

# Mr. Syed Azher

Assistant Professor, Fashion Communication, Srinagar

## Area of Teaching and Research:

Graphic Designing, Animation, Photography, 3D application, and Print Media



Syed Azher is a graduate in digital art with 7 years of experience in the field of graphic design, motion graphics, and landscape photography and eight years of teaching experience in the field of design in the National Institute of Fashion Technology - Fashion Communication department and at present handling the portfolio of Campus Academic Coordinator. Native to the beautiful valley of Kashmir which many a time is considered as a paradise on earth. Love to travel, ski, and go on for long rides on a motorbike in the mountains. The sound of a stream and that of a shutter button gives me pleasure.

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# Mr. Vijay Kant Verma

Assistant Professor, Fashion Communication, Srinagar

**Area of Teaching and Research** - Immersive media & experience design, Web Design & SEO, 3D Modeling & UI/UX design



Vijay Kant Verma is Assistant Professor with the Department of Fashion Communication and Campus Coordinator for the Fashion Communication Department. He is handling the portfolio of ERP in-charge & IT in-charge of the campus. He perceived his M.Tech degree from ABV- Indian Institute of Information Technology in IT. He is specialized in Virtual reality & Augmented reality based immersive media design, Web designing, Ui/Ux experience design, Artificial Intelligence & 3D modeling. Passion for design brought him to join NIFT in the year 2018 at NIFT, Srinagar. He has worked in the industry around 10 years and has been an academician now for 4 years.

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# Dr. Idris Afzal Shah

Assistant professor, Fashion Communication, Srinagar

## Area of Teaching and Research:

Coding, Wireless Sensor Networks, Technology and Design Related Subjects



Dr. Idris Afzal Shah is working as an Assistant Professor with the Department of Fashion Communication and holds the portfolio of, IT-Incharge, Campus Coordinator Foundation Programme and UI-ERP. He did his masters from National Institute of Technology, Srinagar in Communication and Information Technology. He has pursued his PhD in “Designing energy efficient routing algorithms for Load Balancing in Wireless Sensor Networks” from Malaviya National Institute of Technology Jaipur. He has one patent and several publications to his name. He is also the Principal Investigator of two government funded Research Projects(MHRD / JKDST). He has taught core computer science subjects like programming (Python, C, C++, Java), Automata, Compiler, Discrete Mathematics, Database, Computer Networks.

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# Mr. Shashi Ranjan

Assistant Professor, Fashion Communication, Srinagar

## Area of Teaching and Research:

"Store Experience Design, Exhibition Design, Design Process, Photography"



Shashi Ranjan is Assistant Professor with the Fashion Communication Department. After working for five years in the Fashion & E-commerce industry, and teaching subjects related to Graphic design and Photography at the Institute of Fashion Technology, Vadodara, Shashi joined NIFT Srinagar in 2021. Shashi, holds Master of Design from The M. S. University of Baroda & Bachelor of Design from NIFT Mumbai.

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# Dr. Ravinder Kataria

Assistant Professor, Fashion & Lifestyle Accessories, Srinagar

**Area of Research and Teaching** - Non-traditional machining, composite materials and conventional machining, Materials for designers, Manufacturing and processes, Rapid prototyping, and Qualitative research methods.



Dr. Ravinder Kataria is an Assistant Professor in the Department of Fashion & Lifestyle Accessories at the National Institute of Fashion Technology (NIFT), Srinagar. He has over 15 years of combined academic, research, and industry experience. He specializes in engineering graphics, product development, manufacturing processes, and design education. He teaches undergraduate and postgraduate courses while contributing to curriculum development, student mentoring, industry collaboration, and academic administration. Previously, he served as an Associate Professor at Lovely Professional University and held academic positions at the National Institute of Technology Kurukshetra and R.N. College of Engineering and Technology. He received his Ph.D. and M.Tech. in Mechanical Engineering from the National Institute of Technology, Kurukshetra.

His research interests include sustainable manufacturing, advanced machining, welding technologies, optimization, product development, and design innovation. He has published numerous research papers in SCI- and Scopus-indexed journals, authored book chapters, and presented research at national and international conferences. He also serves as a reviewer and editorial board member for reputed international journals.

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# Dr. Umair Khan

Assistant Professor, Fashion Design, Srinagar

## Areas of Teaching and Research:

**Pattern Making:** Men's and Women's Wear (Textile & Leather Garments), Bags and Fashion Accessories.

**Garment Construction:** Leather, Knit and Textile Garments, Leather Bags and Fashion Accessories.



Dr. Umair Khan is an Assistant Professor in the Department of Fashion Design at the National Institute of Fashion Technology (NIFT), Srinagar. He specializes in Pattern Making and Garment Construction for men's and women's wear, including textile and leather garments, bags, and fashion accessories. He holds a Ph.D. in Fashion Design with a specialization in Pattern Making. He is an alumnus of NIFT Delhi and also holds a Diploma in Pattern Engineering from TUKA Academy of Pattern Engineering, Gurugram, along with Master's degrees in Fashion Design and History. He has teaching experience at leading institutions, including NIIFT, IICD, GD Goenka University, IAM (AEPC), and the World University of Design. His research focuses on pattern engineering, apparel product development, digital pattern making, garment fit, and functional apparel design. He holds a patent titled "Mamma Pod – Assistive Garment for Kangaroo Mother Care," reflecting his contribution to innovative healthcare apparel.

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# Ms. Nousheen Qazi

**Designation:** Assistant Professor, Fashion Design, Srinagar

**Area of Teaching and Research:**

Fashion Orientation, Fashion History, Fashion/Costume in Fiction, Culture and Costume etc.



Ms Nousheen Qazi is an Assistant Professor in the Fashion Design Department. She teaches undergraduate and postgraduate courses, primarily teaching subjects related to culture and costume (Historic and Contemporary). A graduate in Fashion Design with a Master's degree in Fashion Management from NIFT Delhi, Ms Nousheen has worked in Fashion Production before joining academia. She has been working with NIFT Srinagar since 2013 and has played a notable role in establishing the centre since its inception, mainly working for the development of the Fashion Design Department. She served multiple tenures as the Course Coordinator of the Fashion Design Department between 2017 and 2024.

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# Dr. Yaseer Ahmad Mir

Assistant Professor, Fashion Management, Srinagar

## Area of Teaching and Research:

Strategic Management, Entrepreneurship, Marketing,  
Consumer Behaviour, Branding, and Craft-Based Studies.



Dr. Yaseer Ahmad Mir serves as an Assistant Professor at NIFT Srinagar, bringing over 15 years of rich experience in teaching, research, project management, entrepreneurship and cluster development. He played a pivotal role in establishing the Fashion Management Studies Department at NIFT Srinagar and has actively led handicraft cluster initiatives across Jammu & Kashmir. Over the years, Dr. Yaseer has coordinated many research and capacity-building projects sponsored by various national and regional departments.

Before joining NIFT, he served as faculty at the Craft Development Institute (CDI) in Srinagar, where, apart from leading the MBA in Craft Management course, he developed key skill-based and cluster development projects under various government schemes, including SFURTI and PMPDP. He has coordinated artisan training, quality certification, and craft entrepreneurship initiatives, including Titan's CtoK project. A Ph.D holder from the University of Kashmir with NET qualification in Management and FDP from IIM-Ahmedabad, his research focuses on branding and the growth of Kashmir Pashmina. He mainly teaches subjects like strategic management, entrepreneurship, marketing, consumer behaviour, branding, craft-based studies and IPR (GI).

Dr. Mir has authored scholarly work on GI and sustainability and participated in national and international conferences. He blends academic expertises with grassroots experience in India's vibrant handicraft sector.

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# Mr. Arshad Mushtaq

Assistant Professor, Fashion Communication, Srinagar

## Area of Teaching and Research:

He is an Assistant Professor at NIFT Srinagar, associated particularly with Fashion Communication, where his teaching and research interests include Storytelling & Narratives, Theatre, Fashion Film, Immersive Art, Moving Image, Documentary, Craft Research and Craft-based Product Development.



An acclaimed artist, a theatre Olympian from Kashmir whose work explores intersections of memory, spirituality and indigenous identity through drama, film and writings.

He has an honours in english literature , masters in mass communication. He was also a documentary film fellow at the George Washington University and an artist in residence at Nazareth University USA.

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# Mr. Mohammed Javed Jamal

Assistant Professor, Fashion Communication, Srinagar

## Area of Teaching and Research:

Animation, Visual Communication, Filmmaking, Branding, Digital Media, Moving Image and Editing, Studio Photography, Social Media Marketing, Creative Thinking and Skills.



Mohammed Javed Jamal is an Assistant Professor in the Department of Fashion Communication at the National Institute of Fashion Technology (NIFT), Srinagar, where he also serves as the IDL Coordinator and Coordinator for Continuing Education (CE) Programs. With over 11 years of combined industry and academic experience, he specializes in animation, visual communication, filmmaking, branding, and digital media. Before joining NIFT in November 2022, he worked for eight years as a Creative Producer at Prime Focus Technologies Ltd., contributing to major Bollywood films and television commercials for leading brands. His expertise spans animation, video editing, visual effects (VFX), color grading, and sound mixing. At NIFT Srinagar, he teaches courses including Moving Image and Editing, Studio Photography, Social Media Marketing, Branding and Promotion, and Creative Thinking and Skills.

He is currently pursuing a Ph.D on "Fashion in 3D Animated Films in the 20th Century: Analyzing the Role of Costume Design in Character Identity and Storytelling." His research focuses on costume design, visual storytelling, digital fashion, animation, and the application of artificial intelligence in 3D animated films. He actively presents his research at national and international conferences. In 2026, he presented and published the paper "Costume Design as a Narrative Mechanism: The Impact of AI on Visual Storytelling" at the Generative AI in Education for Viksit Bharat @2047 conference.

Beyond teaching and research, Mohammed Javed Jamal is passionate about photography, filmmaking, stop-motion animation, and cinema. He actively mentors students through experiential learning by connecting them with local artisans to promote the understanding and preservation of Kashmir's rich craft heritage. His engagement includes documenting and exploring traditional crafts such as Sozni, Aari, Pashmina, Willow Wicker, and Stone Carving, fostering meaningful collaborations between design education and indigenous craftsmanship.

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# Ms. Ikra Syed

Assistant Professor, Fashion and Lifestyle Accessory, Srinagar

## Area of Teaching and Research:

Design fundamentals, design process, user centric design, design strategy and systems thinking, history, social design.



Ms. Ikra Syed is an architect and academic currently serving as an Assistant Professor in the Department of Fashion and Lifestyle Accessory. With a strong foundation in architecture, she brings interdisciplinary expertise in design process, user-centric and socially responsive design, spatial and environmental design, and lifestyle product design. Previously, she served in the Department of Fashion Communication, contributing to areas including space design, design strategy, and systems thinking. Her expertise in spatial planning and design is further reflected in her professional contributions to the G20 Summit exhibitions in Agra and Goa, where she contributed to the development of spatial and experiential environments.

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# Dr. Deepti Pargai

Assistant Professor, Textile Design, Srinagar (Short-Term)

## Area of Teaching and Research:

Sustainable Textiles, Functional & Protective Finishes, Natural Dyes, Unconventional Natural Fibres, Surface Design, Weaving, Textile Heritage & Innovation



Dr. Deepti Pargai is an Assistant Professor in the Department of Textile Design at NIFT Srinagar. Her research focuses on sustainable and functional textile development, with expertise in natural dyes and finishes, unconventional natural fibres, surface design, weaving, and textile heritage. Her work explores the application of traditional textile knowledge and natural materials through contemporary design and technology.

She is a recipient of the Swarna Jayanti Award from the National Academy of Sciences, India (NASI) and has qualified UGC-NET, JRF, and SRF. Her research contributions include publications in national and international journals and books, scholarly contributions with Springer Nature and Taylor & Francis, and a filed patent. She has also guided Ph.D. research in functional acoustic textiles, inclusive adaptive clothing as well as in tribal textile design. Her specialized teaching areas include Surface Design, Textile Innovation, Textile Heritage of India, Natural Dyes and Finishes, Sustainable Textiles, Functional Protective Finishes, and

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# Mr. Sankhadip Bhattacharyya

Assistant Professor, Fashion Management, Srinagar (Short-Term)

## Area of Teaching and Research:

Fashion Retailing, Retail Operations, Branding, Marketing, E-commerce, Visual Merchandising, and Design Management with a focus on the intersection of design, strategy, and contemporary fashion business practices.



Sankhadip Bhattacharyya is an academic and industry professional specialising in Fashion Management, Retail Operations, Branding, and Marketing. He holds a Master's in Fashion Management and brings over five years of corporate experience in international marketplaces, complemented by more than four years of academic experience. Currently associated with NIFT Srinagar, his areas of teaching and research include fashion retailing, branding, global marketing, e-commerce, consumer behaviour, and design management. His academic contributions include Scopus-indexed publications, national conference papers, and co-authorship of the book Marketing Management. With a background in Design and Fashion Management, he brings an interdisciplinary, industry-oriented approach to fashion education and research.

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# Mr. Ashish Verma

Assistant Professor, Fashion and Lifestyle Accessory,  
Srinagar (Short-Term)

## Area of Teaching and Experience:

Material Manipulation, Craft Research, Prototyping,  
Manufacturing, Design Process,  
Portfolio Development.



Ashish Verma is an Assistant Professor in the Department of Fashion & Lifestyle Accessory Design . He is a graduate in Fashion & Lifestyle Accessory Design from NIFT Shillong and holds a Master's degree in Journalism & Mass Communication. With over six years of professional experience in the export sector, particularly within the home décor and furniture industry, his practice encompasses material exploration, product development, design innovation, and manufacturing, with a strong expertise in wood, metal, and bamboo. His professional journey extends beyond industry into extensive field-based engagement with craft clusters across Northeast India. Working closely with artisans, indigenous materials, and traditional making practices has shaped his perspective on the relationship between material, culture, craftsmanship, and contemporary design. His pedagogical and professional interests lie in creating meaningful intersections between craft heritage and contemporary design, translating material knowledge and traditional techniques into refined, innovative, and contextually relevant design outcomes.

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# Mr. Nikhil Samanta

Assistant Professor, Textile Design, Srinagar (Short-Term)

## Area of Teaching and Research:

- All categories of Print Designing (Basic to Advance)
- Weaving (Basic to Advance)
- Surface ornamentation ( Basic to Advance)
- Technical and smart textiles.
- Design Fundamentals.
- Visualization and representation.
- Fashion innovation in functional clothing.
- Value addition in exports, retail as well as in couture and pret.
- Visual Merchandising and
- Portfolio Development.



A versatile designer and educator in NIFT, Gold Medalist in Textile Design, holds degrees from Visva-Bharati University and NIFT Bhubaneswar. With 5 years experience, he blends academic insight and industry practice. He has worked with Max and FirstCry, taught at various NIFT campuses, and brings expertise in textile, fashion, and in UI/UX designing as well, offering a unique cross-disciplinary design perspective.

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# Mr. Mannan Seikh

Assistant Professor, Fashion and Lifestyle Accessories,  
Srinagar (Short-Term)

## Area of Teaching and Research:

Product Sketching and rendering, Visual and representation,  
Art design and aesthetic, visual culture and Design process.



Mannan Seikh is a Visual Arts educator with an MFA in Printmaking from the University of Hyderabad and a BFA in Painting from Rabindra Bharati University, Kolkata. He has five years of teaching experience at Maulana Azad National Urdu University (MANUU), a Central University. His areas of teaching and interest include Drawing, Painting, Printmaking and New Media.

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