



AMITY UNIVERSITY

UTTAR PRADESH

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

WEBINAR REPORT

Conference

RE-ENGINEERING HIGHER EDUCATION FOR STUDENTS' PROGRESSION : "SKILL SETS THAT WILL DOMINATE IN THE KNOWLEDGE & DIGITAL ECONOMY"

Panel Discussion

"Changing Scenario of Fashion & Fine Arts Industry due to COVID Pandemic: Way forward and opportunities for graduates in their career progression"

Organized by

AMITY SCHOOL OF FASHION TECHNOLOGY

ACTIVITY CODE: AAA14

DATE & TIME- 25th June 2021, 11:45am

SPEAKERS:

#	Name	Desig.	Org. / Institute	Area of expertise	Contact Details	
					Email	Phone
1	Shweta Duggal	Founder & Textile Designer	Belleven	Designing & Entrepreneurship	rosh.shweta@gmail.com	9910106110
2	Manish Hans	UX Lead	Capgemini India	UX design	manishhans.idc@gmail.com	9619013803
3	Naresh Kumar K	Brand Training Manager	Louis Philippe, Madura Fashions	Talent Management	mdukkn@gmail.com	9840289116
4	Garima Joshi	Designer	Publicis Sapient		Joshigarima0604@gmail.com	83779 88198

5	Huma Khan	Costume Designer & Filmmaker	Freelance	Fashion Design	huma.zk95@gmail.com	9971440895
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Session in charge: Prof.(Dr.) Pradeep Joshi, Director General (Amity Directorate of Applied Arts / Fine Arts / Performing Arts / Visual Arts) & Dean (Faculty of Applied Arts/Fine Arts/Performing Arts/Visual Arts) & Director (ASFT, ASFA & ASPA)

Session MC/ Moderator: Ms. Nidhi Jain Mishra, Manager CRC & Alumni Coordinator, ASFT AUUP

Attendees- 511

Faculty members-3

Zoom Link: <https://amityuni.live/ICSP21-Track7>

Video link: <https://youtu.be/EFvzmukVLXI>

OBJECTIVES:

- Understanding new requirements of the fashion & Fine Arts industry in post-covid era
- Understanding future roles & skillsets in the fashion & Fine Arts industry in Post Pandemic Era
- Strengthening relations with the alumni for mutual benefit
- Developing Future Strategies for Students' progression as per the changing scenario.
- Sharing Best Practices by HEIs in Career Progression as per Aspirations of Graduates. Strengthening the bond with our alumni

ABOUT THE SPEAKERS:

Mr Manish Hans

Manish is UX lead at Capgemini Invent & loves creating engaging experiences for the users. He is always actively advocating for user needs in his 10+ years of industry experience.

After pursuing Bachelor's in Fine Arts from Amity University in 2009, he joined IDC, IIT Bombay to pursue his Post graduation, according to him though IIT gave him maturity in design thinking but Amity laid the ground for strong foundation in his education.

Apart from his regular work, he loves mentoring students & ux designers in various design skills, & also helps startups to build a strong UX team. He is also an SLP (Startup Leadership Program) fellow which is a highly selective training program and lifetime network for outstanding founders and innovators.

Shweta Duggal

Shweta Duggal, a fashion design graduate from Amity School of Fashion Technology, batch of 2010, founded home décor company, Belleven in 2012. Formally known as Acasa, the brand was re-designed and re-launched as Belleven in 2018. Shweta is an enthusiast and gathers inspiration wherever she goes. Shweta envisioned a company that channelled her passion for textiles, her legacy and her knowledge of fabrics to create collections that catered to the domestic and the international market. She has realized her dream of establishing a decor and home furnishings brand that catered to the aware Indian consumer with its local global appeal and abided by innovative design, exemplary quality and aesthetics to the home décor arena here.

She distills her ideas in creating imaginative designs into a variety of fabulous and functional products for home products that simplify customers lives and bring comfort to their home. From ideation to production, each and every design is personally reviewed by Shweta and her development team.

Naresh Kumar

Naresh hails from south India, Madurai in Tamil Nadu. He is a graduate from NIFT in garment manufacturing and did his post-graduation from Amity School of Fashion Technology (**MA Fashion Retail Management**) in the year 2011. He also did his executive Masters from IIM Calcutta in strategic Human Resources. He has worked with an export house and then moved into Retail industry. In his 10 years of professional career he has been associated with many leading retail brands of the country like Woodland shoes, Lifestyle, LULU group and Louis Philippe!

Currently he leads Learning and Organisational Development for Louis Philippe, part of Aditya Birla Group.

Huma Khan

Huma Khan is Fashion Stylist and a Costume Designer in the Indian Film Industry. She started her career as a Fashion Marketeer and went on to wear several hats in the course of her career. Her culturally diverse background and keen interest in meeting people and travelling has sharpened her ability to bring out realism in her work. She has worked in several Advertisements, Photoshoots, Films for some of the most decorated names in the industry such as Harpers Bazaar Bride, Maxim's India, Netflix, MTV to only name a few. Everywhere that she has worked she has been widely praised for her ability to do referencing, sourcing, fittings and colour co-ordinating.

Ms. Garima Joshi

Garima Joshi, a UI/UX designer by day and an illustrator by night. Love to follow her passion for art and design together.

She uses art and design skills for conceptualization and creative problem solving, thereby designing empathetic solutions and connecting with the larger group. She strongly believes, that illustration is a powerful medium to express emotions and positively influence people around the world. She is currently working as an Experience Designer at Publicis Sapient, Delhi. She considers herself an art student forever and has completed a master's degree in Communication Design from Industrial Design Center, IIT Bombay in 2018 after pursuing Bachelor's in Fine Arts (Applied Arts) from Amity University in 2016.

ABOUT THE SESSION:

An alumni Panel Discussion session was organised on 25th June, 2021 to help students interact and engage with alumni on the theme- “Changing Scenario of Fashion & Fine Arts Industry due to COVID Pandemic: Way forward and opportunities for graduates in their career progression”. This was chosen to give positive inputs to the students of the skills and competencies required in Industry 4.0

Students’ Progression is a decisive factor of successful completion of any program at the graduate or postgraduate level. Monitoring of students’ progression is a process that provides opportunities and support to the students to choose their career options on completion of their respective programs. It also navigates the institutions to use student performance data to continually evaluate the effectiveness of their teaching learning process and be more informed to make decisions to develop industry ready students.

Due the Covid Pandemic the education institutions across the globe have shifted their teaching, learning and assessment processes to the online/ hybrid mode. The future skills and job profiles are also changed to cater the needs of prevailing industry scenario. Further, National Education Policy 2020 (NEP2020) emphasizing on integrating employability and skill development in curriculum. It also focuses on need of industry academia collaborations for developing future ready talent in Higher Education institutions.

Major take-homes from the session were:

- jobs are still there but what one needs to understand is that upskilling oneself according to the need of the industry is important.
- Starting with the first point, when the pandemic started, a lot of industries suffered & fashion was one of them which actually plays a monopoly in the market and hit an all time low, thereafter, pushing people to shut down their stores & move online. The good part of this was the emergence of digital platforms. The shift to the digital platforms has actually helped everyone to make the maximum out of the opportunities at low investments.
- Sustainability & comfort are now major factors that the customer considers.
- Students must pursue our marketing strategy courses.
- Higher education is always helpful.
- The retail industry is very customer centric and this is the industry and this is the industry that has been hit the most by the pandemic.
- For students looking at a career in fashion, there are few skill sets that they should focus on analytics and technology.
- Jack of all & master of none' is always considered to be as a negative connotation, but as we are progressing ahead, this has become an imperative need.
- it is very important to be strong in your basics. Your strong foundation will always give you more confidence when you step out in the real market.
- User experience design is all about the reasons for which you design, it has become the core of all the designing that we do nowadays. User experience design is focused on human centric solutions.

- With digitalization, the best thing that has happened that all the design sources have become really accessible. From learning particular softwares, it is also very important to learn design thinking.

Outcomes of the session:

- Understand how the global fashion & Fine Arts industry has evolved due to the pandemic
- Analyse the impact on jobs and careers in various sectors of the fashion & Fine Arts industry due to Covid
- Evaluate the skill sets of students vis-à-vis the changing demands of the industry
- Create effective strategies to revamp course curriculum in alignment with the emerging requirements of the industry.



AMITY UNIVERSITY
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Three Days International Conference on Students' Progression (ICSP '21)

Theme: "Re-engineering Higher Education for Students' Progression: Skillssets that will dominate in the Knowledge & Digital Economy"

24th-26th
June 2021

25
June
2021

Track - 7 : Session - 7.6
11:45 am - 1:15 pm

Session Title:

Changing Scenario of Fashion & Fine Arts Industry due to COVID Pandemic: Way forward and opportunities for graduates in their career progression.

Session Incharge



Prof. (Dr.) Pradeep Joshi
Director General (Amity Directorate of Applied Arts/ Fine Arts/Performing Arts/ Visual Arts) & Dean (Faculty of Applied Arts/Fine Arts/Performing Arts/Visual Arts) & Director (ASPT, ASFA & ASIPA)

Session Coordinators



Ms. Nidhi Jain Mishra
Manager CRC, ASPT



Mr. Kaushik Lohani
Asst. Professor & Programme Leader, ASFA

Patron - In - Chief



Dr. Ashok K Chhabra
Founder President

Patron



Dr. Anil Chhabra
Chancellor, AUUP

Conference Chair



Prof. (Dr.) Balyinder Shukla
Vice Chancellor, AUUP

Session Chair



Mr. Manish Hans
UX Lead, Cppgemini

Distinguished Speakers



Ms. Shweta Duggal
Founder & Textile Designer
Believen



Mr. Naresh Kumar
Brand Training Manager
Louis Philippe



Ms. Huma Khan
Costume Designer
& Filmmaker



Ms. Garima Joshi
Experience Designer
Publicis Sapient

URL Link : <https://virtualevents.amizone.net/>

Website : <https://amity.edu/ICSP2021/index.html>

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Speaking: Administrator, Manish Hans

Participants: Participants | Chat

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Cisco Webex Meetings (Moderated unmute mode) Meeting Info Connected

Speaking: Shweta Duggal U6037258 kaushiklohani



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Speaking: naresh.kumark Shweta Duggal kaushiklohani U6037258



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Speaking: Huma Khan

Nidhi Jain Mishra (Me) Shweta Duggal kaushiklohani U6037258 Administrator Dr Anupam Narula Garima Joshi

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naresh.kumark

Huma Khan

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