

JAN, 2023 | VOL. 5

# JHAROKHA

FDDI, JODHPUR



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## Editor's Note

A warm welcome and introduction by our editorial team, as you are going to see the *ART* through the *JHAROKHA* we made.

## Literary Members

Let's meet the team and the members, whose hard work and creativity has made this magazine so flamboyant.

## Greetings...

From our Central Incharge (CI), Mr. Malyaj Gangwar, whose support and motivation was with us throughout.

## Students Corner

Here comes the part where we showcase the intimate gift of our students. Where their thoughts have no limits, where their creativity has no boundaries.

## Life Lately at FDDI

Want to know the moments we have lived and enjoyed lately? Have a sneek peek through this column.

## Artwork Corner

Our dexterous students art skills are nothing less than a shining diamond. If you have a doubt, see for yourself here.

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# EDITOR'S NOTE

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HELLO READERS!

DEDICATED. SMART. FASHIONABLE. BOLD. EAGER TO CHANGE THE WORLD. WILLING TO STAY UP LATE AND AWAKE BEFORE DAWN TO PURSUE THEIR PASSION. THOSE ARE JUST A FEW WORDS THAT DESCRIBE SOME OF THE FDDI, JODHPUR STUDENTS YOU WILL MEET IN THE PAGES OF THIS MAGAZINE. AS MY TEAM AND I PULLED TOGETHER THE ARTICLES AND IMAGES, WE COULDN'T STOP TALKING ABOUT THEM. "WOW, LOOK AT THIS STUDENT!" "NO, LOOK WHAT THIS ONE HAS DONE!"

FASHION IS A HIGHLY EVOLVING INDUSTRY TRENDS COME & GO, BUT OUR ADAPTING TO THEM IS ALL THAT MATTERS. OUR TEAM IS WORKING HARD TO WRITE THE BEST STORIES JUST FOR YOU.

ON BEHALF OF THE WHOLE JHAROKHA TEAM,

HAPPY READING!

# LITERARY

# COMMITTEE

## MEMBERS

MR. MAHESH KUMAR/FACULTY-FDP – CONVENER  
MS. VARSHA M SAMUEL/FACULTY-FD – MEMBER  
MR. SUNIL KUMAR/ASSOCIATE FACULTY- MEMBER  
MR. RAHUL SHARMA/SR ASSISTANT-MEMBER  
MR. SHARWAN SINGH/OFFICE ASSISTANT – MEMBER  
MR. GORI SHANKER SHARMA/OFFICE ASSISTANT – MEMBER

## STUDENT CO-ORDINATORS

### DESIGN AND EDITING TEAM



Diksha Gandhi  
B.Des FD 2019-23



Harshita Pant  
B.Des FD 2019-23



Nishchal Golhar  
B.Des FD 2019-23

# WELCOME!!

By CENTRE INCHARGE

I, MALYAJ GANGWAR, THE HOD- SFD AND CENTRE INCHARGE OF FOOTWEAR DESIGN AND DEVELOPMENT INSTITUTE, JODHPUR IS EXTREMELY HAPPY TO ANNOUNCE THE LAUNCH OF JHAROKHA JULY'22, WHICH IS THE QUARTERLY MAGAZINE OF OUR INSTITUTE. IN THIS ISSUE THE ARTWORK, TALENT AND HOBBIES OF OUR GEM LIKE STUDENTS ARE SHOWCASED AS WELL AS THE FACULTIES IMPART THEIR KNOWLEDGE.



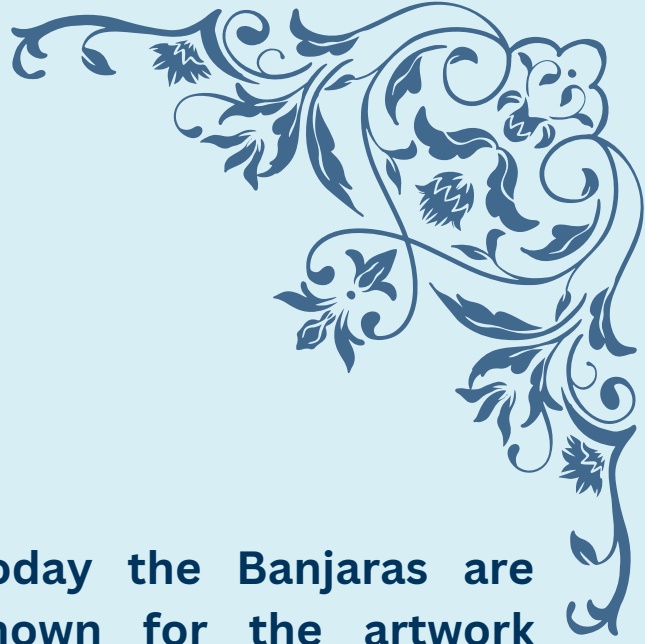
# STUDENT



# COLLEGE

# SELF-STITCHED GARMENT





Today the Banjaras are known for the artwork that is sought after for its motifs and hues. Banjara embroidery is essentially done on cotton cloth. Chain stitch, cross stitch, stem stitch, herringbone stitch, couching, appliqué work, mirror work, kashida and quilting are some of the stitches and techniques used. Often two or three techniques are used in one single piece of hand work. The top is decorated and embroidered with cowry shells, different colours of cotton and woollen embroidery threads, glass beads and mirrors.

Parul Sahu  
B. Des FD 2019





**Chikankari of Lucknow  
(Muskuraiye app Lucknow me Hai )  
Sarika Verma  
B.des (fd) ,batch 2020**



**Chikan is one of the prides of the city of Nawabs that is Lucknow. Although chikankari is an ancient form of white floral embroidery it has become synonym of nazakat and nafasat of the Tehzeeb of Lucknow . For centuries this fine white tracery on transparent white fabric has delighted the hearts of the kings and commoners alike. The profession has always been respected that it is one vocation that affluent families have taken up without any perceived loss of societal acceptance. It is a complex and elegant craft that has come down to us, evolving over the years into an aesthetic form of great beauty .**

**It is a complex and elegant craft that has come down to us, evolving over the years into an aesthetic form of great beauty . this fine white tracery on transparent white fabric has delighted the hearts of the kings and commoners alike. Chikankari embroidery features numerous patterns and designs of Muree, lerchi, keelkangan and bakhia. It is a detailed form of embroidery that often uses motifs of Mughal architectural themes**

**Visiting Lucknow is a must to unravel the beauty and mystery of all crafts produced there. Besides, it has many historical monuments for you to get the true essence of the city.**

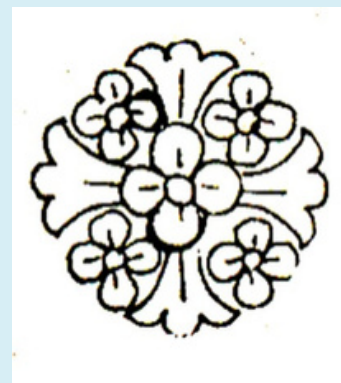
# BEAUTIFICATION OF BANARASI SILK SAREES BY ITS MOTIFS AND DESIGNS

Banaras weavers always gave serious consideration to the proper utilization of the space between patterns. To maintain harmony and correlation between motifs, certain geometrical patterns were used –

the most common being khanjari (chevron), charkhana (checks), ari doria (straight or diagonal lines), mothra (a double line containing a simple or running pattern inside), and so forth. Mothra is mainly used as a border, or to mark the division between different portions of a complex pattern. The floral forms are called buti or buta, according to their size. The buti is a single flower or figure made individually. Different forms and flowers give their names to these butas. Some popular examples are pan (betel), fardi (the effect is produced by dots), carrie (mango), tara (star), ashrafi (circular, coin-shaped), and so forth. The butis, which are given the names of flowers, are called phul (flower) butis, such as chameli (jasmine), champa, guldaudi (chrysanthemum), genda (marigold), gulab (rose) and parijat. The number of petals used in a buti also give it its name, like tinpatia (three-petalled), panchpatia (five-petalled), satpatia (seven-petalled). If these butis are woven in a bel (creeper pattern), it is called genda bel, guldaudi bel, gulab bel and so forth.

The most important motifs used by the weavers of Banaras are: Doriya pattern in longitudinal stripes. Salaidar pattern in transverse stripes (along the width of the fabric). Ada doriya pattern in diagonal stripes. Khanjari or laharia pattern in wavy or angular lines.

Charkhana pattern in check (square or rectangular). Bulbul chashm pattern in small lozenge-shaped figures with dots at the centers. Mothra pattern in double lines containing a simple or running pattern inside. Used as borders or divisions between different portions of a complex pattern. Phulwar running pattern of leaves and flowers all over the groundwork. Jhardar pattern of sprays. Patridar pattern of leaves. Bel a running floral pattern repeated over and over again in a scroll. Adi bel as above, the scroll running diagonally or obliquely. Chanda a circular figure with floral or geometrical designs inside it, placed in the center of fabric. Turanj a decorated mango-shaped buti. Kalghi Turanj buti with the pointed end turned around the further decorated. Kalgha or kalanga a turanj, but large in size (buta).



Shreya Kesari  
B. Des FD 2019



Self-Stictched, designed  
and worn garment

By- Diksha Kumari  
B. Des FD 2019



Designer- Diksha Gandhi  
Model - Rupali Tomar



By- Diksha Gandhi  
B. Des FD 2019

# LIFE LATELY AT FDDI





# Batch 2019-23



To the last days  
of our graduating  
students

# Navratri Celebration



*Dandiya Night*



हिंदी पखवाड़ा २०२२ समापन समारोह की कुछ खूबसूरत झलकियाँ





We help school students make informed decisions about FDDI through our higher education talks, workshops, tours and masterclasses - sharing few clips of these innovative and knowledge gaining activities.





Traditional art represents the body of artistic activities that are transmitted from one generation to another by means of direct experience, family or community tools.

The techniques and the forms of traditional arts evolve very slowly, so it is necessary to enrich the creative effort of fashion designers in terms of creativity, in order to promote originality and diversity of clothing, which are necessary elements in the fashion industry, for which art is an important and invaluable source.

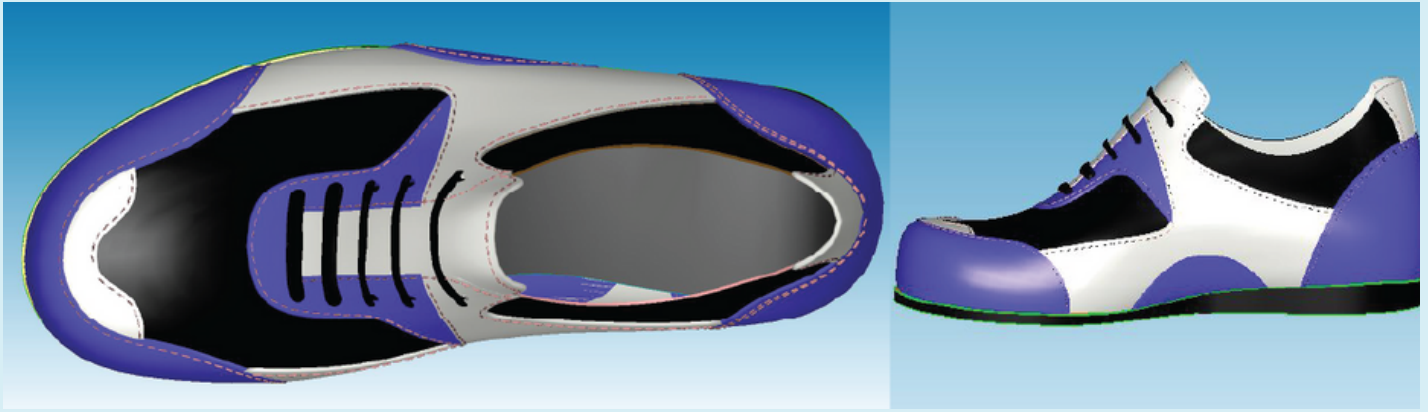
# Visual Merchandising Lab





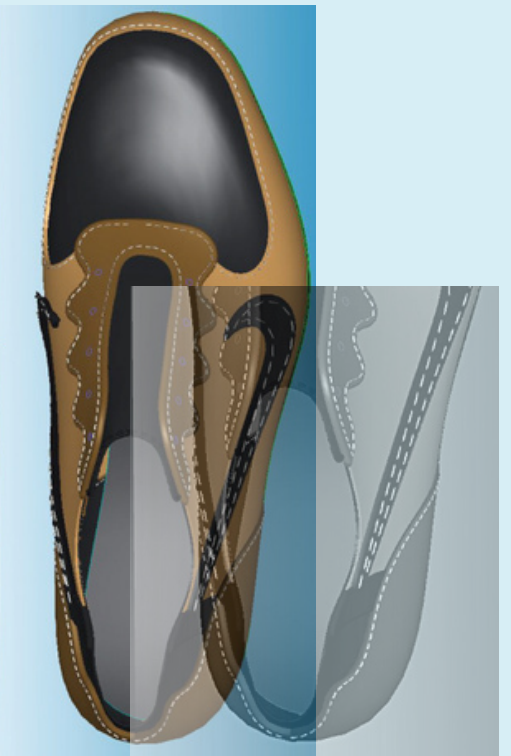
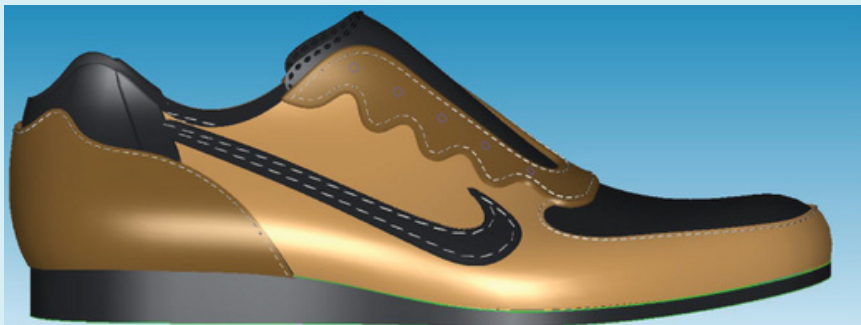
Students of batch 2019 FDP, decorated the VM lab for their assignment of RETAIL MANAGEMENT subject, in group of 2. The experience for them as well as for the visitors, who came for visit and see their management.

# ARTWORK CORNER



# Shoes Illustrations



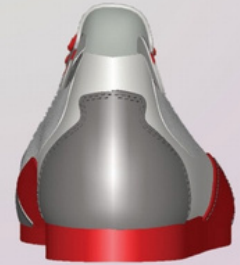




ASHISH MOHAN SINGH  
1974010

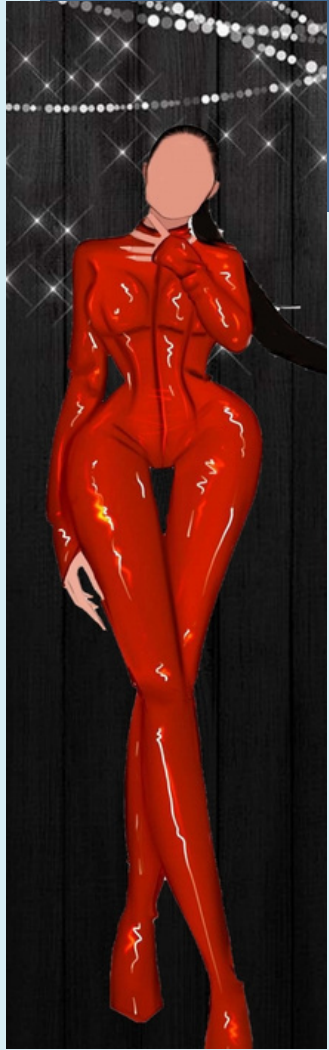


**FDDI**

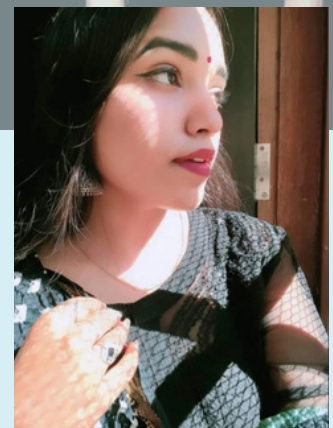
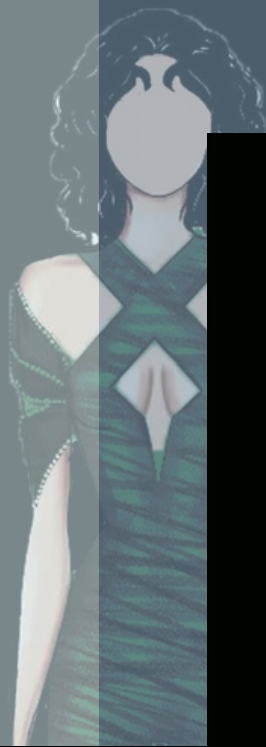


NAME : DANISH KHAN  
ROLL NO.: 1974013  
BATCH : FDP (2019-23)

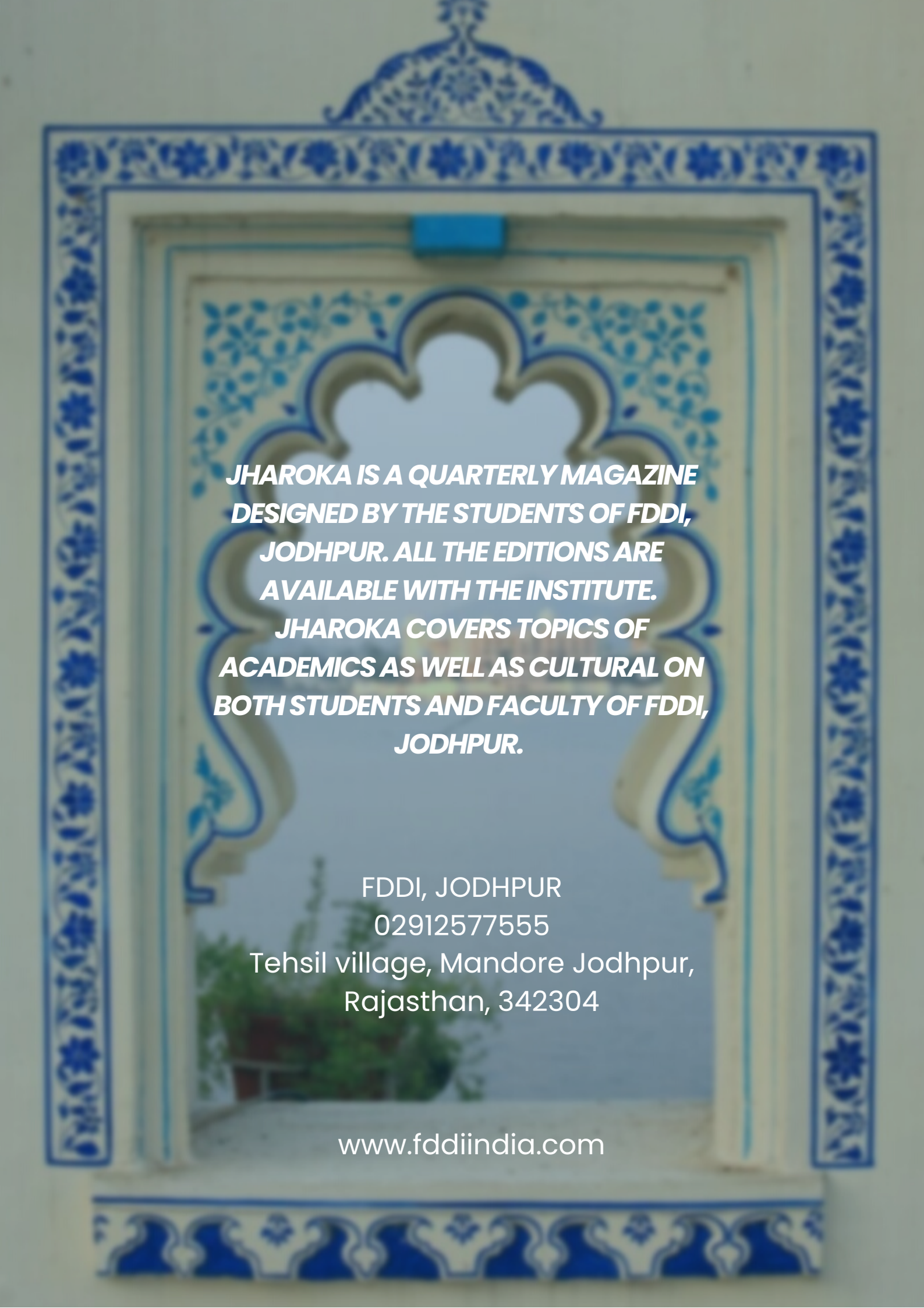
# Digital Illustrations



Diksha Gandhi  
B. Des FD 2019



Tanu  
B. Des FD 2019



**JHAROKA IS A QUARTERLY MAGAZINE  
DESIGNED BY THE STUDENTS OF FDDI,  
JODHPUR. ALL THE EDITIONS ARE  
AVAILABLE WITH THE INSTITUTE.  
JHAROKA COVERS TOPICS OF  
ACADEMICS AS WELL AS CULTURAL ON  
BOTH STUDENTS AND FACULTY OF FDDI,  
JODHPUR.**

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