwantrao.com for humanities, Placement and Sports events, Dr. Urmil urmil@yashwantrao.com for IQAC/NAAC criteria 1-7, and Dr. P. Jayaraj pjayaraj@yashwantrao.com for IQAC/NAAC criteria 1-7.

EVENT DETAILS

- Name of the Department/Society/Association: SOCIOL 064
- Name of the TIC/Convener (if any): Prof. Dr. Mr. RAHUL JHA
- Nature of Event: Seminar/Conference/Symposium/Workshop/FDP/Public or community outreach skill enhancement/other
- Participants: 15 (list attached)
- Event Type: Field Visit (Select City Mall, Delhi)
- Collaborating Agency/Organization: Sociology of Fashion (Uⁿ Son GE), Uⁿ JKS
- Proposed Title of the Event: _____
- Tentative List of Speakers with affiliations: _____

Date/Time from to: 1:00 pm to 3:30 pm, 15th Feb 2024

- Financial Assistance/ Funding received (if any): None
- Proposed Budget (please attach details in a separate enclosure): _____
- Faculty responsible for Geo Tagged Pictures: RAHUL JHA
- Faculty responsible for Event Report: RAHUL JHA
- ICT support required, if any (ICT Lab, Laptop, LCD projector): None

May be provided

15. Convener support required (tables, chairs, public addressing system, sanitation, manpower assistance) — X —

16. Power requirement (Seminar/ any other) — X —

Name & Signature of TIC Convener: Rahul Jha

Signature of Principal: [Signature]

Date: 14/02/2024

Course Instructor (GE): Sociology of Fashion Sem-IV

[Signature]

List of students attending the Trip to Select City Mall, Delhi

Course: GE: Sociology of Fashion - Semester IV
 Field Trip: Select City Mall, Saket, New Delhi

| List of participating students | Roll No. | Signature |
|-----------------------------------|----------|--------------------|
| Asha Asif (Eng) | 222359 | <u>[Signature]</u> |
| Aarushi (Eng) | 622011 | <u>[Signature]</u> |
| FAGA JAYPALBHAI RAMBHAI (B.A (P)) | 122133 | <u>[Signature]</u> |
| KOMAL CHAND THAKUR (WIS) | 622138 | <u>[Signature]</u> |
| Isha (Hindi) | 322139 | <u>[Signature]</u> |
| Hanshika (Eng) | 222073 | <u>[Signature]</u> |
| Piyush Prayadarshi (Eng) | 222032 | <u>[Signature]</u> |
| AYUSHI MARQUES (Pol Sc.) | 722011 | <u>[Signature]</u> |
| Anan Yadav | 722007 | <u>[Signature]</u> |
| NEVITA BANYAARD (Eng) | 222007 | <u>[Signature]</u> |
| YUVRAJ DHINGRA (Pol Sc.) | 722010 | <u>[Signature]</u> |
| JEARVNE TINGLALMUAN (Eng) | 222050 | <u>[Signature]</u> |
| CHIRANJEEV B.A.(P) | 122004 | <u>[Signature]</u> |
| NAVYA V NAIR Pol Sc. | 722071 | <u>[Signature]</u> |
| Nishi Singh Hindi | 322060 | <u>[Signature]</u> |

[Signature]
14/2/2024

[Signature]

Attendance



Trustees Trustee & Associates
 Sri Venkateswara College
 (University of Delhi)
 NAAC Grade A+

ATTENDANCE SHEET

TITLE OF THE EVENT: FIELD VISIT: SELECT CITY MALL
DATE OF THE EVENT: 15th Feb. 2024
NAME OF THE DEPARTMENT/SOCIETY: Sociology
NAME OF THE EVENT COORDINATOR: RAHUL JHA

| S.NO. | NAME OF THE STUDENT | ROLL NO. OF THE STUDENT | COURSE AND YEAR | SIGNATURE |
|-------|---------------------|-------------------------|---------------------|-------------|
| 1. | APRITA ASIF | 711059 | English Hons-1 | [Signature] |
| 2. | PARUSHI | 622011 | History Hon-2nd | [Signature] |
| 3. | VIJAYKANT DHANOPA | 222027 | DALIC 2nd | [Signature] |
| 4. | FAGAT Ramesh | 125133 | B.A(P) 2nd | [Signature] |
| 5. | Aman Yadav | 722007 | P.O.S. 4th Yr | [Signature] |
| 6. | Komal Thakur | 622018 | History 2nd | [Signature] |
| 7. | Bhusha | 222062 | Eng (Hons) 2nd | [Signature] |
| 8. | JEROME J | 222080 | English Hons-1 | [Signature] |
| 9. | AVUSHI HARJES | 722001 | Pol. Sci. Hons 4th | [Signature] |
| 10. | NAYYA NAIR | 111071 | Political Sc. Hons | [Signature] |
| 11. | NISHI SINGH | 322060 | Hindi 2nd yr | [Signature] |
| 12. | HARSHITA | 222023 | Eng. 2nd yr | [Signature] |
| 13. | Nisha | 32035 | Hindi (Hons) 2nd yr | [Signature] |
| 14. | Nevita | 33097 | Eng. 3rd yr | [Signature] |
| 15. | Chetanjeev | 722071 | B.A (P) | [Signature] |

Certificate



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CERTIFICATE

This is to certify that the **Select City Mall, Delhi Visit for GE: Sociology of Fashion, Semester IV** was successfully conducted on **15th February 2024** from **1:00 p.m. to 3:30 pm** by **Department of Sociology** in the **Offline mode** and its event report has been submitted to IQAC for records.


Event In-Charge


IQAC Coordinator
Coordinator, IQAC
Sri Venkateswara College
(University of Delhi)
Dhanda Kuan, New Delhi-110021


Principal
Sri Venkateswara College
(University of Delhi)
Dhanda Kuan, New Delhi-110021