

SCANNED CIRCULAR**ARKA JAIN**
University
Jharkhand**SCHOOL OF Humanities**
Department of English
Circular**Ref. No. : AJU/BAENG/13/2025****Date:-19.03.2025****Industry Visit to Auburn Design Pvt. Ltd.**

This is to inform all students of the English and Fashion Design departments that an industry visit to **Auburn Design Pvt. Ltd., Bundu** has been scheduled for **March 29, 2025**. The visit aims to provide students with practical exposure to garment manufacturing processes, industry trends, and professional interactions with experts in the field.

Details of the Visit:

- **Date:** March 29, 2025
- **Venue:** Auburn Design Pvt. Ltd., Bundu
- **Reporting Time & Venue:** 8.00 AM, University Campus
- **Event Coordinator:** Dr. Manoj Kumar Pathak

All students are encouraged to make the most of this opportunity to bridge academic learning with industry exposure.


Dr. Manoj Kumar Pathak
Event Coordinator
Dr. Rajkumari Ghosh
Convenor
Program Coordinator
Department of English
ARKA JAIN University, Jharkhand

Copy to:
PS to Hon'ble Vice Chancellor
PS to the Director-cum- Registrar
AJU website
Academic Coordinator
Office file & Notice board
Students groups (Email/WhatsApp)

INDUSTRY VISIT TO AUBURN DESIGN PVT. LTD.

Date of Event	29.03.2025
Name of the Event	Industry Visit to Auburn Design Pvt. Ltd.
Type of the Event	Industry Visit
Conducted by	Dept. of English
No. of Participants	24

OBJECTIVES:

The prime objectives of the industry visit was to explore the connection between language, communication, and the fashion industry, especially in branding, marketing, and technical documentation. It also aimed to provide students with first-hand experience of industrial processes in garment manufacturing and understand the role of design, quality control, and production in the fashion industry.

DETAILS:

An industry visit to Auburn Design Pvt. Ltd., a leading garment manufacturing factory in Bundu, was organized on March 29, 2025, for students from the English and Fashion Design departments. The objective of the visit was to provide practical exposure to the operations of the garment industry and understand the various stages of apparel production. On behalf of the Department of English Dr. Manoj K. Pathak successfully coordinated ensuring a well-organized and informative experience for all participants.

Auburn Design Pvt. Ltd. is a well-established garment manufacturing company specializing in high-quality apparel production. The factory is equipped with modern machinery and follows efficient manufacturing processes to ensure the production of garments that meet international quality standards.

The visit began with a welcome session where the Managing Director of the factory Mr. Birendra Singh Rawat provided an overview of Auburn Design Pvt. Ltd., its history, and its contributions to the garment industry. The students were taken on a guided tour of the manufacturing unit, where they observed various stages of garment production, including fabric cutting, stitching, printing, embroidery, and packaging. The use of advanced machinery and automation in production was demonstrated. The students had the opportunity to interact with designers, quality control experts, and production managers. Discussions revolved around sustainable fashion, current market trends, and career opportunities in the industry.

The English students explored how effective communication plays a vital role in the fashion industry, especially in areas such as branding, content writing, technical documentation, and international business communication.

The visit to Auburn Design Pvt. Ltd. was an enlightening experience for both English and Fashion Design students. It provided valuable insights into the garment manufacturing process

and the interdisciplinary link between design, communication, and business. The visit also inspired students to explore career opportunities in the fashion industry.

TAKEAWAY (OUTCOMES):

The students developed a practical understanding of garment manufacturing processes and gained exposure to modern technology and machinery used in the industry. The visit improved understanding of the role of communication in the fashion industry. It also enhanced awareness of sustainable and ethical fashion practices and the students got inspiration and motivation to explore career opportunities in fashion design, production, and fashion communication. It also strengthened industry-academia interaction, providing networking opportunities for students.

POSTER OF THE EVENT



Fig.1- Poster of the Event

PHOTOS OF THE EVENT



Fig.2- Students along with Departmental Coordinator Dr. Manoj K Pathak at the Industry Gate.



Fig. 3- Visit to the Stock section of the Manufacturing Unit.



Fig. 4- Mr. Birendra Singh Rawat, MD Auburn Design explaining raw fabric cutting process



Fig. 5- Mr. Birendra Singh Rawat, MD Auburn Design explaining concentration enhancement games introduced during training sessions of the workers

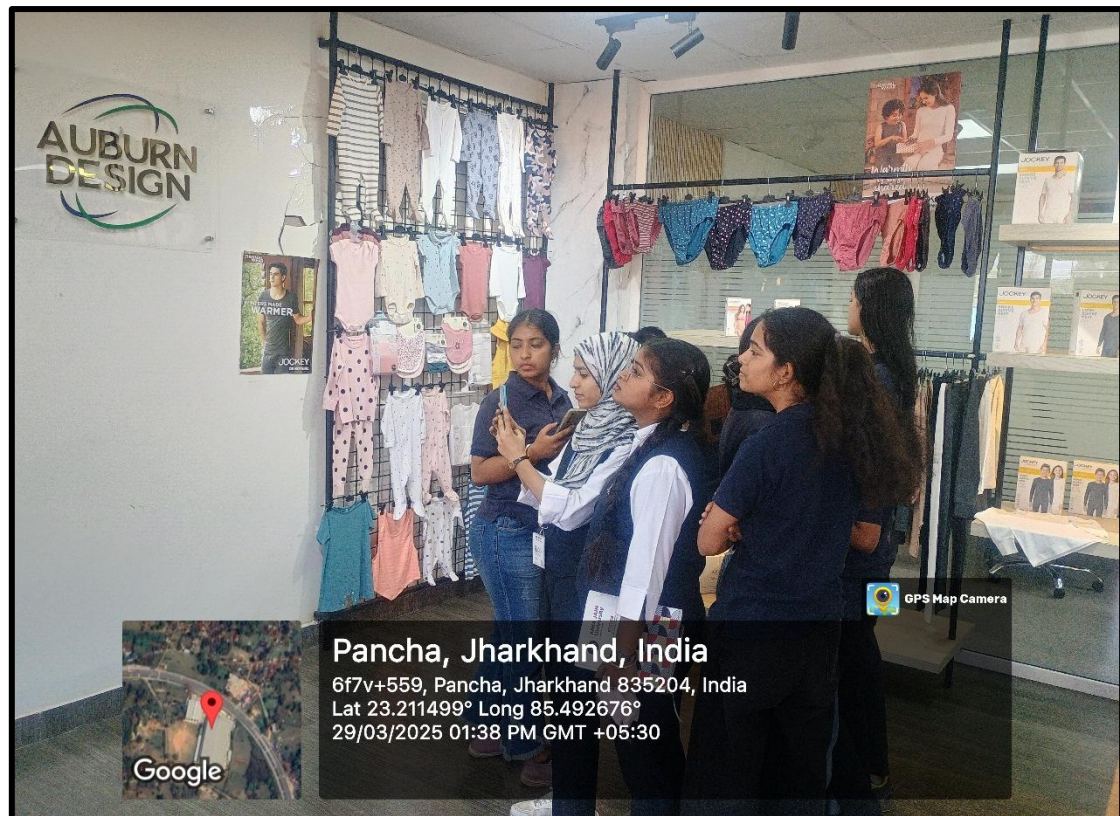


Fig. 6- Students looking at the manufactured garments at display.

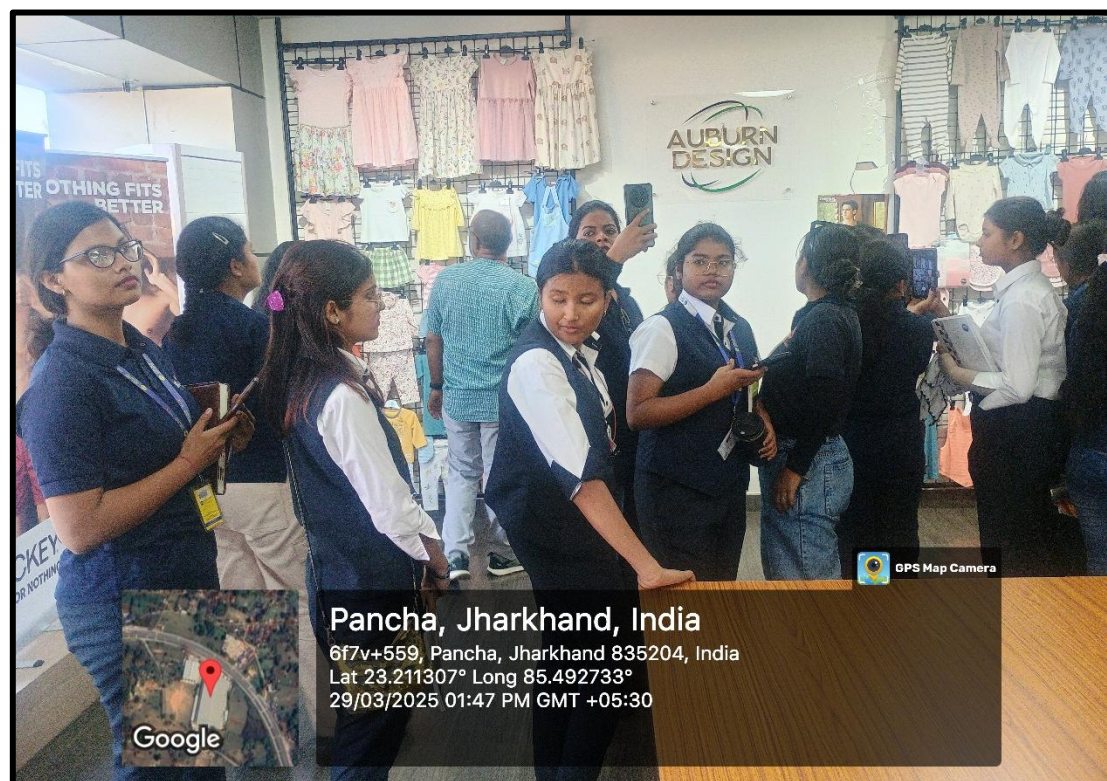


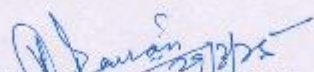
Fig. 7- Students observing the display section

LIST OF PARTICIPANTS

ARKA JAIN
University
Jharkhand

Department of English
Industry Visit to Auburn Design Pvt. Ltd., Bundu
29th March, 2025
Attendance Sheet

Sl. No.	Name of the Student	Enrollment No/ID	Signature
1.	Kumari Sneha	AJU/230509	Sneha
2.	Shivangi Singh	AJU/231454	Shivangi
3.	Sadia Akter	AJU/230738	S. Akter
4.	Akanksha Bala	AJU/231388	Akanksha
5.	Dipika Kumari	AJU/231051	Dipika
6.	Deepa	AJU/220175	Deepa
7.	Parvati	AJU/220645	Parvati
8.	Tarandeep	AJU/220202	Tarandeep
9.	Sonali	AJU/230273	Sonali
10.	Riya Singh	AJU/240477	Riya
11.	Mehak Mishra	AJU/242096	Mehak
12.	Saiya Singh	AJU/241885	Saiya
13.	ARPITA SINHA	AJU/240267	Arpita
14.	Aparajita Bhattacharya	AJU/230750	Aparajita
15.	Nisha Kumar	AJU/221878	Nisha
16.	Jayanta Zutta	AJU/231143	Jayanta Zutta
17.	Jenny Barnard	AJU/240628	Barnard
18.	Nishka Atanu Tarafdar	AJU/240554	Nishka
19.	Tanushree Ghosh	AJU/240860	Tanushree
20.	Anjali	AJU/242221	Anjali
21.			
22.			
23.			
24.			
25.			


Signature of the Event Coordinator


Signature of the Convenor
Program Coordinator
Department of English
ARKA JAIN University, Jharkhand