

An Entrepreneurial Venture: Design Studio

by

Apparel Design and Construction

Lakshmibai College

2018-20 (Season 1 and 2) (30+40 =70 students)

Apparel Design and Construction is an application based course, students are trained to thrive in variety of fields they would join after completing the course. In order to practically train students an innovative entrepreneurial venture was planned and established as a student project, which was named “Design Studio”. This platform provides an opportunity for the students to understand nuances of business, being guided at each step by the faculty from planning to execution, marketing to sales. Since the venture is group based on small scale, the risk part of setting a new business is missing. The venture was initiated in the month of August 2018; thereafter it progressed as a handcrafted product destination, which provides solution for gifting or souvenir buying as well as picking a piece of art for self.

Design Studio Season 1 (2018-19)

The project was planned to provide hands on experience to ADC students in the field of entrepreneurship. We try to make rich traditional textile craft forms a part of everyday life of youth, starting from Lakshmibai College. Hence this is proving to be a platform for ADC students to learn entrepreneurial skills during graduation years. The faculty and students of Apparel Design and Construction proudly established an entrepreneurial venture “Design Studio”. A successful chapter of Design Studio season 1 was commenced in the month of August 2018.

ADC strives to promote the rich Indian traditional textile craft forms viz. traditional embroideries (Kantha, Kashida, Chikankari), tie and dye technique, traditional paintings (Kalamkari, Madubani, Gond) etc. students learn few of these techniques as part of the curriculum. Products designed were innovative using traditional textile craft forms still conforming to contemporary lifestyle. The dedicated team comprises of 30 students from ADC 2nd and 3rd year, including core team of ten students namely Dakshita, Mansi, Bhumika, Gaurisha, Shikha, Raksha, Shalini, Alia, Srishti, Vatsala. Each article is labeled with design studio mark “handcrafted by Design Studio, ADC”.

For visual merchandising and advertising an interesting electronic card was developed including attractive picture collages of articles to be sold. This e-card was posted 2 days before the sales and on the day of sales on whatsapp groups and college app. The sales were put up within college premises outside library during ECA slot. For sales layout an appealing sales ambience was developed using dress form standee, display boards and tables provided by the college. The products were tastefully displayed on three tables; where one display table was covered with handcrafted table cover.

Lakshmibai College is a green campus, keeping up with the spirit design studio discourages use of plastic bags. Hence string bag reusing old fabric were developed for packing sold articles. Bhumika and Gaurisha maintain the record of sales and order of each product in a register and handle cash as well. Feedback from the faculty and students were recorded in a register for suggestions and further improvements.

The Design Studio sale was inaugurated by Prof. Usha Rao, member governing body, LBC, and Dr. Pratyush Vatsala, Principal, LBC. They were impressed by the professionally finished products developed by ADC students and appreciated their efforts. They also purchased articles from various categories.

The range of products included Shibori dupatta, Kalamkari greeting cards, hand embroidered frames, paper quill rakhis, hand block printed sagan envelops, innovative sagan envelops, trendy chokers, remodeled denim pouches etc. each piece had a story imbibed.

ADC Entrepreneurial Venture : Design Studio Season 1





Dr. Pratyush Vatsala, Principal, LBC and Prof. Usha Rao, Member governing body, LBC Inaugurating Design Studio



An overwhelming response and appreciation was received from the Principal, Prof. Usha Rao, member governing body, LBC, faculty members and students.



This Shibori technique was standardized in the ADC lab, border and stones were attached to enhance the appeal, which resulted in a beautiful piece of art.



Traditional hand embroidery in a compact form, secured in a wooden frame would be ideal souvenir to an art connoisseur.



Paper Flower adorned Envelopes



Quilled and Block Printed Envelopes



Kalamkari Cards



Handmade Chokers

Design Studio season 2 (2019-20) Rakhi Special

Much awaited design studio was organized on the occasion of Rakhi. The team expanded and now includes 40 students.

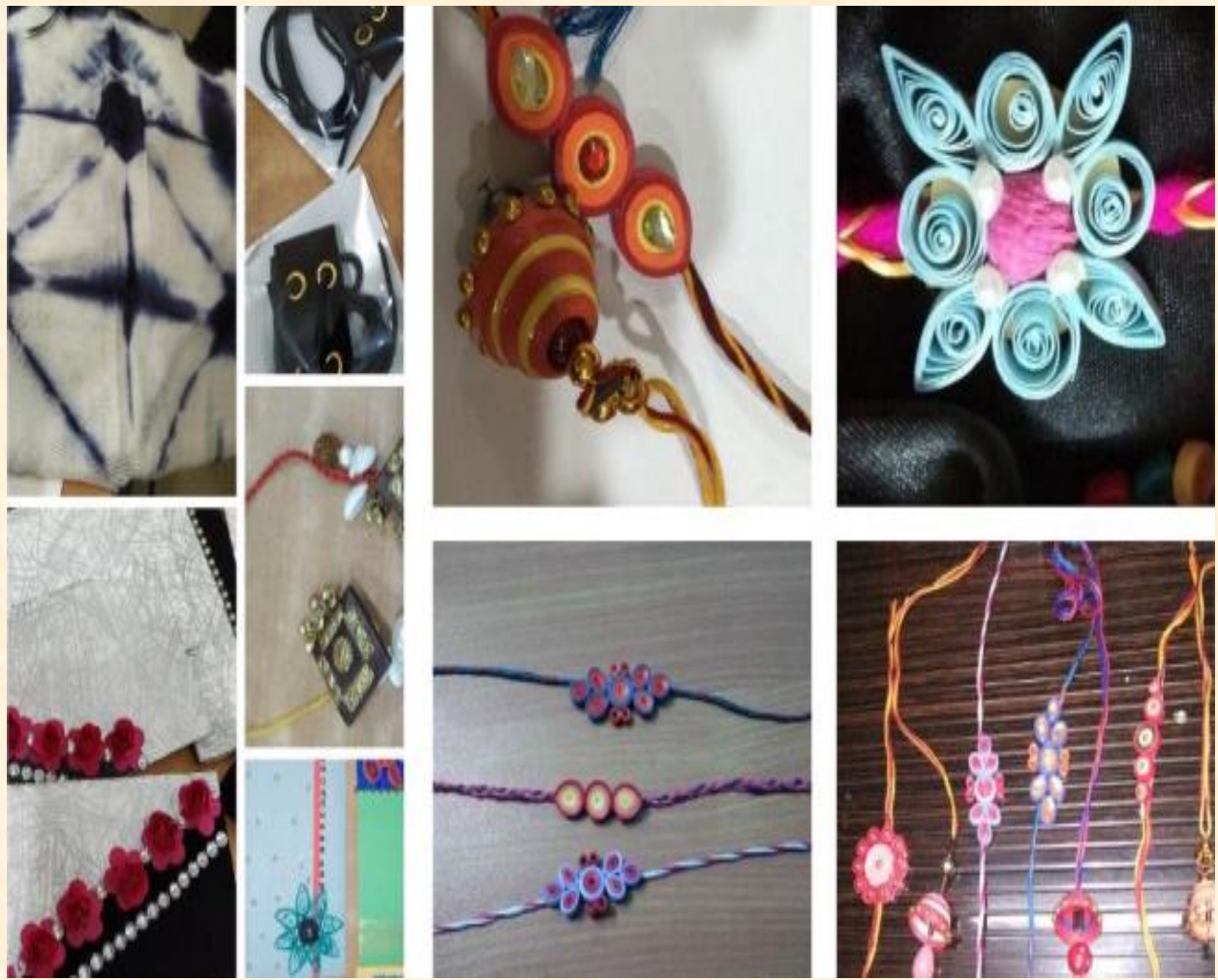
Keeping sustainability at the core the concept of plantable eco rakhis were introduced. These rakhis were handcrafted containing seeds of Tulsi / Marigold at the core, which were meant to be planted after they were tied onto the wrist.

Gond painting a traditional painting from Madhya Pradesh was used in a student and faculty friendly product i.e. bookmark, which were highly appreciated.

Other attractions in the collection included handcrafted products for festive season viz. quilled rakhis, thread bangles, quilling jewelry, tie dyed dupatta, sagan envelops, greeting cards, etc. the work was praised by the principal, faculty and students.

ADC Entrepreneurial Venture : Design Studio Season 2 Plantable Rakhis





Design Studio season 3 (2019-20) Diwali Special

The Design Studio sales came back on public demand, on the occasion of festivals falling in the month of October and November, the occasion demand for gifting options and diyas for Diwali.

Keeping up with our dedication for promoting traditional Indian textile craft forms, puppets from Rajasthan were selected this time. To suit contemporary lifestyle, attractive pencil puppets and puppet banderwar were created. They proved to be showstopper with huge demand. Madhubani the traditional painting hails from the state of Bihar, was picked to create décor pieces. Tea kettle were adorned with beautiful Madhubani painting. Mud diyas traditionally made on potter wheel were painted and decorated in eye-catching hues to light homes of self and potter on Diwali eve.

Other attractions included: colorful thread bangles, paper mache swastik, paper mache religious décor pieces, trendy fabric jewelry, sagan envelops, Kalamkari greeting cards, Gond painting book mark, Shibori dupatta and stole, etc. The response received from the principal, faculty members and students was overwhelming.

ADC Entrepreneurial Venture : Design Studio Season 3 Hand painted Tea kettle





Han painted Mud diyas, Fabric Jewelry



Handcrafted Bandanwar



Quilled Jewelries



Puppet Pencils



Potali Handbags

To summarize, the venture is sustaining and flourishing because of enthusiasm and hard work students are putting in. It had proved to be great platform to utilize students' caliber. The feedback received were extremely encouraging, some of them were "loved the creation" "feast for the eyes" "highly creative" "finish is as good as branded product" "keep it up", all these and encouragement by the Principal, the staff and students keep us going.

Design Studio had been a learning experience for the students, though the venture is still young, with each new season it is maturing into a better professional establishment. The venture is providing opportunity to learn entrepreneurship skills and team work which are required for both professional and personal life.