

Report on Design Hive Stall- Runbhoomi

Held on 15.03.2021

Date of Event	15.03.2021
Name and Type of Event	Design Hive Stall- Runbhoomi
Conducted by	BA(H) FASHION DESIGN
No. Of Participants	21

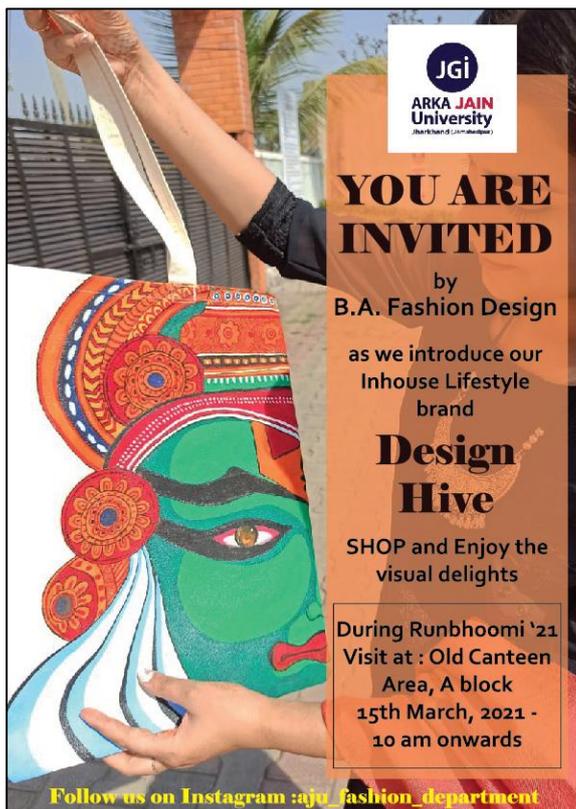
Like every year this year also, Runbhoomi was organized in the Arka Jain University

Campus, in which different types of sports were organized. During this sports event a pop up store was organized by the Department of Fashion Design. Here the students of fashion design department showcased their creativity. The Fashion Design Department introduced handmade products made under its own brand **Design Hive** for the first time. The children of the department made a variety of designer masks, embroidered and painted cloth bags, coffee mugs, paintings, jute bags, etc. Two final year students - Aqif and Nausheen also launched their own brand –**Su.Fa.** Sustainable Fashion i.e. - Fashion which is in the interest of environment. They make their products by recycling waste material. This is the new concept the fashion world. The best part was that all the products were designed keeping in mind the needs of the people. In order to keep the water bottle cool in summer, very beautiful bags were prepared by Jute. Keeping in mind the pandemic, many types of masks were prepared. Hand made jewellery was also prepared and on display by Jashmine Raj, a skilled student of the Fashion Design Department, which remained the center of attraction among the people.

The Director, Mr. Amit Kumar Srivastava appreciated one of the cotton bags with the face of a very beautiful Kuchipudi dancer, which was made by a student, Jasmine Singh. He was very happy and overwhelmed to see the works of other students also. He admired all of the student's creative effort and blessed them for

their future. Vice Chancellor, Prof. Dr. S.S. Razi also encouraged the students and wished them good luck for their future and appreciated them wholeheartedly for their creative endeavours.

Other teachers and students of the University also gave their best wishes for this effort. Our lab assistant Md. Quiyum had worked very closely with the students and guided them very meticulously to create marvellous works. Program Coordinator Ms. Usha Kiran Barla and Assistant Professor Mr. Anup Kumar Singh are instrumental in creating this brand. It is their aim that the creative children of Jamshedpur can make their career by staying in Jamshedpur.





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