

# Dr. Kundlata Mishra

Associate Professor, Fashion Design, Mumbai

**Title of Dissertation of PhD** - 'Value Addition in Protective Clothing for Work Wear in Process Industries'

**Area of Teaching and Research** - Performance Clothing, Design Research, Fashion Forecasting, Menswear design development, Indian Apparel Development and Craft Design Intervention



Dr. Kundlata Mishra is an Associate Professor with the department of Fashion Design. She is a PhD in Protective Clothing and her doctoral research has created a strong design framework for Performance Clothing segment. She joined NIFT Mumbai in the year 2006. Over the years she has developed an expertise in the area of performance clothing. Her involvement with uniform design projects with PSUs, educational institutions and Government Organizations that were undertaken by NIFT Mumbai has been exceptional. She has always brought innovativeness and fashion forward solutions for these projects. In addition to developing design solutions for the special individuals, her eye for detail and keen sense of aesthetics has led her to provide design intervention solutions towards the rich crafts of India. She has several publications in the fields of performance clothing and crafts in various recognized national and international journals.

[kundlata.mishra@nift.ac.in](mailto:kundlata.mishra@nift.ac.in)

# Ms. Neena Shashikant Lokare

Assistant Professor, Fashion Design, Mumbai

**Area of Teaching and Research** - Draping, Craft Research Documentation, Craft based product design, Value Additions, Creative thinking skills, Self and Society



Neena Lokare is an Assistant Professor with the department of Fashion Design. She is a NIFT Mumbai Alumnus of 2004 batch with undergraduate in Fashion Design. Her area for doctoral research is in technical draping. She specializes in fashion draping and craft related subjects like craft documentation and craft based product design. She also has a keen interest in subjects like fashion basics, creative thinking skills and self and society. She has been in academia for more than 15 years. She is a team member from NIFT Mumbai for the Repository project. She loves to organize events and create awareness about artisans and crafts on social media.

**[neena.lokare@nift.ac.in](mailto:neena.lokare@nift.ac.in)**

# Dr. Patricia Sumod

**Professor, Fashion Design, Mumbai**

**Title of Dissertation of PhD** - 'Second-hand Clothing - Its socioeconomic concept in India and its reversal ability to curb textile and apparel waste'

**Area of Teaching and Research** - Fashion illustration, pattern making, history of costumes and fashion basics, Design Thinking, Design Research, User Centered Design, Social Design



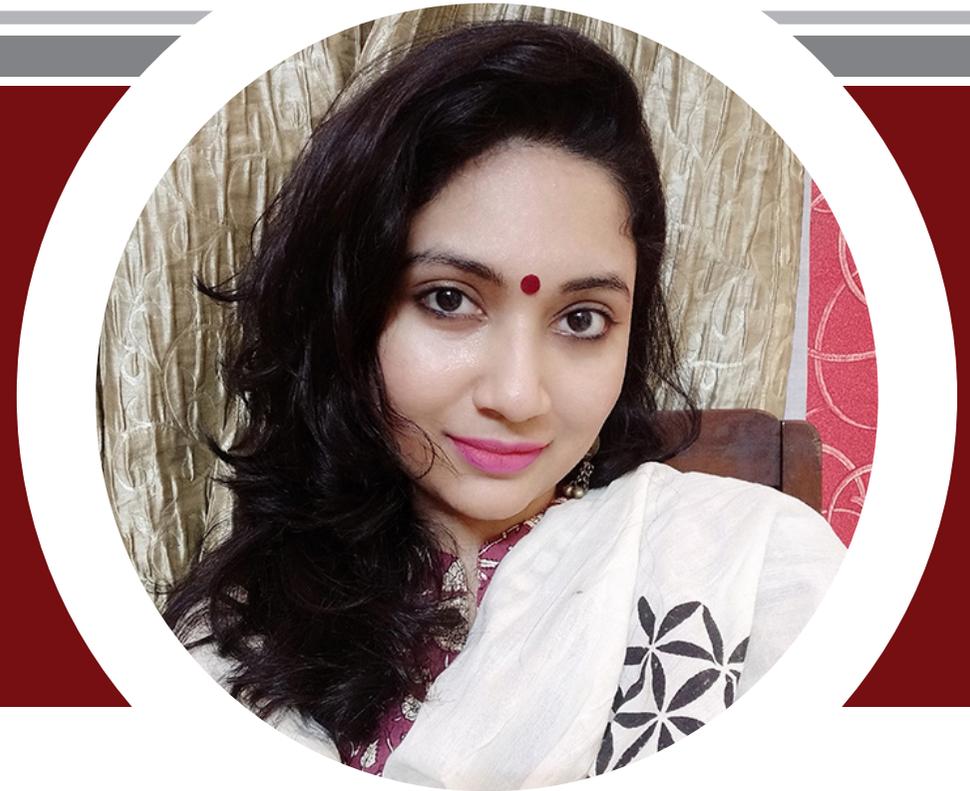
Dr. Patricia Sumod is a dedicated Professor with the department of Fashion Design. With almost two decades as an academician, Dr. Patricia has been actively involved in building strong industry linkages, live-classroom projects and working towards bridging the gap between industry and classrooms. She has also worked towards course-restructuring and building, research into new subjects development and Sustainable Fashion. With blending the concepts of a new learning methodology by culminating history of fashion and film and performance art, she brings a new dimension to conceptual fashion learning, design and creation. Ms. Patricia also has worked on various uniform design projects undertaken by NIFT Mumbai over the years that have garnered appreciation from the organizations. Her knowledge in fashion and design, works well when it comes to developing creative product/apparel design in projects. Ms. Patricia has a flair for writing and is working on a book which is planned be collection of design concepts and ideas.

**[patricia.sumod@nift.ac.in](mailto:patricia.sumod@nift.ac.in)**

# Ms. Sangita Das Chowdhury

Assistant Professor, Fashion Design , Mumbai

**Area of Teaching and Research** - Design process, product development, Fashion illustration, technical drawing, Fashion Basics, Celebrity culture, Brands, Fashion styling, costumes, Portfolio development, Fashion forecasting, and trends.



Ms. Sangita Das Chowdhury is an Assistant Professor in the Fashion Design Department and the Course co Ordinator of the Diploma course Fashion Fit & style (2 batches of 2022). She did her Bdes in fashion design in 2010 and her Masters in fashion management in 2016 from NIFT Kolkata. She is coming directly from industry to academics. Her passion for teaching brought her to NIFT in 2019. Before joining NIFT, she has 7 years of industry experience working in the fields of fashion design and merchandising. While working in the industry, she has dealt with women's wear and kidswear in categories like Indo western, ethnic, casual wear, etc. Since she joined NIFT, she has been teaching in various departments like fashion design, knitwear design, fashion communication, accessory design, and foundation program. She is also an anchor faculty of GE Subject French and is associated with the NIFT Mumbai PR team. Her interests are in fashion psychology, fashion styling, costumes, design process, fashion illustration, and fashion forecasting.

[sangita.chowdhury@nift.ac.in](mailto:sangita.chowdhury@nift.ac.in)

# Ms. Shankhalina Choudhury

Assistant Professor, Fashion Design , Mumbai

**Area of Teaching and Research** - Trend Analysis and Forecasting, Fashion Styling, Design Thinking, Sustainable Fashion and Design



Shankhalina Choudhury is an Assistant Professor with the department of Fashion Design. She is a NIFT alumni with a B.Des (Fashion and Apparel) from NIFT Chennai and M.Des from NIFT Delhi. She specializes in Sustainable Fashion and Design and also has a keen interest in subjects related to Trend Analysis, Forecasting, Fashion Styling and Design Thinking. With her passion and nuanced understanding of the myriad aspects of Design, Shankhalina has been in the academia for more than six years now.

**[shankhalina.choudhury@nift.ac.in](mailto:shankhalina.choudhury@nift.ac.in)**

# Ms. Shweta Rangnekar

Assistant Professor, Fashion Design, Mumbai

**Area of Teaching and Research** - Design Process and Design Research, Sustainable Fashion, Apparel Development, Denim Wear and Value Addition



Shweta Rangnekar is an Assistant Professor with the department of Fashion Design. She has been part of NIFT since 2009. As an alumna of NIFT, she brings a two way perspective in her pedagogy that helps students relate and grasp better. With more than ten years experience as an academician, Ms. Shweta has encouraged various students and mentored them to win international as well as national competitions. Her expertise lies in the field of design research and sustainable fashion. She has been actively teaching subjects related to Apparel Development and Value addition and always made a conscious attempt to bring inclusivity and empathy in every aspect of design learning. She has taken this belief forward in her research, which was presented at International Conferences as well as published in UGC recognized journals.

[shweta.joshi@nift.ac.in](mailto:shweta.joshi@nift.ac.in)

# Ms. Sneha Bhatnagar

Assistant Professor, Fashion Design, Mumbai

**Area of Teaching and Research** - Fashion Forecast, History of Fashion, Fashion Basics, Creative Thinking Skills, Craft Based Subjects



Sneha Bhatnagar is an Assistant Professor with the department of Fashion Design. She is a NIFT Gandhinagar Alumnae with degree in Fashion Design. Her area for doctoral research is depiction of dress and fashion in classical novels. She specializes in Fashion Forecast and Fashion History. Passion for design brought her to join NIFT in the year 2014 at NIFT, Patna and later joined NIFT Mumbai in 2018. She has worked in the industry and has been an academican now for 10 years. She specializes in History of Design, Fashion and Textiles, Surface Techniques and Craft Based Subjects. She has done research in the area of craft and textiles.

**[sneha.bhatnagar@nift.ac.in](mailto:sneha.bhatnagar@nift.ac.in)**

# Dr. Harish Kumar Banga

**Assistant Professor, Fashion and Lifestyle Accessories,  
Mumbai**

**Title of Dissertation of PhD** - “Enhancing Walking Stability of Patients with Foot Drop Deformities using Ankle Foot Orthosis Fabricated by Additive Manufacturing”

**Area of Teaching and Research** - 3D Printing, CAD/CAM, Advanced Manufacturing Technology, Robotics, Human Factors Engineering, Ergonomic



Dr. Harish Kumar Banga is an Assistant Professor in the Department of Fashion and Lifestyle Accessories Design at NIFT Mumbai. He has received PhD in Production & Industrial Engineering from Punjab Engineering College (Deemed to be University), Chandigarh, India. He is a Mechanical Engineering Graduate & has a Master’s Degree in Production Engineering from PEC Chandigarh. He has qualified for the GATE- Mechanical Engineering exam. He was honoured as a “Fellow” by Indian Pharma Educational Society India. His area of research is 3D Printing and the application of 3D printing for the development of new orthoses and prosthetic products for clinical applications. He has contributed extensively to 3D Printing, Ergonomics, and Robotics literature with publications appearing in Rapid Prototyping Journal, International Journal on Interactive Design and Manufacturing, Springer, WORK: A Journal of Prevention, Assessment & Rehabilitation, Elsevier, Wiley, Defence Life Science Journal, Recent Advance in Mechanical Engineering. He authored Eight e-books and Twenty-Two book chapters related to 3D Printing and other engineering areas. He has published Two patents in IPI India related to new product development by 3D Printing. He got the Best Research Paper Award in Doctoral Category in HWWE 2017 at AMU, Aligarh, India. He has Lean Six Sigma White, Yellow, and Green Belt. Apart from academics, he has NCC “C”, “B”, and “A” certificates issued by the Ministry of Defence.

**[harish.banga@nift.ac.in](mailto:harish.banga@nift.ac.in)**

# Mr. Kumar Sudeepta

**Assistant Professor, Fashion and Lifestyle Accessories,  
Mumbai**

**Area of Teaching and Research** - Materials and Processes, Design and development in Lifestyle Accessories and spaces, Product Packaging Design.



Kumar Sudeepta is an Assistant Professor in the Department of Fashion and Lifestyle Accessories. He is a Master of Design and specializes in consumer centric Product and Mobility Design. Affection with process of design and believing in interaction and team work which serve as road to better design finds him at NIFT as a faculty since 2014. Practicing with interdisciplinary approach and connected design in New product Development, he strives to bring in team work and system thinking process in design interventions. He has worked on projects in the areas of lifestyle Products and spaces, Automotive Interiors and Accessory Design, Mobility Design. His experience in the Industry and Academics is around nine years. His core areas of focus are Materials and Processes, New age Manufacturing processes, Product Packaging Design, Product Styling and new product development in the spheres of Lifestyle Accessories and spaces.

**[kumar.sudeepta@nift.ac.in](mailto:kumar.sudeepta@nift.ac.in)**

# Ms. Madhupriya Jha Thakur

**Assistant Professor, Fashion and Lifestyle Accessories,  
Mumbai**

**Area of Teaching and Research** - Design Thinking , Methodology and Process, Headgear Design, Fashion and personal Accessories, Human Centric Design, Leather



Madhupriya is an Assistant Professor at Fashion and Lifestyle Accessory Design Department. She is a passionate Designer, Educator and Practicing Design Researcher in the field of Traditional and contemporary headgears, Human Centred Design and Design Research. She has vast experience in teaching subjects related to Design sensibility, Product design, human centred design, creative thinking, Material Explorations. She has a keen interest in crafts .Prior to joining NIFT Mumbai, she was associated with NIFT Patna and Raebareli as Guest Faculty. She is trained for assignment writing: In developing holistic and cross unit assessments from Edexcel.. She was the Jury at the Nationals of World skills competition in 2015. She has also worked as a freelance designer for competition suits and accessories for athletes in bodybuilding competitions. Prior to teaching she has also worked with reputed export and buying houses as designer and PD Merchant.

**[madhu.priya@nift.ac.in](mailto:madhu.priya@nift.ac.in)**

# Dr. Pallavi Rani

**Assistant Professor, Fashion and Lifestyle Accessories,  
Mumbai**

**Title of Dissertation of PhD** - 'A Study on Visual Characteristics of Rural Mural Art Forms of Eastern Jharkhand'

**Area of Teaching and Research** - Design Thinking, Design Research, User Centered Design, Social Design



Dr. Pallavi Rani is an Assistant Professor at Fashion and Lifestyle Accessory Design Department, National Institute of Fashion Technology (NIFT), Mumbai, India. She is a passionate Visual Designer, Ethnographer, Muralist, Illustrator and Practicing Design Researcher in the field of Visual Communication, User Centered Design and Design Research. She did her PhD from the Department of Design, IIT Guwahati, India. In her PhD research work, she has developed a methodology to read the grammar of rural mural art form of eastern Jharkhand.

She has been involved in conducting multiple workshops and short term courses in several Design Institutes. She has been associated with NID Vijayawada as a visiting faculty. As an illustrator she has worked with UNICEF India. She has also worked as a freelance muralist and done exterior and interior mural in different cities of India using various techniques. She has several publication in the area of visual communication, ergonomics, art history, anthropology, design research in national and international proceedings and journals.

**[pallavi.rani@nift.ac.in](mailto:pallavi.rani@nift.ac.in)**

# Mr. Rahul Dev Rabha

**Assistant Professor, Fashion and Lifestyle Accessories,  
Mumbai**

**Area of Teaching and Research** - Ceramic & Glass, Home Décor, Form Studies, Material Studies, Drawing, Sketching & Rendering, Crafts and Documentation



Mr. Rahul Dev Rabha is an Assistant Professor at the Department of Fashion and Lifestyle Accessories Design, NIFT Mumbai. He graduated in Sculpture from Assam University, Silchar in 2011 and Post-Graduated from the National Institute of Design, Ahmedabad in 2014. He is an Industrial Designer with a specialization in Ceramic & Glass. He also specializes in Sculpture, Form studies and material studies, and Elements of Design & Design process. He has a keen interest in the craft sector. Before joining NIFT Mumbai, he associated with Pearl Mumbai as an Assistant Professor and designer in a home décor export house in Gurgoan. He has participated in several group exhibitions and art workshops.

**[rahul.rabha@nift.ac.in](mailto:rahul.rabha@nift.ac.in)**

# Mr. Shripati Bhat

**Assistant Professor, Fashion and Lifestyle Accessories,  
Mumbai**

**Area of Teaching and Research** - Illustration, Design Aesthetics,  
Design Fundamentals, Form Studies, Drawing, Craft.



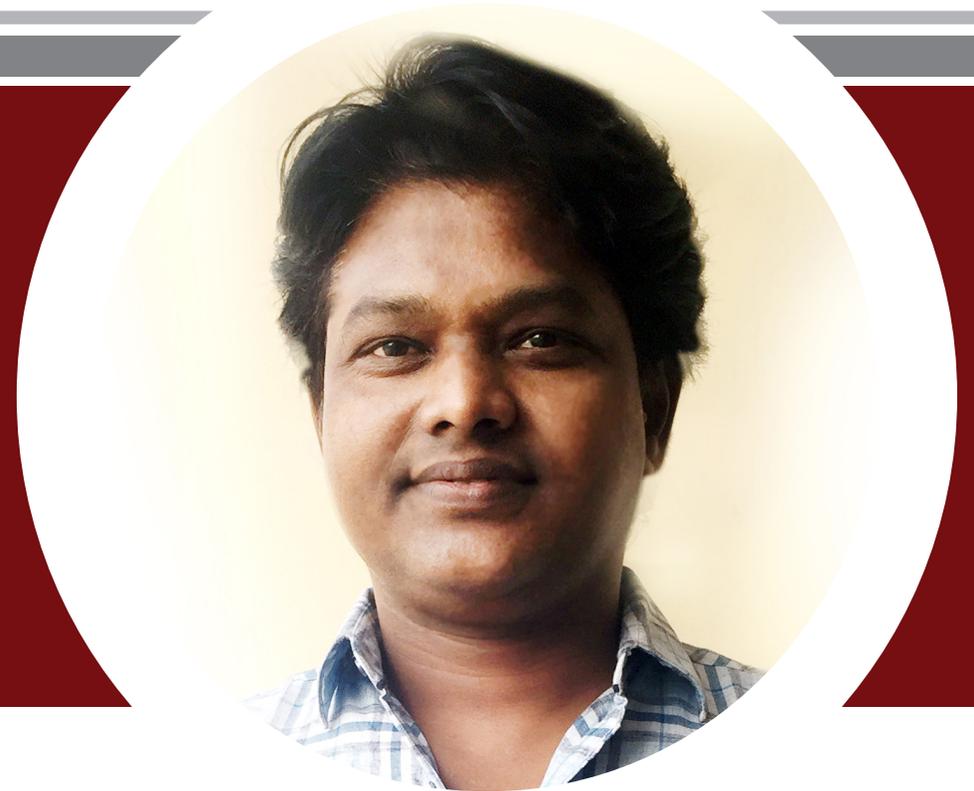
Shripati Bhat is an Assistant Professor with the Fashion and Lifestyle Accessory Design Department and Centre Coordinator for F&LA. He is an Artist with the specialization in Creative painting and Mural. Passion for Creative process and design brought him to join NIFT in the year 2008 at NIFT, Mumbai. He specializes in Illustration, Form studies and ideation, Design Fundamentals & Design process. He has participated in several group exhibitions, art workshops.

**[shripati.bhat@nift.ac.in](mailto:shripati.bhat@nift.ac.in)**

# Mr. Somnath Mane

**Assistant Professor, Fashion and Lifestyle Accessories,  
Mumbai**

**Area of Teaching and Research** - Drawing, Painting, Sculpture  
and Modeling, Graphic Design.



Mr. Somnath Mane is an Assistant Professor in the Department of Fashion and Lifestyle Accessories Design at NIFT Mumbai. The potential of transforming Ideas into the Reality attracts him to this field.

He has developed good skill and knowledge in various subjects like Pottery, Metal work, Interior design, Computer graphics etc. Throughout his academic years and Professional life, he did work for various media sectors like Advertising agencies, Art direction, History museum project, Print media, TVC ect.

Mr Somnath Mane has experience of more than 10 years as a Mentor and his objective is to motivate students to develop their own learning interests and critical thinking.

**[somnath,mane@nift.ac.in](mailto:somnath,mane@nift.ac.in)**

# Dr. Akanksha Nautiyal

Assistant Professor, Textile Design, Mumbai

**Title of Dissertation of PhD** - 'Process Intensification in Textile Treatments using Novel Concepts'

**Area of Teaching and Research** - Textile Processing, Innovative Textiles, Non-loom Techniques, Textiles for Apparel, Craft Research and Documentation



Dr. Akanksha Nautiyal is an Assistant Professor with the department of Textile Design and Student Development Activity Coordinator, NIFT Mumbai. She is a PhD in Textile Chemistry and specializes in Application of Nanotechnology in Textiles. Passion for design brought her to join NIFT in the year 2019 at NIFT, Mumbai. She has been an academician now for 6 years. She specializes in Textile processing, Innovative Textiles, Non-loom techniques and has keen interest in Craft Research. She has publications in the area of Textile Wastewater treatment using Nanotechnology in national and international journals, including one in Scopus indexed journals.

[akanksha.nautiyal@nift.ac.in](mailto:akanksha.nautiyal@nift.ac.in)

# Dr. Kislaya Choudhary

**Professor, Textile Design, Mumbai**

**Title of Dissertation of PhD** – “Emerging Creative Design Thinking among Designers” In Inkjet Digital print Textile Designing Process”

**Area of Teaching and Research** - Design Fundamentals, Textile Print & Surface Design, Trends & Product Development, CAD, Interdisciplinary Design research



Kislaya Choudhary is Professor with the department of Textile Design, NIFT Mumbai and the present Chairperson for Dept. of Textile Design, NIFT. She is a PhD in Design and specializes in Textile Design Process. She joined NIFT in 2012 after her long-term industry association. Her areas of exploration are; Conventional & Digitally printed Textiles, Computer Aided Design, Interdisciplinary design research, Contemporary Craft Practices, Visual Research & Design Influence. She has published in the area of emerging design process, practices, trends in digital printing, design education in national and international journals. She has co-authored a book on “Elements of Textile Design”, published by CBSE Board New Delhi. She has initiated design exhibits to communicate ideas across multiple design disciplines. She has consistently worked with the Indian textile industry for social empowerment through design intervention & skill development. She aspires to reinstate, moderate and innovate creative practices for endorsing a meaningful change.

**[kislaya.choudhary@nift.ac.in](mailto:kislaya.choudhary@nift.ac.in)**

# Mohammad Javed

Associate Professor, Textile Design, Mumbai

**Area of Teaching and Research** - Weave & Print Design Projects, Design Process, Design Fundamentals, Textile Fabric structure, Elements of Design.



Mohammad Javed is an Associate Professor & Centre Coordinator with the Department of Textile Design, UI- Projects and Nodal Officer Admissions. Javed has co-authored a book on “Woven Textiles” for the standard XI students, published by CBSE Board New Delhi. He holds a Master of Design with specialization in Textile Design from NID Ahmedabad. Before joining as an academician he worked with the Fashion and Textile industries as Textile Designer and Design Manager. He was an Assistant Professor at NIIFT Mohali (set up in collaboration with NIFT Delhi), under the Department of Industries, Government of Punjab. In the year 2000 he joined NIFT Hyderabad in the newly set up TDD department. Javed was Principal ATDC under the aegis of AEPC. He has more than 25 years of experience. Javed has several publications in the areas of advancement in Textile Design in national journals.

[javed.mohammad@nift.ac.in](mailto:javed.mohammad@nift.ac.in)

# Ms. Namrata Singh

Assistant Professor, Textile Design, Mumbai

**Area of Teaching and Research** - Design Fundamentals, Creative thinking Skills, Self & Society, Geometry, Integrated Design Project, Textile Heritage of India I & II, Surface Embellishment, Print Design Hand & Digital, Advance Print Design, Craft Based Design Project, Deepening Specialization- print & surface, Prototype Development, Creative Textiles.



Ms. Namrata Singh joined NIFT Mumbai as an Assistant Professor in Textile Department in November 2022. She has been working as an Assistant Professor (on adhoc) at NIFT Kangra since 2018 in the department of Textile Design after her industry experience. She is a NIFT Kangra alumni honoured with “Best Academic & Community Service Award” and gold medal. From being a student at The Swiss Textile College, Switzerland, and The Glasgow School of Arts, Glasgow, Scotland where her garment was published in Scottish national magazine “Scotland on Sunday” to successfully completing her master’s from The Birmingham City University, she has had an immense global exposure. With her enriching learning journey, she believes to contribute much to the next generation to instil creatively with global mindset along, while continuing with her love and passion for design.

[namrata@nift.ac.in](mailto:namrata@nift.ac.in)

# Mr. Niteen Bandu Rangdal

Assistant Professor, Textile Design, Mumbai

**Area of Teaching and Research** - Drawing, Sketching & Rendering, Art & Design Aesthetics, Design Fundamentals, Illustrations, Prints Design Techniques



Niteen Bandu Rangdal is a Visual Artist & an Asst. Prof. with department of Textile Design. He is a MFA with specialization in Portraiture. Passion for sharing knowledge about visuals art and design brought him to join NIFT in the year 2009 at NIFT, Mumbai. He has been an academician for more than a decade. He specialized in Visual Art, Drawings & Painting, Creative Drawings, Portrait Paintings, Mural paintings etc. He has won several awards in the field of Visual Art. He has participated in group exhibitions and solo as well.

[niteen.rangdal@nift.ac.in](mailto:niteen.rangdal@nift.ac.in)

# Dr. Reena Aggarwal

Associate Professor, Textile Design, Mumbai

**Title of Dissertation** - 'A Study on Feltability of Indian Wool'

**Area of Teaching and Research** - Textile dyeing and printing, Surface embellishment, Sustainable textile, Traditional textiles, Indian crafts, IPR, Natural dyes.



Dr. Reena Aggarwal is an Associate Professor with the department of Textile Design. She is a Ph.D. in Textile science and specializes in Traditional and craft based textiles. She joined NIFT in the year 2008 at NIFT, Mumbai. She has taught in Banasthali University, Delhi University and has been an academician now for 22 years. She specializes in Textile printing, Surface embellishment, Sustainable textile, Traditional textiles, Crafts of India, Natural Dyes, Textile finishes and Textile testing, etc. She has worked extensively on projects related to Natural dyes and Craft based textiles. She has more than 60 publications and paper presentation in the area of Traditional textiles, Sustainable living, Green textiles, Herbal textiles and Natural fibers in International, National journals and Conferences.

[reena.aggarwal@nift.ac.in](mailto:reena.aggarwal@nift.ac.in)

# Mr. Sandeep Chandrakant Kidile

Associate Professor, Textile Design, Mumbai

**Area of Teaching and Research** - Fibre Science, Weaving, Dyeing and Printing, Technology Adaptations, Design Research.



Sandeep Chandrakant Kidile is an Associate Professor with the Department of Textile Design and Student Development Activity Coordinator and Nodal Officer for Top Class Education Scheme (NSP) at NIFT, Mumbai. He has done his Bachelors and Masters of Textile Technology and his area of interest is Fiber Science, Weaving, and Smart Textiles, Technology Adaptations. Passion to bring creative applications in the field of clothing and textiles and the expertise he got brought him to join NIFT in 2008. He contributed towards setting up academic infrastructure in new campuses at NIFT Shillong and NIFT Bhubaneswar and set up the state of the art workshops and laboratories, He worked in Industry and has been now academician for the last 20 years. As the Head of Projects and Centre Coordinator at NIFT Bhubaneswar he bought various Central and State Government Projects in the area of Handloom and Handicraft, He has several publications on his name in the area of Textile Technology in national and international journals. He also attended several international exhibitions and conferences and presented his papers.

[sandeep.kidile@nift.ac.in](mailto:sandeep.kidile@nift.ac.in)

# Mr. Sayandeep Debnath

Assistant Professor, Textile Design, Mumbai

**Area of Teaching and Research** - Fiber to consumer, Home & Spaces, Application of Natural Dyes, Sustainability, Natural Fibers



Sayandeep Debnath is an Assistant Professor with the Department of Textile Design NIFT Mumbai. He holds experience both in Academic Research and in Textile Industry including Jute. His experience includes Sustainable Product/ Process Development, Compliance and Research. His major publications are in the area of Acoustic/Thermal Insulation property of natural fibers in indexed, international journals.

**[sayandeep.debnath@nift.ac.in](mailto:sayandeep.debnath@nift.ac.in)**

# Mr. Abhishek Bajaj

Assistant Professor, Knitwear Design, Mumbai

**Area of Teaching and Research** - Advanced Knitting Technologies,  
Computerized Flat Knitting and Textile Science



Abhishek Bajaj is an Assistant Professor and Centre coordinator for the Department of Knitwear Design at NIFT, Mumbai. He has done his B.Tech. in Textile Technology, MBA and currently Pursuing Ph.D. He has a passion for various High-end Flat Knitting Machines and has keen interest in 3-D complete garment knitting. He started his Career with a German company Stoll and because of his Passion for teaching, he has been an academician since 2005. He specializes in Advanced Knitting, Computerized flat knitting, Circular Knitting and Hand flat Knitting, Quality Assurance, Fabric Science. He has trained many Programmers and machine operators for Computerised knitting Machines.

**[abhishek.bajaj@nift.ac.in](mailto:abhishek.bajaj@nift.ac.in)**

# Mr. Amit Kumar Chaudhary

Assistant Professor, Knitwear Design, Mumbai

**Area of Teaching and Research** - Fashion Illustration, Drawing, Human Anatomy drawing, Digital Illustration, Portraiture Art.



Amit Kumar Chaudhary is an Assistant Professor with the department of Knitwear Design, NIFT Mumbai. He has completed Bachelor and Master degree in Fine Arts with Illustration specialization from The Maharaja Sayajirao University of Baroda. He has qualified UGC-NET in the Visual Arts subject in year 2020. He has contributed a chapter in M.S. University's Performing Arts Faculty's Nationally published book "kala-kala aakar evam swatantrata sangram". He has four years of teaching experience in various institutions. He has joined NIFT in year 2022. His area of Interests are Portraiture Study, Illustration, Golden era of Indian Cinema and old Hindi Music.

[amit.chaudhary@nift.ac.in](mailto:amit.chaudhary@nift.ac.in)

# Ms. Bhawana Dubey

Associate Professor, Knitwear Design, Mumbai

**Area of Teaching and Research** - Textiles, Material Understanding, Surface Embellishment and Draping



Bhawana Dubey is an Associate Professor with the department of Knitwear Design Department. She is a MSc in Clothing and Textiles. Passion for design brought her to join NIFT in the year 2008 at NIFT, Mumbai. Prior to NIFT, she had taught in Allahabad Agricultural University and Banasthali University. She has been an academician now for 17 years. She specializes in Textiles, Surface embellishment, Draping, Traditional Textiles, Natural dyes and Material Understanding. She has publications in the area of Natural dyes and Textiles in National and International journals, including one in Scopus indexed journals.

**[bhawana.dubey@nift.ac.in](mailto:bhawana.dubey@nift.ac.in)**

# Mr. Dhanraj Sopan Survase

Associate professor, Knitwear Design, Mumbai

**Area of Teaching and Research** - Teaching - Pattern Making and Garment Construction. Research-Sportswear, Lingerie.



Dhanraj Sopan Survase is an Associate Professor in Knitwear Design Department of NIFT, Mumbai. He has a teaching experience of 15 years in NIFT. He has completed his MBA in Operations Management from the Jaipur University. He has an industry experience of 4 years prior joining NIFT. During this period, he has been involved in the Undergraduate Teaching, Post Graduate Teaching for the subjects of Pattern Making and Garment Construction (menswear, womenswear, kids, sportswear and Lingerie). He is closely associated with NIFT, Mumbai and has contributed in different activities of NIFT individually and as a team member. He had shouldered the additional responsibilities, as Course Coordinator for Knitwear Design Department, NIFT Mumbai from 23/06/2011 to 22/07/2014, as Students Development and Activity Coordinator from 04/09/2014 to 21/09/2017, and currently is the faculty in charge of the boys hostel for NIFT Mumbai..

**[dhanraj.survase@nift.ac.in](mailto:dhanraj.survase@nift.ac.in)**

# Ms. Tulika Tandon

Assistant Professor, Knitwear Design, Mumbai

**Area of Teaching and Research** - Flat and hand Knitting, Trends & Forecasting, Print Design, Merchandising, Styling, Surface ornamentation



Tulika Tandon is an Assistant Professor with the department of knitwear Design and served as the Centre Coordinator for Knitwear Design Department NIFT Mumbai from year 2017 to 2020. She is a Master's of Design from N.I.F.T Mumbai and specializes in Knitwear Design. Currently pursuing Ph.D in the field of design. She has worked in the apparel industry for 7.5 years at decision making levels. Passion for teaching drew her to NIFT in 2010 & she has been an academican now for close to 11 years, a total of 19 years of experience. She specializes in Flat Knitting, Hand Knitting, Trends & forecasting, Design Process, Print Design, Fashion styling, merchandising, surface ornamentation. She has publications in the area of education in national journals.

**[tulika.tandon@nift.ac.in](mailto:tulika.tandon@nift.ac.in)**

# Ms. Apla Shrivastava

Associate Professor, Fashion Communication, Mumbai

**Area of Teaching and Research** - Styling, History of Costumes and Design, Trend Forecasting, Art and Design Aesthetics, Fashion Basics.



Apla Shrivastava, a fashion Graduate from NIFT Delhi, specialises in editorial and commercial fashion styling .She has total 16 years of Experience and out of which 7 years are In industry. She has worked as designer for Buffalo, Esprit and Next. She has worked as stylist in magazine for Images group and has wrote many articles on fashion in Images FNL magazine and other magazines also as freelancer. She started her journey with NIFT in 2010 as Assistant professor and have taken various portfolio like SDAC , CC-FC and IDL. At present she is working as Associate Professor. She specialises in Fashion and Costume Styling, History of Costumes and Design, Fashion and trend research. She has attended various National and International conferences. She has keen interest in Styling, Indian cinema, film craft and reading. Apart from this she loves fashion painting. She loves exploring cities with cultural heritage, fashion street and Designer lanes.

[apla.shrivastava@nift.ac.in](mailto:apla.shrivastava@nift.ac.in)

# Ms. Shruti Soharia Singh

Assistant Professor, Fashion Communication, Mumbai

**Area of Teaching and Research** - Publication Design, Graphic Design, UX Design, Website Design, Illustration.



Received scholarship in the field of Illustration from Ministry of Culture, Government of India. Worked at NDTV GoodTimes TV Channel, Dorling Kindersley publication, Art Director at Katha Publication. Internship at India Today magazine.

**[shruti.soharia@nift.ac.in](mailto:shruti.soharia@nift.ac.in)**

# Ms. Susmita Das

**Associate Professor, Fashion Communication, Mumbai**

**Area of Teaching and Research** - Art and Design History, Aesthetics, Costumes, Fashion and Styling, Visual Culture, Clothing History.



Susmita Das is an Associate Professor with the Department of Fashion Communication, Mumbai. She completed her Master's Degree in Art History with Gold Medal and is currently pursuing her PhD in the area of Clothing History. She received her Junior Research Fellowship from Indian Council of Historical Research. She specializes in Art and Design History, Aesthetics, Clothing History, Fashion Styling and Visual Culture and Film Studies. Passion for teaching brought her to NIFT in 2007. Prior to NIFT she had taught in various Art and Design colleges as guest faculty and has been an academican for the last 17 years. She has presented and published papers in the area of Art, Craft and Clothing History.

**[susmita.das@nift.ac.in](mailto:susmita.das@nift.ac.in)**

# Ms. Suruchi Banerjee Dhasmana

Assistant Professor, Fashion Communication, Mumbai

**Area of Teaching and Research** - Design Research, Visual Culture & Trend Research, Craft Studies, Fashion & Textiles Studies, Fashion Illustration, Trend Research, Cultural Context, Ethical Design, Fashion History, Photography and CAD.



Suruchi Banerjee Dhasmana is an Assistant Professor with department of Fashion Communication Department at NIFT Mumbai. Suruchi is a NIFT Delhi Alumnus graduated in 2003 with a Master's degree in Fashion Design from the School of Art and Design, Nottingham Trent University, U.K. She has a vast experience of designing for domestic brands ranging from Wrangler to Westside and Gini & Jony as well as for Export market in Europe and USA like Massimo Dutti, Kohls and Next kids. She has indepth understanding of buyer relations and Design planning having worked across India and Bangladesh and extensive travels in Europe and Southeast Asia. Suruchi has been dedicated to Design Education since 2016, having served as an Associate Professor at Pearl academy of Fashion, Mumbai and published & presented papers in international conferences on Craft revival methodology and psychographics in eastern Asia around indigenous crafts post colonialism. She believes strongly in encouraging her students to imbibe the ground rules of Design and then begin to question them and create new boundaries through explorations.

[suruchi.dhasmana@nift.ac.in](mailto:suruchi.dhasmana@nift.ac.in)

# Ms. Sushama S. Saitwal

Associate Professor, Fashion Communication, Mumbai

**Area of Teaching and Research** - Space Design, Craft Research, Craft Promotion, Design and Development in Retail Spaces, Working Drawing



Sushama Saitwal joined NIFT Mumbai in 2003. Her educational background includes Graduation in Architecture, Post-Graduation in Business Administration (HR & Marketing), and a Master's Diploma in Architectural CAD. She has 23 years of teaching experience and ten years of industry experience. She also worked as an Associate Architect in Design Consortiums in Mumbai. She has a multi-disciplinary teaching approach, and her core teaching areas include Exhibition and Set Design, Retail Space & Environment Design, Store Experience Design, Design Methodology, Design Representation, Craft Studies, Plant Layout. She developed a course curriculum for various subjects in NIFT. She conducted Design Development Workshops for the artisans of Leather Craft Kolhapur & Bell metal Craft Tikamgarh. She worked on the Likir Craft Village design project & M.S. Theme Pavilion Design projects for IITF. She handled various administration portfolios such as Centre Coordinator, Chairperson FC, Campus Academic Coordinator NIFT Srinagar & Course Coordinator CE Programme Visual Merchandising.

[sushama.saitwal@nift.ac.in](mailto:sushama.saitwal@nift.ac.in)

# Mr. Vinesh Datta Tapre

Associate Professor, Fashion Communication, Mumbai

**Area of Teaching and Research** - Aesthetics, visualisation and Representation, photography, Visual Merchandising, EXhibition Design, Innovation Design for Craft sector.



Vinesh Datta Tape is an Associate Professor in the department of Fashion Communication and has handled the department in the past as the Centre Coordinator for FC Dept. He completed his Master Degree in Fine Art and specialize in mural Design from Sir. J J. School of Art, Mumbai. Passion for design brought him to join NIFT in the year 2006 at NIFT, Mumbai. Prior to NIFT he has done various Mural projects in various materials and techniques and has been an academician now for 15 years. He specializes in Visual art and handling of various materials and techniques, photography, Visual Merchandising, Exhibition Design, Innovative Design for Craft sector.

**[vinesh.tapre@nift.ac.in](mailto:vinesh.tapre@nift.ac.in)**

# Ms. Aboli Naik

Associate Professor , Department of Fashion Technology,  
Mumbai

Area of Teaching and Research - Textile & Apparel Manufacturing



Aboli Naik is an Associate Professor with the Department of Fashion Technology. She has done Master in Textile Technology She is associated with NIFT, Mumbai since 2008. Prior to joining NIFT she has worked in the other academic institution and has been an academician for 18 years. She specializes in Textile Manufacturing, Apparel Quality, Sustainable Production, Functional Clothing and Product Development. Her core areas of interest are Apparel Quality and Sustainability.

**[aboli.naik@nift.ac.in](mailto:aboli.naik@nift.ac.in)**

# Dr. Ajit K. Khare

**Professor, Department of Fashion Technology,  
Mumbai**

**Title of Dissertation of PhD** - Stochastic Behaviour of Man-Machine Systems with Special Emphasis to Garment Industry

**Area of Teaching and Research** - Apparel Manufacturing, Sustainability, Improving Efficiency of Fashion Supply Chain, etc.



Dr. Khare is a professor with the Department of Fashion Technology at NIFT, Mumbai. He has more than 35 years of industry and academic experience. A doctorate in Statistics, he attended a fellowship program at Fashion Institute of Technology, New York, in Apparel Production Management and a specialized course on Sewability of fine fabrics with Juki Corporation, Japan. 03 scholars have been awarded Ph.D. under him and another 03 are pursuing. Dr. Khare has travelled wide and presented papers in national and international conferences, seminars, workshops and guided over 100 post-graduate level research projects. His interest areas include application of technology in apparel manufacturing, Sustainability, Green Manufacturing, improving efficiency of the fashion supply chain. Dr. Khare has been instrumental in setting up Design innovation incubators at NIFT.

**[ajit.khare@nift.ac.in](mailto:ajit.khare@nift.ac.in)**

# Dr. Jomichan S Pattathil

Professor, Department of FashionTechnology, Mumbai

**Title of Dissertation of PhD** - 'Adoption of CAD in garment manufacturing sector- an Analysis of stakeholders perception'

**Area of Teaching and Research** - CAD, 3D Virtual Prototyping, Spreading and Cutting of Apparel Products, Pattern Grading, Intellectual Property Rights.



Dr. Jomichan S Pattathil, Professor with the Department of Fashion Technology has been associated with NIFT since 1992. Before joining NIFT he worked in the field of Information Systems for six years. He has published various articles in national and international journals. He was instrumental in introducing "Information Technology" in the NIFT curriculum. With proven administrative and academic capabilities in various capacities, he has given a new dimension to the Foundation Programme Department of NIFT as the Chairperson of the department during the period 2012-2015. As the Chairperson of Dept. of Fashion Technology during the period 2016-2020, he has implemented the revised curriculum of Bachelor of Fashion Technology and Master of Fashion Technology courses after incorporating the new and emerging areas into the revised curriculum. He was instrumental in setting up "Institute of Fashion Technology Kerala (IFTK)" as the founder Principal in the year 2010-2011. IFTK was established by Govt. of Kerala in technical collaboration with NIFT.

[jomichan.pattathil@nift.ac.in](mailto:jomichan.pattathil@nift.ac.in)

# Ms. Kavita Pathare

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

**Area of Teaching and Research** - Pattern making & Garment Construction, Product Development, Sewn Product Machinery Equipments , Apparel Manufacturing.



Kavita Pathare is an Associate Professor with the Department of Fashion Technology and the CI&DL for NIFT Mumbai campus & Nodal Officer for EnaMoma Institute Paris. Ms. Kavita is pursuing her PhD. Ms Kavita is an alumna of NIFT and has been professionally associated with NIFT Mumbai since the year 2003. She has worked in the garment manufacturing industry and has been an academician now for nearly 20 years. She specializes in Pattern Making, Garment Construction, Garment Machinery, Spreading & Cutting of Apparel Products and Product Development. She pursues her interest in sustainability, reuse and recycling of garments and product development.

**[kavita.pathare@nift.ac.in](mailto:kavita.pathare@nift.ac.in)**

# Dr. Lipi Choudhury

**Associate Professor, Department of Fashion Management Studies, Mumbai**

**Title of Dissertation of PhD** - Integration of Handlooms and Handicrafts of Maharashtra in Mainstream Retail with Special Reference to Women Consumers'

**Area of Teaching and Research** - Omni Channel Retailing ,Luxury Brand Management, Retail Buying & Merchandising, Consumer Behaviour, Strategic Management, Branded Entertainment



Dr. Lipi Choudhury is an Associate Professor with the Department of Fashion Management Studies at NIFT-Mumbai. She is an alumna of NIFT-Bengaluru and has worked as Retail Buyer and Planner for Allen Solly, Aditya Birla Group (Madura Garments). The profile involved budgeting, space and assortment planning, range selection, merchandise performance evaluation and feedback to Design and Product teams. She has been associated with NIFT since 2009 and has handled multiple profiles within the organization. She has undertaken multiple consultancy projects in areas of research, retail, handloom and handicrafts. She specializes in Omni Channel Retail Management, Luxury Management, Marketing, Retail Buying and Merchandising, Retail Operations, Brand Management, Consumer Behaviour, Strategic Management, Branded Entertainment etc. She has presented multiple research papers across national and international forums.

**[lipi.choudhury@nift.ac.in](mailto:lipi.choudhury@nift.ac.in)**

# Mr. Nitin Uttam Salve

Assistant Professor, Department of Fashion Technology,  
Mumbai

**Area of Teaching and Research** - Algorithm Design , Data Structure,  
Relational Database Management System ,Web Application  
Development, E-Commerce , ERP



Nitin Uttam Salve is an Assistant Professor with the department of Fashion Technology. He is CC-BFT and Nodal Officer of DDFS for NIFT Mumbai Campus. He is Master in Computer Application and Specialized in Software Development. He joined NIFT in the year 2014. He worked as a freelance software developer for 2 years and has been an academician now for 11 years. He is specialized in IT, Database System, Web Application Development, Enterprise Resource Planning and E-Commerce. He has developed the Web application for Converge -2017 (NIFT sport event).

[nitin.salve@nift.ac.in](mailto:nitin.salve@nift.ac.in)

# Dr. Ranjan Kumar Saha

**Professor, Department of Fashion Technology, Mumbai**

**Title of Dissertation of PhD** - 'A study of customer retention and relationship management for men's fashion apparel brand of India in Mumbai and Navi Mumbai'

**Area of Teaching and Research** - Apparel Merchandising, Costing, Garment Manufacturing technology , Work study .



Dr. Ranjan Kumar Saha is a Professor in the department of Fashion Technology and CEP Advisor in NIFT Mumbai. He has done PhD in the area of Fashion Merchandising Management and specializes in apparel Merchandising. Passion for teaching brought him to join NIFT in the year 2005 at NIFT, Mumbai. He has worked in the garment industry as senior manager in Production and Merchandising. He has worked both in India and abroad. He has been an academician for 18 years and total work experience 25 years. He specializes in Apparel Merchandising, Apparel Costing, Garment Manufacturing technology which includes cutting technology, stitching technology, production planning & control, Work study, etc. He has several publications in the area of Apparel Production & Merchandising in national and international journals. He also offers training and conducts short courses for Industry Professionals to upgrade their knowledge in Fashion Merchandising and garment production Technology.

**[ranjan.saha@nift.ac.in](mailto:ranjan.saha@nift.ac.in)**

# Dr. Rashmi Thakur

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

**Title of Dissertation of PhD** - 'Studies on corona-charged polypropylene fibrous electrets'

**Area of Teaching and Research** - Technical Textiles, Smart Wearable, Data Analytics, Product and Process Engineering using Statistics and Machine Learning



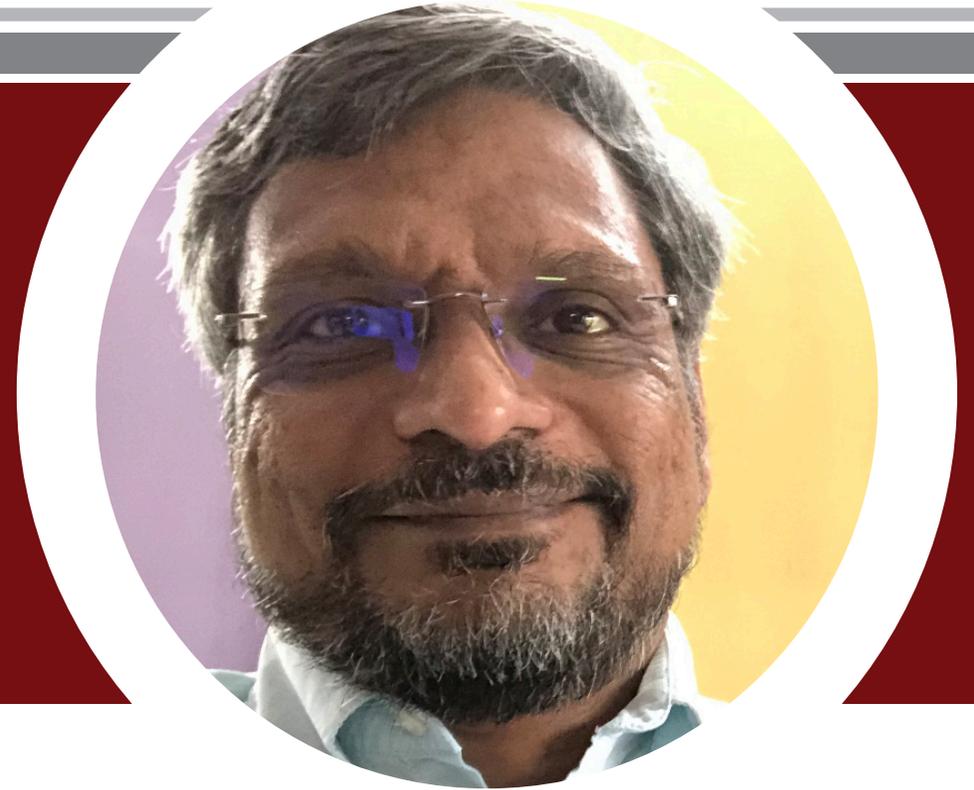
Dr. Rashmi has been a faculty member at NIFT since September 2014. She received PhD in Textile Technology from Indian Institute of Technology Delhi in March 2015. Her doctoral research is in the area of Fibrous Electret Air Filters. She has several research publications in peer reviewed International journals and has presented several papers at International conferences. Presently, she is Chief Operating Officer for Smart Wearable Systems Incubator, under NIFT Foundation for Design Innovation which aims at incubating business ideas in the field of textile based Smart Wearable. A Textile Technologist at heart with her expertise in Technical Textiles and Applied Statistics, she has recently fallen for honing herself with skills related to Machine learning, Artificial Intelligence and IoT to come up with Smart Products & Smart Processes. She aims at continuing her research in the area of Technical Textiles and Smart Wearable.

**[rashmi.thakur@nift.ac.in](mailto:rashmi.thakur@nift.ac.in)**

# Mr. Nitin Arun Kulkarni

Associate Professor, Master of Design, Mumbai

**Area of Teaching and Research** - Design/Creative Thinking and Innovation, Visualisation & Representation, Design Methodology, Visual Culture, Design cognition



Nitin Arun Kulkarni is an Associate Professor with the department of Design Space. He has acquired a BFA (Painting) from Sir. J. J. School of Art and a MFA from Dr. Babasaheb Ambedkar Marathawada University. His Research domain is Cognition and Design Visualization He has 30 years of experience in Design education and is involved in the academic domains of Art, Architecture, Product, Fashion, Design Research and Experience design. Several papers and presentations in the area of Design education and design methods have been published in his name.

As a columnist he has written several articles in Marathi in the area of Art and design criticism during the years 1999-2020. He wrote columns titled 'Chitrashatak', "Design Diary", and "Culture of Concepts", consisting more than 80 articles, he also wrote journal essays for the publications in English. His Marathi poetry collection was published in 1999.

His Paintings and other works were displayed in various exhibitions of repute in India.

[nitin.kulkarni@nift.ac.in](mailto:nitin.kulkarni@nift.ac.in)

# Dr. Rashmi Gulati

**Associate Professor, Master of Design, Mumbai**

**Title of Dissertation of PhD** - 'Sustainable Model for arts and crafts of Mumbai - A study from social, economic and environmental perspective'

**Area of Teaching and Research** - Digital Graphics, Design Thinking, Creative Thinking, Craft Studies, Personal Branding, Design for society, Strategic Management, Industry practices and Professional Ethics



Dr. Rashmi Gulati is an Associate Professor in the Department of Design Space, and the Campus Coordinator for the MDES course from 2015 to 2021. She has been associated with NIFT since 1995. She holds a PhD in management, and her doctoral study has resulted in the development of a robust sustainable model framework for arts and crafts of Mumbai. Over the years, she has gained experience in Craft Studies, Craft Sustainability, Design Research, Design Thinking and Creative Thinking. She also specializes in subjects like Digital Graphics, Personal Branding, Self and Society, Industry Practices, Integrated Design Project and Professional Ethics. Dr. Rashmi has almost two decades of experience as an academican, with 26 years at NIFT and since then simultaneously handled multiple profiles within the organization; notable amongst which are Regional Industry Coordinator, Center Coordinator-Masters of Design Program for 6 years, Student Development Activity Coordinator for 9 years and International Linkages Coordinator. She has been actively involved in developing strong industry linkages, live-classroom initiatives, and bridging the gap between industry and classrooms. She has a strong industry network as well as event management abilities. She has publications in the area of craft studies in national and international journals.

**[rashmi.gulati@nift.ac.in](mailto:rashmi.gulati@nift.ac.in)**

# Dr. Rupa Narayan Agarwal

**Professor, Master of Design, Mumbai**

**Title of Dissertation of PhD** - 'Conjecture-analysis model for integrating sustainability in design pedagogy'

**Area of Teaching and Research** - Design research methodologies, Design theory and practice, Sustainability



Prof. Rupa Agarwal assimilated multiple perspectives of design with her training in Architecture from School of Planning and Architecture, Delhi and Industrial design from Industrial Design Center, IIT Bombay and PhD also from IDC school of Design, IIT Bombay. Thereafter she worked in the areas of Architecture, Interior design, Product design, Visual Merchandising and Content writing for consultancies (her own design firm called EYE and others), corporates, NGOs and magazines. She has been associated with premier Architecture and Design schools in the capacity of a guest faculty before she joined National Institute of Fashion Technology as a full-time faculty in 2005. She has handled many academic administrative posts in NIFT, notable amongst which are Chairperson of Department of Fashion Communication and Chairperson of the Masters of Design program, Campus Academic Coordinator (Academic Head) of the Mumbai Campus. Currently, she is heading the craft initiative of NIFT, as Head Cluster across all campuses. She has presented papers, chaired sessions and been a peer reviewer in her areas of expertise in these areas in prestigious forums.

[rupa.agarwal@nift.ac.in](mailto:rupa.agarwal@nift.ac.in)

# Dr. Sharmila J. Dua

**Professor, Master of Design, Mumbai**

**Title of Dissertation of PhD** - 'The Study of the Tradition and Evolution of the Ornamentation Styles & Motif Vocabulary of Printed Textiles of Gujarat- Ajrakh a case study'

**Area of Teaching and Research** - Design Research, Visual Culture & Trends, Social Design, Creative Pedagogies, Craft Studies, Fashion & Textiles Studies



Prof. Dr. Sharmila J. Dua was the Dean Academics at National Institute of Fashion Technology (NIFT), India from 2016 to 2020 and is currently a Professor with the Department of Design Space at NIFT, Mumbai. An academician for over 3 decades with 29 years at NIFT, she excels in her role as a mentor and facilitator not only for the students but also for newly inducted faculty and peers. She has held various portfolios like Chairperson of Fashion Communication Department and Head International & Domestic Linkages in the past.

She has executed a large number of Industry Projects which has enabled her to take the learning from the industry to the classroom. Training at FIT, New York & Nottingham Trent University, UK, has exposed her to diverse pedagogies. As Dean Academics, she spearheaded the Curriculum Restructuring drive with the objective of creating an innovative and industry ready curriculum for all the programs at NIFT.

**[sharmila.dua@nift.ac.in](mailto:sharmila.dua@nift.ac.in)**

# Mr. Sachin Bhatnagar

**Assistant Professor, Fashion Management Studies,  
Mumbai**

**Area of Teaching and Research** - Fashion Merchandising,  
International Marketing, Export Business, Social Entrepreneurship



Sachin Bhatnagar is an Assistant Professor with the department of Fashion Management Studies and the Hindi Nodal Officer for NIFT Mumbai. He specializes in fashion merchandising & international marketing. He is an alumnus of NIFT Gandhinagar, with over 12 years of experience in both academics & industry. Before entering academia he has worked in soft goods & hard goods manufacturing & export industries, catering to the biggest buyers across the globe. He joined NIFT Patna in the year 2013 as assistant professor and held the portfolio of Cluster Initiative Coordinator, Linck CC - FMS & Campus Implementation Incharge. He joined NIFT Mumbai in 2018. He has worked on the project of DC Handicraft & co edited a document for Lacquerware craft. He has also co-authored a case on Sanganer Hand Block Printing. His current teaching responsibilities include Fashion Merchandising, International Marketing, Export Business, Retail Management, Marketing & Entrepreneurship. His research interest includes Social Entrepreneurship & Global Fashion Business.

**[sachin.bhatnagar@nift.ac.in](mailto:sachin.bhatnagar@nift.ac.in)**

# Dr. Sonali R Saldanha

**Associate Professor, Fashion Management Studies,  
Mumbai**

**Title of Dissertation** - "Impact of Visual Merchandising on Consumer Purchase Decision : A Study for the Fashion Retail Industry in Mumbai".

**Area of Teaching and Research** - Marketing, Organisation Behaviour, Human Resource Management, Consumer Behaviour, Visual Merchandising, Luxury Management, Creative Thinking Skills



Dr. Sonali R Saldanha is an Associate Professor with the department of Fashion Management Studies and the Centre Coordinator for Fashion Management Studies department. She is doctorate in Management. Passion for teaching brought her to join NIFT in the year 1998 at NIFT, Mumbai. She has more than 25 years of experience and has been an academician now for 18 years. Since she has joined NIFT, she has handled various portfolios like Link Centre Coordinator Foundation Programme, Centre Coordinator Foundation Programme, Coordinator for Domestic & International Linkages, Link Regional Industry Coordinator, Centre Coordinator Fashion Management Studies Dept, Coordinator for Fashion Retail Management Programme etc. She specializes in Organisational Behaviour, Consumer Behaviour, Visual Merchandising, Marketing and Fashion Concepts. She has publications in the area of Visual Merchandising, Consumer Behaviour; Entrepreneurship in national and international journals. She was also selected by NIFT for International Training for One Quarter Winter Programme on Fashion and Luxury Management at Savannah School of Art and Design, Hong Kong.

**[sonali.saldanha@nift.ac.in](mailto:sonali.saldanha@nift.ac.in)**

# Dr. Sushil Raturi

**Professor, Fashion Management Studies, Mumbai**

**Title of Dissertation of PhD** - 'Measuring the impact of National brands and private label in the organized Indian apparel retail Industry'.

**Area of Teaching and Research** - Branding, Retailing, Experiential Marketing, National Brand & Private label, Branded Entertainment



Dr. Sushil Raturi, Professor at Department of Fashion Management Studies (FMS), NIFT Mumbai is associated with NIFT since 1998. Before joining NIFT he worked with International Business Consultant (IBC) New Delhi for four years. A Management graduate with Doctorate in Management, Dr. Raturi has authored Books on Fashion Brand Strategies and Experiential Marketing besides 12 publications in International Journals. He is a visiting faculty at IOWA State University. Besides teaching & research, he has also handled key positions at campus level like International & Domestic Linkages, Industry & Alumni linkages, Project & Consultancy, Foundation Program (Technology) and Fashion Management Studies. Dr. Raturi has also handled a key Head office position at NIFT as “Head Industry & Alumni Affairs”. He is Chair Professor of Tata Trent- FMS NIFT Mumbai Retail Chair. Dr. Raturi is currently heading a Project of DC (Handlooms) for ‘Restructuring & Rebranding of Indian Institutes of Handloom Technology (IIHT)’. At present he is also handling academics at NIFT Mumbai campus.

**[sushil.raturi@nift.ac.in](mailto:sushil.raturi@nift.ac.in)**

# Dr. Tanmay Kandekar

Associate professor, Fashion Management Studies,  
Mumbai

**Title of Dissertation of PhD** - 'Influence of Social Media Marketing on Buying Behavior of Customers of Tier 2 and Tier 3 Cities of Maharashtra'

**Area of Teaching and Research** - Supply chain, Retail Research, Data analytics, IPR and Textiles



Dr. Tanmay Kandekar is an Associate Professor in the Department of Fashion Management Studies at NIFT Mumbai. He is a Ph.D. in Management and specializes in the field of research. He has Bachelor Degree in Textile Engineering and MBA in Finance. After working as Junior Merchandiser in a Garment export firm, he then joined as a Relationship Manager in an investment advisory company. He joined NIFT in 2009 with the intention to contribute to the education sector and his passion for research. During his tenure in NIFT, he has handled positions of Center Coordinator and Regional Industry coordinator. He is a part of many consultancy projects and conducted training sessions on topics of Textiles and the protection of creative rights for artisans. His interest areas are Supply chain, Retail Research, Data analytics, IPR, and Textiles. He has publications in several national and international journals in areas of IPR in the design field and social media marketing.

[tanmay.kandekar@nift.ac.in](mailto:tanmay.kandekar@nift.ac.in)

# Mr. Yashwant Misale

Assistant professor, Fashion Management Studies,  
Mumbai

Area of Teaching and Research - Marketing, Entrepreneurship,  
E-commerce, Human Resource Management, Neuromarketing.



Yashwant Misale is an Assistant professor with the department of Fashion Management Studies. He is a Textile Engineering Graduate & has a Masters Degree in Marketing (Master of Management Studies) from Mumbai University. He has qualified UGC-NET & SET exams. He has industry experience and has been an academician now for 10 years. He was associated with Symbiosis Pune as a faculty before joining NIFT Mumbai in 2014 as an Assistant Professor. He has handled additional responsibility as Centre Co-ordinator of FMS dept & Co-ordinator for E-Commerce for Fashion Business Programme. He specializes in Marketing, Entrepreneurship, E-commerce, Social media Marketing and Human Resource Management. His research interest is in the area of Neuromarketing applications in Fashion Retail.

[yashwant.misale@nift.ac.in](mailto:yashwant.misale@nift.ac.in)