



SCHOOL OF HUMANITIES
Department of Fashion Design

Notice No: AJU/BA FD/185

Date: 05.07.2023

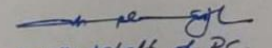
CIRCULAR

Dear Students and faculties,

The Department of Fashion Design is organizing an **Industry Visit to 'Aamaira Fashion Studio'** in CH. Area, Jamshedpur on 8th September, 2023 for the students of the department.

The objective of the industry visit is to expand practical knowledge of the day-to-day functioning of a fashion label and to comprehend the roles and responsibilities of a fashion designer from a closer view.

Time of Departure from City Office – 8:30 am


on behalf of PC
Usha Kiran Barla

Program Coordinator
Department of Fashion Design

Program Co-ordinator
School of Humanities

Copy for information & necessary action please: -

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. In charge Web services for Website
5. Notice Board
6. Guard File

Industry Visit to Aamaira Fashion Studio

Date of Event	08.09.2023
Name of the Event	Industry Visit to Aamaira Fashion Studio
Type of the Event	Experiential Learning
Conducted by	BA Fashion Design (H)
No. of Participants	18

OBJECTIVE:

- To expand practical knowledge of the day-to-day functioning of a fashion label
- To comprehend roles and responsibilities of a fashion designer from a closer view

DETAILS:

The industrial visit to **Aamaira Fashion Studio** was very enlightening for the students of the fashion design department. The founder and fashion designer of the label, **Mrs. Mrinal Sawa** is a NIFT Alumni and has over 25 years of fashion expertise as a well-known fashion designer of Jamshedpur. She meticulously showed all the various work stations of her fashion label, as well as introduced to the management team and karigars. The students were made to explore Aamaira Fashion Studio's current bridal as well as non-bridal collections, imported fabrics, pure fabrics, draping, garment construction, design process, product development and customer orientation. They interacted well with the pattern masters, stitching masters, karigars as well as the management and marketing team.

Mrs. Mrinal Sawa was gracious enough to hand over four samples of her self-written cum published book on the concepts of body positivity and fashion styling as well.

TAKEAWAY (OUTCOME):

It was a fruitful experience for the fashion design students who gained incredibly valuable practical knowledge about Core Fashion Design with respect to all the important fashion topics such as draping, pattern making, garment construction, fashion illustration, product costing, quality checks, fashion management, marketing and fashion merchandising. They understood all the multifarious roles and activities entailed in designing, operating and managing a fashion label as a fashion designer.

POSTER OF THE EVENT



Figure 1: Poster of the event “Industry visit to Aamaira Fashion Studio”

PHOTOS OF THE EVENT



Figure 2: Students along with Faculties ready to meet the Team of Aamaira



Figure 3: The design students understanding the embroidery process being executed by the Karigars

PHOTOS OF THE EVENT



Figure 4: Aamaira Fashion Design Studio's Founder Ms. Mrinal Sawa, explaining the foundation, functioning and challenges of a design label to the students



Figure 5: The design students engrossed in fabric exploration

PHOTOS OF THE EVENT

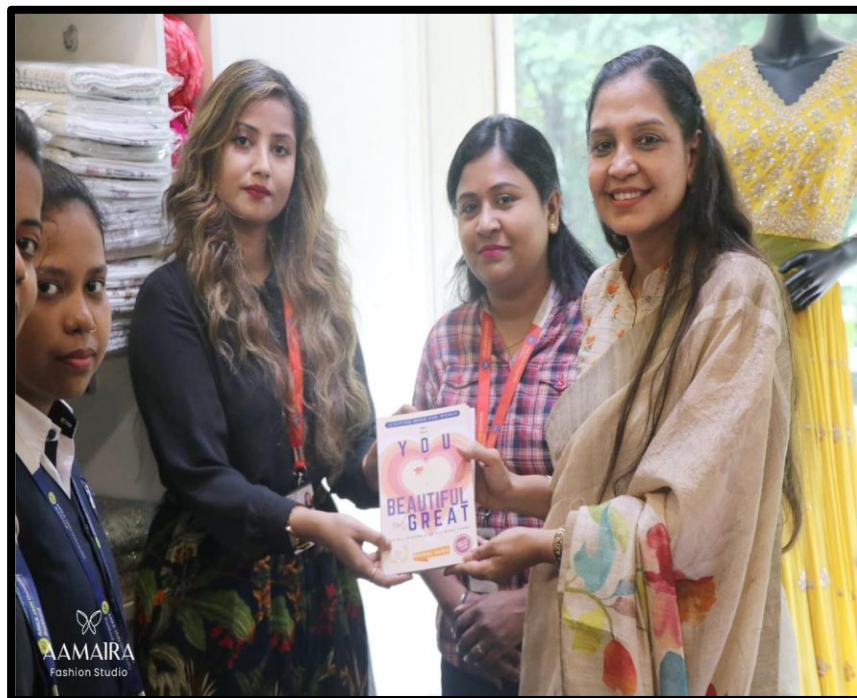


Figure 6: Ms. Mrinal Sawa handing over her self-written book 'You Are Beautiful and Great' to the faculty members of the department



Figure 7: The team members and fashion design students posing for a group photograph in the Costing Room

LIST OF THE PARTICIPANTS



Programme: INDUSTRY VISIT TO AAMAIRA FASHION STUDIO
 Batch (Mention if applicable): Sem I, Sem III, Sem V
 Faculty Coordinator: NIKITA MICHELLE
 Date: 08-09-2023

Sl. No.	Enrolment No.	Name of the Student	Signature of the Student
1	AJU/210142	AISHWARYA JOSHI	<i>Aishwarya Joshi</i>
2	AJU/210831	GULISTAN NIYAZ	<i>Gulistan Niyaz</i>
3	AJU/220175	DEEPA SHARMA	<i>Deepa Sharma</i>
4	AJU/220612	MANISHA ORAON	<i>Manisha</i>
5	AJU/220645	PARWATI THAKUR	<i>Parwati</i>
6	AJU/220691	SHRUTI SHARMA	<i>Shruti</i>
7	AJU/221878	NISHA KUMARI	<i>Nisha</i>
8	AJU/230054	RAKSHA NAYAK	<i>Raksha</i>
9	AJU/230273	SONALI MANTY	<i>Sonali</i>
10	AJU/230456	SHAHNUMA BATUL	<i>Shahnuma</i>
11	AJU/230738	SADIA KAUSAR	<i>S. Kausar</i>
12	AJU/230509	KUMARI SNEHA	<i>Sneha</i>
13	AJU/230750	APARAJITA BHATTACHARYA	<i>Aparajita</i>
14	AJU/231388	AKANSHA PRIYA	<i>Akansha</i>
15	AJU/231051	DIPIKA KUMARI	<i>Deepika Kumari</i>
16	AJU/231087	PRATIMA RANA	<i>Pratima Rana</i>
17	AJU/231454	SHIWANGI SINGH	<i>Shiwangi Singh</i>
18	AJU/231968	ANNU KUMARI	<i>Annu Kumari</i>

(Use Additional Sheets if required)

Nikita Michelle
Coordinator's Signature

[Signature]
Dean/HoD/PC's Signature (with stamp)

Program Co-ordinator
School of Humanities

FEEDBACK ANALYSIS

