



# AMITY UNIVERSITY

## UTTAR PRADESH

**AMITY DIRECTORATE**  
*of*  
**APPLIED ARTS/FINE ARTS/PERFORMING ARTS/ VISUAL ARTS**

### **WEBINAR REPORT**

### **ALUMNI PANEL DISCUSSION**

**“Strategies for Developing Skills and Competency to be Industry Ready for successful progression of Fashion & Textiles graduates from Campus to Corporate”**

Organized by  
**AMITY SCHOOL OF FASHION TECHNOLOGY**

**ACTIVITY CODE: AAA01**

**DATE & TIME- 26th July 2022, 4:15 pm**

**SPEAKERS:**

#	Name	Designation	Organization	ASFT Program/ Batch
1	Mansha Negi	Merchandiser	Team Merchandising	B.Sc TD 2017
2	Ashina Jain	Owner	Allure Exclusives	MBA FM 2016
3	Parantap Shekhar	Owner/ designer	Parantap Shekhar	B.Sc FD 2013

**Attendees- 66**

**Faculty members-8**

**MS Teams Link:** [https://teams.microsoft.com/l/meetup-join/19%3a\\_v09ARP13cLs4vls3yznmtowqGvEwDPJT1ogYnxksws1%40thread.tacv2/1658486342398?context=%7b%22Tid%22%3a%228d46a076-d093-416d-a57b-8692cde13bf8%22%2c%22Oid%22%3a%22294730d8-786c-4cbe-99eb-dbad9a248d52%22%7d](https://teams.microsoft.com/l/meetup-join/19%3a_v09ARP13cLs4vls3yznmtowqGvEwDPJT1ogYnxksws1%40thread.tacv2/1658486342398?context=%7b%22Tid%22%3a%228d46a076-d093-416d-a57b-8692cde13bf8%22%2c%22Oid%22%3a%22294730d8-786c-4cbe-99eb-dbad9a248d52%22%7d)

**Video link:**

**OBJECTIVES:**

- Discuss opportunities in the fashion & textiles industry

- Discuss future workplace and job roles in the industry
- Discuss skills that will be needed by the students for industry
- Motivate students
- Outline career prospects
- Motivate for entrepreneurship

#### **ABOUT THE SPEAKERS:**

##### **Parantap Shekhar- Owner/ Designer, label Parantap Shekhar**

A Design graduate from the batch of 2013 launched his label in 2016. He is an originator who has consistently adhered to his style and imaginativeness which set him apart from bland money-making fashion businesses. He is best known for making style statements that make his costumes novel.

With a unique skill in mixing the great traditional with the contemporary, the antique with the new and inventive use of weaves & textures, he creates collections that are an impression of luxury for both men and women. His outfits are works of art with superior quality that are like legacies in any wardrobe.

##### **Ms Ashina Jain, Owner, Allure Exclusives**

-

Ashina completed her post graduate degree in MBA in Fashion Management from ASFT Amity University, 2016. She was a star performer while in college and received “Certificate of Merit” for her excellent performance during post graduation. She was also awarded “Best in Leadership Qualities” award. She started her career as a merchandiser at RMX Joss and then became Assistant Category Merchandising manager at ShopClues. An enterprising girl like her, always wanted to be her own boss so soon, she launched her handcrafted, pure silver, jewellery brand called Allure Exclusives.

##### **Ms Mansha Negi, Merchandiser, T Merchandising**

After graduating in Textile Designing from the batch of 2014-2017 Mansha was presented with the job opportunity with a leading export house, Radiant Exports. Being an enthusiastic and quick learner, along with her organizational skills, Mansha has grown as a merchandiser where she has worked with companies like Renuka Inc. and UA India Sourcing, managing orders for customers like Bed, Bath & Beyond and Anthropologie, USA/ UK. Presently, she is working with T merchandising services private Ltd.

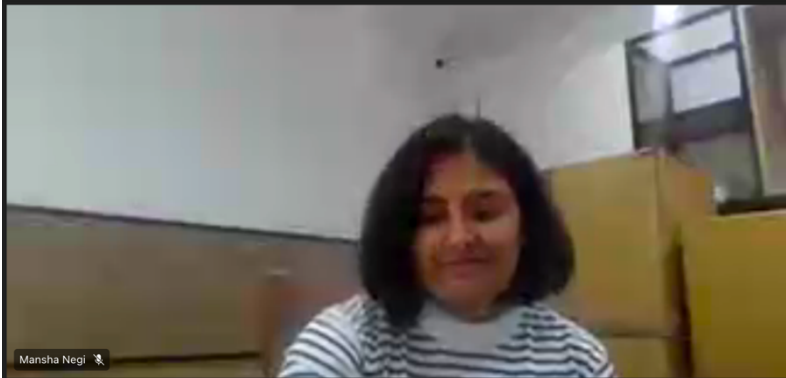
#### **ABOUT THE SESSION:**

A Panel Discussion session was organised on 21<sup>st</sup> July, 2021 to help students interact and engage with alumni on the theme- “Strategies for Developing Skills and Competency to be Industry Ready for successful progression of Fashion & Textiles graduates from Campus to Corporate”

It is generally observed that students have a lot of queries related to their career progression. They want to know regarding the opportunities available in the industry and how to enter their chosen field of career. The session was an awareness session to inform students about the job roles that are now available due to the changed scenario that has resulted due to Covid 19 and Industry 4.0. They were also informed about the skills and competencies that are most important for working in the industry. Interaction with alumni helped them in understanding how they can prepare better for roles in the industry

Major points discussed:

- 1) Journeys of all the alumni
- 2) College experience of alumni
- 3) Importance of internships
- 4) Starting own venture
- 5) Social Media & its importance
- 6) Keeping the customer happy (building & retaining customers)
- 7) Cracking interviews
- 8) Keeping up with fashion trends
- 9) Career options in retail
- 10) Career opportunities for students
- 11) Continuous skill upgradation
- 12) Resolving doubts and queries



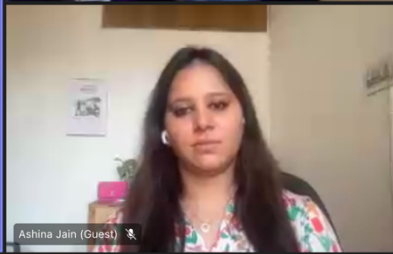
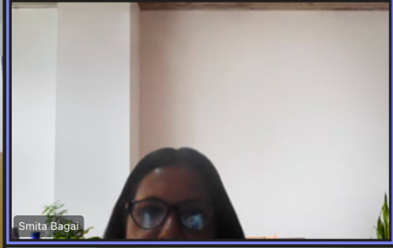
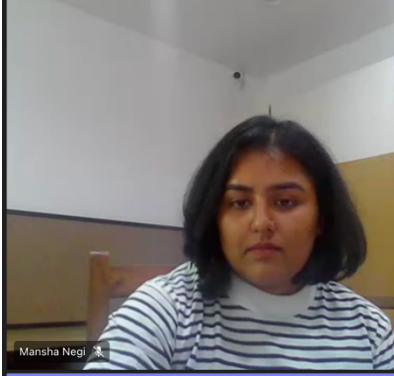
Participants

Type a name

Share invite

In this meeting (28) Mute all

- Nidhi Jain Mishra
- AKANKSHA GUPTA
- ARYAN BHANDARI
- Ashina Jain (Guest) Meeting guest
- AVNEET GUPTA
- AYESHA GUPTA
- BENJAMIN LOITONGBAM
- ENAKSHI BISWAS
- GARGI RATRA
- JESI VERMA
- KHUSHI JAIN
- Manpreet Manshahia
- Mansha Negi External



Participants

Type a name

Share invite

In this meeting (45) Mute all

- Nidhi Jain Mishra
- AARTY
- ADITI JAIN
- ADITI SINGH
- Ahmed Ashraf Zaidi
- AKRITI GAUTAM
- AKRITI SINGH
- ARYAN BHANDARI
- Ashina Jain (Guest) Meeting guest
- AVNEET GUPTA
- AYESHA GUPTA
- BENJAMIN LOITONGBAM
- CAARVI SONI

