

EDITION #03

# RUJHAAN



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

JULY-NOVEMBER 2024 | @MUJFASHIONDESIGN



# "DESIGNING SOCIETY: THE ART OF CRAFTING CONNECTIONS"

## FROM DEAN'S DESK

### >>> **PROF. DR MADHURA YADAV, DEAN FACULTY OF DESIGN**



In a world driven by rapid technological advancements and global influences, the importance of preserving cultural identity and fostering human connections through design has never been more relevant. At its core, design is not just about creating objects or visuals; it is a powerful medium that bridges tradition and innovation, connecting people and communities.

Craft traditions, with their deep cultural roots, offer invaluable lessons in sustainability, community engagement, and storytelling. When integrated into modern design practices, these crafts not only preserve heritage but also open doors to fresh perspectives and innovative solutions. By creating a dialogue between the past and the present, design serves as a catalyst for cultural evolution, ensuring that traditional practices adapt and thrive in contemporary contexts.

At our institution, we believe in empowering students to explore these intersections between craft and design, equipping them with the skills to approach design challenges with empathy, creativity, and responsibility. Through our curriculum, workshops, and collaborations, we aim to instill a deeper understanding of how design can address societal needs, advocate for inclusivity, and foster sustainable practices.

This approach encourages us all—educators, students, and practitioners—to rethink the role of design in shaping our collective future. Together, let us celebrate the rich legacy of craft while pushing the boundaries of design to build a society that values connection, creativity, and cultural richness.



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

## FROM HOD'S DESK

### >>> DR. DEEPSHIKHA SHARMA, 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.

### >>> MR. MAHBOOB ANWER, ASST. PROFESSOR FASHION DESIGN

Design serves as a dynamic tool for fostering societal growth, offering more than just functional or aesthetic value. It embodies the potential to connect people, cultures, and traditions, forging relationships that transcend generations. The art of crafting connections, through design and traditional crafts, serves as a medium to bridge the gap between past and present, ensuring the continuity of cultural narratives while accommodating the innovations of a modern world. Traditional crafts are often the carriers of untold stories, deeply rooted in the ethos of communities, and design breathes new life into these crafts by adapting them for contemporary relevance..

As educators, we play a crucial role in equipping the next generation of designers with the tools and perspectives needed to explore this symbiotic relationship between craft and design. By emphasizing the importance of cultural sensitivity, sustainability, and innovation, we encourage students to create work that respects tradition while pushing the boundaries of creativity. In doing so, we inspire them to become not just designers but also cultural ambassadors, capable of using their craft to advocate for inclusivity, sustainability, and social cohesion. The integration of craft into design education thus holds the key to fostering a more connected, conscious, and culturally enriched society.



# RESEARCH PUBLICATIONS AND PATENTS



## »»» DR. DEEPSHIKHA SHARMA, HOD FASHION DESIGN

Dr. Deepshikha Sharma, PhD, presented her paper titled "Design Education that Heals: Unlocking the Power of Design Process in Fashion Design to Enhance Emotional and Mental Well-Being" at the 9th Edition of the EIMAD Conference held from 27th to 29th June in Portugal.

The paper has been published in the SCOPUS-indexed Springer Series in Design & Innovation (SSDI, Volume 48).

## »»» PROF. PRATIBHA MISHRA, PROFESSOR FASHION DESIGN

The patent "METHOD FOR UPCYCLING DISCARDED FABRIC INTO INNOVATIVE AND FUNCTIONAL PRODUCTS FOR SUSTAINABLE TEXTILE WASTE MANAGEMENT", invented by Prof. Pratibha Mishra, was published to address the growing challenge of textile waste. This innovative method emphasizes sustainable textile waste management through the creation of functional products, contributing to environmental conservation and the promotion of circular economy principles.



## »»» MS. AANCHAL TREHAN, ASST. PROFESSOR FASHION DESIGN

The article "The Role of Ethnic Attire in Enhancing Self-Efficacy at the Workplace in India" by Ms. Aanchal Trehan, published in a Q1 Scopus-indexed journal, explores how ethnic wear impacts employee self-efficacy in culturally diverse Indian workplaces. This research provides valuable insights into the influence of workplace attire on personality and performance, offering practical implications for managerial strategies.

## »»» MR. MAHBOOB ANWER, ASST. PROFESSOR FASHION DESIGN

The copyright registration for "ADAPTIVE CLOTHING DESIGN FOR PARAPLEGICS", authored by Mahboob Anwer, recognizes an innovative artistic work aimed at addressing the needs of wheelchair users and individuals with limited mobility. This design integrates features like easy-to-manage closures, accessible openings, and adjustable components, emphasizing inclusivity and functional adaptability. The work remains unpublished and highlights Mahboob Anwer's commitment to creating impactful designs in the field of adaptive clothing.



# WORKSHOPS AND SEMINARS

ON 29TH NOVEMBER 2024, LIANNE TROWBRIDGE FROM INSTITUTO MARANGONI LED A PORTFOLIO DAY MASTER CLASS FOR FASHION DESIGN AND UX/ID STUDENTS, FOCUSING ON LAYOUT, STORYTELLING, AND ORGANIZATION. THE SESSION FEATURED Q&A AND FEEDBACK, EQUIPPING PARTICIPANTS WITH ESSENTIAL SKILLS FOR CREATING IMPACTFUL, INDUSTRY-READY PORTFOLIOS.



THE MASTER CLASS ON PORTFOLIO DAY, HELD ON 29TH NOVEMBER 2024 IN COLLABORATION WITH INSTITUTO MARANGONI, FEATURED LIANNE TROWBRIDGE. STUDENTS FROM FASHION DESIGN AND UX/ID LEARNED PORTFOLIO ESSENTIALS, INCLUDING LAYOUT, CONTENT, AND STORYTELLING. THE SESSION CONCLUDED WITH Q&A AND PERSONALIZED FEEDBACK, ENHANCING ATTENDEES' READINESS FOR THE FASHION INDUSTRY.



THE PORTFOLIO DAY MASTER CLASS ON 29TH NOVEMBER 2024, LED BY LIANNE TROWBRIDGE FROM INSTITUTO MARANGONI, TAUGHT STUDENTS PORTFOLIO DESIGN, ORGANIZATION, AND STORYTELLING. THE SESSION INCLUDED INTERACTIVE Q&A AND FEEDBACK, PREPARING PARTICIPANTS FOR PROFESSIONAL SUCCESS.



THE DEPARTMENT OF FASHION DESIGN HOSTED AN ONLINE LECTURE WITH FASHION SNOOPS ON 18TH SEPTEMBER 2024, FEATURING INSIGHTS FROM EXPERTS PIYUSH GIROTRA AND SRISHTI SRIVASTAVA. THE SESSION EXPLORED GLOBAL FASHION TRENDS, SUSTAINABILITY, AND DIGITAL INNOVATION, EQUIPPING PARTICIPANTS WITH TOOLS FOR TREND FORECASTING AND ACTIONABLE STRATEGIES FOR DESIGN AND BUSINESS SUCCESS.



# WORKSHOPS AND SEMINARS

ON 8TH JULY 2024, THE DEPARTMENT OF FASHION DESIGN, IN COLLABORATION WITH E-CELL AND AIC-MUJ, HOSTED AN ONLINE WORKSHOP ON STARTUP MOTIVATION, LED BY DR. DINESH SAINI. THE SESSION INSPIRED FASHION DESIGN STUDENTS, EQUIPPING THEM WITH ENTREPRENEURIAL KNOWLEDGE, CONFIDENCE, AND TOOLS TO PURSUE THEIR DREAMS.



ON 20TH NOVEMBER 2024, THE DEPARTMENT OF FASHION DESIGN HOSTED AN ONLINE SEMINAR ON SUSTAINABLE APPAREL DESIGN, LED BY EXPERT MR. YOGESH PUROHIT. THE SESSION COVERED ECO-CONSCIOUS STRATEGIES, SUSTAINABLE MATERIALS, AND CIRCULAR ECONOMY PRINCIPLES, WITH CASE STUDIES AND A Q&A, OFFERING ACTIONABLE INSIGHTS ON REDUCING FASHION'S ENVIRONMENTAL IMPACT.



THE DEPARTMENT OF FASHION DESIGN HOSTED AN ONLINE SEMINAR, "ETHNOGRAPHY RESEARCH IN CRAFT," LED BY MR. SAURAV SHARMA FROM NID. THE SESSION COVERED ETHNOGRAPHIC METHODS FOR PRESERVING TRADITIONAL CRAFTS, INCLUDING OBSERVATION AND INTERVIEWS, OFFERING PRACTICAL INSIGHTS THROUGH CASE STUDIES AND DISCUSSIONS.



THE DEPARTMENT OF FASHION DESIGN HOSTED AN ONLINE MASTER CLASS ON TRANSITION DESIGN, LED BY PROF. CAMERON TONKINWISE, FOCUSING ON SUSTAINABILITY, ETHICS, AND CIRCULAR FASHION. THE SESSION INCLUDED CASE STUDIES, STRATEGIES FOR REDUCING WASTE, AND AN INTERACTIVE Q&A WITH PARTICIPANTS.

# ALUMINI TALKS



THE DEPARTMENT OF FASHION DESIGN AT MANIPAL UNIVERSITY JAIPUR HOSTED AN ONLINE ALUMNI INTERACTION WITH SUDITI BILALA, A 2023 GRADUATE AND ACCOMPLISHED DESIGNER. THE SESSION PROVIDED INSIGHTS INTO INDUSTRY TRENDS, CAREER-BUILDING STRATEGIES, AND INSPIRATION FOR HIGHER-SEMESTER STUDENTS, EMPHASIZING CREATIVITY, PERSEVERANCE, AND PROFESSIONAL GROWTH.

THE DEPARTMENT OF FASHION DESIGN HOSTED AN ONLINE SESSION WITH ALUMNUS SHORYA VARDHAN SINGH SHEKHAWAT ON 4TH SEPTEMBER 2024. HE SHARED INSIGHTS ON SUSTAINABLE FASHION, CAREER OPPORTUNITIES, AND INDUSTRY CHALLENGES, INSPIRING 1ST-YEAR STUDENTS AND PROMOTING SDG GOALS 4, 8, AND 12 THROUGH HIS EXPERTISE IN ETHICAL PRODUCTION PRACTICES.

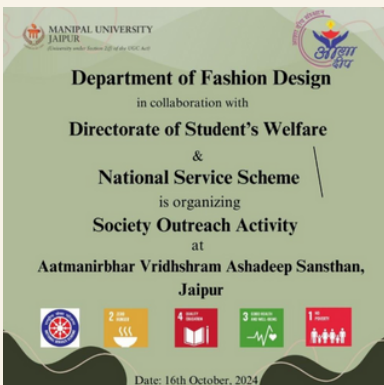
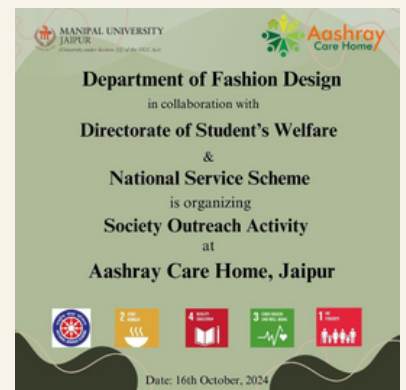


# SOCIAL OUTREACH



THE DEPARTMENT OF FASHION DESIGN, IN COLLABORATION WITH NSS, ORGANIZED A SOCIAL OUTREACH PROGRAM AT MAHATMA GANDHI GOVERNMENT SCHOOL, BAGRU, FOCUSING ON SUSTAINABLE FASHION, ETHICAL DESIGN, AND PERSONAL DEVELOPMENT THROUGH INTERACTIVE SESSIONS, HANDS-ON ACTIVITIES, AND COMMUNITY ENGAGEMENT TO PROMOTE ENVIRONMENTAL AWARENESS AND CREATIVITY.

THE DEPARTMENT OF FASHION DESIGN, IN COLLABORATION WITH DSW AND NSS, ORGANIZED A SOCIAL OUTREACH PROGRAM AT ASHRAY CARE HOME, JAIPUR. STUDENTS LED WORKSHOPS, STORYTELLING, AND PERFORMANCES, OFFERING EMOTIONAL SUPPORT TO RESIDENTS AND GAINING INSIGHTS INTO COMMUNITY SERVICE AND SOCIAL INCLUSION.



ON 16TH OCTOBER 2024, A SOCIAL OUTREACH PROGRAM AT AATMANIRBHAR VRIDHASHRAM ASHADEEP SANSTHAN, JAIPUR, FOSTERED INTERGENERATIONAL BONDING. STUDENTS ENGAGED IN CULTURAL ACTIVITIES, STORYTELLING, AND A DONATION DRIVE, WHILE A HEALTH CAMP PROVIDED FREE CHECK-UPS. THE EVENT PROMOTED EMPATHY, SOCIAL RESPONSIBILITY, AND COMMUNITY WELFARE.

ON 16TH OCTOBER 2024, THE FASHION DESIGN DEPARTMENT ORGANIZED AN ACADEMIC VISIT TO ARORA DESIGN PVT. LTD., JAIPUR. STUDENTS EXPLORED DESIGN AND MANUFACTURING PROCESSES, BRIDGING THEORY WITH PRACTICE, AND GAINED INSIGHTS INTO TRANSFORMING CONCEPTS INTO MARKET-READY PRODUCTS WHILE ADDRESSING INDUSTRY CHALLENGES.



THE FASHION DESIGN DEPARTMENT, IN PARTNERSHIP WITH DSW AND NSS, HOSTED A SOCIAL OUTREACH PROGRAM AT TITANWALA MUSEUM, OFFERING WORKSHOPS, HANDS-ON SESSIONS, AND DISCUSSIONS TO CONNECT STUDENTS WITH RAJASTHANI BLOCK-PRINTING AND ITS INTEGRATION INTO SUSTAINABLE MODERN FASHION.



# PLACEMENTS & INTERNSHIPS

MANIPAL UNIVERSITY  
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FACULTY OF  
DESIGN **FD**

## Student Testimonial



*Saloni Verma*


**firstcry**

"As a student of the Department of Fashion Design at MUJ, I have secured a position at firstCry. This is a fantastic opportunity to kickstart my career in fashion design. The dynamic work environment and emphasis on innovation in the department have greatly contributed to my professional growth."

MANIPAL UNIVERSITY  
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FACULTY OF  
DESIGN **FD**

## Student Testimonial



*Shorya S Shekharawat*

**pretty woman**  
Team Leader

"Completing my fashion design degree at Manipal University Jaipur was a transformative experience. Today, as I work on my own fashion brand, I credit much of my success to the comprehensive learning and support I received at MUJ."

MANIPAL UNIVERSITY  
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FACULTY OF  
DESIGN **FD**

## Student Testimonial



*Akshika Kumawat*

**Cheer Sagar**

**Designer & Merchandiser**

"Manipal University Jaipur's Fashion Department provided a strong foundation with its comprehensive curriculum and practical exposure, equipped me with the skills to thrive as a Designer and Merchandiser at Cheer Sagar."

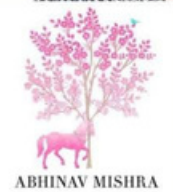
# PLACEMENTS & INTERNSHIPS



*Student's  
Testimonial*

I am incredibly grateful to the Fashion Design Department at MUJ. The faculty's unwavering support and encouragement have truly pushed us to excel. Their guidance and mentorship made the learning experience exceptional. Thank you for helping me grow and succeed!

- Kavya Kalra



*Student's  
Testimonial*

My selection at Abhinav Mishra is a significant milestone in my career, & I attribute this achievement to the exceptional education and support I received at Dept of Fashion Design. I am excited to embark on this new journey & look forward to applying the knowledge & skills I have gained to contribute meaningfully to the fashion industry.

- Kovvuru Geetika

**RAHUL  
MISHRA**

I'm thrilled to announce that I've been selected by Rahul Mishra! This career milestone reflects the outstanding education and support I received from the Department of Fashion Design. I'm eager to begin this new journey and use my knowledge and skills to make a significant impact in the fashion industry.

- Simran Pratil



*Student's  
Testimonial*



**p é r o<sup>®</sup>**

I am incredibly grateful for my selection at Pero, which marks a significant milestone in my career. This achievement is a testament to the exceptional education and support I received at the Department of Fashion Design. I am excited to embark on this new journey and look forward to applying the knowledge & skills I have gained to make meaningful contributions to the fashion industry.

*Student's  
Testimonial*

- Rajnish Kumar

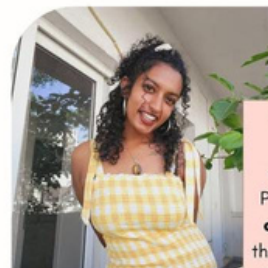
**LANDMARK  
GROUP**



*Student's  
Testimonial*

I'm excited to share that I've been selected by Landmark Group! This career milestone is a testament to the exceptional education and support from the Department of Fashion Design. Ready to start this new journey and apply my knowledge and skills to make a meaningful impact in the fashion industry.

- Sneha Sarkar



**SHANTNU NIKHIL**

I'm beyond thrilled & deeply grateful to announce my Campus Placement at **Shantanu and Nikhil**! A heartfelt thanks to the Department of Fashion Design for the incredible support & guidance. My time at MUJ has been invaluable in shaping my career in the fashion industry.

- Mythili Ittaman

*Student's  
Testimonial*



# **EDITORIAL TEAM**

## **FACULTY MEMBERS**

**DR.DEEPSHIKHA SHARMA  
MS. AANCHAL TREHAN**

## **STUDENT DESIGNER**

**SAKSHI AGARWAL**

<https://www.linkedin.com/company/department-of-fashion-design-manipal-university-jaipur/>

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