

Date of Event	12-03-2021
Name and Type of Event	Design Hive Interactions with Custkart Online Interaction
Conducted by	Usha Kiran Barla
No. Of Participants	37

A webinar "Design Hive Interaction" was organized by the Department of Fashion Design, Arka Jain University in which the Chief Guest was Mr. Kundan Mishra, Founder and Chief Executive Officer, Custkart Merchandize Private Limited, Bokaro Steel City, Jharkhand. It was a session where Kundan spoke about his inspiring entrepreneurial journey.

Kundan Mishra did his B.Tech degree from Sikkim Manipal University and after that he got selected in a reputed company called Dell. But he turned down the offer and took a bold decision to begin his own start up of customized merchandise. He had to face many setbacks in the initial days but Mr. Kundan Mishra persisted with his strong will power and transformed his company Custkart as a brand. His brand is funded and supported by his University Incubation Cell. They mainly deal with customized orders of tee-shirts, coffee mugs, corporate gifting for Universities and Companies.

The guest said that one must get ready to accept challenges in life and proceed ahead with courage and positive approach. He encouraged the students to be more vibrant with the changes of time. He emphasized on developing design skills and said that one should enhance the ability to imagine how something will look after it is moved around or when its parts are moved or rearranged. In addition to these cognitive abilities or mind-set, a further set of skills emerge which reinforce the technical nature of design.

Mr. Mishra talking on design productivity said that Designer productivity is the ability to deliver measurable value unimpeded by restrictions or unnecessary

complexity in the workflow. When one establishes one's definition, it's time to put it into action and decide on a set of productivity measures.

Mr. Kundan Mishra shared many of his life experiences during his tenure as a student and an entrepreneur. Belonging to Jharkhand and a small city and still creating a job opportunity at his own hometown was something the students could relate to and also get inspired by. He answered the curious questions of the participants and in the end he also invited the students of the university for an industry visit to the Custkart's manufacturing setup and office. The hour-long session felt short to discuss the various interesting stories around the start up, yet it was enough to create a deep impact on the students. The webinar concluded with vote of thanks by Usha Kiran Barla, Program Coordinator, BA (H) Fashion Design.

JGI ARKA JAIN University
Jharkhand
 Estd. Under Jharkhand State Private University Act

FASHION DESIGN DEPARTMENT
 presents

DESIGN HIVE INTERACTIONS

with

KUNDAN MISHRA
 CEO at
CUSTKART
 MERCHANDISE
 PRIVATE LIMITED,
 Bokaro, Jharkhand



Event Coordinator :
 usha.kiran@arkajainuniversity.ac.in

On **Friday 12th March, 2021**
 2pm onwards
 Google meet : yfd-qnm-upd

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