

## Existing Research Scholars

| <b>Sr. No.</b> | <b>Name of Scholars</b>   | <b>Topic of Research</b>  |
|----------------|---------------------------|---|
| 1.             | Kaustav Sengupta          | An integrative analysis on Values and Lifestyle (VALS) of Indian youth in Metro cities and its impact on their clothing color preference, color-emotion and color-image association |
| 2.             | Vikas Kumar               | Influence of Social Media in Promoting Sportswear Brands and consumer decision making   |
| 3.             | Ankur Saxena              | Prospects of Green Manufacturing in Delhi/NCR Apparel Industry  |
| 4.             | Paramita Mazumdar         | A study on tribal costumes of tripura and its transformation  |
| 5.             | Rumpa Reshmi Munish       | A research on development of new tool to aid/ facilitate the artisan/craft person in making a product - A Channapatna Chapter   |
| 6.             | Yuvraj Garg               | Mapping Awareness, availability and acceptability of Environmental friendly Clothing  |
| 7.             | Prerna Kaushal            | Implementing Sustainable Practices in India's Domestic Apparel Supply Chain: Industry and Consumer Study  |
| 8.             | Amit Kumar Anjanee        | An Analysis of Skill Set Requirement for the Sewing Machine Operations in Garment Manufacturing Units   |
| 9.             | Mr. Arindam Das           | Effectiveness of Assessment Systems in Professional Fashion Design Education  |
| 10.            | Mr. Jomichan S. Pattathil | Impact of Apparel CAD on Manufacturing Efficiency: An assessment of motivations for and barriers to CAD adoption among stakeholders in the Indian apparel manufacturing industry    |
| 11.            | Mr. Nishant Sharma        | Fashion Education and Demand of Professionals in the Fashion Industry: Relevance of the Curriculum  |
| 12.            | Ms. Richa Sharma          | Study on the effect of luminescence of photo luminescent specialty pigments on textile for the fashion industry   |
| 13.            | Ms. Shalini Mathur        | Evaluation of Sustainable Development in Textile Dyeing and Printing : A study at Jodhpur   |

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| 14. | Mr. Jaspal Singh Kalra | Design Education of Chikankari Artisans: A Tool For Social Innovation  |
| 15. | Mr. Muthukumar         | Customer perception towards design of branded sports shoes: select cases   |
| 16. | Mr. Sanjay Sharma      | A study of socio economic status of weavers in handloom industry of Himachal Pradesh and impact of government handloom welfare schemes on them |
| 17. | Ms. Jain Hemalatha     | A study on the Patteda Anchu sari of North Karnataka and its revival for Sustenance of the Craft   |
| 18. | Mr. R.S. Jayadeep      | Building competitiveness of craft community through contemporarisation - a case study of Payyannur bell metal Cluster                          |
| 19. | Ms. Anupam Kapoor      | Clothing consumption and disposal patterns in Indian consumer  |
| 20. | Ms. Ekta Gupta         | Case study on the Moti Bharat Needle craft of kutch District of Gujrat   |
| 21. | Ms. Neetu Singh        | Factor affecting Brand Experience in Lingerie: A study of lingerie market in Maharastra (Mumbai, Nagpur, Pune, Kolhapur)                       |
| 22. | Ms. Sheena Gupta       | The role of innovative Trends in the Emerging Luxury Markets in North India  |
| 23. | Ms. Savita Rana        | Indian Colour Sensibilities  |
| 24. | Mr. Sanjib Das         | Effectiveness of cluster Approach to Development of Handloom Sector in India: A Case Study of West Bangal and Odisha                           |
| 25. | Ms. Susmita Das        | Clothing and Identity of Women in Bengal during British raj from 1847 to 1947  |
| 26. | Ms. Bharti Moitra      | A Study of Socio-ritual Textile: Mata ni Pachedi   |
| 27. | Mr. Suranjan Lahiri    | Digital Literacy needs of Delhi NCR fashion and clothing industry and the preparedness of fashion institutes to face this challenge            |
| 28. | Ms. Aastha Garg        | The effect of COO (Country of Origin of brand) and COM (Country of Manufacture ) on apparel purchase decision                                  |