



POORNIMA UNIVERSITY

7th December 2015

Visit To Rajasthan Heritage Week

To promote handmade fabric, a three day grand fashion show took place at Clarks Amer from **3/12/15-5/12/15** which was dedicated to the indigenous fabric & weave – KHADI. With the support of govt. of Rajasthan, 3 designing houses presented their contemporary Khadi collection including international designer Bibi Russell, Abhishek & Rohit Kamra & Jaipur Modern.

Students of **SOD** of **Poornima University** witnessed this Rajasthan Heritage week, **Khadi Fashion show** and got chance meet various famous personalities. They met Honorable Chief Minister, **Smt. Vasundhara Raje**. She spoke to the students and motivated them to work in field of khadi. She said that khadi has been part of state's culture and the technique is also good. Keeping the textile traditional, it would have a modern and colourful makeover. Khadi will be made with the youth in mind so that craze among youngsters increase. To promote khadi, among youth we need online marketing, for that social media is one of the greatest medium. She also recalled her conversation with SOD students during Vastra 2015. It was a great exposure for students. Students also got chance to meet Sri Lankan Designer **Bibi Russell** and got the opportunity to interact with mentor Designer Rohit Kamra, Abhishek Kamra along with Ayush Kasliwal, Ar. Nischal Jain and Ar. Kavita Jain and manymore. Students were happy to be the part of khadi exhibition showcased by various weavers from Rajasthan.



