

Mr. Rimanshu Patel

Assistant Professor, Fashion Design, Raebareli

Area of Teaching and Research - Design process, visual & contextual research, elements of design, creative thinking skills, haute couture, Adaptable fashion



Rimanshu Patel is a fashion academic working as an Assistant Professor with the department of Fashion Design. He is a Postgraduate in fashion design from Istituto Marangoni (Manchester Metropolitan University), London and specializes in womenswear. Elated with the fast-paced, engaging environment and passion for fashion, he joined NIFT in the year 2018 at NIFT, Raebareli. He has worked in the fashion industry and has been an academician now for 6 years. Creative design process, visual & contextual research, elements of design, creative thinking skills, haute couture, are his areas of speciality. He is involved in the adaptable fashion concept as a part of his research in the field of sustainability. He continues to explore and develop from a design opportunity through the process to the representation.

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Dr. Smriti Yadav

Professor, Fashion Design, Raebareli

Title of Dissertation of PhD - 'Textiles wet Processing, Development of Dyeing Technology for SMEs'

Area of Teaching and Research - Material Studies, Pattern Making, Value Addition, CBPD, Celebrity Culture, and Bespoke Fashion, Colloquium Paper, Sustainability Studies, Performance Clothing.



Dr. Smriti Yadav, Professor in NIFT Raebareli. She is a Post graduate from SNDT Womens University, Mumbai and Doctorate from Delhi University. she has a keen interest towards research, explorations and teaching. She has guided few Masters level Dissertation and also worked as a full time Research scholar at NITRA. She had received an Anupa Sidhu Shahi Award (Gold Medal), Lady Irwin College, Delhi University, for Work of Excellence in Research. She has several national and international Paper Presentation on varied topics. She had joined NIFT Rae Bareli in its establishing years, past 13 years she had worked in various capacities as SDAC, CC FD, CIC, CAC and presently Campus Coordinator, Varanasi Extension Centre & Continuing Education Program Facilitator at Raebareli. AC and presently Campus Coordinator, Varanasi Extension Centre & Continuing Education Program Facilitator at Raebareli..

Her strength as a researcher and educationist inculcates research and innovation aptitude in students with respect to their chosen fields. Her area of interest for further research are Value Addition, Craft Studies, Performance/ Functional clothing, Sustainable Fashion and Wet processing of textiles.

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Mr. Ujwal Banerjee

Associate Professor, Fashion Design, Raebareli

Area of Teaching and Research - Drawing, Art, Design & Aesthetics, Portfolio, Costume for Performance



Ujwal Banerjee is an Associate Professor with department of Fashion Design and In-charge Cluster Initiative Coordinator (CIC). He is Masters in Visual Art and specializes in Drawing and Art, Design & Aesthetics. He joined NIFT in the year 2009 a Raebareli campus. He has worked in other reputed design institutes and culminated experience of 18 years. He specializes in Drawing, Art, Design & Aesthetics, Portfolio, Costume for Performance. He has participated in various art exhibitions and workshops in India and Abroad.

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Dr. Vidya Rakesh

Associate Professor, Fashion Design, Raebareli

Title of Dissertation of PhD - 'Standardisation of Body Measurements For Urban Women Of Uttar Pradesh'

Area of Teaching and Research - Bespoke Menswear, pattern making, garment construction, creative pattern making, luxury market, manufacturing process, etc.



Dr. Vidya Rakesh is an Associate Professor in the Department of Fashion Design in NIFT Raebareli. She has completed Ph.D. from NIFT, Delhi & her Master's in Fashion Technology from NIFT New Delhi.

She has 04 years of industrial experience and has 19 years of academic experience. Her experience in NIFT constitutes of Administrative coordination of Foundation Programme, Fashion Design, Continuing Education programmes, Govt. Projects, etc. During research process she has gained knowledge and understanding about apparel sizing in women's wear category. Her publications were presented in national and international conferences, are related to body changes in women, women's wear apparel sizes, development of size charts, etc. She is currently acting as Campus Academic Coordinator.

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Dr. Vijaylaxmi Singh

Professor, Fashion Design, Raebareli

Title of Dissertation of PhD - Gulabi Meenakari and Hand Craft of Banaras : A Case Study on Design Development

Area of Teaching and Research - Design, Design Research, Fashion forecast, Draping, Craft cluster and Diagnostic



Dr. Vijay Laxmi Singh is an Associate Professor with Fashion Design Department, experience with apparel exports and 42 Handicraft. She has been an academician since 2007 and possess more than 23 years of industry & teaching experience. Interest in Design, Fashion Forecast, Handicraft.

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Mr. Vivek Jangra

Assistant Professor, Fashion Design, Raebareli

Area of Teaching and Research - Textile Science, PM & GC, Technical Textile, Smart Textiles, Design Representation, Fashion Merchandising, Apparel Production, Craft Studies and CAD



Mr. Vivek Jangra is an Assistant Professor and Centre Coordinator of the Fashion Design Department. At present he is pursuing his Ph. D. in the area of technical textiles from Dr. A.P.J. Abdul Kalam Technical University (APJAKTU). After graduating from T.I.T&S Bhiwani in Textile Engineering (B.tech), his keen interest in textiles and fashion brought him to join NIFT in the year 2009 at NIFT, Delhi, where he completed his M.F.Tech specializing in Apparel Technology. He has worked in the Apparel industry (both India & abroad) for 05 years and has been an academican now for approximately 07 years. He specializes in Elements of textiles, Fabric Studies, Technical Textiles, Smart Textile, High Performance Clothing, Design Representation & Technical Drawing, Pattern Making, Garment Construction, Fashion Merchandising, Apparel Production, Craft, Knitwear, Lectra CAD and Grading.

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Dr. Anketa Kumar

Assistant Professor, Leather Design, Raebareli

Title of Dissertation of PhD - A study of Costume Portrayal in Hindi Movies of Indian Parallel Cinema (1960-1980)

Area of Teaching and Research - Pre Production Planning & Control, Pattern Making, Garment Construction, Craft Studies



Anketa Kumar is an Assistant Professor with the Leather Design Department at NIFT Raebareli. She is Ph. D. in the area of Film Studies from Department of Indian Studies, Faculty of Arts & Social Sciences, University of Malaya, Kuala Lumpur, Malaysia and specialises in Apparel Production. She joined NIFT Raebareli in the year 2014. She has worked in the industry and academic experience of both India and Abroad, Indonesia and taught at Limkokwing University of Creative Technology, Malaysia and Institute of Apparel Management. She specializes in industrial engineering, Plant Layout, Pattern Making, Garment Construction, Exhibition Design, Production Planning & Control, Creative thinking skills, Cinema Studies, Fashion Culture and Costume and Craft Studies. She has several SCOPUS indexed publications in the area of Cinema and Craft in national and international journals.

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Mr. Ashish Chandra

Assistant Professor, Leather Design, Raebareli

Area of Teaching and Research - Footwear Manufacturing Technology, Leather Studies & Processes, Leather Products Manufacture, Material Studies (Leather), Product & Footwear Design Studio



Ashish Chandra is an Assistant Professor with the department of Leather Design. He is pursuing Ph.D in footwear production. Passion for leather goods & footwear design brought him to join NIFT in the year 2021 at NIFT Raebareli Campus. He has more than 12 years of experience which includes industry and academics experience. His industry career highlights include Footwear Production, Product development and Sourcing. He has participated in various exhibitions, workshops & consultancy projects in India and Abroad.

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Mr. Abhishek

Assistant Professor, Leather Design, Raebareli

Area of Teaching and Research - Footwear design, design development, design thinking, goods pattern making and construction, fashion forecast, storytelling, elements of design et



Mr. Abhishek is an assistant professor with the Department of Leather Design at NIFT, Raebareli. Prior to joining NIFT, he worked as senior faculty at Footwear Design Development Institute, Noida (head office) for eight years. Before entering into academic career, he worked in the industry with globally renowned brands like – Crew BOS Products Limited, Gurgaon and Dugros Private Limited, Kolkata. He has also participated at Asian Pacific Leather Fair, Hong-Kong in the year 2013 as exhibitor for Dugros Products Ltd. Major Brands handled in Industry.

- A/X (Crew B.O.S. Products Ltd.).
- San franciscobiasia (Crew B.O.S. Products Ltd.).
- By loulou (At Dugros Leather (India) Pvt. Ltd).
- Micmac (At Dugros Leather (India) Pvt. Ltd).
- Kossberg (At Dugros Leather (India) Pvt. Ltd).

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Dr. Bharat Singh

Assistant Professor, Leather Design, Raebareli

Title of Dissertation of PhD - A Study of gender effects on impulse buying behavior” (with special references to footwear segment in Utter Pradesh)

Area of Teaching and Research - Footwear Designing, Footwear production, CAD, Leather Science.



Bharat Singh is Assistant Professor with the department of Leather Design. His passion for footwear design brought him to join NIFT in the year 2014 at NIFT Rae Bareli Campus, he has worked in the industry and then he joined academics as footwear designer having more than 15 years teaching experience. His area of specialization in footwear designing, footwear production, CAD.

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Dr. Lal Singh

Assistant Professor, Leather Design, Raebareli

Title of Dissertation of PhD - (इतिहास लेखन के नये आयाम: लौकिक एवं पारलौकिक इतिहास लेखन के संदर्भ में)

Area of Teaching and Research - Design



Dr. Lal Singh is a Assistant Professor in the department of leather design and specialized in the leather design process. Passion for design brought his to join NIFT in the year 2013 at NIFT, Raebareli. He has worked in the industry and has been an academician more than 10 years. He specializes in Design, Leather surface development techniques, 3D software & 3D printing.

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Dr. Ajay Kumar

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

Title of Dissertation - "Celebrity Endorsement in Social T.V. Commercials in India: 2000 to 2012"

Area of Teaching and Research - Publication Design, Semiotics & Letterforms, Colloquium, Aesthetics, Graphic design, Packaging, Sketching, Advertising, Design Innovation etc.



Dr. Ajay Kumar is an Assistant Professor with the department of Fashion & Lifestyle Accessories and the Centre Coordinator for F&LA, NIFT Raebareli. He is a PhD in Applied Arts (Visual Arts) and specializes in Celebrity Endorsement in Advertising. Passion for design, creativity and interdisciplinary research brought him to join NIFT in the year 2019 at NIFT, Raebareli. He has done research and has been an academician now for 4.5 years. He specializes in Celebrity Endorsement, Social TVC, Indian TVC, Graphic Design, Design & Innovation. He has several publications in the area of Celebrity Endorsement and Social TVC in India in national and international journals.

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Mr. Mayank Kaushal

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

Area of Teaching and Research - Colour Material Finish, System design thinking, Form Generation, Product innovation, Fashion & Trend Forecast and Lifestyle accessories, User researcher,



Mayank Kaushal is an Assistant Professor with the Department of Fashion & Lifestyle. He went on his design journey in the area of Colour Materials and Finish Domain.

He has worked in the industry for 8 years in different organizations such as Samsung Design Delhi, Dongkuk Steel India and Havells.

He likes to play and innovate with different materials and finishes and has been involved with User Research & Trend forecasting.

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Mr. Praveen Srivastava

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

Area of Teaching and Research - Ergonomics, Manufacturing Process, Material science, Technical Drawing, Production Planning and control, Prototyping and model making etc.



Mr. Praveen Srivastava joined National Institute of Fashion Technology as an Assistant Professor in Fashion and Lifestyle Accessories Department in August' 2014. Mr. Praveen's research interests skate the intersection between Technology, Design, Ergonomics, Manufacturing and Production Engineering. His interests include different technical software like IMEX (CMG), Pan System, for gas, Matbal, Sensor & Fekete, CAD/CAM, & Auto-CAD. Before joining NIFT, Mr. Praveen worked as Assistant Professor in Department of Mechanical Engineering at Feroze Gandhi Institute of Engineering and Technology, Raebareli from August' 2007 to August' 2014. Mr. Praveen is pursuing Ph.D. in Mechanical Engineering. He has completed his M.Tech. in Production Engineering (Petroleum) from the Rajiv Gandhi Institute of Petroleum Technology, Raebareli and B. Tech. in Mechanical Engineering from the College of Agricultural Engineering and Technology (CSA University Kanpur).

Awards:- Pandit Krishna Bihari Bajpai Award 1999 by UP Govt.

Institutes Silver Medal 2010 for highest performance in M. Tech. (RGIPT, Ministry of Petroleum, Govt. of India)

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Dr. Ram Awtar Yadav

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

Title of Dissertation - Environmental Communication and Civil Society in India: A Critical Study of a Grassroot Water Management Initiative in the Bundelkhand Region

Area of Teaching and Research - Fashion forecasting, Communication & media, Journalism, Sustainability, Qualitative Research Methods etc.



Dr. Yadav worked as an Assistant Professor with the Faculty of Journalism and Creative Studies, Jagran Lakecity University, Bhopal. He obtained Ph.D. from the Department of Communication, University of Hyderabad, India in 2021. He did his masters in electronic media from Makhn Lal Chaturvedi National University of Journalism and Communication, Bhopal in 2011 after which he worked as a journalist with the TheHitavada an English daily of Bhopal for around four years. He also worked as an assistant professor at the Department of Journalism and Mass Communication, Guru Ghasidas University, Bilaspur, Chhattisgarh before embarking on his doctoral journey. He has several publications in the form of research papers, commentaries and book chapters to his credit. He has presented papers at various national and international conferences. He has also co-authored a book titled 'Environmental Communication and Water Management in India' published by Routledge in May' 2023.

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Mr. S. A. Venkata subramanian

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

Area of Teaching and Research - Design Process, Material Manipulation, Fashion Accessories, Fashion basics, Garment Construction, History of Costume, Home Decor, Design projects



Mr. S.A. Venkatasubramanian is an alumni of NIFT, completed M.Sc. in Costume Design & Fashion & pursuing PhD. He has an Industry experience of 7+ Years in the field of Design, Merchandising & Quality Assurance. Passion for Design brought him to join NIFT, Raebareli in the year 2008 as an Academician in the Fashion & Lifestyle Accessories Department. He has worked as Project Coordinator & contributed in prestigious projects as Project Coordinator for Lucknow Metro Rail Corporation, Uttar Pradesh State Rural Livelihood Mission & worked as Project Implementing Team in Khadi & USTTAD Project (Upgrading the Skills and Training in Traditional Arts Crafts for Development). He has good knowledge and creative interest in the field of Home Decor & Fashion Accessories. Teaching Design Process, Material Manipulation, Fashion Accessories, Fashion Basics, Garment Construction, History of Costume, Home Decor Design projects etc. in Fashion & Lifestyle Accessories Department & Fashion Design Department at NIFT Raebareli.

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Dr. Stuti Sonker

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

Title of Dissertation - Hazardless Printmaking in India-Scope and Acceptability

Area of Teaching and Research - Fine Arts (Print Making), Art Design & Aesthetic, Skeching & Rendering



Dr. Stuti Sonker serves as an Assistant Professor in the Department of Fashion & Lifestyle Accessories, where is also fulfill the role of Student Development Activity Coordinator (SDAC). She holds a Post Graduate degree from College of Arts and Crafts, Faculty of Fine Arts Department, University of Lucknow, as well as a Ph.D. from same institution. In the year 2014/19, she successfully qualified for the UGC-NET. Furthermore, she completed a six months training program at the National Research Laboratory for Conservation (NRLC) of cultural property.

With a solid background in Fine Arts and nine years of experience in academia, she has excelled in her field. In previous year, she served as the Incharge of the Resource Centre. Her area of specialization includes Printmaking, Digital Sketching & Abstract Art. Additionally, she has contributed significantly to the field of Fine Arts through numerous publications.

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Ms. Saurabhi Gaurav

Assistant Professor, Leather Design, Raebareli

Area of Teaching and Research - Design Process, Fashion Drawings & Illustration, Trends Studies, Techniques in Hand Made Design.



Saurabhi Gaurav is an assistant Professor in Department of Leather Design. She is Post Graduate in Social Design from Dr B. R. Ambedkar University Delhi. Worked on various social issues projects. Have practical knowledge of design thinking, participatory design and collaborative design methods. An Alumna of NIFT Kolkata specialized in leather design. Holds more than 6 years of industrial and academics experience. Worked as a leather accessories designer with many reputed brands and international client. Also worked on several freelance projects for UI/UX design.

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Mr. Vikas Kumar

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

Area of Teaching and Research - Production and Industrial Engineering, CAD, CAM, Ergonomics, Manufacturing Process, Material science, Technical Drawing, Prototyping and model making etc.



Mr. Vikas Kumar joined National Institute of Fashion Technology, Raebareli as an Assistant Professor in Fashion and Lifestyle Accessory (Accessory Design) department in October 2021. Mr. Vikas research interests skate the intersection between technology, Design, Ergonomics, manufacturing and production Engineering. His interests include different technical software like Solid Works, Additive Manufacturing, CAD/CAM, & Auto-CAD. Before joining NIFT, Mr. Vikas worked as Assistant Professor in Department of Mechanical Engineering at M/s Allenhouse Institute of Technology, Kanpur (U.P.) from August' 2010 to October' 2021. Mr. Vikas is pursuing Ph.D. in Mechanical Engineering. He has completed his Master of Technology in Production Engineering from the Motilal Nehru National Institute of Technology, Allahabad (U.P.) and Bachelor of Technology in Mechanical Engineering from the NOIDA Institute of Engineering and Technology, Greater NOIDA (G.B. Nagar). Mr. Vikas has also qualified GATE in the year 2008.

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Mr. Akhilendra Pratap Sonkar

Assistant Professor, Fashion Communication, Raebareli

Area of Teaching and Research - Design Fundamentals, Design Process, Fashion Styling, Visual Merchandising, Fashion Forecasting and Fashion Merchandising.



Mr. Akhilendra Pratap Sonkar is an Assistant Professor and Project in-charge, associated with the Fashion Communication Department. He is pursuing his Ph.D. in the area Visual Merchandising from NIFT, Delhi. His passion for fashion brought him to join NIFT in 2001 at the Delhi center. He has 20 years of experience, out of which more than 9 years of experience in the Apparel Industry; his industry career highlights include Category Management, Product development and Sourcing. His association with NIFT as an Asst. Professor is from June, 2013, and it consists of delivering various subjects at various levels, coordinating department activities and active participation in projects etc. His academic specialization involves teaching Design Fundamentals, Design Process, Fashion Styling, Visual Merchandising, Fashion Forecasting, Traditional Indian Textiles, and Fashion Merchandising.

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Mr. Akash Gupta

Assistant Professor, Fashion Communication, Raebareli

Area of Teaching and Research - IT Subjects



Mr. Akash Gupta is an Assistant Professor in Department of Fashion Technology and Link-CC Foundation Program and have joined this esteemed institution in March' 2020. He is Master in Computer Application and has also qualified UGC NET 2017, 2014. He has worked as Assistant Professor in United Institute of Management (FUGS) Prayagraj, also worked as Computer Instructor in Kendriya Vidyalaya Sangathan. Area of teaching are Computer Science and Application, Cyber Crime and Security, Web Designing and Development (HTML, CSS, Bootstrap, Java-script, Php), Python, Data Management Techniques, DBMS. Before Joining NIFT subjects taught by him was Networking Concept, Cyberlaw, C++, Java, Data structure and Database Design. Further looking to Join PhD in the Computer Science with specialization in Artificial Intelligence or machine learning or augmented reality.

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Mr. Harsh Vardhan Dubey

Assistant Professor, Fashion Communication, Raebareli

Area of Teaching and Research - Media Studies, Communication Research, Research Methodology, Photography, Reporting and Editing, New Media and Digital Media, Design Strategy and System Thinking, Fashion Media, Media Studies, Layout Design, Data Journalism



Harsh Vardhan Dubey is an Assistant Professor in Department of Fashion Communication. He has 5 years total Industrial work experience in Digital Media and teaching experience of 3 and Half year. He has taught Digital and New Media, Data Journalism in Delhi School of Journalism and was associated to Hindi Journalism Department in Indian Institute of Mass Communication. He is NET-JRF qualified candidate and is currently pursuing his PhD in Mass Communication from Babasaheb Bhimrao Ambedkar Central University, Lucknow. His Research area is Regional Digital News platforms, Hyperlocal Journalism.

Research Topic: Challenges and Opportunities in Regional Digital News Platforms: with Special Reference to Gorakhpur Division

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Mohd Sohaib Ansari

Assistant Professor, Fashion Communication, Raebareli

Area of Teaching and Research - Graphic Design Faculty



Mohd Sohaib Ansari, a design professional with Post Graduate degree (2009-2011) of Visualization from College of Arts & Craft, Faculty of fine arts, Lucknow university, Lucknow. He has more than 10 years of experience in Brand Management & Graphic Design. His industry career highlights includes array branding, logotypes, corporate identity, print, ads, packaging and so on.

He Associated with NIFT in 2016 as an Industry Expert and Guest Faculty which increase interest in Academics and he joined NIFT as an Assistant Professor in October, 2018. His work as an educator constitutes delivering a number of subjects at various academic levels, coordinating department activities and events, and contributing on active projects, both industrial and academic. In Academics his area of specialization spans across subjects including Basics & all level of Graphic Design, Branding & Promotions, Print & Media Design, Creative Thinking Skills etc.

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Dr. Priya Yadav

Assistant Professor, Fashion Communication, Raebareli

Title of Dissertation of PhD - Gond Paintings as Means of Communication : An Interpretation and Critical Evaluation of Visual Communication in Gond Paintings of Madhya Pradesh

Area of Teaching and Research - Journalism and Visual Communication



Priya Yadav, is a Assistant Professor with the Department of Fashion Communication, NIFT Rae Bareli. Growing up in Madhya Pradesh, her fascination about the tribal culture of Central India led her to pursue her doctoral in Tribal Paintings from the Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh. She is been awarded with Gold Medal by Central University of Himachal Pradesh for her outstanding performance in post graduation. Beside this, she has also qualified UGC NET and availed ICSSR Doctoral Fellowship for her cogent research proposal. She has remarkable list of research paper published, mainly in Peer-reviewed and UGC- CARE listed journals. She specializes in Visual Communication, Print Media, Advertising and Public Relation.

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Mr. Priyanshu Srivastava

Assistant Professor, Fashion Communication, Raebareli

Area of Teaching and Research - Web Designing, E Commerce, Artificial Intelligence



Priyanshu Srivastava is an Assistant Professor with the department of Fashion Communication. He has done his M.Tech in Computer Science Engineering and specializes in Coding and programming for problem solving. Passion for Computer Application in design and UI-UX brought him to join NIFT in October 2021 at NIFT, Raebareli. He has been associated with Dr. A.P.J Abdul kalam technical University. He has been in academics for 12 years now. He specializes in IT, Databases, Artificial Intelligence, E-commerce and Web Design. He has a deep interest in UI-UX and Virtual Reality.

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Mr. Ratan Singh

Assistant Professor, Fashion Communication, Raebareli

Area of Teaching and Research - Animation & Film Design



Mr. Ratan Singh is an Assistant Professor in Fashion Communication Department, NIFT Raebareli. He is a post-graduate in Animation and film Design from IDC School of Design, IIT Bombay, and a graduate in Fine arts from Indra Kala Sangeet Vishwavidyalaya, Khairagarh, Chhattisgarh. He specializes in Animation Design, Motion Graphics, Children Book Illustration. He was awarded one National Award for his Animation film by the “All India Children’s Educational Audio-Video festival “at NCERT. He was resource person and consulted many eLearning programs at NCERT for children education film and book illustration and jury member for Indra Kala Sangeet Vishwavidyalaya, Khairagarh, Chhattisgarh. After graduating from Khairagarh University in 2010, he served as a Trained Graduate Teacher (Art Education) KVS, MHRD and after post- graduation he has worked in may renowned company Centum learning Ltd, Bharti Group Airtel, Food safety and standard authority of India, Xseed Education Foundation. He has been associated with teaching since 2018, Prior to joining the NIFT he worked at Amity University, NOIDA and University of Petroleum & Energy Studies, Dehradun.

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Mr. Sachin Verma

Assistant Professor, Fashion Communication, Raebareli

Area of Teaching and Research - Visual Communication (Design)



Sachin Verma, is a Assistant Professor with the Department of Fashion Communication. He is a fine art professional graduate from Lucknow college of arts, and post graduate (M.A. in visual art) from Kanpur university. He received his diploma in fashion photography from Shari academy, Mumbai. He has also qualified UGC-NET in year 2016. Passion for Design brought him to join NIFT in the year 2016 at NIFT, Raebareli. He has worked in the industry and has been an academican now for 07 years. He specializes in Photography, Editorial Styling, Moving images, Elements of Design (EOD) and Art & Design aesthetics (ADA).ea.

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Mr. Amitava Chowdhury

**Associate Professor, Fashion Management Studies,
Raebareli**

Area of Teaching and Research - Marketing, Consumer Behaviour,
Retail Management, E- Commerce, entrepreneurship



Amitava Chowdhury is an Associate Professor in the Department of Fashion Management Studies, Raebareli. He is the Public Information Officer (Academics) & Deputy Vigilance Officer of NIFT Raebareli. He is a M.B.A. from university of Poona & specialises in Marketing Management. Passion for teaching and research brought him to join NIFT in the year 2005. He has worked in the Industry for around 5 years before joining academics and currently has experience more than 22 years. He specialises in Marketing, Retail Business, E- Business, Consumer Behaviour, Entrepreneurship Management etc. His area of research interest are in the fields of E- Commerce and Consumer Behaviour.

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Ms. Bharghavee

**Assistant Professor, Fashion Management Studies,
Raebareli**

Area of Teaching and Research - Brand Marketing, Marketing Research, Digital Marketing & Analysis, Luxury Brand Management, Integrated Marketing Communications, Social Media Marketing, Design Development for Luxury Brands, Design Fundamentals History of Costumes (Europe), Fashion Trend Studies, Personal Styling, Curriculum Design and Pedagogy



A Fashion Design and Management alumna from NIFT (B.Des. in Fashion Design from NIFT-Chennai and MFM from NIFT-Bengaluru) with a specialization in Luxury Brand Management from Mod'Art Paris, Bharghavee is currently an Assistant Professor at NIFT Raebareli.

She has experience in the field of Fashion Design, Personal Styling, Branding & Digital Marketing as well as academics with various roles at companies including Designer at 108 Bespoke, Content Writer at Zivame, Brand Planner at Mullen Lintas (Inter Public Group), Creative Lead at The House of Akshar and Lecturer at Pearl Academy.

As an academican, she aims to promote holistic and experiential learning based on pedagogical research and application for the well-being of all students. To this end, her research proposal explores stress and mental health among design students of India.

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Ms. Lipi

**Assistant Professor, Fashion Management Studies,
Raebareli**

Area of Teaching and Research - Retail Merchandising, Fashion Marketing, Retail Management, Omni Channel Management, E-Commerce Management, Cluster Studies, Consumer Behaviour, Entrepreneurship, History of Costumes (Indian & Global), Design-Basics & Fundamentals, Design Development



Ms. Lipi has joined NIFT as Assistant Professor in FMS department in Oct 2021. She is an alumna of NIFT Kolkata MFM Batch 2013-15. Before management, she has done PG in Fashion Design: Apparel & Textiles from SOFT Pune, Batch 2005-2008. She has around 8.5 years of industry experience in the retail sector, working as Fashion designer in women's wear & kids wear sections, Category Manager – Apparels, Merchandise Manager, Retail Business Development Manager and Design Manager, before joining the field of Academics. She is also empanelled designer with office of the Development Commissioner (Handicrafts).

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Mr. Vishnu Prathap

**Assistant Professor, Fashion Management Studies,
Raebareli**

Area of Teaching and Research - Operations Research, Supply & Value Chain Management, Additive Manufacturing, Mechatronics.



Vishnu Prathap joined NIFT, Raebareli in the year 2021. He is an Assistant Professor with the department of Fashion Management Studies. He did his post-graduation in Mechanical Engineering with specialization in Advanced Manufacturing & Mechanical Systems Design from Government College of Engineering, Kannur, Kerala. Previously he was working in Mechanical Engineering Division of Cochin University College of Engineering Kuttanad, Kerala where he has 2+ years of teaching experience as Assistant Professor. In addition to that he has 3+ years of teaching experience as Assistant Professor in Mechanical Engineering Department of Government Engineering College Idukki, Kerala. His interests lie in the field of Additive Manufacturing, Aerospace Engineering, Mechanical Design and Sensor Technologies.

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Mr. Balu Maloth

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

Area of Teaching and Research - Engineering Drawing, AUTO CAD Drawing, ANSYS, SOLID WORKS, Engineering Drawing in AUTO CAD, Workshop Technology, Industrial Engineering, Manufacturing Technology, Elements of Mechanical Engineering, Machine Design, CAD/CAM, Thermodynamics, Composites Materials, Research Methodology, Geometry - I&II, Vector Graphics & Design Drafting, Material science, Manufacturing process, CIM, Robotics & Automation.



Balu Maloth is an Assistant Professor with the Department of Fashion Technology. He is Pursuing Ph.D in Composite Materials. He has worked in the industry for 1 year and he has worked 12 years in Teaching As a Assistant Professor in Pvt Engineering College and joined NIFT as faculty in year 2022 and since then has been an academician for over 13 years. He specializes in the area of CAD/CAM, Engineering Drawing, Manufacturing Process, Workshop Technology, Industrial engineering, AUTO CAD Drawing, Elements of Mechanical Engineering, Machine Design, Thermodynamics, composite materials, Research methodology, Geometry-I&II, Material science, Vector graphics & Design drafting etc. He has held responsibility such as Placements Team member, craft bazar Team Member, Open House admission coordinator, Outreach program coordinator, Physical verification Team member his tenure at NIFT.

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Mr. Dileep Singh Rathore

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

Area of Teaching and Research - Database Management System, Computer Organization and Architecture, Internet of Things, Artificial Intelligence and Machine Learning.



Dileep Singh Rathore is an Assistant Professor with the Department of Fashion Technology at NIFT Raebareli. He joined NIFT as an assistant professor in the year 2022.

Dileep Singh Rathore is pursuing Ph.D. in the area of cloud computing. He has obtained M. Tech in Advanced Computing from Computer Science and Engineering department, Maulana Azad National Institute of Technology, Bhopal, Madhya Pradesh. He did B. Tech. in Computer Science and Engineering from Kamla Nehru Institute of Technology, Sultanpur, Uttar Pradesh. He has an industrial experience of one year & academic and research experience of 4 years. He has worked at various prestigious institutes and universities such as KNIT Sultanpur in TEQIP-III project and VIT Bhopal. He has published in reputed journals. His area of research is Pattern Recognition and Cloud Computing. He has qualified UGC-NET in 2019 and GATE (5-times).

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Ms. Sapna Kushwaha

**Assistant Professor, Department of Fashion Technology,
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Area of Teaching and Research - Fabric Science for Apparel, Textile Chemical Processes, Textile Quality Assurance, Technical Textiles, and Sustainable Textile Processes.



Ms. Sapna Kushwaha is an alumna of NIT & GCTI and has a vast experience of more than 10 years including industry and academic teaching. She has worked

- With dyeing and printing units
- As corporate trainer with textile industries R&D
- As an assistant professor with various prestigious institutes PIET, NIT, NIIFT
- As a technical expert for Uniform Design under Safaimitra Suraksha Project under MoHUA, Govt. of Punjab.
- In the establishment of Textile Testing and Textile Chemical Processing Laboratories at NIIFT

She has participated and attended various national and international conferences. Guided undergraduate project on: Antimicrobial properties of the fabric, Fragrance treatment on fabric, Case study increasing garment productivity etc.

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Mr. Shivendra Prakash Kuldeep

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Area of Teaching and Research - Pattern Drafting & Construction,
Production Planning, Ergonomics, IPR, Entrepreneurship,
Garment CAD



Mr. Shivendra Prakash Kuldeep is an assistant professor with the department of Fashion Technology and the Centre Coordinator for Department of Fashion Technology. He is alumnus of NIFT and completed B.F. Tech in the year 2007. Later, he did Post Graduation in Apparel Manufacturing. He has experience of 15+ years, out of which he has worked in the industry for 7 years and joined NIFT as faculty in year 2014 and since then has been an academician for over 9 years. He specializes in the area of Apparel Pattern Drafting, Apparel Production, Production Planning & Control, Ergonomics, Garment Construction, IPR, Entrepreneurship, Garment CAD etc. He is visiting faculty to NIFT, Gandhinagar since 2011 for Pattern Drafting. He has been assigned 140 responsibilities as Centre Coordinator, Regional Industry Coordinator, UI-ERP, Webmaster, IT In-charge and Admission Nodal Officer during his tenure at NIFT.

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