Mr. Avinash Kumar

Assistant Professor, Fashion Design, Bhubaneswar

Area of Teaching and Research - Fashion Illustration and Design, Graphic Design, Sustainable Fashion, Digital Communication

Avinash Kumar is an Assistant Professor with the department of Fashion Design. He has done his graduation in Fashion Design from NIFT, Gandhinagar and MBA in Retail operation from SMU. He is pursuing his PhD in Graphics Design from World University of Design, Haryana. Before joining NIFT, he had 9 years of academic experience in KIIT University and industrial experience with Shahi Exports Pvt. Ltd. Bangalore, and Gini & Jony Ltd, Mumbai. He specialises in Graphics Design and Sustainable Fashion Design.

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Ms. Punam Passi

Assistant Professor, Fashion Design, Bhubaneswar

Area of Teaching and Research - Pattern Making, Dresses, Indian Apparels, Design and Development, Costume for Film and Performing Arts

Punam Passi is an Assistant Professor with the department of Fashion Designing. She has completed her PG Diploma in Garment Manufacturing Technology from NIFT, Kolkata. She was last associated with Gokaldas Exports Ltd, Bangalore, as Manager - Merchandising and has practical experience in Marketing/Merchandising/Production Planning/Quality Control. She likes reading and understanding new technologies being used in apparel manufacturing.

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Mr. Ravi Prakash

Assistant Professor, Fashion Design, Bhubaneswar

Area of Teaching and Research - Garment Manufacturing, merchandising, retail, pattern making, sustainable Product & their Development, Indian Apparels - Design and Development

Ravi Prakash is an Assistant Professor with the department of Fashion Design. He has done B.Tech in Electronics & Communication Engineering and Post graduation in Fashion technology from NIFT, Delhi. He has rich industry experience of 10+ years and worked with many industries in product development, apparel production, industry planning, industrial engineering and quality control.

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Mr. Ritesh Panda

Assistant Professor, Fashion Design, Bhubaneswar

Area of Teaching and Research - History of Art, Design & Architecture. Aesthetics and Philosophy of Art. Visual Culture study. Contemporary Print Making and Exhibition Design

Ritesh Panda is an Assistant Professor at the department of Fashion Design NIFT Bhubaneswar. He completed his Graduation and Post-Graduation in Art History from Faculty of Fine Arts, The Maharaja Sayajirao University of Baroda, Gujarat in 2010.
He has been teaching for over a decade in various field of Visual arts, History of art aesthetics and philosophy. He has taught arts, architectural history and design related subjects at Various institutions like Faculty of Fine Arts, M.S University, Baroda, Maharaja Ranjitsinh Gaekwad Institute of Design, M.S University, Baroda, Vadodara, Apeejay College of Fine Arts, Jalandhar and School of Fine Arts, Lovely Professional University, Jalandhar.
He is a practicing artist and printmaker demonstrating and exhibiting his works of art.

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Ms. Sobharani Lakra

Assistant Professor, Fashion Design, Bhubaneswar

Area of Teaching and Research - Surface embellishments, Traditional textiles, Art History and Craft Studies.

Sobharani Lakra is an Assistant Professor with the department of Fashion Design. She has Bachelors in Textile Design and a Masters in Mass Communication and Journalism with a passion to work for the folkloric and traditional craft sector. Passion for design brought her to join NIFT in the year 2016 at NIFT, Bhubaneswar. She has worked in the industry and has been an academician now for 13 years. She specializes in surface Embellishments, Traditional Textiles, Art History, Craft Studies, Handloom and Handicrafts. She has worked for several publications in the area of crafts revival, design consultancies to government and corporate organizations.

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Ms. Soujanya Pani

Assistant Professor, Fashion Design, Bhubaneswar

Area of Teaching and Research - Handloom and Handicrafts, Supply Chain Management, Sustainable Fashion, Design Thinking research and Methodology, Fashion retail marketing and merchandising.

Soujanya Pani is an Asst. professor with department of Fashion Design. She holds a Bachelor degree in design(Fashion) and a master degree in Fashion Management studies from NIFT. Inclined towards educating with idea of giving back knowledge she had acquired through the course of her professional experience in various MNCs and Government Sectors. Her passion to educate & contribute in bringing the artisans of various crafts towards the mainstream of business through design education and creating awareness is one of her primary objective. She believes in introduction of contemporary design practices with evolving culture and planet in the traditional craft sector to improve the acceptability, propelling it to its past glory.

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Ms. Arpita Misra

Assistant Professor, Fashion & Lifestyle Accessories, Bhubaneswar

Area of Teaching and Research - Decor & Design, Home Accessories, Material and Form Studies, Design Process and Trend Forecasting

Arpita Misra is an Assistant Professor with the department of Fashion & Lifestyle Accessories. She is a graduate in Textile Design from National Institute of Fashion Technology, New Delhi, a post-graduate in Lifestyle Accessory Design from National Institute of Design, Gandhinagar, and has also been an exchange student in Jewelry and Object Design at Pforzheim University, Germany while at NID. She has worked in the industry as a designer with export and buying houses, and with high-fashion brands like Swarovski. She specializes in the area of Home Decor Accessories and Lighting, and is always keen to creatively explore a variety of materials like Wood, Metal, Glass, Marble, Bone, Ceramics, Bamboo and Textiles. A brief experience in teaching was her true calling to become a full-time academician.

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Mr. D. Harish Rajiv

Assistant Professor, Fashion & Lifestyle Accessories, Bhubaneswar

Area of Teaching and Research - Marketing, Technical studies, Technical Drawing, Design Management, Craft Research, merchandising, sourcing, costing, retail buying, portfolio, geometry, material studies.

D. Harish Rajiv is a Assistant Professor with the department of Fashion & Lifestyle Accessories Design. He has completed his MBA from Utkal university and AMMM from NIFT Bangalore with UG in B.E mechanical from University of Madras and specializes in fashion e-commerce, fashion buying ,merchandising, garment manufacturing. Passion for design & love of garment and lifestyle product production brought him to join NIFT in the year 2014 at NIFT, Bhubaneswar. He has worked in the industry for 10 years before joining NIFT and has been an academician now for past 7 years. He specializes in Sourcing, Enterprise Resource Planning, Databases, Artificial, E-commerce. Merchandising & Marketing, Exports and Technical Drawings. He was part of the international twinning project, NIFT- ETIDI project, Ethiopia as Team Leader Marketing.

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Mr. Gokulrajaun M

Assistant Professor, Fashion & Lifestyle Accessories, Bhubaneswar

Area of Teaching and Research - Manufacturing Process, Technical Drawing, Ergonomics, Product Packaging Design, Product Design, Decision Analysis, Project Management and Machine learning techniques

Gokulrajaun M is an Assistant Professor with the department of Fashion & Lifestyle Accessories. He is an M.Tech from BITS-Pilani and would like to integrate the knowledge and skill acquired in engineering, management and technology to craft professionally and probe academic and project support to students. He has worked in diverse sector with 5+ years of experience. He is focused on promoting the use of a range of technical methods, tools and techniques that can uncover an incipient mission in the fashion domain. He is also researching in Artificial Intelligence arena which will be an imminent perception in the fashion realm.

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Ms. Susmita Behera

Associate Professor, Fashion & Lifestyle Accessories, Bhubaneswar

Area of Teaching and Research - Major area of teaching - Design Process, Design Projects, Trend and Forecast and Research area - Potential Crafts.

Susmita Behera is an Associate Professor with Fashion & Life Style Accessories Department. She specialises in Designing and Crafts. Love for her State, responsibility to take care of her parents brought her back home, Odisha. Done many designing projects in the area of handloom and handicrafts sector. She joined NIFT Bhubaneswar in the year 2012. She has worked in the industry for 15 years and has been an academician now for 9 years. She dreams to contribute in the craft sector and groom every Niftian she teaches to have the same successful and a great journey of life to share. She feels extremely proud to be a Niftian.

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Ms. Vidhi Nagar

Assistant Professor, Fashion & Lifestyle Accessories, Bhubaneswar

Area of Teaching and Research - Design thinking, Design projects, Craft Research & Sustainability.

Vidhi Nagar, a graduate in Fashion & Lifestyle Accessories Design discipline from NIFT with a Master's in Fashion Management has a vast experience of working with multinationals like Adidas, Nearbuy, Groupon to name a few. She also has an extensive knowledge of craft sector of India and has worked with Govt. Of India & other state government on various projects for upliftment of indigenous craft sector. She further holds the experience of entrepreneurship & start up culture by working on her own brand.

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MD. Abul Ala

Assistant Professor, Textile Design, Bhubaneswar

Area of Teaching and Research - Natural dyes and finishes, Nano textile finishes, Sustainable and renewable fashion, Latest innovation in Textiles

Md Abul Ala is an Assistant Professor with the department of Textile Design at NIFT Bhubaneswar. He is a B. Tech (Textile Technology) from Maulana Azad University of Technology, Kolkata (Formerly known as West Bengal University of Technology), Serampore&M.F.Tech (Apparel Production) from National Institute of Fashion Technology-Bangaluru and currently pursuing PhD from University of Calcutta. Specializes in Natural dyes and sustainable Fashion, Textile Technology and Apparel Merchandising etc. Passion for apparel and textiles brought him to join NIFT in the year 2021. He has worked in numerous industries like Vardhman Textiles, Lifestyle International and Prateek Apparels etc. He has also previously served as an assistant professor at FDDI Kolkata and NSHM Knowledge Campus Kolkata and has been an academician now for 10 years.

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Mr. Goutam Bar

Assistant Professor, Textile Design, Bhubaneswar

Area of Teaching and Research - Textile Science, Textile Chemical Processing, Quality Assurance, Woven Structure and CAD for Weaving

Goutam Bar is an Assistant Professor of National Institute of Fashion Technology, Bhubaneswar. He is a bachelor in textile technology and MBA in supply chain management. He has worked in the Textile industry for 12 years and joined NIFT in the year 2012. He has taught textile science, textile chemical processing, fabric quality assurance, advance woven structure and CAD for Jacquard. His area of Research work includes traditional handloom weaving, natural dyeing and finishing of textile materials. He has presented several Research papers at national and international conferences. He has also few publications in national and international journals.

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Ms. Ushasi Rudra

Assistant Professor, Textile Design, Bhubaneswar

Area of Teaching and Research - Textile weaving,Textile print Design, Handlooms and craft

Ushasi Rudra is an Assistant Professor with the department of Textile Design. She is a graduate in Textile Design from National Institute of Fashion Technology, Kolkata and a post-graduate in Textile Design from National Institute of Design, Ahmedabad. She has worked as a designer with Tata Trusts' craft based livelihood initiative called Antaran. Apart from this in her industry experience, she has worked with export houses and textile studios like Tracon, GM Syntex, Obeetee, Ganges Jute Exports, Kadam Haat and Maku Textiles. Her core strength lies in woven textiles and co-designing with artisans. She is also pursuing her PhD in the field of design education and design thinking for artisans from NIFT, Bangalore.

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Mr. Arnav Barik

Assistant Professor, Fashion Communication, Bhubaneswar

Area of Teaching and Research - Design Thinking, UI/UX, Design research, Sports and Performance wear, System Thinking, Digital Illustration

Arnav Barik is an Assistant Professor with the department of Fashion Communication at NIFT Bhubaneswar. He is a Master of Design from National Institute of Design, Ahmedabad. He specializes in System thinking, Design Strategy, Trend studies, Digital Illustration, Performance and Outdoor gear design. He is passionate about interacting and empathizing with people to uncover their latent needs. He has 7+ years of experience in various domains in industry and academics.

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Ms. Aparna Rastogi

Assistant Professor, Fashion Communication, Bhubaneswar

Area of Teaching and Research - Fashion Media and Communication design (Fashion journalism and New Media, Advertising and copywriting public relation and management, Print and Media design).

Aparna Rastogi is an Assistant Professor in the Department of Fashion Communication. She is pursuing her Ph.D. in the field of Journalism and Mass Communication and has a degree in MPhil in the same field. Being a part of Media professional, she wanted to explore Fashion Communication academic field at NIFT in 2019. She worked with various media organizations for around 9 years and moved to Academics in the year 2013. She specialized in Journalism and Mass communication fields, including Advertising, Public relations, Broadcasting, visual presentation, etc. In her specific field, she has several publications too. She was awarded by Bhau Raw Devras Sewa Nyaas Lucknow as Young achiever award 2011 in Journalism and Women Empowerment award 2014 in journalism organized by Parashoot and kings paradise Lucknow.

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Ms. Bornali Das

Assistant Professor, Fashion Communication, Bhubaneswar

Area of Teaching and Research - Design Thinking, Visual thinking; symbols, metaphors, Packaging Design, Design Process and Trend Forecasting

Bornali Das is an Assistant Professor in the Department of Fashion Communication at NIFT Bhubaneswar. She is a Master of Design from NIFT, Mumbai. She has worked for last 8+ years as a creative head in a precious metals industry. She specializes in the area Design Strategy for new product development, Branding, Brand Campaigns and Packaging Design. She would like to contribute to the young minds by building a sustainable legacy through leveraging and combining the fundamentals of design thinking and human behaviour.

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Dr. Chitta Ranjan Sahoo

Assistant Professor, Fashion Communication, Bhubaneswar

Title of Dissertation of PhD: Monuments of Prachi Valley: A Representation of Sculptural Art in Canvas

Areas of Teaching and Research : Visual Arts, Visual Communication, Painting & Sculpture, Craft Cluster Development

Dr. Chitta Ranjan Sahoo is an Assistant Professor at the Department of Fashion Communication. He received his PhD in Visual Arts in 2015 and obtained his Master in Painting in 2006. He has been a part of various painting and visual communication workshops. He has published a number of research papers on art, architecture and painting and is in the process of publishing his book. His work and research on the elements of Prachi Valley are noteworthy.

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Mr. Deepak Ranjan Padhi

Assistant Professor, Fashion Communication, Bhubaneswar

Area of Teaching and Research - Qualitative Research Methods, Quantitative Research Methods, Human-Centered Design (UI/UX), Multimodal and Assistive User Interfaces Design, Human-Centered AI, Design for Augmented and Virtual Reality, Advanced Cognition, Information Design, Education and learning models, Educational film making, Parental engagement theories, and practices.

Deepak Padhi is an Assistant Professor in the department of Fashion Communication at NIFT Bhubaneswar. He is a passionate HCI (Human-Computer Interaction) researcher, pursuing Ph.D. at IDC School of Design, IIT Bombay. He has earned two master's degrees, i.e., M.Des from IIITDM Kancheepuram, Chennai, and MBA from Utkal University, Bhubaneswar. He has several research publications in reputed journals and conferences (SCI/SCOPUS) in diverse domains like HCI, audio-visual interfaces, education, and learning. He has served as a program committee member at prestigious international conferences and as an invited speaker to several events.

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Mr. Hemant Kumar

Assistant Professor, Fashion Communication, Bhubaneswar

Area of Teaching and Research - Design Process, Development of new visual identities, Typography, Branding & Promotion, Publication Design, Packaging Design, and Signage Design. His research interests extend to the dynamic realm of UI-UX design, exploring its applications in cutting-edge AR-VR-MR-XR technologies that are shaping the future.

Hemant Kumar is an Assistant Professor in the Department of Fashion Communication at NIFT Bhubaneswar. He holds a B. Design (FC) degree from NIFT, Kangra, and Master degree in Journalism and Mass Communication, NOU, Patna. He has over 8 years of experience in design education, training and industry. His notable achievements include leading a project sponsored by NID and the Ministry of MSMEs under the Design Clinic Scheme in 2013. Furthermore, Hemant has made valuable contributions in the documentation of the Bhagalpur Silk craft cluster for USTTAD project, initiated by the Ministry of Minority Affairs.

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Ms. Supriya Munda

Assistant Professor, Fashion Communication, Bhubaneswar

Area of Teaching and Research - Design Process, Craft based subjects, Material Studies, Graphic Design

Supriya Munda is an Assistant Professor with the department of Fashion Communication at NIFT, Bhubaneswar. She is a Graduate in Textile design, 2009 batch from NIFT, Bengaluru and M.A. in Journalism and Communication. She is pursuing her PhD. She has 11+ years of work experience. She has worked in the industry and in Odisha Handloom sector and now working as an academician.

She specializes in Design process/methods, Material studies, Design fundamentals and Graphic Design.

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Mr. Venkat Beri

Assistant Professor, Fashion Communication, Bhubaneswar

Area of Teaching and Research - Augmented Reality, Virtual Reality, Artificial Intelligence in Fashion Industry, Machine Learning, Robotics, Enterprise Resource Planning.

Venkat B is an Assistant Professor in Fashion Communication Department at NIFT Bhubaneswar. He had started his career as a Software Engineer. Prior to joining NIFT, he had over 5 years of professional IT experience in Designing, Developing, Integrating and Implementing applications using Microsoft technologies. He had completed his masters from Indian Institute of Information Technology - Allahabad (Prayagraj) in the area of Robotics and Machine learning. His area of expertise include Artificial Intelligence, Machine Learning, Robotics, Enterprise Resource Planning, Augmented Reality and Virtual Reality.

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Dr. Deepak Mehra

Assistant Professor, Department of Fashion Technology, Bhubaneswar

Title of Dissertation of PhD - Manufacturability of In-Situ TiC Reinforced Magnesium Metal Matrix Composite

Area of Teaching and Research - Product Design and Development, Manufacturing Processes, Industrial Engineering, Production, Quality Control, AUTO-CAD, Mechatronics

Dr. Deepak Mehra is working as an Assistant Professor in the Department of Fashion Technology and Resource Centre In-Charge of NIFT, Bhubaneswar. Dr. Mehra earned his PhD in Mechanical Engineering from IIT Roorkee. Also, Dr. Mehra earned his M.Tech & B.E. from IIT Roorkee and M.B.M (Govt.) University Jodhpur respectively. He was a faculty in Autonomous Engineering College, Jodhpur before moving to the NIFT. He has over 17 years of experience in teaching and Research. He has published 20 Research Paper in Reputed Journals (SCI/SCOPUS) and presented various research papers in renowned international conferences. His research interest includes composite materials, machining, production and industrial engineering, optimization, wear, quality control.

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Mr. Gangadhar Malik

Assistant Professor, Department of Fashion Technology, Bhubaneswar

Area of Teaching and Research - EProduction Planning & Control, Spreading & Cutting Technology with Material Optimization, Apparel CAD & Engineering, Enterprise Resource Planning.

Gangadhar Malik is an Assistant Professor with the Department of Fashion Technology. He is a Master of Fashion Technology and specializes in Garment Manufacturing Technology from NIFT. He joined NIFT in the year 2008. He has worked in the industry in the area of Apparel Production & Engineering. Currently; he is pursuing his Ph.D. from NIFT in the area of standardisation of work allowances for Indian garment industries. He has currently more than 18 years of cumulative experience in both industry & academics. He specializes in Production Planning & Control, Spreading & Cutting Technology with Material Optimization, Apparel CAD & Engineering, Enterprise Resource Planning.

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Mr. Priyabrata Das

Assistant Professor, Department of fashion Technology, Bhubaneswar

Area of Teaching and Research - Machine Learning, Data Analytics, Web Designing, Digital Design, Operations Research, Database Management Systems, and Internet of Things

Mr. Priyabrata Das holds a Masters Degree in Computer Application and a Diploma in Software Engineering. He started his career as Faculty of NIIT, one of the leading private IT Training and Education provider, followed by working in organizations Fs of high repute such as Oil and Natural Gas Corporation, Kendriya Vidyalaya, State Bank of India. Collectively, he has more than 8 years of industry and teaching experience. He specializes in software and web development using technologies such as PHP, MySQL, .NET, etc. He is a passionate learner and keeps himself abreast with latest technologies through online tutorials and bootcamps. He is Microsoft Azure Certified and holds certificate in Data Science and Neural Networks. His research interest lies in using Neural Networks in the field of Agriculture culture also known as Precision Farming.

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Mr. Nand Kishore Baraik

Assistant Professor, Department of Fashion Technology, Bhubaneswar

Area of Teaching and Research - Work Study, Lean Manufacturing, Garment Construction, HR, Ergonomics

Nand Kishore Baraik is a Assistant Professor with the Department of Fashion Technology. He specializes in Operations, Lean Manufacturing, Human Resources & Economics. He also is an alumnus of NIFT Delhi, 2008 batch. He joined NIFT Bhubaneswar as an Asst. Professor in 2014. He has worked in the industry and has been an academician for the last 7 years.

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Mr. Rahul Jain

Assistant Professor, Department of fashion Technology, Bhubaneswar

Area of Teaching and Research - Machine Learning, Data Analytics, Web Designing, Digital Design, Operations Research, Database Management Systems, and Internet of Things

Rahul Jain is an Assistant Professor in the Department of Fashion Technology, NIFT Bhubaneswar. He received B.E. in Computer Science and Engineering from RGPV Bhopal in 2012 and M.Tech. in Computer Science and Engineering from the Indian Institute of Technology (IIT) Dhanbad in 2015. He is currently pursuing PhD from the Maulana Azad National Institute of Technology (MANIT), Bhopal. He has more than six years of teaching and research experience. His research interests lie in Biped Robotics, Human Gait Analysis, Human Biomechanics, Deep Learning, Edge Computing, tinyML, Human Activity Recognition, Fabric Defect Detection, and the Internet of Healthcare Things.

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Ms. Sulagna Saha

Assistant Professor, Department of Fashion Technology, Bhubaneswar

Area of Teaching and Research - Product Development, Pattern Making, Merchandising, Sustainability

Sulagna Saha is an Assistant Professor with the department of Fashion Technology at NIFT Bhubaneswar. She has over 10 years of experience in industry, teaching, Research and academic administration. Currently, she is pursuing her PhD in the area of Circular Models in Textile Sector from Xavier University Bhubaneswar, Odisha. She specializes in product development, pattern making, merchandising, circular fashion and sustainability.

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Mr. Sumit Kumar

Assistant Professor, Department of Fashion Technology, Bhubaneswar

Area of Teaching and Research - Quality control and assurance, Operations Management, Textile Science

Sumit Kumar is an Assistant Professor with the department of Fashion Technology. He is a MBA in Production and Operations Management and PG Diploma in Garment Manufacturing Technology and specializes in Quality Control and Assurance, Social compliance and Technical Audits, Operations Management, and Textile Science areas. He has qualified UGC NET exam in Management. Passion for teaching brought him to join NIFT in the year 2014 at NIFT, Bhubaneswar. He has worked in the industry and has been an academician now for 6 years. He specializes in Quality Control and Assurance, Social compliance and Technical Audits, Operations Management, and Textile Science etc.

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Dr. Binaya Bhusan Jena

Professor, Fashion Management Studies, Bhubaneswar

Title of Dissertation of PhD - Market reforms in Russian Agriculture

Area of Teaching and Research - Economics, CSR, IPR, Global Marketing, Research Paradigm and Methodology, Sustainable Fashion and Craft Sector Development.

Dr. Binaya Bhusan Jena is a Professor with the department of Fashion Management Studies (FMS) at NIFT, Bhhubaneswar Campus. Prior to joining NIFT, Prof. Jena had worked in the development sector and industry as a consultant and sustainability expert in the areas of education, agriculture, rural development and income generation. His passion for academics brought him back to the University of Delhi as a Lecturer and then finally to NIFT in 2005. Dr Jena deals with interdisciplinary areas of Sustainable Fashion, Fashion Economics, Consumer Behaviour, IPR, CSR, Handloom and Handicraft Sector. Dr Jena has attended many national and international seminars and conferences and has published books and many Research papers in peer reviewed journals.

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Dr. Goutam Saha

Associate Professor, Fashion Management Studies, Bhubaneswar

Title of Dissertation of PhD - Changes in Women's Dress Preferences: An Empirical Study on Women's Wear in Selective Areas of North India

Area of Teaching and Research - Fashion Entrepreneurship, Sustainable Business Practices and Models, Luxury Business, Neuromarketing and Fashion Consumer Behavior

Dr. Goutam Saha is an Associate Professor with the department of Fashion Management Studies for NIFT Bhubaneswar. He is a PhD in management with marketing specialisation. Before joining at NIFT Bhubaneswar in 2012, he worked in different multinational corporations as marketing professional and various business schools as faculty member. At present, he has more than 20 years of experience in industry and academics. In NIFT, he specialized in teaching entrepreneurship, sustainable business practices and models, luxury business, neuromarketing, etc. His Research interest lies in handloom and handicraft clusters and informal economy, sustainable entrepreneurship, sustainability issues in fashion industry, etc. He has several publications, which got published in Scopus, EBSCO, Proquest indexed journals with considerably good impact factors. He also contributed many chapters in different edited volumes published by Emerald, Bloomsbury, Springer, Elsevier, Macmillan, etc. He received IFFTI Award in 2015 in senior faculty category.

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Dr. K. Priyadrashini

Assistant Professor, Fashion Management Studies, Bhubaneswar

Title of Dissertation of PhD - 'Indian Consumers' Attitude and Purchase Intention towards Private Label Brands

Area of Teaching and Research - Consumer Behavior, Retailing, Digital Marketing

Dr. K. Priyadharshini is an Assistant Professor with the department of Fashion Management Studies in NIFT Bhubaneswar joined in 2021. She is a strong research professional with a Doctor of Philosophy (Ph.D.) focused in Marketing - Private Label Brands from National Institute of Technology Tiruchirappalli (NIT-T). She has done her graduation from NIFT Chennai and Post-graduation from Bharathiar University. She has been certified with UGC-NET in Management. Her areas of interests are Consumer Behavior, Retailing and Digital Marketing. She has been an academician for 5 years. She believes in the democratic and proactive system of teaching and dedicated to bringing technology to the classroom. She has several publications in the area of marketing in both national and international journals including ABDC A category and Scopus indexed journals.

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Ms. Lipsa Mohapatra

Assistant Professor, Fashion Management Studies, Bhubaneswar

Area of Teaching and Research - Retail Merchandising, Visual Merchandising, Artisans study, Garment Manufacturing, Textile Science, Fashion Basics, Fashion Forecasting

Lipsa Mohapatra is Assistant Professor with the department of Fashion Management Studies in National Institute of Fashion Technology, Bhubaneswar, Odisha. She has around 14 years of experience in industry, teaching, Research and academic administration. Currently, he is pursuing her PhD in the area of Sustainable livelihoods from School of Sustainability, Xavier University Bhubaneswar, Odisha. She has several Research publications in International Journals and books published by Emerald, Bloomsbury, Springer and contributed many papers in National and International Conferences. Her Research interest lies in the study of handloom and handicraft sectors of Odisha, capability building for communities, development of local economies and rural development. Apart from her academic contributions she has served NIFT at various administrative positions.

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Dr. Santosh Kumar Tarai

Associate Professor, Fashion Management Studies, Bhubaneswar

Title of Dissertation of PhD - An Analysis of Business Strategic for Apparel Export Organisations in SMEs Sector: A Cluster Analysis Approach

Area of Teaching and Research - Economics, Strategic & Brand Management, Organization Behaviour, Marketing Research & Business Analytics, Consumer Behavior, Sustainable fashion and social entrepreneurship.

Dr. Santosh Kumar Tarai is an Associate Professor with the Department of Fashion Management Studies National Institute of Fashion Technology, Bhubaneswar, Odisha. He is a PhD. in Economics and MBA in marketing. He has more than twenty years of experience in education research, management teaching, Research and editing. His Research interest lies Business strategy for apparel Export firms, sustainable fashion, consumer behaviour, handloom & handicraft, culture and fashion. He has presented several papers both national and international conference and published several articles in peer reviewed and few of them in Scopus indexedjournals. He has published a book on Apparel Export Sector and Business Strategy in India.

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