

CIRCULAR

**ARKA JAIN**
University
Jharkhand

SCHOOL OF HUMANITIES
DEPARTMENT OF FASHION DESIGN
CIRCULAR

Notice No: AJU/BA FD/250

Date: 27/ 03 / 2025

INDUSTRY VISIT

This is to notify all the students and Faculty members that the Department of Fashion Design is organizing an Industrial visit to AIDENT Social Welfare Organization - Women Self Help Group on 4th April, 2025, Friday. Students are requested to report at 8am in the morning. The bus will begin from Campus.

Be the order of Hon'ble Chancellor

Usha Kiran Barla
Program Coordinator
BA(H) 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. Academic Coordinator
5. In charge Web services for Website
6. Notice Board
7. Faculty Members
8. Concerned semesters

INDUSTRY VISIT TO AIDENT SOCIAL WELFARE ORGANIZATION – WOMEN SELF HELP GROUP

Date of Event	04.04.2025
Name of the Event	INDUSTRY VISIT TO AIDENT SOCIAL WELFARE ORGANIZATION – WOMEN SELF HELP GROUP
Type of the Event	Experiential Learning/ Participative Learning/ Problem Solving Methodologies (2.3.1)
Conducted by	DEPARTMENT OF FASHION DESIGN
No. Of Participants	2

OBJECTIVE:

The objective of the industry visits to **Aident Social Welfare Organization**, a **women-led Self-Help Group (SHG)** powered by **Tata Cummins, Jamshedpur**, was to provide **fashion design students** with practical exposure to **grassroots-level production systems**, **community-based entrepreneurship**, and **sustainable livelihood practices** in the textile and apparel sector.

Key goals of the visit included:

- Understanding Community-Based Production Models:**
To observe how women SHGs operate within a structured production environment, manage workflow, and contribute to the local economy through skill-based activities.
- Exposure to Real-World Craftsmanship:**
To gain insights into **hand-based techniques**, traditional craft practices, and production processes used in small-scale garment and accessory manufacturing.
- Learning about Women Empowerment through Design:**
To understand the impact of **design as a tool for empowerment**, especially in promoting **economic independence and skill development among rural and semi-urban women**.
- Building Awareness of Socially Responsible Design Practices:**
To expose students to **ethical and inclusive models** of fashion production and encourage them to incorporate **social responsibility and sustainability** in their future design careers.
- Industry-Academia Interaction:**
To bridge classroom learning with practical application by interacting with SHG members, coordinators, and facilitators involved in real-time design execution and entrepreneurship.

Through this visit, students were encouraged to critically reflect on the role of designers not only as creators but also as **agents of social change**, contributing to sustainable development and inclusive growth.

DETAILS:

As part of the continuous efforts to integrate experiential learning into the curriculum, the **Department of Fashion Design, Arka Jain University**, organized an **industry visit to Aident Social Welfare Organization**, a **women-led Self-Help Group (SHG)** supported by **Tata Cummins, Jamshedpur**. The visit served as a vital **student development activity** that allowed fashion design students to witness **grassroots-level production, sustainable practices**, and **women-led entrepreneurship** in action.

Objective:

The primary goal of the visit was to expose students to **community-based production models, traditional handloom practices**, and **eco-friendly initiatives**, while emphasizing the significance of **socially responsible design** and **sustainability** in the fashion industry.

Highlights of the Visit:

◇ Handloom and Weaving Unit

Students explored a large-scale **handloom setup**, where the **weaving of traditional cotton fabrics** was in full swing. This included the production of:

- **Gamchas**
- **Dhotis**
- **Santhal cotton sarees**

They observed the **entire process from spinning to weaving**, including the use of the **charkha for spinning cotton yarn** used in warping. The hands-on exposure helped students understand the **complexity, skill, and rhythm** involved in traditional weaving techniques.

◇ Organic Farming Initiative

The visit also included a walkthrough of the **organic musk melon farm** maintained by the organization. Students learned about **sustainable agricultural practices** and how they complement the organization's larger mission of **eco-conscious living and livelihood generation**. Many students also supported the initiative by purchasing fresh **organic musk melons** directly from the farm.

◇ Sustainable Sanitary Pad Production

Students witnessed an impactful project where **eco-friendly sanitary pads** were being produced using **organic materials**. The initiative focused on **women's health, hygiene, and sustainability**, and offered insights into **product innovation for social good**. The process encouraged students to think about **design applications beyond fashion**, into areas of **social welfare and health advocacy**.

◇ Textile Purchasing and Interaction

Several students purchased **handwoven fabrics** produced by the SHG members, experiencing firsthand the importance of **supporting local artisans** and integrating **locally produced textiles** into their own design work. The interactions with artisans deepened students' appreciation for **craft heritage** and **slow fashion principles**.

TAKEAWAY (OUTCOMES):

- **Understanding of Traditional Textile Techniques:** Students gained practical exposure to handloom weaving, spinning, and warping processes—essential components of India’s rich textile heritage.
- **Appreciation for Sustainable Practices:** From organic farming to eco-friendly menstruation products, the visit emphasized the critical role of sustainability and ethical production in contemporary design.
- **Women Empowerment through Design:** Observing the SHG in action highlighted the powerful impact of design as a tool for economic independence, particularly for women in rural and semi-urban communities.
- **Interdisciplinary Design Perspective:** The exposure encouraged students to think beyond aesthetics, recognizing fashion as a vehicle for social change, innovation, and sustainability.

POSTER OF THE EVENT

**ARKA JAIN**
University
Jharkhand

INDUSTRY VISIT to AIDENT SOCIAL WELFARE ORGANIZATION - Women Self Help Group 4th April, 2025

Crafts you will witness: Bamboo Craft | Tribal Art & Paintings including Canvas
Paintings | Biodegradable Sanitary Pads | Handloom Products | Vermi Compost |
Mushroom Cookies | Agriculture Based Products | Phenyl

EXPERIENTIAL & PARTICIPATIVE LEARNING



organized by CCHRD
in association with
DEPARTMENT OF FASHION DESIGN &
DEPARTMENT OF BIOTECHNOLOGY

CONVENORS :

Dr. Charu Wadhwa | Dr. Santosh Kumar Singh | Ms. Usha Barla

www.arkajainuniversity.ac.in

PHOTOS OF THE EVENT



Fig.1- Handloom weaving



Fig. 2- Muskmelon farming



Fig. 3- Sanitary Pad



Fig. 4 – Charkha spinning







LIST OF PARTICIPANTS



Centre for Capacity Building & Human Resource Development


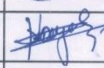
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Department of Fashion Design

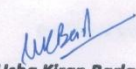
Industry Visit to AIDENT Social Welfare Organization: Women Self help group

Date: 04 April, 2025

Attendance Sheet: List of participants

S. No.	Name of the Student	Enrollment No.	Program/Department	Signature
1.	Kumari Sneha	230509	B.A.FD	
2.	Raksha Nayak	230054	B.A.(FD)	


Dr. Charu Wadhwa
 Asst. Director, CCHRD


Usha Kiran Barla
 HoD- Dept. of Fashion Design

FEEDBACK

