



Progress on SDG 1



Year 2023

Mumbai - Pune Expressway Bhatan, Somathne, Panvel,
Mumbai, Maharashtra 410206



AMITY UNIVERSITY MAHARASHTRA

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Community Outreach Programme - 26/09/2022

ASFDT inaugurated its community outreach centre in June 2022 and signed an MOU with Rotary Club, Smart City Navi Mumbai and Param foundation, Navi Mumbai in September 2022. They have generously sponsored 30 sewing machines for the centre. For Innovation week ASFDT planned to begin the batch for the tailoring course (cutting and sewing).

The courses conducted under the community outreach program are focused on providing training in various design-oriented skills to women from the peri-urban areas, hence empowering them by opening avenues of income generation and helping them to become financially independent. ASFDT has initiated its first batch for cutting and sewing course which is of 8 weeks. The programme is being conducted by one of ASFDT part-time faculty member Ms. Nutan Kajbaje who is an expert in Pattern Making and Garment Construction and have undertaken many other training programmes. She is the also the coordinator for the Community Outreach center.

The guests were mostly women from neighbouring village of Bhatan and Bhatan pada. The outreach program creates a partnership between the communities and the educational institutions. The first level of the 8-week course included training on 'Traditional Embroidery Sitiches' (*Paramparik Kadhai*). 16 women from village Bhatan and Bhatan Pada attended and completed this course successfully. The course included process of design transfer to cloth, design development for various placements besides embroidery stitches like stem, satin, herringbone, lazy-daizy, bullion, French knot and so on. 22 women successfully completed Level II of the programme- an 8-week course in 'Traditional Embroidery and Yarn Craft'. The course structure included mirror embroidery, crochet, and macramé. The course work included creating beautiful hand-made fashion accessories and other household products.

The three main goals of outreach program are to improve learning, promoting civic engagement, and strengthening local communities by assisting them in generating income through skill development. Hence, these courses conducted under this program were focused on providing training in various design-oriented skills to women.



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Women will be trained for cutting and sewing of women's garments. Professional cutting and sewing for customized tailoring as well as mass production. This is an 8 week course where women will be trained to make basic and variation of salwar, kurta, blouse, petticoat etc. ASFDT can conduct more such sessions with people from underprivileged sections of society. These people can be made adept in skills like advanced tailoring, embroidery (hand & machine), yarn craft, tie and dye etc., which can help them in setting up their own income-generating enterprise.

The poster features the Amity University Mumbai logo at the top right. Below it, a photograph shows a woman in a light blue sari operating a sewing machine while another woman in a blue and red sari looks on. The text on the poster reads: "Initiation of community out-reach Program", "CUTTING AND STITCHING COURSE FOR WOMEN OF ADJOINING VILLAGE", "Monday, 26th September 2022", "11: 00 A.M. onwards", and "Venue: 4th floor, Room No-403, A2 building." Below the photograph, a paragraph states: "Amity School of Fashion Design & Technology inaugurated it's community out-reach centre in June 2022 recently signed an MOU with Rotary Club, Smart City and Param foundation, Navi Mumbai." At the bottom, two circular portraits are shown. The first is labeled "Chief Patron:" and identifies "Dr. Aseem Chauhan, President, Amity University Mumbai". The second is labeled "Patron:" and identifies "Dr. A.W. Santhosh, Pro Vice Chancellor, Amity University Mumbai".



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The inspiring factor for organizing this event was to commemorate the birthday of Hon. Chancellor Dr. Aseem Chauhan who always inspires for innovation and giving back to the society. The missions of Amity University is:-



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Social Responsibility wherein the University creates and nurtures an inclusive environment where everyone can develop their full potential and contribute to the interest of the society. Service wherein the university seeks to serve the diverse, personal, and professional development needs of its constituents and encourage habit of engagement, caring, and civic responsibility by emphasizing a connect between service, excellence, and career growth. ASFT is working for these missions since 2016.

ASFT inaugurated its community outreach centre in June 2022 and signed an MOU with Rotary Club, Smart City Navi Mumbai and Param foundation, Navi Mumbai in September 2022. They have generously sponsored 30 sewing machines for the centre. For Innovation week ASFT planned to begin the batch for the tailoring course (cutting and sewing). The courses conducted under the community outreach program are focused on providing training in various design-oriented skills to women from the peri-urban areas, hence empowering them by opening avenues of income generation and helping them to become financially independent.

ASFT has initiated its first batch for cutting and sewing course which is of 8 weeks. The programme is being conducted by one of ASFT part-time faculty member Ms. Nutan Kajbaje who is an expert in Pattern Making and Garment Construction and have undertaken many other training programmes. She is the also the coordinator for the Community Outreach center. The guests were mostly women from neighbouring village of Bhatan and Bhatan pada. The outreach program creates a partnership between the communities and the educational institutions.

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Women will be trained for cutting and sewing of women's garments. Professional cutting and sewing for customized tailoring as well as mass production. This is an 8-week course where women will be trained to make basic and variation of salwar, kurta, blouse, petticoat etc.

ASFT can conduct more such sessions with people from underprivileged sections of society. These people can be made adept in skills like advanced tailoring, embroidery (hand & machine), yarn craft, tie and dye etc., which can help them in setting up their own income-generating enterprise.

Workshop on Material Exploration for Design Diversification

World Fashion Day is celebrated each year on 21st August and is seen as an occasion to bring the creators, presenters and executors of fashion to the forefront. Fashion encapsulates textiles, and crafts of the world. It is a celebration of the uniqueness and differences of cultures, traditions, and skills of artisans globally. To commemorate this day, School of Fashion Design and Technology, Amity University, Mumbai with IQAC planned a series of Workshops on 'Material Exploration for Design Diversification'.

Mr. Avadhut Vitthal Magar, Ceramic Artist, S.P.J. Sadhana School as Visual Arts & Crafts, Sophia College Campus, Mumbai. Mrs. Kajal Gaitonde Waikar, Owner of Art Chakra were invited. Based on the individual guests' educational qualifications and expertise in the respective crafts for the material exploration workshop, Amity School of Fashion Design and Technology invited the session experts. The expertise of the guest and the possibilities of conducting other workshops, projects etc were the key criteria for inviting experts. The session experts were known to Mrs. Vandana Deshmukh, Assistant Professor at School of Fashion Design and Technology, Amity University, Mumbai, as they are in the same professional circle and are alumni of Sir J. J. School of Arts, Mumbai.

The students of semester V and semester VII, along with faculty members of School of Fashion Design and Technology, Amity University, Mumbai, attended the webinar. Around 85 participants were divided in two batches. Two workshops were conducted- Clay exploration from 9:30 am-12:30 pm and Metal craft from 1:30-4:30 pm.



Mr. Avadhut demonstrated how to work with terracotta, stoneware clay and modular clays. The use of commonly available tools (like toothpicks, pens, ice-cream sticks, etc.) to create textured designs were demonstrated. Students experiment with all the materials and the tools while also explaining how to incorporate various hooks and wires for the accessories.

Ms Kajal Gaitonde demonstrated carving techniques on Sun board. The methods of creating 3D designs using materials like Jute rope, layering with sun-board was demonstrated. Finishing with foil to give different effects of shading and emphasis on depth was done by students.


Expert demonstrated wire moulding as a technique of making accessories. The use of right tools to handle metal wires of different materials like copper, steel etc were explained. All participants experienced a practical approach to material exploration with various tools for creating textured designs. This learning will come handy in subjects like Design and development of Fashion accessories, Graduation design collection, craft studies etc.



A multitude of products like Idols, jewellery and accessories like necklaces, pendants, rings, earrings and so on were created which can be worn. Students were taught the technique which can be further used by them to create products of their choice. The techniques taught gives students a scope to become an entrepreneur. With subjects like Design and development of fashion accessories, Textile art, Craft studies, Graduation design collection the learning from this workshop will be used. Yes, the guest is keen on conducting more workshops for students. Mr. Avadhut was interested in writing joint papers and for participating in conference.



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WORLD FASHION DAY CELEBRATIONS
WORKSHOP ON
Material Exploration for Design Diversification.

Friday, 26th August 2022
Venue: A2 Block, Room No. 410, 4th floor


Clay accessories
By **AVADHUT MAGAR**
HOD, S.P.J. Sadhana School,
Sophia College Campus, Mumbai
Time: 9:30am to 12:30pm


Metal Craft
By **KAJAL GAITONDE**
Founder of Art Chakra
Time: 1:30pm-4:30pm



Organised by
SCHOOL OF FASHION DESIGN AND TECHNOLOGY
AMITY UNIVERSITY, MUMBAI





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Industry Visit to Ahmedabad - 12/12/2022- 15/12/22

Onward Journey Date: 12th December 2022 by Vande Bharat at 6.30 am from Mumbai Central. Reached Ahmedabad at 12 o'clock on the same day. Same day visited Colour Ashram. It is a sustainable Natural Dye manufacturer and are one of the very few industrial dyeing houses working with dyeing and printing with only naturally obtained vegetable and mineral dyes. The Founder is Ms. Namrata Jain who showed and engaged all students in the following activities. Interaction session on introduction to natural dyes, Hands-on session to understand chemistry of natural dyes, Factory tour of industrial natural dyeing, Factory tour of stitching and screen-printing department, Gallery tour of more than 100 samples of natural dye application.

On 13th December: Visited Sabarmati Ashram in front of Sabarmati Riverfront. Museum with manuscripts written by Mahatma Gandhi and his teachings were displayed. Also, the place where he lived and the history of his great work, philosophy, and the peaceful and simple life that Mahatma Gandhi led were depicted in this place.

Patan Village which was 3 hours from main city of Ahmedabad and met Mr. Vinayak. K. Salvi, Master weaver of Double Ikat and the Famous Patola weaving Unit where students



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were shown the technique and intricacy of this Traditional Textiles of India. Patan Patola (Double Ikat) Patola from the area of Patan in the north Gujarat region of western India glorifies this heritage with its unique gemlike qualities gorgeous colours, designing and durability. It has no reverse side. Both the sides have equal intensity of colour and design. Historically, the art of double ikat Patola weaving dates to centuries.

Rani ki Vav, one of the known stepwells where students saw an Architectural marvel with carvings and Murals of Century old historical significance. Silted over, it was rediscovered in the 1940s and restored in the 1980s by the Archaeological Survey of India. It has been listed as one of the UNESCO World Heritage Sites in India since 2014. Modera Sun Temple which is one of the most exquisitely sculpted temples in India, the Sun Temple in Modera Gujarat is a prominent shrine dedicated to Hindu Sun God. which becomes extraordinarily beautiful when the Sun rises and Sunsets. The light and Sound show enlightened the history of the shrine.

14th December 2022, Lalbhai Dalpat Bhai Museum, Lalbhai Dalpat Bhai Museum, abbreviated L. D. Museum, is a museum of Indian sculptures, bronzes, manuscripts, paintings, drawings, miniature paintings, woodwork, bead work and ancient and contemporary coins in Ahmedabad, Gujarat, India. The historical treasures at this museum were numerous. The Calico Museum of Textiles, The Calico Museum of Textiles, under the aegis of the Sarabhai Foundation, is India's premier textile museum. Its collection of Indian textiles is considered by many to be the finest and most comprehensive in the world. The textiles, along with the Sarabhai Foundation's outstanding collection of Indian bronzes, Vaishnava picchavais, Jain art, and miniature paintings, are housed in this museum. It also contains the mementos of the monarchs and their attire, whose practical visuals gave a whole distinct perspective on the history.

National Institute of Design National Institute of Design (NID) is internationally acclaimed as one of the finest educational and research institutions for Industrial, Communication, Textile and IT Integrated (Experiential) Design. It is a statutory institute under the DPIIT, Ministry of Commerce and Industry, Government of India.

Arvind Mills – Denim Section, Arvind Limited is a textile manufacturer and the flagship company of the Lalbhai Group. The company manufactures cotton shirting, denim, knits,



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and bottom weight (khaki) fabrics. It has also recently ventured into technical textiles when it started Advanced Materials Division in 2011. It is India's largest denim manufacturer. A textile manager gave a complete tour of the factory inside Arvind Mills, explaining every little detail about textiles and the entire process of how things are done there. From raw materials, yarn, to finished fabric, and various finishing processes were explained. Additionally, students also got to meet their design team and their trend analysis and their new collections. Return Journey 14th December 2022 by Lok Shakti Express from Ahmedabad Railway Station and reached Mumbai in the morning on 15th December 2022.





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