REPORT ON ANNUAL SEMINAR ON AUGMENTED & VIRTUAL REALITY- 2023

The Annual Seminar held on 14th Dec'2023 on **'Augmented and Virtual Reality (AR/VR) in Fashion, Interior Design, and Hotel Management'** held at AWES Campus, Bengaluru aimed to explore the applications and potential of AR/VR technologies in various fields. The seminar consisted of three stages: a panel discussion with delegates, student sessions, and hands-on programs. The panel was chaired my Maj Gen Ravi Murugan, AVSM, GOC- K&KSA, Chairman- AWES Institutions, Bengaluru, Ratnadeep Mukkirwar, CEO- Optillex, Ashwini Deshpande, Digital Fashion Designer- META, Sourav Khanna- Hospitality trainer, Naveen Sankar, Operations- Tiltlabs.

Invited participants for academic collaboration were from Nitte Meenakshi Institute of Fashion Technology & Interior Design, Kristu Jayanti College, Jain University for Design, Army Public School, Kamraj Road.

1. Panel Discussion with Delegates:

Key Points:

Cost Implications: The panel discussed the initial costs associated with implementing AR/VR, emphasizing that while there is an upfront investment, the long-term benefits outweigh the expenses. The discussion also touched upon cost-effective solutions and potential sources of funding for educational institutions.

Trained Manpower: Delegates highlighted the need for specialized training programs to equip professionals with the skills required for AR/VR development and implementation. Collaboration between industries and educational institutions was emphasized to bridge the skill gap.

Utility and Benefits: The panellists unanimously agreed on the transformative impact of AR/VR in enhancing customer experiences, improving design processes, and optimizing hotel management operations. The consensus was that embracing these technologies would give institutions a competitive edge.

2. Student Sessions:

- Overview of AR/VR technologies in fashion, interior design, and hotel management.

- Case studies and success stories.

- Opportunities and challenges for students in these industries.

Student Engagement:

- Enthusiastic participation was observed among students, who expressed keen interest in incorporating AR/VR into their academic and professional journeys.

- The sessions sparked discussions on potential research projects, internships, and collaborative initiatives.

3. Hands-On Programs:

Workshops:

- Practical demonstrations of AR/VR applications in fashion design, interior planning, and hotel management.

- Interactive sessions where students could experiment with AR/VR tools.

Feedback:

- Students found the hands-on programs insightful and beneficial for gaining practical skills.

- Some challenges, such as access to required equipment and software, were identified, prompting discussions on potential solutions.

4. Benefits for Academia:

- Enhances the institution's reputation as innovative and forward-thinking.

- Provides students with practical skills and prepares them for industry demands.

5. Syllabus Incorporation:

- Regularly update curricula to include AR/VR components.

- Establish partnerships with industry experts for guest lectures and workshops.

The event highlighted the importance of collaboration between academia and industry, emphasizing the need for training programs and practical experiences for students. While initial costs and challenges exist, the long-term benefits make the integration of AR/VR an invaluable investment for educational institutions. The seminar contributed to inspiring students and faculty to embrace these technologies and prepare for the future of their respective industries.

Overall Coordination: **AIFD**

AIFD- Veena K Thimmaiah, Mamatha G P K, Niharika Nigam

AIHM&CT- Sayantani Karar, Arun Kumar