



SANKAGIRI VIVEKANANDHA ARTS AND SCIENCE COLLEGE FOR WOMEN



Prof. Dr. M. Karunanithi, B.Pharm., M.S., Ph.D., D.Litt.,
Chairman & Secretary

Affiliated to Periyar University, Salem
Veerachipalyam, Sankagiri - 637303, Salem.



DEPARTMENT OF COSTUME DESIGN & FASHION

NEWSLETTER

VOLUME 4, OCTOBER 2025



office@viaasrvt.ac.in



[@vivekanandha_college_viaas](https://www.instagram.com/vivekanandha_college_viaas)



www.viaasrvt.ac.in

LABORATORIES



**Hi Tech Sewing
Laboratory**



Beauty Palace



**Textile Processing
Laboratory**



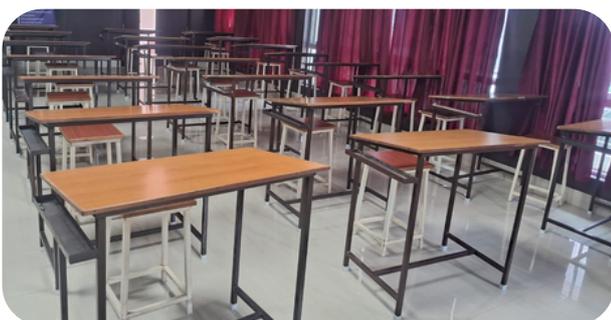
**Pattern making
Laboratory**



**Textile Testing
Laboratory**



**Computer Aided
Designing Laboratory**



**Fashion Illustration
Laboratory**



**Basic Garment
Construction Laboratory**



About the College...

Vivekanandha Arts and Science College for Women is situated at Veerachipalayam, Sankari west post, Sankagiri Taluk, Salem District of Tamil Nadu adjoining Coimbatore – Salem National Highway. The Campus is 8kms away from Sankagiri, 25 kms from Erode, 50kms from Salem and 110 kms from Coimbatore. On entering the campus, one would be gripped by the gorgeousness of the college. The natural atmosphere maintained in the campus is pleasant, healthy and stimulating in every sense. Spreading over 2,00,000 sq.ft. of building space, the classrooms, library, laboratories, separate seminar hall for Arts and Science Department, smart auditorium and learning centers of Vivekanandha Arts and Science College for Women have been designed with meticulous attention, making it truly a world class. The Vibrant interiors and exquisite finishing lends the college an ambience that is as delightful and inspiring.

**NEWSLETTER
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OCTOBER, 2025**



CONTENTS

- **Overview of Department**
- **Faculty Achievements**
- **Student Achievements**
- **Footprint of the Department**
- **Events of September**

EDITORIAL DESK

Dr.K.Sakthivel, M.Sc.,Ph.D.,
Associate Professor & Head
Team of CDF
Faculty & Students

DESIGNER

Ms.M.P.Saparna, M.Sc.,
Tutor
Costume Design & Fashion



About the Department...

The Department of Costume Design and Fashion was established in the year 2017. The Department of Textile and Fashion Designing was established in the year 2019. The scope of our course is immense as women have increasingly become more fashion conscious and seek to enhance it in every way. The role of the costume designers is to create the characters outfits /costumes and balance the scene with texture and colour etc. The costume designer works alongside the Director, Scenic, Lighting Designer, Sound Designer and other Creative personal. Clothing companies need to hire people in a variety of jobs, ranging from fashion designers, textile designers, models, retailers, buyers and merchandisers, to provide end-to-end solutions to their clients. Our Institutions provide training to potential fashion designers to expand their talent and become entrepreneurs in the fashion world

**NEWSLETTER
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STUDENT WORK



NEWSLETTER, OCTOBER 2025

Fast Fashion Model

Focus: Rapidly adapting runway and celebrity trends into affordable clothing.

Target Audience: Trend-conscious consumers who want low-cost fashionable items.

Examples: Zara, Shein, Forever 21.

Key Traits: Quick turnaround, low prices, high design rotation, short product lifecycle

Artisan Clusters & Global Appeal

Eco-fashion

Handloom, Natural Dyes, Embroideries

stainability

Craft Map Of INDIA

Economic Impact

The handloom sector is a key contributor to India's economy, providing employment to millions in rural and semi-urban areas.

It is a labour intensive but less capital-intensive sector, making it ideal for sustainable development.

The sector contributes substantially to export earnings, with export earnings reaching US\$ 84 million in Apr - Oct 2024.



EMPOWERING FUTURES: WOMEN IN ENTREPRENEURSHIP

Dr. S.UMAMAGESHWARI
M.Sc.,MHRM.,M.Phil.,Ph.D.,
Assistant Professor of Fashion Designing
FSH, SRMIST
Kattankulathur, Chennai

Skills Empowering Entrepreneurship: Pathways in Fashion and Apparel

Sathya Palani

Dr. K J Sivagnanam
Director, IIHT Jodhpur

MAKE IN INDIA

Designed to transform India into a global design and manufacturing hub.

It came as a powerful call to India's citizens and business leaders, and an invitation to potential partners and investors around the world to overhaul out-dated processes and policies, and centralize information about opportunities in India's manufacturing sector

launched in September 2014



FACULTY ACHIEVEMENTS



Dr. K. SAKTHIVEL,
Assistant professor & Head

Dr. K. Sakthivel contributed a book chapter published by Wordsswigg Publications in September 2025. Additionally, he published a journal paper with ISBN in Government College, participated in a National Seminar organized by VICAS, and attended an International Conference at Government Chikkanna College. and took part in a one-day FDP on “Generative AI for Teaching” organized by Ilahia College of Engineering & Technology.



Mrs. M. L. VIJAYALAKSHMI,
Assistant professor

Mrs. M. L. Vijayalakshmi presented a research paper at the International Conference on Recent Trends in Multidisciplinary Research and Innovation held at Bon Secours Arts and Science College for Women on 25th September 2025. She also contributed a book chapter published by Wordsswigg Publications in September 2025 and published a journal paper with an ISBN number at Government College. Additionally, she participated in a National Seminar organized by VICAS, attended an International Conference at Government Chikkanna College, and took part in a one-day FDP on “Generative AI for Teaching” organized by Ilahia College of Engineering & Technology.



Ms. S. PEBINA,
Assistant professor

Ms. S. Pebina actively participated in the National Seminar organized by VICAS, where she gained valuable insights into emerging academic trends. She also attended the International Conference held at Government Chikkanna College, which provided her with an excellent platform to enhance her knowledge and interact with experts from various disciplines.



Mrs. P. SATHYA,
Assistant professor

Mrs. P. Sathya Mrs. M. L. Vijayalakshmi presented a research paper at the International Conference on Recent Trends in Multidisciplinary Research and Innovation held at Bon Secours Arts and Science College for Women on 25th September 2025. She also contributed a book chapter published by Wordsswigg Publications in September 2025 and published a journal paper with an ISBN number at Government College. Additionally, she participated in a National Seminar organized by VICAS, attended an International Conference at Government Chikkanna College, and took part in a one-day FDP on “Generative AI for Teaching” organized by Ilahia College of Engineering & Technology. She published a research article in the South Asian Journal of Science and Technology



Ms. M. P. SAPARNA,
Tutor

Ms. M. P. Saparna presented a research paper at the International Conference on Recent Trends in Multidisciplinary Research and Innovation held at Bon Secours Arts and Science College for Women on 25th September 2025. She also contributed a book chapter published by Wordsswigg Publications in September 2025 and published a journal paper with an ISBN number at Government College. Additionally, she participated in a National Seminar organized by VICAS, attended an International Conference at Government Chikkanna College, and took part in a one-day FDP on “Generative AI for Teaching” organized by Ilahia College of Engineering & Technology.

STUDENTS ACHIEVEMENTS



Ms. R. ABINAYA,
II.M.S.c., CDF

Ms. R. Abinaya presented a research paper at the International Conference on Recent Trends in Multidisciplinary Research and Innovation held at Bon Secours Arts and Science College for Women on 25th September 2025. She also contributed a book chapter, published by Wordsswiggie Publications in September 2025. In addition, she published a journal paper with an ISBN number in Government College, and attended an International Conference at Government Chikkanna College.



Ms. J. VIJAYAKALA,
II.M.S.c., CDF

Ms. J. Vijayakala presented a research paper at the International Conference on Recent Trends in Multidisciplinary Research and Innovation held at Bon Secours Arts and Science College for Women on 25th September 2025. She also contributed a book chapter, published by Wordsswiggie Publications in September 2025. In addition, she published a journal paper with an ISBN number in Government College, and attended an International Conference at Government Chikkanna College.



Ms. S. SOWMIYA,
II.M.S.c., CDF

Ms. S. Sowmiya presented a research paper at the International Conference on Recent Trends in Multidisciplinary Research and Innovation held at Bon Secours Arts and Science College for Women on 25th September 2025. She also contributed a book chapter, published by Wordsswiggie Publications in September 2025. In addition, she published a journal paper with an ISBN number in Government College, and attended an International Conference at Government Chikkanna College.



Ms. P. INDHUMATHI,
II.M.S.c., CDF

Ms. P. Indhumathi presented a research paper at the International Conference on Recent Trends in Multidisciplinary Research and Innovation held at Bon Secours Arts and Science College for Women on 25th September 2025. She also contributed a book chapter, published by Wordsswiggie Publications in September 2025. In addition, she published a journal paper with an ISBN number in Government College, and attended an International Conference at Government Chikkanna College.



Ms. N. S. RITHANA SRI,
II.M.S.c., CDF

Ms. N. S. Rithana Sri presented a research paper at the International Conference on Recent Trends in Multidisciplinary Research and Innovation held at Bon Secours Arts and Science College for Women on 25th September 2025. She also contributed a book chapter, published by Wordsswiggie Publications in September 2025. In addition, she published a journal paper with an ISBN number in Government College, and attended an International Conference at Government Chikkanna College.

STUDENTS ACHIEVEMENTS



Ms. P. DEVIPRIYA,
II.M.S.c., CDF

Ms. P. Devipriya presented a research paper at the International Conference on Recent Trends in Multidisciplinary Research and Innovation held at Bon Secours Arts and Science College for Women on 25th September 2025. She also contributed a book chapter, published by Wordsswiggie Publications in September 2025. In addition, she published a journal paper with an ISBN number in Government College, and attended an International Conference at Government Chikkanna College.

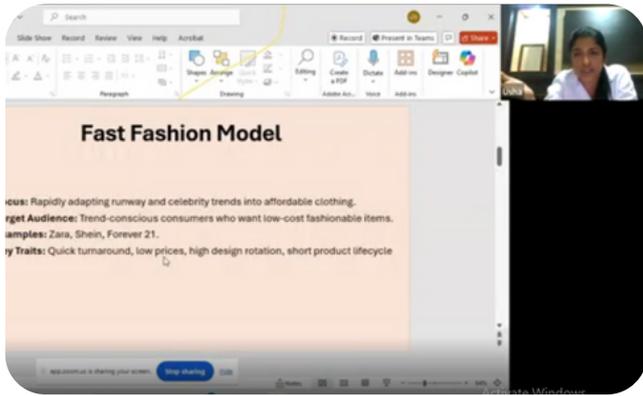


Ms. S. S. PRADEEPA,
II.M.S.c., CDF

Ms. S. S. Pradeepa presented a research paper at the International Conference on Recent Trends in Multidisciplinary Research and Innovation held at Bon Secours Arts and Science College for Women on 25th September 2025. She also contributed a book chapter, published by Wordsswiggie Publications in September 2025. In addition, she published a journal paper with an ISBN number in Government College, and attended an International Conference at Government Chikkanna College.

Ms. R. DURGA,
II.B.S.c., CDF

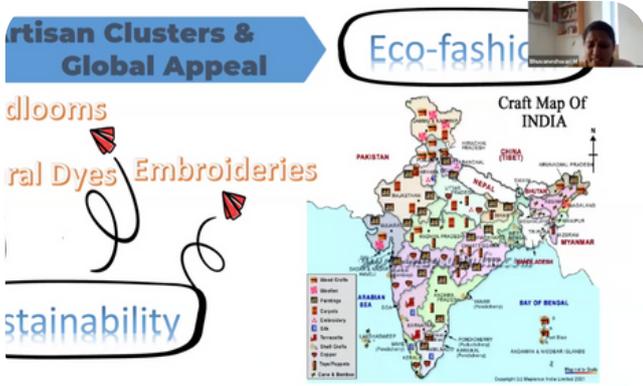
The National Service Scheme (NSS) Units I & II are delighted to share that our enthusiastic volunteer, R. Durga, has been selected to participate in the State Level Youth Festival 2025, scheduled to be held from 23rd to 27th October 2025 at VIT, Chennai. This remarkable achievement highlights the dedication and active involvement of our NSS volunteers in co-curricular and cultural activities, bringing pride and recognition to our institution.



6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM - DAY 1

Ms. J. Arul Usha Nandhini, Product Merchandiser at Norlanka Pvt. Ltd., Bangalore, delivered an engaging session on “Emerging Trends and Business Models in the Apparel Industry” during the 6-Day National EDP on “Fashion Innovation & Startups,” highlighting innovation, market trends, and sustainable business practices.

25, SEPTEMBER, 2025



6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM - DAY 2

Dr. M. Bhuvaneshwari, Assistant Professor - Grade II, VIT Fashion Institute of Technology, Chennai, delivered an insightful presentation on “Craft to Commerce (C2C): Empowering Next-Gen Fashionpreneurs” during the National Level 6-Day Entrepreneurship Development Program on “Fashion Innovation & Startups” (Virtual), inspiring budding fashion entrepreneurs.

26, SEPTEMBER, 2025



6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM - DAY 3

Dr. C. Prakash, Director, Indian Institute of Handloom Technology, Ministry of Textiles, Government of India, Fulia, West Bengal, delivered an informative session on “Entrepreneurship in the Handloom Industry” during the National Level 6-Day Entrepreneurship Development Program on “Fashion Innovation & Startups.”



6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM - DAY 3

Dr. V. Kavitha, Professor and Head, Department of Costume Design & Fashion, Dr. N.G.P. Arts and Science College, Coimbatore, delivered an engaging session on “Customer Journey Mapping for Fashion Startups” during the National Level 6-Day Entrepreneurship Development Program on “Fashion Innovation & Startups.”

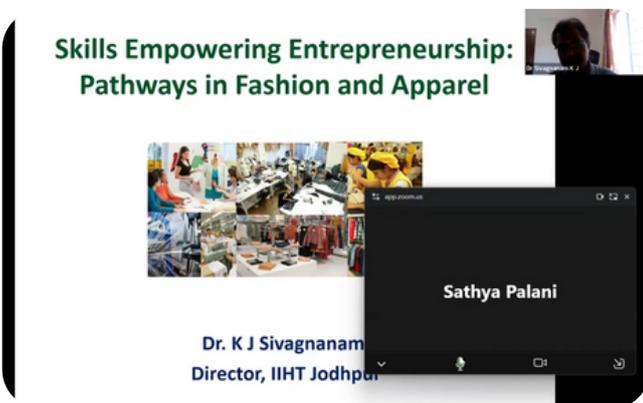
27, SEPTEMBER, 2025



6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM - DAY 4

Dr. S. Umamageshwari, Assistant Professor, Department of Fashion Designing, SRM Institute of Science and Technology, Kattankulathur Campus, Chennai, delivered an inspiring session on “Empowering Futures: Women in Entrepreneurship” during the National Level 6-Day Entrepreneurship Development Program on “Fashion Innovation & Startups.”

28, SEPTEMBER, 2025



6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM - DAY 5

Dr. K. J. Sivagnanam, Director, Indian Institute of Handloom Technology, Ministry of Textiles, Government of India, Jodhpur, Rajasthan, delivered an insightful session on “Skills Empowering Entrepreneurship: Pathways in Fashion and Apparel” during the National Level 6-Day Entrepreneurship Development Program on “Fashion Innovation & Startups.”



6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM - DAY 6

Mr. A. Sadheeshkumar, Senior Grade II, School of Fashion Design, Footwear Design and Development Institute, Ministry of Commerce and Industry, Government of India, Chennai, delivered an informative session on “Fashion Entrepreneurship and Startup Policies” during the National Level 6-Day Entrepreneurship Development Program on “Fashion Innovation & Startups.”

10, OCTOBER, 2025



WORKSHOP ON COLLAR AND SLEEVE

The Department of Costume Design and Fashion organized a workshop on “Startup Innovation and Variation of Collar and Sleeve” on 10.10.2025. The session, facilitated by Mr. N. Gopalsamy, provided students with valuable insights into innovative design techniques and garment detailing.



EVENT OF SEPTEMBER

NATIONAL LEVEL 6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM

The National Level 6-Day Entrepreneurship Development Program on “Fashion Innovation & Startups” was successfully conducted from 24th to 30th September, offering participants comprehensive insights into innovative practices, business models, and entrepreneurial skills essential for the evolving fashion industry.

ELITE SPEAKERS

- Ms. J. Arul Usha Nandhini**
Product Merchandiser
Norlanka Brands Pvt.Ltd
Bangalore
- Dr. M. Bhuvaneshwari**
Assistant Professor - Grade II
VIT Fashion Institute of Technology
Chennai
- Dr. C. Prakash**
Director
Indian Institute of Handloom Technology
Ministry of Textiles, Govt. of India, Fulla
West Bengal, Nadia
- Dr. V. Kavitha**
Professor & Head
Dept. of Costume Design and Fashion
Dr. N.G.P. Arts and Science College
Coimbatore
- Dr. S. Umamageshwari**
Assistant Professor
Department of Fashion Designing
SRM Institute of Science and Technology
Kattankulathur Campus, Chennai
- Dr. K. J. Sivagnanam**
Director
Indian Institute of Handloom Technology
(Ministry of Textiles, Govt. of India)
Nayapura, Chocka Road, Jodhpur
Rajasthan
- Mr. A. Sadheeshkumar**
Senior Grade II
School of Fashion Design
Footwear Design and Development Institute
(Ministry of Commerce and Industry Govt. of India)
Chennai

PROGRAMME SCHEDULE

- Day 1 - 24.09.2025, 2:00 PM to 3:00 PM**
Speaker : Ms. J. Arul Usha Nandhini
Title : Emerging Trends and Business Models in the Apparel Industry
- Day 2 - 25.09.2025, 2:00 PM to 3:00 PM**
Speaker : Dr. M. Bhuvaneshwari
Title : Craft to Commerce (C2C) : Empowering Next-Gen Fashionpreneurs
- Day 3 - 26.09.2025, 11:00 AM to 12:00 PM**
Speaker : Dr. C. Prakash
Title : Entrepreneurship in the Handloom Industry
- Day 3 - 26.09.2025, 2:00 PM to 3:00 PM**
Speaker : Dr. V. Kavitha
Title : Customer Journey Mapping for Fashion Startups
- Day 4 - 27.09.2025, 2:00 PM to 3:00 PM**
Speaker : Dr. S. Umamageshwari
Title : Empowering Futures: Women in Entrepreneurship
- Day 5 - 28.09.2025, 2:00 PM to 3:00 PM**
Speaker : Dr. K. J. Sivagnanam
Title : Skills Engineering Entrepreneurship: Pathways in Fashion and Apparel
- Day 6 - 30.09.2025, 2:00 PM to 3:00 PM**
Speaker : Mr. A. Sadheeshkumar
Title : Fashion Entrepreneurship and Startup Policies

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DEPARTMENT OF COSTUME DESIGN & FASHION ORGANIZES

NATIONAL LEVEL
6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM
ON
FASHION INNOVATION AND STARTUPS
(VIRTUAL)

Ms. J. Arul Usha Nandhini
Product Merchandiser
Norlanka Brands Pvt. Ltd
Bangalore

Title : Emerging Trends and Business Models in the Apparel Industry

24.09.2025 2:00 PM to 3:00 PM

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ON
FASHION INNOVATION AND STARTUPS
(VIRTUAL)

Dr. M. Bhuvaneshwari
Assistant Professor - Grade II
VIT Fashion Institute of Technology
Chennai

Title : Craft to Commerce (C2C) : Empowering Next-Gen Fashionpreneurs

25.09.2025 2:00 PM to 3:00 PM

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6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM
ON
FASHION INNOVATION AND STARTUPS
(VIRTUAL)

Dr. C. Prakash
Director
Indian Institute of Handloom Technology
Ministry of Textiles, Govt. of India, Fulla West Bengal, Nadia

Title : Entrepreneurship in the Handloom Industry

26.09.2025 11:00 AM to 12:00 PM

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6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM
ON
FASHION INNOVATION AND STARTUPS
(VIRTUAL)

Dr. V. Kavitha
Professor & Head
Department of Costume Design & Fashion
Dr. N.G.P. Arts and Science College
Coimbatore

Title : Customer Journey Mapping for Fashion Startups

26.09.2025 2:00 PM to 3:00 PM

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6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM
ON
FASHION INNOVATION AND STARTUPS
(VIRTUAL)

Dr. S. Umamageshwari
Assistant Professor
Department of Fashion Designing
SRM Institute of Science and Technology
Kattankulathur Campus, Chennai

Title : Empowering Futures: Women in Entrepreneurship

27.09.2025 2:00 PM to 3:00 PM

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6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM
ON
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(VIRTUAL)

Dr. K. J. Sivagnanam
Director
Indian Institute of Handloom Technology
(Ministry of Textiles, Govt. of India)
Nayapura, Chocka Road, Jodhpur Rajasthan

Title : Skills Engineering Entrepreneurship: Pathways in Fashion and Apparel

29.09.2025 2:00 PM to 3:00 PM

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6-DAY ENTREPRENEURSHIP DEVELOPMENT PROGRAM
ON
FASHION INNOVATION AND STARTUPS
(VIRTUAL)

Mr. A. Sadheeshkumar
Senior Grade II
School of Fashion Design
Footwear Design and Development Institute
(Ministry of Commerce and Industry Govt. of India)
Chennai

Title : Fashion Entrepreneurship and Startup Policies

30.09.2025 2:00 PM to 3:00 PM

FACILITIES OF THE INSTITUTION



Free Transportaion



24*7 Hospital



Hostel



Canteen



Beauty Palace



Auditorium



Library



Digital Library



Sports ground



Turf



Sankagiri

VIVEKANANDHA ARTS AND SCIENCE COLLEGE FOR WOMEN

Veerachipalayam, Sankagiri, Salem

COURSES OFFERED

UG Courses

School of Arts and Humanities

B.A. Tamil
B.A. English
B.Sc. Mathematics

School of Sciences

B.Sc. Nutrition and Dietetics
B.Sc. Costume Design & Fashion
B.Sc. Physics
B.Sc. Chemistry
B.Sc. Biochemistry
B.Sc. Biotechnology
B.Sc. Microbiology

School of Commerce

B.Com.,
B.Com. (Computer Applications)
B.Com (Business Analytics)
B.Com (E-Commerce)

School of Computing

B.Sc. Computer Science
Bachelor of Computer Applications
B.Sc. CS (Information Technology)
B.Sc. Cyber Security
B.Sc. Artificial Intelligence & Data Sciences

PG Courses

School of Arts and Humanities

M.A. Tamil
M.A. English
M.Sc. Mathematics

School of Sciences

M.Sc. Nutrition and Dietetics
M.Sc. Costume Design & Fashion
M.Sc. Physics
M.Sc. Chemistry
M.Sc. Biotechnology
M.Sc. Microbiology

School of Commerce

M.Com.,

School of Computing

M.Sc. Computer Science

PhD Programme

PhD in Biotechnology

UG Courses - 3 Years
PG Courses - 2 Years
PhD - Part time & Full time

