

Dr. Malini Divakala

Professor, Fashion Design, Hyderabad

Title of Dissertation of PhD - 'Contemporary Articulation and Sustainability of Painted Textile Tradition of South India-A Case Study on Kalamkari/Vraatapani'

Area of Teaching and Research - Fashion, Draping, Textile studies, Traditional textiles, Value addition, Research, Craft studies



Malini is a Professor and a founding member of the dept of Fashion Design at Hyderabad campus. She is an alumna from Maharaja Sayajirao University, Vadodara and she pursued her doctoral studies in the field of traditional textiles from NIFT, Delhi. She was trained at FIT, New York through a faculty exchange program. With 27 years of experience she is a strong academician and worked as a mentor, leader, administrator, author and researcher. Her keen interest in Indian textiles formed the base for her doctoral thesis on Kalamkari of Andhra Pradesh. She has contributed to papers in International journals and conferences and authored a book on Fabric studies for CBSE.

She has executed several design projects pertaining to uniform design and conducted fashion shows to showcase textiles and curated exhibitions for various Government and professional organisations

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Ms. Fatima Bilgrami

Associate Professor, Fashion Design, Hyderabad

Area of Teaching and Research - Fashion Studies, Fashion Illustration & Design, Design Process & Journaling, Material Exploration, Range Development, Trend Forecasting, Portfolio, Craft studies



Fatima Bilgrami is an Associate Professor from Department of Fashion Design. Being an alumna of Fashion Design from NIFT-Delhi, she worked as a designer with domestic brands & apparel exporters. She held additional responsibilities as a Course Coordinator. She was further trained at FIT, New York for a Faculty Exchange Programme. She was deputed to NIFT Dubai and taught various nationalities. Her areas of specialisation are Fashion Illustration & Design, Concept Development, Design Process & journaling, Range Plan, Trend Forecasting, Costume Design, Material Exploration and Portfolio. Her passion for teaching & enhancing students creative and visualization skills has kept her at NIFT for 25 years. She has coordinated for several presentations and graduating Fashion Shows.

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Mr. G. M. Reddy

Associate Professor, Fashion Design, Hyderabad

Area of Teaching and Research - Graphic Software's, IPR , RDBMS & Crafts



G.M.Reddy is an Associate Professor with the department of Fashion Design. He was trained is ASCI through “Faculty Development Program”, previously he worked in DFT, AD,FP departments and also held additional responsibility as CIC, SDAC and Link CC (FP). At present he is the Centre Coordinator of Fashion Design Department, Hyderabad. He is Masters in Computer Management and specializes in Graphic software's, Craft projects. Passion for design brought him to join NIFT in the year 1999 at NIFT, Delhi. He has worked in the industry and has been an academician now since 22 years. He specializes in Graphic software's, RDBMS, Web applications and Crafts. He is associated with various craft cluster projects and GI registrations. He has publications in the area of IT and crafts in national journals.

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Ms. Jasti Pooja

Associate Professor, Fashion Design, Hyderabad

Area of Teaching and Research - Pattern Making, Fashion Design Theory and Practice and Fashion History



Jasti Pooja is an Associate Professor with the department of Fashion Design. An alumna from NIFT Hyderabad and NID Ahmedabad, she was working in the industry before joining NIFT as faculty in 2009. She specializes in Pattern Making, History of Fashion, Fashion Theory, Illustration and Design. She also held additional responsibility as a Course Coordinator in the Fashion Design Department.

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Ms. Shoba Uppe

Associate Professor, Fashion Design, Hyderabad

Area of Teaching and Research - Design Research, Surface Technique's, Couture and Bespoke Construction, Creative Pattern Making, Design Fundamental, Craft Research.



Shoba Uppe, Associate Professor dept of Fashion Design & Chairperson for Internal Complaints Committee (ICC) in respect of Group C employees for NIFT, Hyderabad. She is Alumna of NIFT Hyderabad, presently Pursuing her PHD in Design. She had an opportunity to visit International Fairs, Milan, Italy & Premier Vision, Paris in 2008. She has paper publications in the area of Design & craft. She had worked in various Garment Export Houses and played a vital role in establishing a Buying House called Khazana Creations in New Delhi. With 24 years of experience "19 years teaching at NIFT and 5 years in the industry". She also held additional responsibilities like: Course Coordinator (CC) for Fashion Design Dept. & Foundation Dept. Cluster Initiative Coordinator (CIC), Internal Linkages Coordinator (ILC). She executed several Govt & Private Design Projects and conducted Fashion Shows. She is specialized in teaching Design subjects like: Design Collection, Fashion Orientation, Design Fundamentals, Surface Design Technique, Garment Construction, Creative Pattern Making, Heritage Couture Construction, Bespoke Men, Pattern Appreciation

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Mr. Shovit Dasgupta

Assistant Professor, Fashion Design, Hyderabad

Area of Teaching and Research - History of Fashion, Design Ethnography, Fashion Design Process, Fashion Illustration, Socio-Cultural Contexts of Fashion, Design Aesthetics



Shovit Dasgupta is an Assistant Professor with the department of Fashion Design. He is an alumnus of the Fashion Design department, NIFT Kolkata with a Masters in Anthropology. He has been associated with the industry in the past in the capacity of a fashion designer working with handwoven handcrafted clothing. He has represented his brand at avenues such as the Lakme Fashion Week and Vogue India Fashion Fund. He has been into design education since 2016. As an educator, his primary focus is on looking at Fashion as a reflection of the society in the sociological, anthropological, and historical context with a query on Indian Fashion as a representative of the multitude of traditions and beliefs in particular and the diversity of the nation as a whole. He has published several papers in national and international journals of repute, and attended several conferences as an attendee and a paper presenter.

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Dr. Chiranjeevi Reddy

Professor, Fashion & Lifestyle Accessories, Hyderabad

Title of Dissertation of PhD - The Academic Management of Fashion Education in India

Area of Teaching and Research - Creative thinking skills, Product detailing, Manufacturing of lifestyle products, Packaging Design, Design intervention in handicrafts.



Presently he is the officiating Chairperson of F&LA Department, NIFT, H.O. He has more than 28 years of teaching, research and industry experience in the areas of lifestyle accessory design, design pedagogy, curriculum transaction, multidisciplinary student's assessment and evaluation. He has published over 15 research papers in the fields of design education and traditional crafts. He has attended and presented papers in various International Conferences like: International Educational Technology Conference, Chicago, USA; Global Academic Network Conference, Sydney, Australia; Hong Kong International Conference on Education, Hong Kong, China; Researching and Developing for Humanity Conference, Singapore; Reflections, Hyderabad, India. He has been conducting trainings for Indian craftsmen in product design, development and capacity building. He attends live educational career counselling on television channels like HM, Sakshi and DD Television. He has been giving personality and soft skills development workshops at various industries, colleges and schools for employees, teachers and students.

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Mr. Debasish Mondal

**Assistant Professor, Fashion & Lifestyle Accessories,
Hyderabad**

Area of Teaching and Research - New Product Development, Material Exploration, Design Research, Design Thinking, System Design, Space Design and Craft Documentation.



Debasish Mondal is an assistant professor with the department of Fashion and Lifestyle Accessory. He has done Master of Design in Industrial Design specializing in Ceramics and Glass Design from National Institute of Design, Ahmedabad and Graduation in Fine Arts from Govt. College of Fine Arts, Chennai, University of Madras. Currently, he is doing his PhD from Visva-Bharati, Santiniketan. He has also done a Diploma in Architecture. Passion for design brought him to join NIFT in the year 2022. He has worked in the industry and has been an academican now for 5 years. Previously he has worked for an elementary school system and developed curriculum to integrate Design Thinking into the curriculum. He specializes in Architecture, Fine Arts and Industrial Design. His area of research interests includes product design, Socio-econic study of craft, new product development, material innovation, design research, Design Thinking and research methodologies for designers.

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Dr. Harivardhini Selvakumar

**Assistant Professor, Fashion & Lifestyle Accessories,
Hyderabad**

Title of Dissertation of PhD - An Integrated Framework for Decision Making during Early Design Stages on End of Life Product Disassembly

Area of Teaching and Research - Sustainable Product Development, Art and Design Aesthetics, Trend spotting in Design, Research in User Experience.



Dr. Harivardhini Selvakumar is an Assistant Professor with the department of Fashion and Lifestyle Accessories. She has a PhD in sustainable product designing from Indian Institute of Science, Bangalore. She joined NIFT, Hyderabad in the year 2021. Her area of research interests includes product design, environmental impact assessment tools, decision making methods, design cognition, circular economy, trend research and research methodologies for designers. She has seven publications in the area of product disassembly, sustainable design & circular economy strategies in international journals and international conferences, including three in Scopus indexed journals published by Elsevier, Springer & Inderscience publishers.

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Mr. Kishore Chandra S

**Assistant professor, Fashion and Lifestyle Accessories,
Hyderabad**

Area of Teaching and Research - Manufacturing techniques,
Ergonomics, Materials manipulations, Industrial engineering



Kishore Chandra S. is an Assistant Professor with the Fashion and Lifestyle Accessory Design and the CC, F&LA in NIFT Hyderabad. He completed his M Tech from Viswesvaraya National Institute of Technology, Nagpur in 2009. He has worked in the industry (TCS) for 3 years and 2 years in Academics as asst. Professor, before joining NIFT in 2014. has been an academician now for more than 9 years. He specializes in, Technical areas such as Manufacturing techniques, Materials manipulation, CAD applications and industrial engineering concepts.

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Ms. Manpreet Kushwaha

**Assistant Professor Fashion and Lifestyle Accessories,
Hyderabad**

Area of Teaching and Research - Visualization and representation, Design thinking, Creative thinking skills, Enameling, Art and Design history, Geometry



Mrs. Manpreet Kushwaha is an Assistant Professor with the department of Fashion and Lifestyle Accessories. She has completed her Masters in Design Space from NIFT, Mumbai and Graduation from Sir J.J School of Art in BFA. She has diversified experience working with industry as well as teaching in various design institutes. She has been awarded first prizes in Maharashtra state art exhibition for consecutive three years from 2009-2011. She has also received best teacher award by AkhilBhartiyaVikas Kendra in year 2013. She has won gold medal at Intel Embedded Challenge 2012 for her project Skill Blaster. She has presented a Research paper title- ART, SPACE, MATERIAL- case study of installation art by Indian artists at Amity School of Fine Arts, Lucknow. She likes meeting new people and exploring new places which is also a motivation for her to widen her Art & Design spectrum.

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Ms. P. S. Srisha

**Assistant Professor, Fashion & Lifestyle Accessories,
Hyderabad**

Area of Teaching and Research - Visual merchandising, Range design, Product collection, Fashion accessories, Trends and Forecasting



P. S. Srisha is an Assistant Professor with the department of Fashion & Lifestyle Accessories who joined NIFT Hyderabad in the year 2014. She is a NIFT Hyderabad Alumni, from the batch of 2003-07, specializing in Fashion & Lifestyle Accessories. She has 5.5 years of Industry experience prior to joining NIFT and has been associated with eminent brands like Samsonite, Lavie, etc. Accessory design, Visual Merchandising, Marketing and Competition analysis are her areas of expertise.

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Mr. Satya Prakash

**Associate Professor, Fashion and Lifestyle Accessories,
Hyderabad**

Area of Teaching and Research - Conceptual and Detail Design, Applied Research, Analytic Drawing, Craft based design, Prototyping techniques.



Mr. Satya Prakash an Associate Professor with the department of Fashion and Lifestyle Accessories, Hyderabad is currently pursuing Ph.D. in Sociology of craft. Having specialized in Luxury Goods Design from Creative Academy Milan, he joined as a design academic at NIFT Hyderabad in the year 2008. His areas of interest include Applied Design, Sketching, CAD, Prototyping, Craft and developing Curriculum. He has been coordinating several projects in the areas of handicraft, furniture design, visual design, training of artisans and also academic research. He is also extensively contributing to promotion of fashion & lifestyle accessories on social media.

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Mr. Uthaman Mangalathu Kochuraman

**Assistant Professor, Fashion & Lifestyle Accessories,
Hyderabad**

Area of Teaching and Research - Foundations of Design, Sketching and Rendering, Form studies, Design Process, History & Philosophy of Design.



Uthaman Mangalathu Kochuraman is an Assistant Professor in Fashion and Lifestyle Accessories department at NIFT, Hyderabad Since 2008 as a permanent faculty. His main areas of teaching at NIFT are Foundations of Design, Sketching and Rendering, Form studies, Design Process, History and Philosophy of Design. In addition to this, he is also involved in contributing many academic programs at NIFT. He has been a Course Coordinator for F&LA, NIFT Hyderabad in 2014. He holds a Masters Degree in Fine Arts from the University of Hyderabad. His research interests include Design, Art history and questions of representations. The major research areas he is concerned with are Decolonizing fashion/clothing culture that is mainly to do with disruptions and persistent Eurocentric and ethnocentric underpinnings of dominant fashion discourse and to construct alternative narratives. There the works critique discrimination and exclusion of other fashion/clothing, unequal global power relations based on modern-colonial order, human beings experiences and cultural heritage.

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Mr. Gajam Rajesh Kumar

Associate Professor, Textile Design, Hyderabad

Area of Teaching and Research - Textile print design and weave design on textile CAD



Ganjam Rajesh Kumar Gajam is currently working as Associate Professor in Textile Design Dept. NIFT-Hyderabad. He has total work experience of 25 years which includes both industry and academics. Mr. Rajesh Gajam is graduated from Indian Institute of Handloom Technology and completed his MCA from Madurai Kamaraj University. Presently he is pursuing PhD from Banasthali Vidyapith. He worked as a Computer Aided Textile Design (CAD) in Bengaluru for 4 years. His areas of interests are Textile CAD, Graphic Design, Animation and Craft Cluster. He has been involved and coordinated several projects. Mr. Rajesh Kumar Gajam has been involved in various course curriculum developmental activities and conducted several training programs to various NIFT faculties (ToT) in Textile CAD.

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Ms. Jyothirmai Singothu

Associate Professor, Textile Design, Hyderabad

Area of Teaching and Research - Indian Textiles, Weave Design , Surface Design, Pattern Making & Garment Construction, Textile & Yarn Craft, Product Fundamentals.



Jyothirmayi Singothu, has experience of 21 years in teaching young graduates both from elite Government and Corporate institutions. She handled additional responsibilities of Co-Centre Coordinator for the Foundation Programme, Centre Co-Coordinator for Textile Design department, Student Development Activity Coordinator and Cluster Initiative Coordinator at NIFT Hyderabad.

Jyothirmai has been involved in rural women empowerment projects with SERP, NEPGEL for the Government of Andhra Pradesh and Telangana. She has presented and published many articles in National, International, Scopus Indexed Journals, Seminars, and Newspapers.

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Dr. Prithwiraj Mal

Associate Professor, Textile Design, Hyderabad

Title of Dissertation of PhD - Design of Knitted Products for optional Comfort

Area of Teaching and Research - Textile Science, Textile Processing, Quality Assurance, Knitting CAD/CAM, Weaving, Optimisation, Comfort, Natural dyes, Innovations in Textiles



Dr. Prithwiraj Mal is an Associate Professor with the department of Textile Design in NIFT Hyderabad. Dr. Mal is a graduate in Textile Technology from Calcutta University. He completed his post-graduation (M. Tech in Textile Engineering) and PhD (Engineering) from IIT Delhi and Jadavpur University, respectively. He has almost 20 years of cumulative experience in both industry and academics. He has been involved in various projects. His research work involves comfort, optimization, decision making techniques and product development. He has published research papers in various referred journals, chapters in books and presented / published papers in conferences in national and international levels. He has also co-authored a book titled Advanced Optimization and Decision-Making Techniques in Textile Manufacturing, published by CRC Press (Taylor and Francis Group).

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Ms. Priya Darshini Gopal

Assistant Professor, Textile Design, Hyderabad

Area of Teaching and Research - Fashion Basics, Creative Application of Textiles, Indian Art history, Design Aesthetics, Creative and Design Thinking.



Priya Darshini Gopal is an Assistant professor with the Textile Design department at NIFT Hyderabad. She has worked in the industry and academia for 10 years in Home furnishings (Zebapvt. Ltd), Denim Division (Arvind Mills) and Handicrafts (DCH, Ministry of Textiles). During her tenure at Arvind she has participated in International textile exhibitions such as Premier Vision (Paris) and Denim by Premiere Vision (Barcelona) and has won the Best Couturier Award for developing fabric collections and trend research for Brands such as Levi's, GAP, H&M, AEO, A&F, CK and Zara. Having specialised in Textile printing for Masters at Chelsea college of Art and Design, her collection was exhibited at the Battersea Affordable Art Fair, London. She has also won a global motif design competition organised by Fab India which was exhibited at the Southbank center, London. Her research interest lies in amalgamation of technology, crafts and sustainability in textiles.

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Dr. Sasmita Panda

Associate Professor, Textile Design, Hyderabad

Title of Dissertation of PhD - Handwoven Khandua Saree in Maniabandha and Nuapatna in the era of Globalisation : A Sociological Study

Area of Teaching and Research - Traditional Indian Textiles, Design Research, Value addition, Craft studies, Garment Construction, Intellectual Property Rights, Creative Textiles



Dr. Sasmita Panda is an Associate Professor and she is a founding member of the department of Textile Design at Hyderabad campus. She has more than two decades of experience in Industry and in teaching. She had joined NIFT in the year 2000. Prior to joining NIFT she had worked with reputed Industries like Madura Garments (Perfect Apparels) in Bangalore and Arvind Mills in Ahmedabad. Her keen interest in Traditional Indian Textiles formed the base for her doctoral thesis on Exotic Khandua Saree of Odisha. She has coordinated and involved in series of Government projects like MCH, DRDA, SERP, NEPGEL, Board of Intermediate Education, EDP, Project package scheme. She had coordinated and worked for GI certification for the crafts like Pattachitra Painting, Konark stone carving and Pipli applique craft of Odisha. A number of her articles in diverse subjects have been published and presented in National, International Journals, and Newspapers and in Seminars.

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Dr. Srikanth Gella

Associate Professor, Textile Design, Hyderabad

Title of Dissertation of PhD - Textiles and Cultural Identity: A Critical Analysis of the Role of Kasavu Sari

Area of Teaching and Research - Textile Design, Textile studies, Ethnographic studies, Craft research, revival and development



Dr. Srikanth Gella is a Associate Professor with the Textile Department and Centre Coordinator, Foundation Programme. After his PG Diploma in Textile Design and Development at NIFT, he served in the industry at various capacities. He has passionately engaged in design as well as developmental projects in the craft sector in Gujarat, Rajasthan and Karnataka. He specializes in Design theories, representation, interpretation and application, Textile studies and Craft studies. He has published papers in various journal in the area of textiles and cultural identity.

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Ms. Upasna Bhandari

Assistant Professor, Textile Design, Hyderabad

Area of Teaching and Research - Textile Design, Traditional Textiles, Design Education, Technology and Design, Indigenous crafts, Design research, Publications.



Upasna Bhandari is an assistant professor with the Textile Design department at NIFT Hyderabad. She teaches courses such as textile printing, dyeing, futuristic textiles, traditional textiles, Art history, Design history, aesthetics, and design projects. She is a Research Scholar with specialisation in Design Education. She has worked in the industry and academia for 10 years with experience in handloom, power loom, carpets, craft research and trend research. She has participated in International textile exhibitions such as Hemtextil (Germany) and Evtteks(Istanbul). Her research interests include design education, technology in design, crafts and sustainability. She has several publications in the area of Design education, green fashion and sustainability in national and international journals, including Scopus-indexed journals. Her joint publication received the best paper award at the ICoRD conference, IISC Bangalore. She continues to explore the integration of technology, craft and sustainability in development of new methods for design and its pedagogy.

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Mr. B. Venkatesh

Assistant Professor, Knitwear Design, Hyderabad

Area of Teaching and Research - Chemical Processing of Textiles, Sustainable fibers and its coloration, Natural dyes, Finishing of textiles, Textile Testing.



Mr. B. Venkatesh is an Assistant Professor with the department of Knitwear Design. He did M.Tech in Textile Technology from Jaya Engineering College/Anna University, Chennai and pursuing his Ph.D in the area of 'Chemical Processing of Textiles'. He specializes in teaching of subjects; Textile Fibers, Weaving, Textile Chemical Processing, Testing of Textiles, and nonwoven & knitting technology. Passion for exploring the technology knowledge to design brought him to join NIFT in the year 2021 at NIFT, Hyderabad. He has worked in the industry and has been an academician now for 8 years. His area of research is Sustainable fibers and its coloration, Natural dyes, Finishing of textiles. He has published papers in several journals and conferences; 3 papers in SCI/eSCI indexed, 8 papers in Scopus indexed, 2 papers in UGC Indexed journals and, 3 papers in conference proceedings.

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Ms. Prachi Bajaj

Assistant Professor, Knitwear Design, Hyderabad

Area of Teaching and Research - Fashion Illustration, Digital Illustration, Trends and Forecasting, Design Process, Portfolio Design, Print Design, Fashion Styling.



Prachi Bajaj is an Assistant Professor with the department of Knitwear Design. She has a B. Design degree from National Institute of Fashion Technology. At NIFT, she has handled the portfolio of Link CC FP for 3.5 years and is currently holding the profile of Hindi Officer. She has worked in the garment industry for 8 years and has been an academician for the past 10 years. Her areas of interest in teaching are in Fashion Illustration, Image and Fashion Styling, Trends and Forecasting, Design Process and Crafts of India. She is currently pursuing research in the area of Clothing trends in India, Now and Beyond Covid-19.

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Dr. Rajitha Inturi

Associate Professor, Knitwear Design, Hyderabad

Title of Dissertation of PhD - Barrier Performance of Water Repellent Finish to Endosulphan Residues Through Functional Clothing

Area of Teaching and Research - Pattern Making, Draping, Surface Design, Traditional Textiles, Craft studies, CAD, Design



Dr. Rajitha is an Associate Professor with the Department of Knitwear Design NIFT Hyderabad Campus. She has a Doctorate in Textile & Clothing and a cumulative experience of 23 years at various levels in Textile Industry, ICAR Research projects and academics. As an academician for about 16 years at NIFT she has also taken up several academic responsibilities as Co-Centre Coordinator, Centre Coordinator, UI-FOTD, CIC and UI-CE and supervisor to the PhD students. She has several publications in the areas of Textiles, Clothing, Fashion, Natural Fibres and Dyes, Body Sizing, etc in National and International journals, including two in Scopus indexed journals. She has authored a book on Garment Making for State Board of Vocational Education, contributed chapters in text books of CBSE Board and developed a teaching manual for students using CAD for pattern making. She was also involved in various projects like DRDA, NEPGEL, SERP and other State Govt. projects.

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Mr. Ramakrishna K

Assistant Professor, Knitwear Design, Hyderabad

Area of Teaching and Research - Textile Basics, Print Design, Surface Design, Trend Forecast, Craft Research, Design Project Wearable body art.



Mr. Ramakrishna K is an Assistant Professor with the department of Knitwear Design. He has done a Master of Design (M.Des) in Textile Design from the National Institute of Design, Ahmedabad. Before, M.Des had a Bachelor of Fine Arts in Applied Arts from JNTU Hyderabad. Prior to joining NIFT, he has worked as Textile Designer in Automotive textiles for a couple of years, then worked as a Visual designer and user interface researcher. He taught at various design schools as guest faculty. He has been associated with NIFT Hyderabad as guest faculty/Jury member/External speaker since 2018.

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Mr. Shivanand Sharma

Assistant Professor, Knitwear Design, Hyderabad

Area of Teaching and Research - Design Process, Trends & Forecasting, Knitting, Sportswear & Lingerie, Portfolio Design, CAD, Craft studies, Garment Construction.



Shivanand Sharma is an Assistant Professor with the department of Knitwear Design since 2010. He has Master of Design degree from NIFT Delhi, MBA from IGNOU and pursuing PhD in Design from IIT Roorkee. At NIFT, he has handled various portfolios as Centre Coordinator Knitwear Design (2012-2015, 2018-2021) & UI Projects during 2016-2021 and currently holding the profile of Craft Cluster Coordinator. He has more than 19 years of experience in Fashion Industry and Academia. Prior joining to NIFT, Shivanand has served as an academician, Designer & Merchandiser with various reputed fashion organizations across the country.

He has published and presented several research papers in National & International Journals and Conferences including the one presented at IFFTI International Conference-2017 held at Amsterdam, Netherlands.

He has done several Government and private projects related to uniform design, skills training programme and conducted fashion shows. He has also started the ongoing CE Programme "Contemporary Ethnic Wear" in 2014 and also contributed for the development of various labs & infrastructure at KD department, NIFT Hyderabad.

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Dr. Md. Vaseem Chavhan

Assistant Professor, Knitwear Design, Hyderabad

Title of Dissertation of PhD - Study of fabric compression at seam vis a vis thread consumption and lock stitch 301

Area of Teaching and Research - Nonwoven Technology, Knitting Technology, Textile Testing, Technical Textiles, Seam & Stiches, Weave design, Mathematical Modeling



Md. Vaseem Chavhan is an Assistant Professor with the department of Knitwear Design. He did M.Tech in Textile Technology from NIT Jalandhar and completed his thesis in the area of 'seam modeling and thread consumption prediction'. He specializes in teaching of subjects; technical textiles, textile mathematics, testing, weave design and nonwoven & knitting technology. Passion for exploring the technology knowledge to design brought him to join NIFT in the year 2021 at NIFT, Hyderabad. He has worked in the industry and has been an academician now for 9 years. His area of research is seam & stitches, geometrical & regression modeling, artificial neural network, wet-laid nonwoven and natural dyes. He has published papers in several journals and conferences; 5 papers in SCI/eSCI indexed 13 papers in Scopus indexed, 6 papers in UGC Indexed journals and, 7 papers in conference proceedings.

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Mr. Avinash Raipally

Associate Professor, Fashion Communication, Hyderabad

Area of Teaching and Research - Bio mimicry and Sustainable Design



Avinash Raipally is a Designer, Entrepreneur and an Academician. Previously he has earned a Masters Degree in Design from Domus Academy, Milan, Italy and an Under Graduate degree in Design from NIFT and a BA in Psychology, Sociology and Philosophy from NIZAM College, Hyderabad.

He held posts in the capacity as a Designer and Design Director at various places like Studio Shout, Inter pramature and reDsin, etc. He has to his credit various projects under the names like Gucci, Christian Dior, Frankie Morello, Swarovski and Future concept lab, etc.

His interests lie in Product Design, Graphic Design, Biomimicry and Sustainable Design and with similar research interests.

He travels extensively in India & Abroad alike. He is all set to take Indian design to the next level, so he has now chosen to DESIGN DESIGNERS.

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Mr. Kamma KShamarpna Babu

Assistant professor, Fashion Communication, Hyderabad

Area of Teaching and Research - Design CAD (Graphic & Web Designing, 2D&3D Animation, Visual effects), photography, E-Commerce, Business Communications.



Kamma KShamarpna Babu is an Assistant professor with the Fashion and Lifestyle Accessory Design science 2009 and the Link Regional Industry Coordinator for NIFT Hyderabad. Passion for Mass Communication brought him to join M.A (Advt & PR) Madurai Kamaraj University in the year 1998, MCA from Sam Higgin bottom University of Agriculture, Technology and Sciences in 2017. He rendered Additional responsibility at NIFT Raebareli: In charge Computer Cell, Webmaster, Center Coordinator – F&LA deptt., Nodal officer – CE, CMS Campus Implementation In-charge (CII) and Nodal Officer FC Deptt. NIFT Hyderabad: I/C CE and Link Regional Industry Coordinator.

He has worked in the industry and has been an academican now for 16+ years. He has several publications in the area of e-commerce Business communication in national and international peer reviewed journals.

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Mr. Mohammad Suhail

Associate Professor, Fashion Communication, Hyderabad

Area of Teaching and Research - Design Research, Design Studies, Visual Culture, Visual Communication, Cultural Studies, Photography & Filmmaking, Film Studies



Mohammad Suhail is an Associate Professor with the Fashion Communication department at the Hyderabad Campus. He was with the Design Space Department at the Delhi Campus from 2009-2018. He has been teaching at public and private institutions across the country for over a decade and a half. He has taught in a broad range of areas from visual communication, animation, web & digital interactive media, visual effects, film & video editing, digital cinematography, film making, film studies, cultural studies, design studies. His research interests are film, music, comics & graphic novels, anime, visual narratives in interactive media, cities & urban design; in the intersections of cultural studies and design. He has also worked as an independent documentary filmmaker, communication designer and an animator. He has been a visiting faculty at the School of Media and Cultural Studies, TISS and AJK Mass Communication Research Centre, JamiaMilliaIslamia.

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Mr. M.C. Mohan

Associate Professor, Fashion Communication, Hyderabad

Area of Teaching and Research - He has taught subjects ranging from Liberal Arts, Costumes & Clothing, Print and Media Design, Design Methods and Design Research.



Having completed BFA (Sculpture) and MFA (Art Criticism) from MSU Baroda, Shri M.C. Mohan joined NIFT Hyderabad as an Assistant Professor in 1996. (Dept. of Fashion & Apparel) From 2004 to 2013 he worked as Associate Professor in NIFT Kolkata (F & A Deptt.), NIFT Delhi (Dept. of PGDS) and NIFT Bhopal (F & LA Dept.). Since 2013 he is posted at FC Deptt., NIFT Hyderabad. He specializes in Liberal Arts, Print and Media Design, Design Methods and Design Research, Ethnology and field work. Under his supervision undergraduate students have done exhaustive documentation of Crafts and handloom traditions in 11 states of India. He has written and published articles on Art, Craft and Clothing, and has also made documentary films on handicrafts. He has also Curated many Art Exhibitions.

His ongoing doctoral research is in the area of Folkloristics and Indian Clothing culture.

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Mr. Naresh Bathula

Assistant Professor, Fashion Communication, Hyderabad

Area of Teaching and Research - Visual Communication, New Media Design, Semiology, Branding, Photography, Motion Graphics, System Thinking & Strategy.



He is a multi-disciplinary visual designer cum artist and educator. He specializes in visual communication in painting, animation, and motion graphics. He worked in the industry and in various universities as a faculty before joining NIFT Hyderabad as an Assistant professor in 2022. He held posts in the capacity of a designer, sr.visual artist, creative design manager, and creative director at various organizations across India. His areas of academic interest and teaching include visual design and branding identity, publication design, and animation.

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Mr. Sujith K G

Assistant Professor, Fashion Communication, Hyderabad

Area of Teaching and Research - Visual Communications, Visual Culture, Fashion Journalism and Digital Media



An MA in communication from University of Hyderabad, Sujith has more than ten years of experience in film making, photography, corporate management, journalism and teaching. His work experience comprises Sub-editor with the Business Standard in Delhi, Deputy Editor in Chief of Channel 6 Magazine at Hyderabad, Knowledge & Communications Manager with ITC Ltd. Sujith has been a visiting professor at the Department of Mass Media and Journalism at the Central University of Tamil Nadu. His areas of academic interests and teaching include Photography (still & motion picture), Photojournalism, Film Studies, New Media and Web Journalism, Television Production, Media & Communication Studies, Visual Culture Studies, Marketing Communications, Corporate Communications and Knowledge Management. An ardent enthusiast of photography and filming, Sujith has collaborated in successful commercial cinema projects and ad films in roles of as assistant director and photographer. He has published and presented papers in reputed national & international journals and conferences.

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Mr. K. Anant Phani

Associate Professor, Department of Fashion Technology,
Hyderabad.

Area of Teaching and Research - Garment Production,
Merchandising, Costing



K. Anant Phani is an Associate Professor with the Department of Fashion Technology, NIFT, Hyderabad. With a passion for teaching, He joined NIFT in the year 2009. Prior to joining NIFT Worked in garment industry in various capacities, handling production and merchandising. having worked in different capacities and in export as well as domestic brand has good overall understanding of supply chain of activities. He specializes in teaching SPME, Manufacturing Process, Apparel Merchandising, Apparel Costing and associated subjects. He has varied interest in subjects related to Apparel Production management, Fashion Merchandising, entrepreneurship and has been part of Various Projects. He has been actively guiding students with various projects and encouraging students to venture with new ideas. Currently having addition responsibility as Link CC Foundation.

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Mr. Murthy V S N Tatavarthy

Associate Professor, Department of Fashion Technology,
Hyderabad

Area of Teaching and Research - Internet of Things, Data Analysis,
Cloud Computing, Artificial Intelligence, eLearning.



Mr. Murthy Tatavarthy is an Associate Professor with the Department of Fashion Technology at NIFT Hyderabad. He is also UI ERP Hyderabad campus. He has more than 15years of experience in teaching, research and consultancy. He specializes in Web Technologies, RDBMS, Data Analysis, AI and IOT. He is currently pursuing PhD in the area of Cloud Computing from GITAM, Visakhapatnam. Before joining NIFT, he worked as Software Tester at Sigma Solutions. He has contributed for the development of labs and infrastructure of Fashion Technology Department and in curriculum development of NIFT. He has coordinated many events conducted at NIFT Hyderabad..

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Dr. K Ram Mohan

Professor, Department of Fashion Technology, Hyderabad

Title of Dissertation of PhD - Enhancing Productivity through Operator Allocation Model in a Formal Shirt Manufacturing Unit

Area of Teaching and Research - Industrial Engineering/ Production Management



Dr. K Ram Mohan is a Professor with the with the department of Fashion Technology at NIFT Hyderabad, and currently holding the additional responsibility as U/I Project Cell at Hyderabad Campus. He has completed his Ph. D in Production Management area. He has worked in the industry for 8.5 years before joining NIFT and as about 20 years of experience as academician. He specializes in Industrial Engineering, Production management, Production planning and control. He has been the resource person to the institutes of repute.

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Dr. Rajani Jain

Professor, Department of Fashion Technology, Hyderabad

Title of Dissertation of PhD - A Model of Service Quality in Technical Education: A Student Perspective.

Area of Teaching and Research - Operations Management, Supply Chain Management, Quality Management, Corporate Social Responsibility, Industrial Engineering and Sustainability



Dr. Rajani has more than two decades of experience teaching in the institutes of national and international repute. She had joined NIFT in 2008, prior to joining NIFT, she had worked with reputed management institutes like Christ College Institute of Management, Bangalore and Indian Institute of Social Welfare & Business Management, Kolkata.

She holds PhD (2012) in management from Indian Institute of Technology Kharagpur. She has research interests in the application of concepts of Operations Management, Supply Chain Management, Quality Management, Corporate Social Responsibility and Sustainability in the areas of Fashion Technology and Retail Businesses. She has about 22 research papers and case studies published/presented in national and international journals/conferences.

She is recipient of IFFTI Faculty Exchange Honorarium equivalent to \$1000 and had visited Manchester Metropolitan University in the year 2015 under IFFTI Faculty Exchange Initiative. She is a team member of prestigious INDIA size Project.

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Dr. Shakeel Iqbal

**Associate Professor, Department of Fashion Technology,
Hyderabad**

Title of Dissertation of PhD - Optimization of Ring Frame Process
Parameters for Fancy Multicount Coarse
Cotton Yarns

Area of Teaching and Research - Fabric Science for Apparels,
Textile Testing and Quality Control. Research Methodology



Dr. Shakeel Iqbal, Associate Professor and Centre Coordinator Department of Fashion Technology, NIFT Hyderabad. He is Ph.D. in Textile Engineering from Swami RamanandTeerthMarathwada University, Nanded (Maharashtra). He did his Master in Textile Engineering from Maharaja Sayajirao University of Baroda, Vadodara (Gujarat).

He has 22 years of teaching and research experience in the field of Textile and Apparel. He joined National Institute of Fashion Technology Hyderabad in April 2008. He did the additional responsibility of CC DFT and SDAC. Earlier he worked as a faculty at Jawaharlal Darda Institute of Engineering & Technology, Yavatmal (Maharashtra) for 9 years.

He has published & presented 25 papers in various National & International Conferences & Journals. He is the reviewer of many reputed Textile Journals.

He is the active member of various professional bodies like, Textile Association of India, Indian Society for Technical Education and The Institution of Engineers (India).

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Ms. Sharmila Sure

**Associate Professor, Department of Fashion Technology,
Hyderabad.**

Area of Teaching and Research - Pattern Making and Garment Production for Woven fabrics and Knits, Quality Control, Manufacturing Process and Computerized Pattern Making



Sharmila Sure is an Associate Professor with the Department of Fashion Technology, NIFT, Hyderabad. With a passion for teaching, she has joined NIFT in the year 2005. Prior to joining NIFT she worked in the industry as a Merchandiser. She specializes in teaching Pattern Making and Garment Construction for Woven fabrics and Knits, Manufacturing Process and Computerized Pattern Making. During the period of 16 years, she has handled the posts of Center Coordinator for Department of Fashion Technology and Student Development Activities Coordinator successfully. Currently she is pursuing PhD in the area of Computerized Pattern Making.

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Ms. Veerabathula Priyadarshini

Associate Professor, Department of Fashion Technology,
Hyderabad

Area of Teaching and Research - Production and Quality
Management, Patternmaking, MTM



Priyadarshini is an Associate Professor with the Department of Fashion Technology at NIFT Hyderabad. She is pursuing her Ph.D. in the area of Sustainable Management. She belongs to the family of Academicians; she was always passionate about teaching and has 18 years of teaching experience. Prior to joining NIFT in 2005 she worked with Garment Industry, Pokarna Ltd. Garment division and worked as teaching in design schools. She specializes in Production and Quality Management. She has presented papers in National and International Conferences.

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Ms. T. Srivani

**Associate Professor, Department of Fashion Technology,
Hyderabad**

Area of Teaching and Research - Textile Science, Apparel Manufacturing, Wet Processing, Traditional Textiles and Crafts, Surface Techniques, Material Studies.



T. Srivani is associated with NIFT for the past 17 years. She has worked in the industry and has been an academician now for 22 years including her FDP at NID, Ahmedabad. She is pursuing Ph. D in the area of Craft and Technology Interface.

She headed Foundation Programme for 7.5 years at various levels and DFT for about 1.5 years. Specializes in teaching Textiles, Processing, Apparel Manufacturing, Traditional Crafts, Surface Design and Creative Material Exploration. Involved in Curriculum Development, offered Faculty Training, taken up Inter Centre Teaching and undergone SFRF at IIT, Delhi and Faculty Industry Attachment at Raymonds and Brandix.

Srivani played a significant role in registering the Craft Machilipatnam Kalamkari under GI, coordinated skill-up gradation and Garment making projects for Govt. and NGOs through NIFT, Natural Dyeing Workshops for KVIC and Bandhani Craftsmen at NID. She has several presentations and publications to her credit at Conferences and Journals. Visited CISMA 2017 held at Shanghai, China and has represented NIFT at these forums.

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Dr. Annaji Sarma M

Professor, Fashion Management Studies, Hyderabad

Title of Dissertation - Attitude and Perception of Consumers towards Fashion Luxury Brands: A Study in Selected Major Metros in India

Area of Teaching and Research - Fashion Management; Marketing, Retailing, Consumer Behaviour, Brand Management, Luxury Brand Management



Has Twenty-Seven years of Work Experience, including NIFT for the last 22 Years Researching and teaching for both Post Graduate students and Under Graduate Students at Basic, Advanced and Applied level. Held various positions in managing academic activities like Chairperson- FMS, Course Coordinator - FMS, SDAC, EAC, DVO, CAC etc. Established NIFT-Mauritius management programme as a founding faculty and worked with NIFT_ETIDI Project, Ethiopia on Marketing areas. Trained Sales Professionals of Raymond, Lifestyle etc on Retailing, Sales, CRM. Delivered lectures at Various Management colleges, RAI (Retail Federation of India) seminars at Hyderabad, NIMSME, MGIRI, Confederation of Women Entrepreneurs. Handled various Handloom, Handicraft related projects including Marketing, IPR related projects and Registration and Protection of Handicrafts of Chhattisgarh under GI. Developed on line courses MOOCS on Apparel Marketing and Apparel Retailing, for NMEICT-MHRD as part of NIFT project. Developed and Restructured curriculum of Master of Fashion Management at NIFT as, Chairperson-FMS. Submitted papers at various National and International conferences and journals, forums.

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Dr. A Srinivasa Rao

Professor, Fashion Management Studies, Hyderabad

Title of Dissertation - Change Management Practices in Indian Textile & Apparel Industry – An Empirical Study

Area of Teaching and Research - He specialises in Entrepreneurship; OB; Services Marketing; Cluster studies



Dr. Rao is a Professor with the department of Fashion Management Studies. He holds a PhD & UGC-NET for Lectureship in 'management science'. He is a certified 'Entrepreneurship Educator' under Stanford University Ventures Program & 'Trainer' under IFC program. Spanning twelve years of industry experience, he is an academician for sixteen years now. He presented & published several papers in reputed national and international conferences including in the prestigious 'The Case Center', UK. He generated & implemented several projects for NIFT. He coined, coordinated several CE programs at NIFT for working professionals. He conducted TOTs for NIFT faculty in OB and SCM areas. He obtained an GI for Nirmal Craft. He contributed for NIFT IPR manual. He played his part in signing of the MOU with FIT, New York & ESMOD, Germany. His workshop at Addis Ababa & HR manual for ETIDI were highly appreciated. Apart from guiding PhD scholars, he handles courses for PG and UG students including Entrepreneurship; Global Marketing & e-commerce; SCM; OB; Services Marketing; Cluster Studies; Fashion Business Research.

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Ms. Achanta Rajyalakshmi

Associate Professor, Fashion Management Studies,
Hyderabad

Area of Teaching and Research - Finance, Accounting,
Entrepreneurship



Rajyalakshmi is an Associate Professor with the Fashion Management Studies department at NIFT Hyderabad. She is pursuing her PhD in the area of Entrepreneurship. She has always been passionate about teaching and has 20 years of teaching experience. Prior to joining NIFT in 2009 she worked with ICFAI and Manipal Education Group. She specializes in Finance and Entrepreneurship. She has presented papers in National and International Conferences.

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Dr. Gandham Hari Shankar Prasad

Professor, Fashion Management Studies, Hyderabad

Title of Dissertation of PhD - Acceptance of National Brands Vs Store Brands in Indian Apparel Market –An Attitudinal & Perceptual Study'

Area of Teaching and Research - Merchandising, Global Marketing, Strategy, Retailing, Design Thinking, Entrepreneurship, Consumer Research, Branding.



Passion for knowledge and academics brought him to join NIFT, Hyderabad in the year 2000. He has more than four years of executive experience in Shahi Export House. He has been an academican now since June 2000. He was Chairperson of FMS Dept, Joint Director and CC FMS (HOD). He has many paper publications in reputed research journals and conference proceedings. He was the Chairperson of the International Research Conference, Reflections 2014. He played key roles in many projects and events conducted by NIFT, Hyderabad. Currently on deputation to NIFT Jodhpur as "Campus Director".

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Dr. Itikyala Chakrapani

**Associate Professor, Fashion Management Studies,
Hyderabad**

Title of Dissertation of PhD - Impact of Store Branding on Customer Retention in Retail Industry

Area of Teaching and Research - Management (Marketing & Entrepreneurship), Quantitative (Statistics, OR, SPSS & Business Analytics) and Technology (Workshop)



Itikyala Chakrapani is an Associate Professor with the Fashion Management Studies department. He is Doctorate in Business Management - PhD, M.B.A. in Marketing & Systems and B.Tech. (Mech.). Passion for teaching brought him to join NIFT in the year 2005 at NIFT, Hyderabad with total experience of 29 years in teaching at NIFT including prior experience of Industry & Consultancy. He has worked earlier for 12 years in the Automotive industry in different areas of Operations & Marketing as well in Industrial & Technical Consultancy related to Energy Audits, Cluster studies, Textile & Apparel parks feasibility studies as well as their implementation. He Specializes in Management (Marketing & Entrepreneurship), Quantitative (Statistics, OR, SPSS & Business Analytics) and Technology (Workshop).

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