



Shreyash Ojha <shreyash.ojha@nift.ac.in>

LOR- Shreyash Ojha

1 message

Pritika Bawa <pritika.bawa@nift.ac.in>

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To: Shreyash Ojha <Shreyash.ojha@nift.ac.in>

To Whomsoever It May

Concern

I am Professor Pritika Bawa, Joint Director and Faculty of Fashion Management Studies at the National Institute of Fashion Technology (NIFT), Delhi since 2008 and with the fashion and apparel industry since 1998. NIFT is an established college of fashion in the capital of India. The institute contains 10 academic departments and awards undergraduate, graduate and postgraduate degrees. We are home to 400+ design students every year and a typical graduating class at NIFT consists of 400 odd students. I have known Shreyash Ojha from 2021 to 2023, as his instructor in Masters of Fashion Management in the fourth year, an Interdisciplinary Major. In my class of 35, Shreyash ranked in the top 1%. I strongly recommend Shreyash for your Master's program because of his exceptional academic curiosity and solution-oriented thought process.

Shreyash displayed enthusiasm for comprehending technical, business and creative skills to develop problem-solving strategies in business practices. His detailed business plan and road map for an immersive start-up idea called Pods showcased his logical approach towards project management. The executive summary, vision, marketing strategies, technical support, all key elements were laid out in the presentation document. I was impressed with the detailed submission and encouraged him to take this forward as a serious business proposition.

Through his regular assignments, I noticed that he excelled particularly in tasks that involved creative approach to problem solving. He created an advertisement campaign around fictional products and conducted surveys to see how it resonated with our target audience, and saw a 70% "would buy" opinion. For another assignment, he used his sharp analytical skills to conduct in-depth UI/UX Analysis and comparison in high end versus low end e-commerce platforms using 12 different parameters. Shreyash conducted case studies on brands such as 'Off-white' and studied consumer subcultures to identify and ideate new approaches to correct brand image positioning. His focus led to a sharp learning curve, always scoring good grades in all submissions.

Owing to his warm and affable personality, Shreyash interacted with his peers and professors effortlessly. He initiated erudite questions and discussions about deeper topics such as ethical marketing approaches and consumer perceptions. This would accentuate the learning experience at large and attributed to many meaningful discussions in the class. A curious learner, Shreyash would generally research in depth about relevant topics and build on his knowledge.

As one of the faculty heads, I observed Shreyash's exceptional leadership and organizational skills beyond the classroom as well. An enthusiastic actor, he won bronze medal in converge 2022 for street play and a silver medal in Converge 2023. Being a part of the band at various music performances at college, I can confidently vouch for the artistic side of his personality.

Through these endeavors, Shreyash has established his capacity to balance his academic pursuits with extracurricular involvement, affirming his status as a well-rounded and driven individual. I strongly believe that he will be an asset to his cohort and thrive academically to reach his goals successfully. For any further clarification, please reach out to me at pritika.bawa@nift.ac.in.

Best Wishes
शुभ कामनाओं सहित

सुश्री प्रीतिका बावा

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