

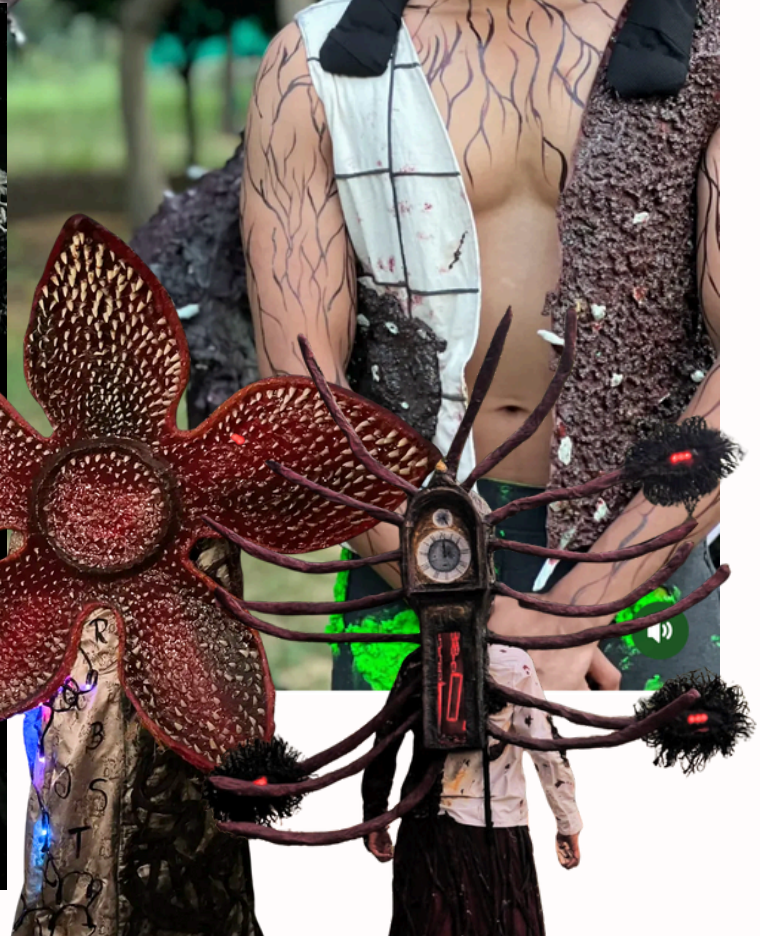
EDITION #05

# RUJHAAN



MANIPAL UNIVERSITY  
JAIPUR  
(University under Section 2(f) of the UGC Act)

JUNE-DEC 2025 | @MUJFASHIONDESIGN



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## DEPARTMENT'S VISION AND MISSION

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### >>> VISION

Global leadership in the domain of fashion & textiles.

### >>> MISSION

- Be the most preferred destination for innovative thinking and sustainable solutions in the fashion & textiles.
- Foster academics, research, industrial collaboration and professional excellence in fashion & textile design.
- Transform young minds into the competent professionals in the field of fashion and textile design with strong human values.

# INNOVATIVE INTERWEAVES: TECHNOLOGY AND CREATIVITY IN MODERN FASHION

## FROM DEAN'S DESK



### PROF. DR MADHURA YADAV, DIRECTOR FOSTA OF DESIGN



The fashion industry is undergoing a transformative shift in its design and production methodologies Cutting-Edge Technology Transforming Fashion. Technology is at the heart of fashion innovation, from 3D printing, which allows designers to produce intricate, customizable garments without waste, to AI-driven trend forecasting systems that refine decision-making, technology stands at the forefront of fashion innovation.

We also look at the role of virtual reality (VR) in enhancing consumer experiences and how augmented reality (AR) is revolutionizing interactive fitting rooms. Discover how these technological innovations are not only streamlining production but are also opening new avenues for creativity and efficiency in fashion design.

Industry 4.0 technology is revolutionizing fashion design by integrating advanced digital tools like AI, IoT, and 3D printing, enabling more precise, efficient, and customizable production processes. These technologies allow designers to innovate rapidly, reduce waste, and tailor experiences to consumer preferences more effectively than ever before.

Technology is the thread weaving new narratives in fashion, transforming the tapestry of the industry into a digital masterpiece.



# ROLE OF DESIGN AND CRAFT IN BUILDING COMMUNITIES AND SHAPING CULTURAL NARRATIVES

## FROM HOD'S DESK

### >>> DR. PRATIBHA MISHRA, HOD FASHION DESIGN



Design and craft hold the power to transcend aesthetics, serving as vital cultural pillars that connect and define communities. Every craft carries with it stories of heritage, values, and traditions that, when integrated with design, evolve into dynamic tools for preserving and revitalizing cultural narratives. This fusion bridges the past and the present, fostering shared identities while celebrating diversity, inclusivity, and sustainability.

Craft-based design not only addresses contemporary challenges such as social cohesion and environmental responsibility but also empowers artisan communities by elevating their skills into modern design practices. As a department, we strive to inspire students to deeply explore this interplay between craft and design through hands-on projects, research, and interdisciplinary learning. By emphasizing the importance of empathy, innovation, and cultural awareness, we aim to prepare students to take on global design challenges. Together, we envision a future where design becomes a unifying force, preserving cultural heritage while driving meaningful social change.



# PLACEMENTS



**Kavya Karla :- Rechannel Fashions**



**Bhavika Pabuwal :- Behad Label**



**Kovvuru Geetika :- Luarom Lifestyle Private Limited**



**Sneha Sarkar :- Torrenid Pvt LTD**

# INTERNSHIPS



SAKSHI AGRAWAL

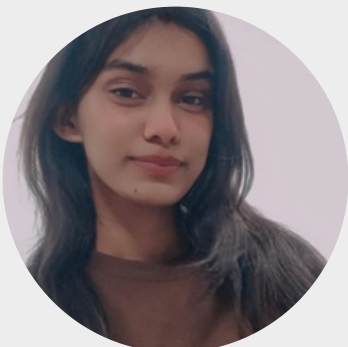
I'm excited to share that I have recently secured an internship with renowned designer Anju Modi.

This milestone wouldn't have been possible without the constant support, mentorship, and guidance of my faculty members and the department. I'm truly grateful for all the learnings and opportunities that have helped me grow and take this next step in my career.



VIDISHA BAJAJ

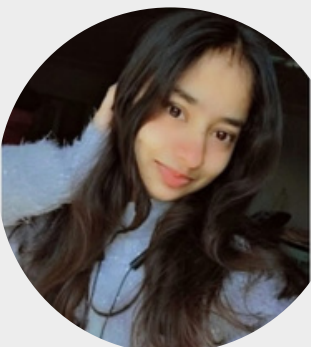
I'm currently interning at Zari Jaipur, where I'm getting the opportunity to explore design processes and traditional crafts up close. This experience is not only enhancing my creative growth but also giving me valuable insight into the workings of a professional fashion brand. I'm grateful to the Fashion Design Department at Manipal University Jaipur for equipping me with the knowledge and confidence that helped me step into the industry.



KHUSHI MEHTA

Honored to have the opportunity to intern with Chokhi Brand!

As part of my academic journey in fashion design, I'm gaining hands-on experience in the industry. With the continued guidance of my faculty mentors, I'm exploring real-world fashion practices and strengthening my creative and technical skills.



SUMERA PARVEEN

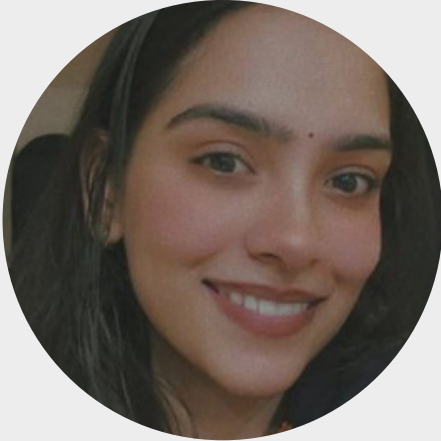
"My journey as a Fashion Design student at Manipal University Jaipur has been full of exploration, creativity, and hands-on learning. I'm now looking forward to starting my internship with Pero, a label known for its commitment to storytelling, textiles, and slow fashion. It feels like the perfect next step in my learning journey, and I'm eager to understand the behind the scenes of a brand that aligns so closely with my values

# INTERNSHIPS



PIYUSH RAJ

I'm Piyush Raj, a creative and detail driven Fashion Stylist with experience styling for brands like Omana, SSB, Malvika, Sidhi Label, AniQ India, and Label Pankhudi. Currently the in house stylist for Alibli Store, I handle campaigns, product shoots, and brand content, alongside freelance shoots and fashion film projects. My journey and professional growth have been greatly shaped by the guidance and industry exposure from the Department of Fashion at Manipal University Jaipur.



JANVEE SONI

I am currently interning at Pachouli, and this experience is helping me learn how a clothing brand works in real life. I am gaining knowledge about fabrics, fashion trends, and how design ideas are developed into final outfits. Working with the team is also teaching me the importance of teamwork, planning, and creativity. This internship is improving my skills and confidence, with continuous support and guidance from the Department of Fashion Design.



ADRIJA RATHORE

"I'm Adrija Rathore, pursuing fashion management and design at Manipal University Jaipur. Alongside academics, I've freelanced with Jaipur-based brands, gaining diverse creative experience. Currently interning with IBFW Goa and COMO Collective Goa, I'm learning the professional side of fashion through their inclusive and recognized work. I aim to keep building my skills through hands-on industry exposure."



# RESEARCH PUBLICATIONS AND PATENTS

## ➤➤➤ **PROF. PRATIBHA MISHRA, PROFESSOR FASHION DESIGN**

Jajam: A Traditional Handwoven & Handprinted Floor Covering Textile: The Journal of Cloth and Culture/Taylor & Francis 2025 Scopus.

This Paper explores Jajam, a traditional handwoven and handprinted floor covering from Rajasthan, through the lived experiences and oral testimonies of artisans, revivalists, and cultural custodians. Once central to community life—marking sacred spaces for panchayat meetings, weddings, and festive gatherings—Jajam was more than a textile; it represented democracy, unity, and cultural symbolism. Motifs such as Shakarpada, Ghudsavar, and Jharokha were thoughtfully designed, each imbued with deep cultural meaning and adhering to strict traditional symbolism. The meticulous block-printing process employing natural dyes highlights profound ecological awareness and sustainable craftsmanship. As modernization diminishes its presence, the dialogue emphasizes ongoing efforts by artisans to revive and adapt Jajam into contemporary forms, including home furnishings and wearable items. Through layered storytelling, this narrative rekindles appreciation for Jajam, celebrating it as more than mere fabric and rather as a living testimony to community wisdom, environmental ethics, and artistic resilience. It invites readers to reflect on and sustain a heritage woven with purpose.



## ➤➤➤ **MR. MAHBOOB ANWER, ASST. PROFESSOR FASHION DESIGN**

Military Jacket with 3D Origami Structural Compartments for Concealed Ammunition Storage.

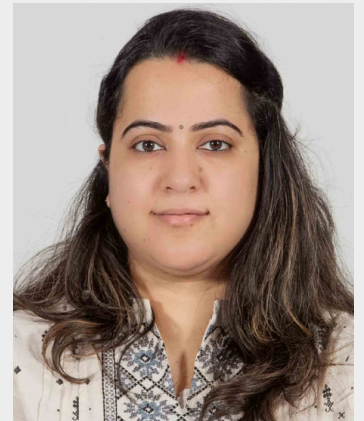
This invention presents a specially engineered military jacket that integrates 3D origami-inspired geometric structures within the garment layers to securely conceal ammunition without compromising soldier mobility. The origami compartments distribute weight evenly, enhance camouflage by breaking the jacket's surface geometry, and provide rapid access to stored ammunition during combat. Unlike traditional jackets with bulky pockets, this garment conceals ammunition inside folded structural cavities, improving stealth, ergonomics, and safety. The combination of textile engineering and foldable structural geometry offers a compact, lightweight, and non-metallic storage solution ideal for modern warfare scenarios.



# RESEARCH PUBLICATIONS AND PATENTS

## >>> DR.AANCHAL TREHAN, ASSOCIATE PROFESSOR , FASHION DESIGN

This invention introduces an AI-driven system that automatically builds, updates, and refines a student's design portfolio by analyzing their academic journey across semesters. The engine integrates assignment scores, improvement trends, peer/faculty feedback, and project metadata to identify the student's strongest works and detect gaps in their portfolio. Using predictive modelling, it recommends missing sections, suggests improvements, and even proposes layout templates aligned with industry expectations. The system continuously evolves as the student progresses, transforming fragmented coursework into a structured, professionally curated portfolio. Unlike traditional static portfolio tools, this invention offers longitudinal intelligence, understanding growth, skill development, and performance patterns to produce a personalized, data-backed design portfolio ready for academic evaluation, internships, or job placements.



## >>> DR.DEEPSHIKHA SHARMA , ASSOCIATE PROFESSOR ,FASHION DESIGN

Published a journal article titled "Emotional Color Palette of Visually Impaired Individuals Through Sense of Touch in Daily Wear Garments" in collaboration with Prof. Carla Costa Pereira, Faculty of Architecture, University of Lisbon. This research explores how visually impaired individuals perceive and connect emotionally with color through tactile experiences in everyday clothing, highlighting the role of touch in shaping sensory meaning, comfort, and personal expression. The study contributes to inclusive fashion and sensory-based design by emphasizing user experience and emotional well-being in garment development.



# RESEARCH WORK BY STUDENTS

A mood board is a visual collection that shows the theme and emotion of a design. Fashion students create it using images, colors, fabrics, and textures. It helps turn ideas and feelings into a clear design direction. Mood boards guide designers before sketching and garment development.





# WORKSHOPS AND SEMINARS

The Department of Fashion Design successfully organized a seven-day hands-on workshop on TUKAcad Software from 08 October 2025 to 14 October 2025, in collaboration with MUJ-TEC. The workshop was designed to provide students with industry-oriented exposure to digital pattern making, grading, and garment visualization using advanced CAD tools widely used in the fashion industry.



The Department of Fashion Design organized an industry visit to Maam Arts, Jaipur on 11 September 2025 with the objective of providing practical exposure to students in a real manufacturing and craft-based production environment. The visit aimed to bridge the gap between classroom learning and industry practices. A total of 30 students from the second and third year participated. The interaction with industry professionals helped students understand production realities, craftsmanship, and sustainable practices.

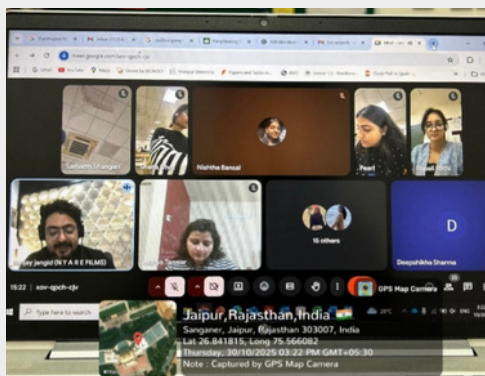
An IPR Awareness Session was conducted on 15 October 2025 for fifth semester Fashion Design students, delivered by Ms. Urvashi. The session aimed to familiarize students with the fundamentals of Intellectual Property Rights (IPR) and highlight their importance within the fashion and design industry. The lecture emphasized the need to protect creative work in today's competitive and innovation-driven professional environment.

## Expert Lecture on IPR Awareness

Department of Fashion Design | Manipal University Jaipur

Join us for an insightful session on Intellectual Property Rights (IPR) understanding creativity, innovation, and ownership in the world of design.

Expert: Ms. Urvashi S.  
Date: 15th October 2025  
Time: 2:00 PM – 3:00 PM



A National Talk on "Storytelling in Research" was conducted on 16 October 2025 for design students, with the objective of highlighting the importance of narrative thinking in academic and practice-based research. The session was delivered by Mr. Sanjay Jangid, Dean – Animation Design, Chitkara University, who shared his extensive experience in creative research, visual storytelling, and interdisciplinary inquiry.

# WORKSHOPS AND SEMINARS



The Department of Fashion Design, Manipal University Jaipur, successfully organized an International Online Guest Lecture titled “Senses and Design” on 3 November 2025. The session was delivered by Professor Paulo Noreiga from the Faculty of Architecture, University of Lisbon, Portugal. The lecture aimed to expose students to global perspectives on sensory-driven design and its interdisciplinary applications across design domains.

The Department of Fashion Design in collaboration with E-Cell & MUJ-TEC organized a four-day hands-on workshop on Traditional Dabu (Mud Resist) Printing from 24th, 25th, 26th & 29th September 2025 at the Textile Printing Lab, Manipal University Jaipur.

The workshop titled “From Earth to Fabric: Sustainable Dabu Printing” aimed to introduce students to the ecological, cultural, and craft-based nuances of Rajasthan’s indigenous Dabu resist technique, specifically practiced in Bagru.

The workshop was facilitated by one master craftsman and two master artisans from Bagru under the supervision of Prof. Pratibha Mishra and Dr. Deepshikha Sharma.

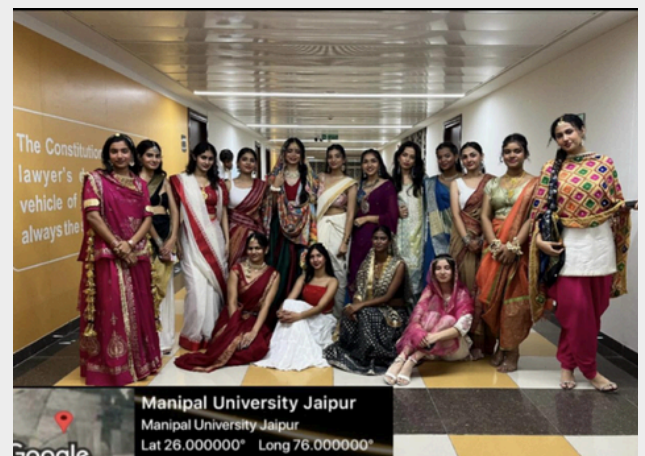


The Department of Fashion Design, Manipal University Jaipur, successfully organized an online session on “Craft Documentary Research” on 03 November 2025 from 5:00 PM to 6:00 PM. The session was delivered by Prof. Shantanu Suman, Associate Professor, Ball State University, Muncie, Indiana, USA. The session aimed to introduce students to the significance of craft documentation as a research method and as a tool for preserving cultural knowledge, craft practices, and artisannarratives through visual storytelling.

# EVENTS - FASHION SHOWS



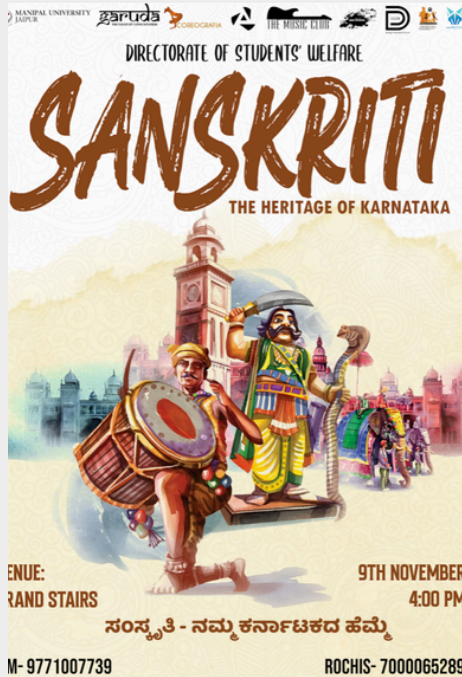
D-Club is back with another fashion event showcased in the University. Where we showcased the garments styled by the members of D Club by taking inspiration from Indian traditional clothing



Ektva ,hosted by laeste, cultural club was a vibrant cultural event featuring more than 6 club collaborations including D-Club



# EVENTS - FASHION SHOWS



Sanskriti ,hosted by Coreografia club was a vibrant cultural event featuring more than 6 club collaborations including D-Club



D-Club is back with another fashion event showcased in Rajasthan University. Where we represent the club and our college Manipal University Jaipur, by showcasing the garments styled by the members of D Club



D-Club is back with another fashion event showcased in IIT Kanpur. Where we represent the club and Manipal University Jaipur, by showcasing the garments designed and styled by the members of D Club

# AWARDS & ACHIEVEMENTS



## **Prof. Pratibha mishra**

Awarded the Standing Ovation Award at the MUJ Excellence Awards 2025, Ms. Pratibha Mishra has been recognized for her exceptional dedication and impactful contributions. This honor celebrates her consistent excellence, commitment to her field, and the positive influence of her work. The award stands as a testament to her professionalism and inspiring journey.

## **Dr. Deepshika sharma**

Dr. Deepshika Sharma has been recognized for her contributions to the design community through her achievement as the IxDF Local Leader, Rajasthan. This distinction reflects her leadership, dedication to mentorship, and efforts in fostering a collaborative learning environment. Her work continues to support innovation and growth among emerging designers.



## **Dr. Aanchal trehan**

Honored with the MUJ Excellence Award and Young Research Award 2025, Dr. Aanchal Trehan has been recognized for her outstanding research contributions and academic excellence. These awards celebrate her dedication, innovation, and impactful work, reflecting her commitment to advancing knowledge and inspiring future researchers.

# AWARDS & ACHIEVEMENTS



## **Mr. Harshwardhan soni**

Mr. Harshwardhan Soni has been recognized with the Standing Ovation Award at the MUJ Excellence Awards 2025 for his 10 years of dedicated service to Manipal University Jaipur. He is also a Winner of the Handloom Hackathon 2025, organized under the Ministry of Textiles, Government of India, reflecting his commitment to innovation and excellence.

## **Mr. PriyaDarshan**

Awarded the Standing Ovation Award at the MUJ Excellence Awards 2025, Mr. Priyadarshan is recognized for his outstanding dedication and impactful contributions, reflecting a strong commitment to excellence and inspiring leadership within the academic community. His work continues to inspire growth, integrity, and excellence.





# AWARDS & ACHIEVEMENTS



## Kovvuru Geetika

Awarded the Gold Medal by Manipal University Jaipur, Kovvuru Geetika secured the highest CGPA in the B.Des. Fashion Design graduating batch of 2024–25, showing strong academic performance, consistent effort, and dedication to her field, making this achievement an important milestone in her academic and professional journey.

## Kunal verma

Awarded a Scholarship for Higher Semesters by Manipal University Jaipur, Kunal Verma from the B.Des. Fashion Design program received this recognition for the academic session 2025–26, reflecting consistent performance, dedication, and commitment to his studies.



## Samarth shangari

Samarth Shangari from the B.Des. Fashion Design program received the Dr. TMA Pai Merit Scholarship from Manipal University Jaipur for the academic session 2025–26, in recognition of his strong academic performance, dedication, and commitment to excellence.

# **EDITORIAL TEAM**

## **FACULTY MEMBERS**

**PROF. PRATHIBHA MISHRA**

**DR. DEEPSHIKHA SHARMA**

**DR. AANCHAL TREHAN**

## **STUDENT DESIGNERS**

**RUPALI RATHI , SNEHA KAMBOJ , APPANENI AKSHITHA ,  
PEARL , VANSHIKA , SHREYA PARASHAR ,  
PRAGYA SINGH**

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[https://www.instagram.com/muj\\_fashiondesign/](https://www.instagram.com/muj_fashiondesign/)