

Ms. Anshu Choudhary

Assistant Professor, Textile Design, Daman

Area of Teaching and Research - Design Fundamentals, Fibre Science, Textile Prints and Surface Design, Traditional Textiles, Export and Merchandising, Design Research



Anshu Choudhary is an Assistant Professor with department of Textile Design in NIFT Daman. She has done graduation B. Design - Textile design and Post-graduation M. Design – Design Space from NIFT. Before joining NIFT she has worked in the E-Commerce, Retail and Exports domain. She has work experience in Textile design, CAD, Planning, Sourcing and Merchandising. Her areas of interests are Traditional crafts, Colour theory, Elements of design, Print design, and Surface embellishment.

anshu.choudhary@nift.ac.in

Mrs. Pallabee Das

Assistant Professor, Textile Design, Daman

Area of Teaching and Research - Fashion Design, Men's Wear Design, Elements of Design, Design Thinking & Research.



Pallabee Das is an Assistant Professor with the department of Textile Design of NIFT Daman. Holding a Masters in Design and Space degree from NIFT Mumbai. Her specialization in Men's Wear Designing and Crafts in accordance with the industry. Her experience in fashion comes from her tenure working with the Retail Brand's as a Men's wear Designer. Before joining to NIFT, Daman she was with Arvind Lifestyle Brands Ltd, Bangalore as Senior Men's wear designer. As a Design Researcher she worked with different Crafts Artisans.

pallabee.das@nift.ac.in

Dr. Rahul Kushwaha

**Assistant Professor, Fashion Management Studies,
Daman**

Title of Dissertation of PhD - Impact of New Media on Political Communication in 2014 Parliamentary Elections

Area of Teaching and Research - Communication, Digital Design, Social Media, Multimedia, Photography, Videography, Graphics, 2D/3D Design, Script Writing, Research



Dr. Rahul Kushwaha is an Assistant Professor in Department of Fashion Management Studies at NIFT Daman. He is a Ph.D. in Journalism & Mass Communication and M.Sc. in Multimedia Technology. His specialized areas are new media, electronic media, photography, Animation and design softwares. Passion for creativity and design bought him to join NIFT in 2022. Prior to NIFT, he had taught in Amity University and Jaipur National University. He has 12 years of experience in academics and 7 years in film production. He has worked as 3D Team Lead/Supervisor for studios like UTV motion Pictures, DQ Entertainment Ltd and Color chips on Big Budget national/International animation movies like The Legend Of Dragon (2D), Arjun-The Warrior Prince, Barbie Diaries and Series DVD projects like Disney's Mickey Mouse Clubhouse, Donkey Ollie, Miki-Do, Tak" The Power Of Juju", Sony picture "GEO-TRAX" etc. He has published two books and 28 research papers/articles in National/International journals.

rahul.kushwaha@nift.ac.in

Mr. Vidhu Sekhar P

**Assistant Professor, Fashion Management Studies,
Daman**

Area of Teaching and Research - Marketing of Services, International Business, Consumer Behaviour, Business Research Methods, Strategic Management and Omni Channel Retail



Vidhu Sekhar P is an Assistant Professor with the Department of Fashion Management Studies. He has been associated with Kannur NIFT Campus since 2017 as Jury member, Expert faculty member and has developed curriculum for General Elective subject (Professional Ethics and Values-2018). He is currently pursuing PhD in Service Marketing from Kannur University on the topic “Service Quality; Airport Employee’s Passenger Service Performance at Indian Airports”. He has 9 years of Airline Service Industry experience (Commercials) in frontline Management and 14 years of Post Graduate teaching experience for the MBA program (Kannur University MBA Centre for Management Studies) in his capacity as Assistant Director. He worked as the Chairman, Board of Examinations, and Kannur University MBA for a period of five years and was a member of University Curriculum Development assignment. From 2012-2014, he worked as Business News consultant for Bahrain Based English National Newspaper DAILY TRIBUNE, Kingdom of Bahrain and has handled a column “Beyond Business”. He has published research papers in national and international journals and has published a book “Policy Design & Delivery; A Managerial Approach”.

vidhusekhar.p@nift.ac.in