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Name of the Department: Fashion & Textiles

Name of the Activity: 5 days workshop on Product Development

Date: 12th April 2022 to 23rd April 2022

Venue: Clothing Lab

Topic on which activity was organized: Designing and Product Development through Gota Patti & Block Printing

No. of Participants: 23 students

Objective of the activity (workshop/seminar/activity/Visit): To guide students to design motifs for Gotapatti embroidery and Block Printing and prepare products such as Trash bags, Pouches or Potli bags, Sling bags.

Description (max 500 words):

The Department of Fashion & Textiles organized a five-day product design & development workshop for the students of B.Sc. Fashion Design Semester II and Semester IV from 12th April 2022 to 23rd April 2022 **as a part of Azadi ka Amrit Mahotsav**. The workshop was conducted by Mr. Sunil Chaturvedi, founder Connect Signal, Jaipur and his team members Ms. Soma Pal, Textile & Fashion Designer, Ms. Sneh Dhurka, Designer and Entrepreneur, Iris Flair, Jaipur, Ms Kanika Yadav, Faculty of Fashion Design at ATDC, Jaipur and Ms. Teena Choudhary, Faculty of Fashion Design.

Day 1: Introduction

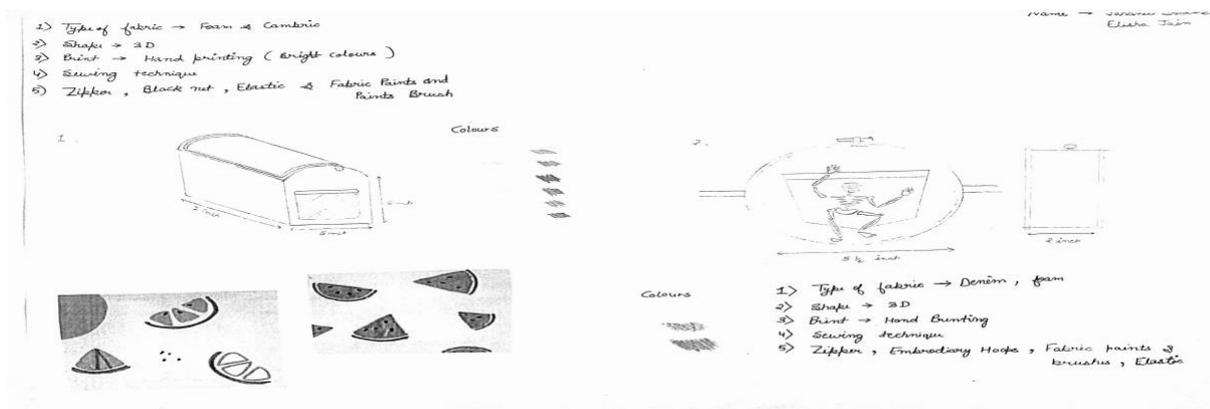
On the first day, Mr Sunil Chaturvedi gave an introduction about his organization 'CONNECT SIGNAL' that is an NGO conducting livelihood generation programmes for Women in Urban & Rural Areas.

Mr. Sunil introduced the concept and objective of the workshop. He elaborated on the product to be created by the students for trash and also explained the importance of cleanliness. He briefly explained the importance of trash boxes in a car. He further emphasized on placement suitability of Trash boxes in the car and discussed the possibilities maybe at the backside of the front seats or near the dashboard etc. He further explained the process to develop an eco-friendly trash box product for a car by applying surface embellishment techniques with Gotapatti, moti work and Block Printing etc.



Day 2: Design Development

The resource person for 2nd day of the workshop was Ms. Kanika Yadav who demonstrated how to design a storage box at a low cost. She explained the design process for motifs development for Gotta Patti and Block Printing process. Each student in the team discussed and created design sheets for the conceptualization of the product and its implementation. For the selected motif designs, colour palette, and suitability of fabric were finalized. Thereafter, the sheets were evaluated and selected for further product development.



Day 3: Demonstration of Gotta Patti Embroidery

Ms. Teena Choudhary explained the process of Gotta Patti. The artisans, Md. Sattar demonstrated the process to set up adda and how to tightly fixed the fabric on adda. He further taught the process of tracing the design on paper and asked them to design one floral motif for the Gotta Patti embroidery. After tracing Gotta, leaves were pasted on the designs and the outline was couched by zari thread. The students then practised the embroidery process.



Day 4: Demonstration of stitches for Gota patti.

On the fourth day the artisans demonstrated the process of Zari work and couching in relation to Gota Patti. Similarly, for the Dabka work, zari was cut into the required length according to design and were tucked. The artisan taught the process of couching zari using different strands of a resham thread. Later, he assisted students in applying for zari work on fabric.



Day 5: Demonstration of Block printing

On the fifth day, the artisans demonstrated the process of block printing and its application according to the designs for product development. The students then practised the block printing process.





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As per the feedback received by the students, it was a very good learning experience, and the workshop helped them in understanding the design concept and application of Gotta patti and block printing.

The outcome of the activity/event/seminar/workshop: The workshop was very fruitful for the students, as they learnt the process of design concept and application of gota work and block printing.

Prof. Radha Kashyap

Head, Department of Fashion & Textiles

Dr. Sulekha Ojha

Dr. Aman Deep Kaur

Ms Disha Thapliyal

Teacher Co-coordinators