

ENDORSEMENT FROM THE SUPERVISOR

Ms. Priyanka Kumari has researched extensively on the topic “**Innovation in Design of Traditional *Mashru* Textile for Product Diversification**” vide registration No: FoFCSC/2/150, (Dated: August 07, 2013). She conducted extensive work which have substantiated its originality. She has presented her progress of work in seminars well attended by teachers and students of department. She has successfully completed her course work.

She has personally presented four papers at International level, first was on “*Mesmerizing Mashru Craft and Need of Geographical Indication (GI)*” in International Case Symposium on Fashion, Retail and Management organized by National Institute of Fashion Technology, Bhubaneswar, Odisha, India on 19th to 20th November, 2015; second was on “*Design Intervention for Handloom Silk Fabric of Bihar*” in International Conference on Empowering Khadi And Handlooms through Design Intervention, organized by Consortium of Green Fashion (Fourth Edition) held from 30th September & 1st October, 2016; third was on “*Craftsman and Consumer: Need Driven Innovation for Handloom Silk of Bihar*” in International Conference on Sustainability in Crafts and Design organized by Indian Institute of Crafts & Design from 17th to 18th November, 2017; fourth was on “*Design Intervention in Mashru – A Mystical Fabric of Gujarat*” in 5th International Textiles and Costume Congress on Indigenous Textile Crafts: Global Markets and Trends from 3rd to 5th October, 2019.

She has published six papers:

- 1) “*Mesmerizing Mashru Craft and Need of Geographical Indication (GI)*” published in the book entitled *Case Handbook of Fashion, Retail and Management*, in 2017 by Pragun Publication, New Delhi. ISBN: 9789380397900.
- 2) “*Resurgence of Lost Techniques: An Approach for Design Innovation in Mashru Textile*” published in *The Indian Journal of Home Science*, July 2020, Volume 32, No 2. ISSN 0970 2733 IHMSF – 32 (1-262)2020.
- 3) “*Craftsman and Consumer: Need Driven Innovation for Handloom Silk of Bihar*” published in the book entitled *A Treatise on Recent Trends and Sustainability in Crafts and Design*, in 2017 by Excel India Publishers, New Delhi. ISBN: 978-93-86724-21-2.
- 4) “*A Composite Study of Mashru Textiles: Global Connect, Features & Possibilities*” published in *Research Journal DogoRangsang*, November 2020, Volume 10, Issue - 11, No. 02. ISSN -2347-7180.

- 5) “Design Intervention in *Mashru* – A Mystical Fabric of Gujarat” in the proceeding of *Textiles and Costume Congress on Indigenous Textile Crafts: Global Markets and Trends*, October, 2019.
- 6) “Voyage of a Traditional Woven Craft -*Mashru*” published in the proceeding of *International Textile and Costume Congress*, November 4th -6th 2015, ISBN – 978-605-87108-4-9.



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