

# Dr. Paramita Sarkar

**Assistant Professor, Fashion Design, Bengaluru**

**Title of Dissertation of PhD** - 'A study on tribal costume of Tripura and its transformation'

**Area of Teaching and Research** - Research & Design



Dr. Paramita Sarkar is working as an Assistant Professor with the Department of Fashion Design and the Centre Coordinator for the FD Dept. She is a PhD in the area of study of tribal costumes of Tripura and specializes in ethnographic research. Passion for design brought her to join NIFT in the year 2013 at NIFT, Bengaluru. She has worked in the industry and has been an academician now for 13 years. She specializes in subjects like Sustainable Design, Traditional Indian Textiles, Styling for performance art & fictional character, Design Process & Design Research. She has several publications in the area of Tribal textiles & costume of Tripura in various national and international journals. She has presented her research work in IAFOR, Osaka Japan, 2013 & IFFTI, Manchester 2019. She was awarded for the category The Best Design for Innovation at FTC, IIT, New Delhi, 2020.

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# Ms. Rachna Shankar

Assistant Professor, Fashion Design, Bengaluru

**Area of Teaching and Research** - Design Fundamentals, Art & Design Aesthetics, history of Costumes & Textiles, Illustration



I have worked as a Fashion Designer in the industry. Starting my journey as a merchandiser in export house. Latter having multiple skill sets and post MBA I chose to work as a Communication Manager. I have also written two books published e book site Inkitt. Currently I teach in Fashion Design department along with Foundation Program in Bengaluru campus. My teaching journey started during Covid -19 with Footwear Design & Development Institute Chandigarh, as a Guest Faculty teaching Fashion Illustration in online mode. .

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# Ms. T. Rajalakshmi Rao

Associate Professor, Fashion Design, Bengaluru

**Area of Teaching and Research** -Draping, Garment Construction, Value Addition, Creative Pattern - Making, Heritage Coutour, Craft Research & Product Development



T. Rajalakshmi Rao is one of the senior-most faculty in the Fashion Design department of NIFT Bengaluru. She graduated in Bachelor of Commerce from Bangalore University and has 3 years Diploma in Costume Design & Dress Making from Govt. Polytechnic for Women-Bangalore. Her academic expertise lies in Heritage Couture for Women, Creative Pattern Making, Pattern Making, Draping, Garment Construction, Surface Design Techniques, Craft Research & Documentation and Design Collection. She has been associated with NIFT from 1998 as an academican now for 23 years and headed the Fashion Design department as a Centre Coordinator from 2011-2014 & from 2017 to 2020. In 2010, she designed a Course Curriculum for CEP "Design & Pattern Making for Ethnic Apparel" (DPMEA). She has contributed in Government sponsored Design Projects for CSB, KSIC, KSKVIB in the area of Range Development in contemporary Ethnic Women's Wear.

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# Mr. Thippeswamy. C

Associate Professor, Fashion Design, Bengaluru

**Area of Teaching and Research** - Pattern Engineering, Fit Balancing, Sewing Techniques, 2D/3D - CAD - applications for Pattern Designing System & Technical Flats.



Thippeswamy. C is an Associate Professor for the department of Fashion Designing and campus unit advisor for Continuing Education Programme - (CEP). He is a Post Graduate in M.Tech - Textiles - Specialization in Apparel Technology from Osmania University College of Technology, Hyderabad. His career began as an Asst. pattern maker in Karle group and became Pattern Master in Raymonds Group - Garment Division, Bengaluru. In 2010, he joined as an Assistant Professor at NIFT Kannur Campus & in 2013, became an Associate Professor has now been serving in NIFT Bengaluru Campus. He also contributed to various projects in the areas of Pattern Making & Sewing.

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# Mr. V. Suresh Babu

Associate Professor, Fashion Design, Bengaluru

Area of Teaching and Research - Drawing, Illustration and Design



SureshBabu Viswanathan is a Graduate of Government College of Fine Arts Chennai, Madras University and Postgraduate from Government College of Fine Arts, Dr. Jayalalitha Music and Fine Arts University, Chennai. He set upright his academic excellence by owing meritorious scholarships.

Merit Scholarships: Best Academic Student Award from Government College of Fine Arts, Chennai. Tamilnadu Ovia Nunkalai Kuzhu Merit Scholarship. In 1997, he joined NIFT Bengaluru Campus as an Assistant Professor for Fashion Design department and later, in 2008 became an Associate Professor by holding nearly 23 years of teaching experience in NIFT Bengaluru. His areas of focus and interest lie in Visualization and Representation Technique, Drawing, Illustration, Design Process and Technical Garment Art. In prior to this, he also rendered service as a Designer in World Gold Council Project - NIFT New Delhi.

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# Ms. Yashaswi Anand

Assistant Professor, Fashion Design, Bengaluru

**Area of Teaching and Research** - Design, Textile & Apparel, Sustainability, Craft Development, Entrepreneurship.



Yashaswi holds an M. Des in Apparel Design from the National Institute of Design (NID, Ahmedabad). She is a design educator with a demonstrated history of working in the industry. She holds expertise in multi-faceted design areas, having 12 years of work experience. Her core areas include Handloom and handicrafts, Apparel and Textiles, Lifestyle product and accessories, and Entrepreneurship. Her association in Design education include imparting education at NIFT and INIFD, the D-School, and in the industry include working with Dastkar Andhra, Varun Bahl, and Neeru'sEmporio and Gilahri Handicrafts.

Yashaswi believes in socially responsible and human centered design and advocates on design bringing big changes in the micro and macro concerns.

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# Ms. Charu Tiwari

Assistant Professor, Fashion and Lifestyle Accessories,  
Bengaluru

**Area of Teaching and Research** - Design thinking, Design research methodologies, Packaging Design, Product Design & Development, User-centered Design



Charu holds a B.Des in Fashion & Lifestyle Accessories Design from NIFT, Hyderabad, and a M.Des in Furniture & Interior Design from NID, Ahmedabad. She has over 8 years of experience working in the industry with a focus on Spatial & Retail design, where she had the opportunity to work with brands like Tata Westside, Kaya Clinic Ltd, The Times of India Group, VR Mall, among others. She likes to combine creativity with in-depth user & product research with business insights to create products that enhance user experience & lifestyle. Working with design studios across India, Charu has worked on a vast variety of projects, getting the opportunity to work with a diverse demography and consumer base. Her body of work extends from Retail design projects for major retail brands, Wayfinding Signage, Spatial Installations, Commercial as well as Residential Space Design, Furniture & Decor for kids to a variety of Lifestyle products.

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# Mr. Sharanabasappa M Byali

Associate Professor, Fashion and Lifestyle Accessories,  
Bengaluru

**Area of Teaching and Research** - Materials, Manufacturing, Technical Drawings, CAD 2D, 3D modelling, Research -materials.



Sharanabasappa M Byali, is an Associate Professor with the department of Fashion & Lifestyle Accessories and campus Deputy Vigilance Officer. He is a Mechanical Engineer, secured 7th Rank in Karnataka State in his Diploma in Mechanical-Engineering during-1993. Since-2002, he served in various positions related to academics in NIFT-Bengaluru. Earlier he performed additional responsibilities as Centre-Coordinator for Accessory-Design Department, MR for implementation of ISO. He has 10+ years of industry experience (Manufacturing-QC-Maintenance-Sales-and-Service). Specialization and area of teaching is mainly hands-on in Materials-Manufacturing-Technical Drawings-3D modelling and related subjects. Research domain is mainly in materials, worked on Natural FRP. Project on productivity enhancement of a Coir-product manufacturing machine was among most successful for Karnataka Coir Corporation.

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# Ms. Shipra Roy

**Associate Professor, Fashion and Lifestyle Accessories,  
Bengaluru**

**Area of Teaching and Research** - Design Process and Philosophy,  
Design Development, Design and Ethnographic Research



Shipra Roy is Graduate from Accessory Design from NIFT, New Delhi and holds MA in Anthropology. She is currently pursuing her PhD from NIFT under Dr. Nilanjana Bairagi. Shipra's specialisation lies in the area of design process, design philosophy, ethnographic research, and handcrafted processes. She is also empanelled as designer with DC(H). She joined NIFT, Bengaluru in the year 2004 and has been in academics for the past 20 years. She has been instrumental in curriculum development and continual improvement of design subjects. Her research interest has also led to publications and presentations of papers on national and international platforms. Apart from academic responsibility, she plays a vital role in academic administration related activities. To keep the design as a practice-based approach, she has worked on many professional projects as designer with organisations namely KVIB, CSB, TRIFED, DC(H), USTAAD project of NIFT.

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# Dr. R. Reshmi Munshi

**Associate Professor, Fashion and Lifestyle Accessories,  
Bengaluru**

**Title of Dissertation of PhD** - Development of lathe attachment to aid the artisan in product diversification at turn-wood lac ware cluster of Channapatna

**Area of Teaching and Research** - DesignThinking, Design research, Creative Studies, Brand Design, Trend Studies and Handicrafts



Dr. R Reshmi Munshi is an Associate Professor in the Department of Accessory Design. She completed her Post Graduation in Design from NIFT, Delhi in 2001. She also holds an M.A degree in English Literature. Her doctoral thesis was on application of design to bring strategic changes in the craft sector. She joined NIFT as faculty in 2005. She specializes in subjects such as design thinking, design research, user experience-related and sustainable designs, creative methods and innovation, trend studies and handicrafts. She has published papers in reputed national and international journals. She takes interest in industry projects and has done multiple projects with Flipkart, Central Silk Board, Trifed, DC (handicraft), and various NGOs. She is currently working on a NIFT project titled Visionxt - a project on trendspotting in the domestic market for the Government of India.

Her personal interests include cultural tourism and reading about psychology and spirituality. She is also an animal lover.

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# Dr. Yathindra L

Professor, Fashion and Lifestyle Accessories, Bengaluru

**Title of Dissertation of PhD** - Design for Human Energy:  
Sustainable Manufacturing

**Area of Teaching and Research** - Product Design & Manufacturing,  
User centered Design, Design Detailing, Packaging Design,  
Decor Design & Prototyping, Applied Ergonomics, Smart Jewelry



Dr. Yathindra Lakkanna is Professor of Accessory Design at NIFT, Bengaluru, teaching technology led design subject across campuses. He is quite fascinated with the material culture of folklore (current research at Karnataka Janapada University). Prior to NIFT he has worked in Sensor Design unit of Laboratory for Electro-Optics Systems, ISRO. Takes pride in developing a world class curriculum that offers a great value to the student, Institution and the Country. He has created several assignments to the leading brands through classroom project. Expert panel member: 1. Department of Science & Technology, GOI, Project proposal selection. 2. CLRI, Chennai, CSIR Labs, Scientist Selection Panel 3. Geographical Indication application review expert Panel, Intellectual Property, GOI. 4. Export Promotion Council for Handicrafts EPCH, Bangalore. 5. Karnataka State Knowledge Commission.

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# Ms. Harsha Rani

Assistant Professor, Textile Design, Bengaluru

**Area of Teaching and Research** - Consumer Behaviour, Digital Retail, Sustainable Fashion, Supply Chain Transparency, Textile Science



Harsha Rani, an Assistant Professor, joined NIFT in 2014 at Bhubaneswar in the Department of Fashion Management Studies. Since 2021, she has been with the Department of Textile Design in Bengaluru. She is pursuing her PhD from Utkal University (Odisha) in Transparency and Sustainability in Fashion. She has 13 years of experience in the industry (domestic and international assignments), academic teaching and research. Her teaching and research interests lie in Digital Retail, Consumer Behaviour, Sustainable Fashion, Start-Ups and Supply Chain. She has presented her research works at different national and international conferences, including London College of Fashion, London, IFFTI annual conferences in Beijing, China and published with leading publishers like Elsevier and Bloomsbury. She is empanelled as a reviewer for the XIMB Journal of Management. She has also served NIFT in various administrative positions like Cluster Initiatives Coordinator, Coordinator- Domestic and International Linkages and Link-Student Development Activity Coordinator

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# Ms. Kakoli Das

Associate Professor, Textile Design, Bengaluru

Area of Teaching and Research - Print Design, Surface Design, Design Fundamentals and Craft Cluster studies



Kakoli Das is an Associate Professor in the Textile Design Department of NIFT, Bengaluru. She holds a Master Degree in Design and is currently pursuing her PhD in the field of design. She is an alumna of Textile Design Department of NIFT, New Delhi. After having gained experience in the industry for some years, she decided to be an academician in 2006 and has been teaching for the last 15 years. She has been associated with NIFT since 2008. She has held positions of IDL, Bengaluru and Centre Co-ordinator. She specializes in design subjects like Design Fundamentals, Integrated Design Project, Print Techniques and Surface Design Techniques. She has been actively involved in cluster activities and classroom projects with brands like ASOS, Jack & Jones and Tommy Hilfiger. She had written articles for Apparel Resource and Silk Mark India.

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# Ms. Monica A N

Assistant Professor, Textile Design, Bengaluru

**Area of Teaching and Research** - Design fundamentals, Print Design, Surface Embellishment, Appreciation of Indian textiles, Craft Based Studies.



Monica is an Assistant Professor in the Department of Textile design, NIFT, Bengaluru. She is well known for her surface and print based subjects. Ms. Monica is an alumna of NIFT, Chennai from the first batch of Textile Design. She holds a Master Degree in MSc Costume Design and Fashion technology from Bharathiar University, Coimbatore. Her association with NIFT has been since 2014. She majorly deals with all design-based subjects like Design fundamentals, Material studies, Appreciation of traditional Indian textiles, craft studies, print design projects, surface design projects and also specializes in creative textiles. Her main interest is to experiment and explore different fabric surface textures using unconventional materials. Ms. Monica has also been handling many administrative portfolios at NIFT, Bengaluru as the Center Coordinator for the textile design department and also been the admission nodal officer. Prior to NIFT, she worked as Textile and Product Designer specializing in home furnishing for various markets.

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# Dr. R. Ravi Kumar

Associate Professor, Textile Design, Bengaluru

**Title of Dissertation of PhD** - The Impact of Technological Upgradation for Rural Handloom Weavers in Selected Blocks of Tamil Nadu

**Area of Teaching and Research** - Textile CAD, Graphic Design, Portfolio Design, Weaving, Textile Dyeing and Printing and Natural dyesethics.



Dr. R. Ravi Kumar is working as an Associate Professor with the Department of Textile Design and Link Regional Industry Coordinator, NIFT, Bengaluru. He is a PhD holder in Handloom Technology and post graduate in Master of Computer Application from Alagappa University. He also did diploma in Handloom Technology from IIHT. He joined NIFT in the year 2001. He is having four and half years of industry and 20 years of academic experience. His core competency lies in Textile CAD and Graphic Design. He was a Campus Unit In-charge for Continuing Education Programme from 1st December 2011 to 29th February 2016. He was also Centre Coordinator for the Department of Textile Design from 7th July 2014 to 14th August 2017. He is also involved in various projects of NIFT, Bengaluru.

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# Dr. Richa Sharma

Associate Professor, Textile Design, Bengaluru

**Title of Dissertation of PhD** - Study on the effect of Luminescence of Photo-Luminescent specialty pigments on textiles for home fashion'

**Area of Teaching and Research** - Innovative Smart Textiles, Design Thinking, Craft studies, Non-Loom Techniques, Shibori, Appreciation of Indian and World textiles, Sustainability & design-ethics.



Dr. Richa Sharma is a textile designer, researcher and craft enthusiast with degrees in B.Tech (Textiles), Masters in Textile Design (NIFT, New Delhi) with Ph.D in Design Research (NIFT). She has been associated with NIFT for over 15 years as a founder faculty of textile department at Bengaluru centre. As an academician, she teaches students to interweave their understanding of Textile Technology, Design Thinking, Craft studies, Appreciation of Indian and World textiles into tangibles through various design projects with a long-term perspective of sustainability & design-ethics. She has expertise in weaving undertaking basic to advance design projects, print design for home & spaces, shibori, natural dyeing, embroidery, surface ornamentation and non-loom techniques sculpting innovative surfaces by bringing in the tactile textures and material manipulations. She has worked in many local clusters with crafts like Lambani embroidery, banana fiber, handloom etc. in collaborations with local government bodies like WSC, CSB, KSIC & KHDC. She has several publications in the areas of functional textiles and design research in national and international journals.

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# Mr. Mohan Kumar VK

Associate Professor, Knitwear Design, Bengaluru

**Area of Teaching and Research** - Areas of teaching: Sportswear design, Virtual Sampling, Computerised Knitting, Areas of Research: Computerised Knitting



Mohan Kumar is an Associate Professor with the Department of Knitwear Design and Campus Coordinator for Foundation Program at NIFT Bengaluru. He is a M. Des in Knitwear Design and Technology from NIFT, New Delhi. He is also pursuing his PhD from NIFT New Delhi. He has undergone advanced training in Computerised Knitting from Shima Seiki, Japan. He has worked in the industry for 4 years before joining in NIFT as a faculty in the year 2003. He specialises in Sportswear and Computerised Knitting. He also teaches various CAD software and Virtual Sampling software. He has several publications in the area of Knitwear design in National and International journals.

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# Dr. Nilanjana Bairagi

Associate Professor, Knitwear Design, Bengaluru

**Title of Dissertation of PhD** - Studies on Dyeability and Antimicrobial Property of Cationic Additive Modified Viscose Rayon Fibres

**Area of Teaching and Research** - Textile Sciences, Design Research, Sustainable Fashion, Technical & Smart Textiles, Research Methodology and Innovative Product development



Nilanjana Bairagi is an Associate Professor and “Campus Academic Coordinator” at NIFT, Bengaluru. She holds M.Tech and Ph.D degree in Textile Technology from the Indian Institute of Technology, Delhi (IIT Delhi). She was awarded doctoral degree in 2008. She has more than 18 years of academic and research experience. Her main areas of research are Designing of Functional Apparel, Product Innovation for the Indian Fashion Industry, Sustainable Fashion, Designing for Special Needs and Craft Research. She has a number of national and international research publications to her credit and has co-authored four chapters in the Functional Textiles and Clothing Book, Springer Publications (2019 and 2020) and 2 chapters in Design for Tomorrow, Volume 1 & 3, Springer Publications (2021). She has been guiding doctoral research at NIFT since 2009 and four of her scholars have been awarded. Currently three scholars are undertaking their Ph.D program under her guidance.

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# Dr. Nithya Venkataraman

Associate Professor, Knitwear Design, Bengaluru

**Title of Dissertation of PhD** - Purchase Intention of Deconstructed End-of-Lifecycle Fashion Products in an Online and Offline Retail Environment

**Area of Teaching and Research** - Design process, Trends and Forecasting, Retail Merchandising



Nithya Venkataraman is an Associate Professor with the Department of Knitwear Design and the Centre Coordinator for Knitwear Design. The symbiosis of Design and Management for better lifestyle solutions fascinates her, and hence she completed her PhD on the acceptance of Deconstructed fashion. A keen interest in research practices and the passion to connect with people got her from the pathways of commercial fashion to the deep waters of academic. She teaches Design process, Fashion Merchandising among many others, and writes often in National and International research forums, holding three SCOPUS indexed publications to her credit. She loves reading, writing and travel.

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# Ms. Shelly Jain Bandari

Assistant Professor, Knitwear Design, Bengaluru

**Area of Teaching and Research** - Lingerie Design and Product Development, Trends & Forecast, Design Process



Shelly Jain Bandari is an assistant professor with the department of Knitwear Design. She is M.Des in Knitwear Design from New Delhi. A keen observer of fashion trends, brings to the table her experience with leading names in the export industry of India. In facilitating design and product development subjects such as Design Process, Trends & Forecast and Lingerie Design and development, she is skilled in teaching students with practical examples and is well-respected for her ability to work on content and hold group conversation on related topics . She finds the project supervision aspect of teaching particularly rewarding, as students can often come up with something really impressive during the course of an academic year

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# Mr. Sonjib Bora

Assistant Professor, Knitwear Design, Bengaluru

**Area of Teaching and Research** - Fashion illustrations, Machine Knitting, Design and Development, Portfolio Development and Digital Design.



Sonjib Bora is a Designer and he stepped into NIFT faculty fraternity in 2010. He has over 18 year of experience. Lately he has been developing his expertise in the areas of sportswear.

He is a postgraduate in Zoology from Guwahati University. He had also worked as Junior Research Scholar a project under ICAR, on Fish Biodiversity. He also earned Postgraduate in Knitwear Design from NIFT and he did his graduation project in the areas of wild silk knitting- Eri and Muga Silk. He worked as a Designer for a few years after completion of his PG Diploma. He has 7 years of Industry experience and worked for organisation like - TCNS-W, Primus Retail, Biba and Triburg. He has experiences of both retail as well as export apparel market and experience of handling international brand like Zara, Next, Calvin Klein, Armani and Esprit and national brand like W- Women's wear and Biba. Apart from teaching he is more of an outdoor person who prefers to explore remote and unexplored places.

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# Dr. Yashodha Kumari V

Professor, Knitwear Design, Bengaluru

**Title of Dissertation of PhD** - A Study on design, development and evaluation of resist dyed and bio-washed cotton garments for teenage girls

**Area of Teaching and Research** - Textile Technology



Yashodha Kumari V is a professor and Chair Person with the department of Knitwear Design. She is M.Tech and PhD degree in Textile Technology from VTU. Passion for design brought her to join NIFT in the year 2003 at NIFT, Bengaluru. She has worked in the industry and has been an academician now for 19 years. She specializes in Textile Technology and textile design related subjects.

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# Dr. B. Raja

**Assistant Professor, Fashion Communication, Bengaluru**

**Title of Dissertation of PhD** - A study on representation of women in Adoor Gopalakrishnan's film, as an Auteur

**Area of Teaching and Research** - Media Studies, Communication, Journalism, Photography, Studio Photography, Fashion Photography, Videography and Video Editing, Television Production, Film studies



Dr. B. Raja is an Assistant Professor with the department of Fashion Communication and was Centre Coordinator for FC (2013 to 2017). He has a Ph.D in Mass Communication and specializes in film studies. His experience in television media and vast experience in teaching media subject has made him to join NIFT in the year 2009. His research draws from both film studies and photography, focus on the understanding and representation of visual psychoanalysis.

He has taught on the Film, photography and Television course and enjoys helping students to develop their skill technically at every stage of the course. His lectures building a bridge between academic study and real-world issues of client needs, workable budgets and right approach to complete the task. Dedicated to helping students develop their craftsmanship as Fashion photographer, Journalist, Video production and Editor - a skill they will always need in their professional careers.

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# Dr. Borugadda Ananda Babu

Assistant Professor, Fashion Communication, Bengaluru

**Title of Dissertation of PhD** - Role of Media in Spreading Awareness of Viral Hepatitis Among the Youth: A Study with Special Reference to Lucknow City, Uttar Pradesh, India.

**Area of Teaching and Research** - Journalism, Communication studies, New Media Studies, Health Communication. Fashion Journalism.



Dr.B.Ananda Babu is presently working as Assistant Professor at National Institute of Fashion Technology, Bengaluru, Karnataka. He obtained PhD. Degree from Babasaheb Bhimrao Ambedkar Central University, Lucknow under the guidance of Dr.Mahendra Kumar Padhy. He has 3 years of teaching and 2 years of industry experience in journalism. He published 5 research papers in national and international journals. He also has presented papers in national and international conferences including IAMCR Finland, All India Media Educators Conference, Udaipur, Rajasthan. He worked in some of the prestigious universities in India such as Delhi School of Journalism, Delhi, JAIN (Deemed to be University) Bengaluru.

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# Mr. Bhimappa Pattar

Assistant Professor, Fashion Communication, Bengaluru

Area of Teaching and Research - Art and Design



Bhimappa did his Master's in Visual Art (M.V.A) in Print-Making from Chitra Kala Parishath Bangalore and Bachelor in Visual Art (B.V.A) in Painting from KEN School of Art Bangalore. Has more than 9 years of teaching in Architecture, Design School and Industry-related experience. He has exhibited works and participated at National and International Shows, Workshops, Camps across India and Abroad.

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# Ms. Dilnaz Banu

Associate Professor, Fashion Communication, Bengaluru

**Area of Teaching and Research** - Digital design. Exhibition Design, vector graphics, Store Experience Design. Sensory and virtual experience, digital presentations techniques, Animation and UI UX



Dilnaz Banu, Course Coordinator & Associate Professor –Department of Fashion Communication, NIFT Bengaluru. Her interests include Website design, IOT, UI and UX. She also holds an additional portfolio of Webmaster & Hindi officer at NIFT Bengaluru.

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# Mr. Himanshu Dhanda

Assistant Professor, Fashion Communication, Bengaluru

Area of Teaching and Research - Photography, Filmmaking,  
Visual Communication



Himanshu Dhanda is a trained photographer and film-maker who believes in the use of the camera as a tool of creative storytelling. He has a knack of understanding the social and political context while photographing objects, people and events to communicate the desired meaning. He has more than ten years of industry experience, creating thought-provoking content using the visual medium.

Himanshu's initial training at Jamia Millia Islamia Mass Communication Research Centre and at the Triveni Kala Sangam in New Delhi, imparted both the technical skills and a broader vision towards communication. Travelling across the country he built a repertoire that includes a smattering of still-photography and video projects, including limited-edition calendars, travelling exhibitions, documentaries, tourism films, street photography, architectural photography and films on heritage conservation for Government of India and National & International NGO's. Having qualified UGC NET Examination, he has taught students of Mass Communication & Heritage tourism. He has also conducted photography workshops for students of architecture, heritage conservation and development communication.

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# Mr. Sanjeev C M

Associate Professor, Fashion Communication, Bengaluru

Area of Teaching and Research - Fine Arts & Communication Design



Sanjeev C M is an Associate Professor in the Department of Fashion Communication at the National Institute of Fashion Technology, Bengaluru.

Sanjeev C M is a visual artist and brings diverse experience as an art teacher and a learning designer. During his tenure in NIFT Bengaluru he was also in charge of Students Development Activity Coordinator. Sanjeev C M holds MFA from Sarojini Naidu School of Arts & Communication, University of Hyderabad. Prior to joining NIFT in 2009, he taught UG and PG students in fine arts college and worked as learning designer in the e-learning industry. He teaches Visual Communication subjects including Calligraphy, Typography, Publication Design, Illustration, Infographics, Branding, UI/UX, Drawing & Rendering.

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# Dr. Usha Yadav

Assistant Professor, Fashion Communication, Bengaluru

**Title of Dissertation of PhD** - A Collaborative Design for Community Based Semantic Information Sharing

**Area of Teaching and Research** - Information Retrieval, Social Semantic Web, Big Data, Artificial Intelligence, Database, Internet of Things (IoT), Data Analytics, Web Development and programming languages such as R, Python and Java



Dr. Usha Yadav is an Assistant Professor with the Department of Fashion Communication (FC). She joined NIFT in Oct, 2018. She has been awarded Ph.D degree in Computer Science along with M.Tech in Computer Science and B.E. in Information Technology. She has more than 8 years of academic experience. Her area of specialization is Information Retrieval, Big Data, Artificial Intelligence, Databases, Internet of Things, Data Analytics, Web Development and programming languages such as R, Python and Java. She has several publications including 9 research papers in SCOPUS and SCIE indexed International journals and conferences.

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# Dr. Vibhavari Kumar

Professor, Fashion Communication, Bengaluru

**Title of Dissertation of PhD** - Socio-cultural Impact on Street Scenario of Bengaluru With the Emergence of Metro: A Proposal for a Socially Viable Design Model

**Area of Teaching and Research** - Design Thinking, Design Research (Craft Based), Space Design (UX, AR/VR)



Dr. Vibhavari Kumar, Professor and Chairperson, Department of Fashion Communication at NIFT. She graduated as an architect from NIT, Trichy and is a post graduate in Marketing, Sociology and Psychology (Pursuing) and a PhD in Space Design. Teaching being her passion, she moved from full time practice to teaching-practicing architecture which became a vertical growth eventually. After a decade she joined NIFT, to explore lateral thinking. Her work area of 28 years is in Design Thinking, Design Research including craft and Space Design with research in Human Psyche and Emotional Design. She has several publications in the area of Heritage, Sustainability and Spaces in national and international journals.

Her skill sets include radical thinking and innovation in design teaching and research; planning, co-ordination and people management. Her personal interest lies in offbeat traveling, photography, Fashion Styling and embroidery.

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# Mr. Arivoli N

**Associate Professor, Department of Fashion Technology,  
Bengaluru**

**Area of Teaching and Research** - Technical Drawing, Plant layout, maintenance Engineering, Mechatronics and Technology related subjects



Arivoli. N is a mechanical engineer having more than a decade of Industrial experience in Design and Development of Alignment equipments, Maintenance Lubrication systems and automation solutions. Serving at NIFT since 2009, his areas of expertise are Maintenance Engineering, Plant layout, Energy management, Operations Management, Mechatronics, Robotics and Automation. He developed various pedagogical tools and teaching aids to augment his deliverance. Served as Co Course Coordinator for Foundation programme (2011-2014), Deputy Vigilance Officer and Management Representative of ISO 9000 (2014-2019). He has been handling various Projects with Industries and Continuing education programmes. He is a multifaceted person who can do painting, write poems, do Mimicry, Monacting and Theatre artist.

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# Dr. Jonalee D Bajpai

Professor, Department of Fashion Technology, Bengaluru

**Title of Dissertation of PhD** - Impact of Social Compliance Certification on the workplace environment of Garment Manufacturing Units in Bengaluru: An Assessment of its implications on Women Sewing Operators

**Area of Teaching and Research** - Apparel Manufacturing Technology and Process Improvement to Product Development, Luxury Fashion and Stitchless Technology



Jonalee D Bajpai is a Professor with Department of Fashion Technology at National Institute of Fashion Technology, Bengaluru. A keen believer of interdisciplinary learning, Prof. Jonalee specializes in areas ranging from apparel manufacturing technology and process improvement to product development and luxury fashion. An alumna from NIFT Kolkata in Garment Manufacturing Technology in the year 1999, she worked with Industry for about 5 years before joining NIFT in 2003. She has spearheaded many Management Development Programs for the industry and many Skill Development Programs to generate employment for unemployed youth under the Government schemes. An ardent academician, researcher, learner, and disciplinarian, Dr. Bajpai is the Head of Industry & Alumni Affairs at NIFT Bengaluru as the Campus Academic Coordinator. She holds an interdisciplinary PhD in Public Policy, Gender Study and Management. She travels widely in a pursuit of experiential learning and weaves the same to make her classes interesting.

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## Mr. Joseph Regy

**Associate Professor, Department of Fashion Technology,  
Bengaluru**

**Area of Teaching and Research** - Quality management, Apparel technology management, Ergonomics, Creative thinking skills, Sustainable production, Retail management, Apparel merchandising, Entrepreneurship, SCM and Financial management.



Joseph Regy is an Associate Professor with the department of Fashion Technology. He has done his Mftech from NIFT and Master in financial management (MFM) from Pondicherry university. He joined NIFT in the year 2005. He has been CC incharge for Bftech and Mftech department for around 2 years. He has been a coordinator for general elective subject Sociology. He is a joint coordinator of ADDA, an evening programme of DFT. He has been teaching both technical and management subjects like Patternmaking, Apparel quality management, Apparel technology management, Ergonomics, Creative thinking skills, Sustainable production, Costing, Retail management, Apparel merchandising, Entrepreneurship management, SCM, Financial management etc. in different departments. He has attended training programmes in NIFT. He has also attended many seminars and conferences related to research in reputed institutes of India.

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## **Ms. Renjini G**

**Associate Professor, Department of Fashion Technology,  
Benagaluru**

**Area of Teaching and Research** - Production planning, Product development, Garment manufacturing process improvement, Lean manufacturing, Pattern making.



Renjini G is an Associate Professor with the Department of Fashion Technology, NIFT Bengaluru and also holds the post of Unit Incharge-Alumni Affairs, NIFT HO. Prior to joining NIFT, she has worked as a production planner and production merchandiser. She specializes in apparel production, product development & testing, pattern making, lean manufacturing and garment manufacturing process improvement. Her current area of interest in research is process optimisation, design of experiment and functional properties of garments. She has published her work in peer reviewed international journals indexed in Scopus and presented papers in international conference.

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# Ms. Nanika

**Assistant Professor, Department of Fashion Technology,  
Bengaluru**

**Area of Teaching and Research** - Apparel Quality, Production processes and Apparel Machinery



Nanika is an Assistant Professor, Department of Fashion Technology and SDAC for the Bengaluru campus. After completing her Post Graduate Diploma in GMT and working in the industry for more than 5 years, she joined NIFT in the year 2016. Her area of specialization is Apparel Quality, Production processes and Apparel Machinery.

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## Ms. Neha

**Assistant Professor, Department of Fashion Technology,  
Bengaluru**

**Area of Teaching and Research** - C, C++, visual basics, PHP with MySQL database, HTML, CSS, python, software engineering, software testing, DBMS, cloud computing, R programming language, information security, algorithm and data structure, open-source software technology.



Neha holds a Master of technology (IT) from Guru Gobind Singh Indraprastha university (USICT, DELHI) and Bachelors in applied science from Delhi university. She has more than 4+ years of experience in teaching and industry. She has participated in many national and international conferences and journals across India and abroad. Her area of interest includes database management system, web development (front end and backend programming), software engineering, software testing, information security.

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# Ms. Subhalakshmi Kropi Bhuyan

Associate Professor, Department of Fashion Technology,  
Bengaluru

**Area of Teaching and Research** - Product Development, Garment Construction, Pattern Making, Surface manipulation, Garment machineries.



Subhalakshmi Kropi Bhuyan is an Associate Professor in the department of Fashion Technology and Link-CC of Foundation Programme. She had worked in the industry besides working with the artisans of Northeast India, before joining NIFT in 2005. She is a NIFT alumna with Master's in Fashion Technology. Currently, she is pursuing her PhD in the area of adaptive sportswear. She specialises in Garment Construction, Pattern Making, Product Development in Apparel, Surface Manipulation, Garment machinery related subjects etc. Subhalakshmi is an ardent traveler who tries to accumulate travel experiences of fashion/ culture to share it with her students.

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# Dr. Sudha Singh

Professor, Department of Fashion Technology, Bengaluru

**Title of Dissertation of PhD** - Making Information Technology count: The role of advanced IT in the Fashion Apparel E-Commerce'

**Area of Teaching and Research** - IT, Database, ERP, Artificial Intelligence, Algorithm Design, Python, E Commerce and web.



Dr. Sudha Singh is a professor with the department of Fashion Technology and Centre Coordinator for BFT. She is a PhD in IT and specializes in fashion e-commerce. Passion for design brought her to join NIFT in the year 2000 at NIFT, Delhi. She has worked in the industry and has been an academician now for 22 years. She specializes in IT, Enterprise Resource Planning, Databases, Artificial Intelligence, E-commerce and Web. She has several publications in the area of IT and apparel e-commerce in national and international journals, including two in Scopus indexed journals.

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## **Ms. Sweta Jain**

**Associate Professor, Department of Fashion Technology,  
Bengaluru**

**Area of Teaching and Research** - Hard core apparel production subjects and IT subjects.



Sweta Jain, an Associate Professor in Department of Fashion Technology at NIFT Bangalore. Her area of interest includes both hard core apparel production subjects and IT subjects.

She graduated with B.Sc (Honors) from Lady Irwin College, Delhi University. She is a NIFT alumna, who completed GMT and later M.F.Tech. She has also completed M.Phil. and is currently pursuing Phd from Christ University. She joined NIFT in 2003. She has high interest in research and has published papers in various journals and conferences.

Currently she is Centre Coordinator -M.F.Tech. She has worked in various capacities like Centre Coordinator - B.F.Tech (3 yrs), Co-ordinator for many CE programs (8 CE Programs), Co-ordinator International and Domestic Linkages (3 yrs), Nodal officer for 3 UK universities (3 yrs), Hindi Nodal Officer (6 yrs) etc.,

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# Ms. Biniya Arul Jothi

Assistant Proessor, Master of Design, Bengaluru

**Area of Teaching and Research** - Trends Research & Forecasting, Design Research, Circular Design, Digital Design, Fashion Culture & Costume



Biniya Arul Jothi is an Assistant Professor and currently the Course Coordinator for the Department of Design Space (MDes) at NIFT, Bengaluru. She has a Bachelor's Degree in Knitwear Design from NIFT, Chennai, and a Master's Degree in Fashion Design from Raffles College of Design and Commerce, Singapore. Her master's thesis is titled 'Factors that Influence the Purchase Intention of Second-hand Clothing in Singapore'. Her design "Braille Punchcard" a portable note-taking tool for the visually impaired has secured a bronze medal in the Sparks International Design Competition. She has more than 10+ years of experience in the field of design and academics.

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# Mr. Prashanth KC

Associate Professor, Master of Design, Bengaluru

**Area of Teaching and Research** - Human Factors and Ergonomics, Systems Thinking, Design Strategy, User experience Design & Visual Culture Studies



Prashanth Kochuveetil Cherian is an Associate Professor in the Department of M.Des. (Master of Design). He is associated with NIFT Bengaluru from 2009. In the past one decade he has held various academic coordinator positions at the campus like Cluster Initiative Coordinator, Project Unit Coordinator, Course Coordinator and RIC.

Prashanth is intrigued by the range of human invention, the variety of ways of life and thought. He firmly believes in “teacher as farmer” creating conditions of optimal growth.

He has conceptualised and executed retail space based on experiential design principles for marquee retailers in India.

He has a Bachelor’s Degree in Interior Design, Post-Graduation in Fashion Management (NIFT), His M.Phil. Thesis is titled ‘Impact of Cosmopolitanism on Consumption Experience of Fashion Products among Bengaluru’s Youth’.

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# Mr. P A Mohammed Ansar

Associate Professor, Master of Design, Bengaluru

**Area of Teaching and Research** - Craft Practices, Sustainable Systems, Design Thinking, Media and Culture Studies, Semiotics, Trends Research and Forecasting.



P A Mohammed Ansar is an Associate Professor in the Department of Design Space (M. Des). Diploma holder (Fashion Design) and Post Graduate (Master of Design) from NIFT. Awardee of Best Academic Performance in PG and dissertation on 'Enhancing In-Flight Experience' with Boeing India. With a decade long work experience in multi-disciplinary design fields, he has taught in various programs in NIFT in the decade that followed. He has also been Campus Project Coordinator for USTTAD project for Wooden Ship craft of Beypore. A conversationalist in spirit, he strives to convert classrooms into fearless spaces of exchange. Keenly interested in etymology and semiotics, his current engagement in his doctoral research is the critique of Indian crafts for its viability as a business proposition.

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# Dr. Gulnaz Banu P

Professor, Fashion Management Studies, Bengaluru

**Title of Dissertation of PhD** - A study to determine factors affecting product life cycle strategies of fashion products with specific reference to “men’s shirts” and “wrist watches” for Bangalore city

**Area of Teaching and Research** - Marketing, Supply chain, Operations Research, Quantitative techniques, Economics, Data analytics and Research methods



Dr. Gulnaz Banu P is a Professor with the department of Fashion Management Studies. She is a Ph. D in Marketing. She has joined NIFT Bengaluru in the year 2005. She has been an academician since 1996, worked with Al Ameen Institute of Management studies and as guest faculty at NIFT Bengaluru prior to joining NIFT as a regular faculty. She specializes in Marketing, SCM, OR, Data analytics and Research methods. She has several publications and a case study in the area of Fashion Marketing, Reverse Supply Chain and Omni channel in international journals and a chapter on Omni channel Retailing in IGI Global.

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# Dr. Krithika G K

**Associate Professor, Fashion Management Studies ,  
Bengaluru**

**Title of Dissertation of PhD** - Influence of Social Media Marketing on Consumer Behaviour and Brand Loyalty towards Lifestyle Brands

**Area of Teaching and Research** - Retailing, Luxury Management, Allied Areas of Marketing



Dr. Krithika G. K. is an Associate Professor and the Center Coordinator of the Department of Fashion Management Studies at NIFT, Bengaluru. She is an alumna of XIME & Christ University, Bengaluru and KSAWU, Vijayapura where she has completed her post-graduation, MPhil & PhD in management, respectively. She has an illustrious industry and teaching experience; more than 14 years of which, have been at NIFT, Bengaluru. Her interests and skill set in teaching and research, pertain to the allied areas of Marketing Management that include, Retailing & Omni-channel Retailing, Consumer Behaviour and Luxury Brand Management. Other areas also include Organisational Behaviour, HRM and Creative Thinking Skills. She has published/presented research articles, papers and case studies in journals and conferences of national & international repute. An avid reader of different genre of literature-especially fiction, she has an immense thirst for knowledge and zeal for life.

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# Dr. Nethravathi T S

**Associate Professor, Fashion Management Studies,  
Bengaluru**

**Title of Dissertation of PhD** - Online Consumer Buying Behaviour towards Fashion Apparel

**Area of Teaching and Research** - Marketing, Merchandising, Entrepreneurship Management, Customer Relationship Management.



She is an Associate Professor and currently holds the post of Unit In charge ERP and Nodal Officer Admissions. She joined NIFT in 2005. She has done MBA, MPhil and PhD in Marketing. She has worked in the industry and has been an academician now for 17 years. Her current Area of Teaching and Research includes Marketing, Merchandising, Entrepreneurship Management, and Creative Thinking Skills. She was Centre Coordinator for Department of Fashion Management Studies during 2014-15. Along with teaching she has also coordinated FRM-CE Programme for the year 2009-2016 and currently, she is the Course Coordinator of GEMM, CE Programme. She has several publications in the area of Marketing and Consumer Buying Behaviour in National and International reputed journals. Her personal interests lie in reading, travelling and exploring new places.

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# Mr. Pratik Ghosh

**Assistant Professor, Fashion Management Studies,  
Bengaluru**

**Area of Teaching and Research** - Brand Management, Ecommerce & Social media Marketing, Advertising and Promotion, Experiential Marketing, Planning and Buying



Pratik Ghosh is an Assistant professor with the Fashion Management Studies Department, NIFT Bengaluru, since 2014. Currently, he is the CIDL, Bengaluru, and the Nodal officer for the Swiss Textile and Fashion College, Switzerland, and De Montfort University, UK. He is a NIFT MFM alumnus with bachelors (honors) degree in Biotechnology and industry experience of 4.5 years with companies like Alok Industries, Tesco and Max Retail in the areas of Merchandising & Retail Planning, Visual Merchandising and Corporate Marketing. Along with teaching, he has also held coordinator positions for CE Programme for a year (2015-2016) and the Regional Industry Coordinator (2016-2020) for Bengaluru campus. Currently he is the nodal officer for the Swiss Textile and Fashion College, Switzerland. He also has been associated with various other committees and consultancy projects like Myntra and Max Fashions MDPs. He is currently pursuing his PhD in the area of digital content marketing and his areas of teaching include Brand Management, Digital and Social Media Marketing, e-commerce, CEM etc.

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# Dr. Sanjeev Sadashiv Malage

**Professor, Fashion Management Studies, Bengaluru**

**Title of Dissertation of PhD** - Advertising on electronic media-An analysis of its impact on consumer purchase process.

**Area of Teaching and Research** - Consumer Behaviour and Neuromarketing



Prof. Sanjeev Sadashiv Malage is a Professor of Consumer behaviour & Neuromarketing and Head of international and domestic linkages at National Institute of Fashion Technology, Bengaluru. He joined NIFT in 2003 as Assistant professor and worked at various NIFT centres and Departments. His current areas of teaching and research include Marketing Management, Consumer Behaviour, Neuromarketing and Strategic Management. He obtained his PhD from Gulbarga University in Advertising and Consumer Behaviour. He was centre coordinator for Department Of Fashion Management Studies for two terms and Nodal Officer Admissions for 2 years at NIFT Bengaluru apart from being a member on various other committees. He served as International Linkages Coordinator, Cluster Initiative Coordinator at different NIFT centres. presently he holds additional responsibility of Nodal Officer ENSAIT, France. He has presented and published papers across conferences of repute.

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