

Report on – Design Hive Interactions – Pratibha Raj CEO at Curious Bee

Held on 18-09-2021

Date of Event	18.09.2021
Name and Type of Event	Design Hive Interactions with Pratibha Raj – CEO at Curious Bee Online Interaction
Conducted by	Usha Kiran Barla
No. Of Participants	18

A webinar "Design Hive Interaction" was organized by the Department of Fashion Design, Arka Jain University in which the Chief Guest was Ms. Pratibha Raj, Founder and Chief Executive Officer, Curious Bee, Patna, Jharkhand. Pratibha is a Product Designer who has done her Bachelors and Masters from NIFT – National Institute of Fashion Technology, New Delhi.

Curious Bee is the brainchild of Pratibha and her friend Vishal. During Covid 19 lockdown, many people were not just affected by physical ailments but also mental ailments. There was an increase in mental health issues. Curious Bee was founded as a solution to all these issues. They have come up with product designs which are in form of interactive games and aid in health management in diseases like Alzheimers. She has also worked around products for kids which can help them in their development. Her work is innovative and touches the lives of many. Her experience of working with many artisans even in the rural parts of Jharkhand and nearby areas has definitely helped in the Product Design domain. She is an advocate of traditional culture, techniques and she believes in using these ideologies with new technology and creates new products.

She had also received – “Most Innovative Stall” Award in Jan 2021 at Patna Knowledge Centre Exhibition. Her future plan is also to introduce products based on traditional games and use of Artificial Intelligence and Robotics.

Her energy was infectious and the students were truly inspired by her. This amalgamation of Technology and Design was a great food for thought for the

students. The students also learnt from Pratibha, how to be empathetic and solution based design to solve societal issues and problems. The students asked various questions and interacted with the speaker. There was also knowledge sharing on various topics like mental health, traditional games and technology. It was a nourishing session for the Fashion Design students. Such multidisciplinary approaches are good to know as Design is vast and there can be so many aspects of life that Design can touch. Design is truly problem solving and not just aesthetics. True design makes life easier and healthier. It blends in our everyday life and subtly exists!!'

Towards the end we thanked our speaker for this motivational session and presented her with a certificate of appreciation.

Poster of the Event



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

B.A. FASHION DESIGN
presents

**DESIGN HIVE
INTERACTIONS**

with

PRATIBHA RAJ
CEO at
CURIOUS BEE
PRODUCT DESIGNER |
NIFT DELHI

Event Coordinator :
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On Saturday, 18th September, 2021
8:30 am onwards
Google meet : avy-qsnw-uoz

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