



## Why sewing is not a hobby, but a career path for today's youth

Sewing is no longer confined to tradition or hobby—it is emerging as a modern, skill-driven career shaped by creativity and technology. For today's youth, it offers a powerful blend of independence, adaptability, and opportunity in an evolving job landscape

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In a world where careers are no longer shaped by linear degrees or predictable corporate ladders, sewing is undergoing a quiet but significant redefinition. Once viewed primarily as a domestic skill or a leisurely pastime, it is now emerging as a credible, future-ready profession—one rooted in creativity, technical expertise, and economic independence. For India's youth navigating an increasingly uncertain job market shaped by automation, platform economies, and shifting consumer values, sewing offers something rare and valuable: a tangible, adaptable skill with real-world application.

The renewed relevance of sewing lies in its ability to seamlessly blend craftsmanship with modern capability. Contemporary sewing is far

removed from the narrow perception of basic stitch work. The tools, techniques, and outcomes have evolved dramatically, expanding what young professionals can create, customise, and scale. Entry-level mechanical machines help learners build a strong foundation in garment construction and fabric handling, while advanced mechanical and electronic machines introduce greater speed control, stitch variation, and material versatility. Computerised sewing machines, with intuitive digital interfaces and pre-programmed designs, enable precision and consistency, allowing creative ideas to translate into professional outputs. Embroidery-enabled machines further widen the creative canvas, making detailed personalisation accessible without extensive manual effort. Together, these ad-



vancements position sewing as a discipline that combines artisanal skill with technological fluency.

### Sewing as Creative Entrepreneurship

This evolution has been amplified by the rise of the creator economy, which has transformed sewing into a viable pathway for creative entrepreneurship. Digital

platforms and direct-to-consumer models have lowered traditional barriers to entry, enabling skilled individuals to build brands, offer bespoke services, and reach niche audiences with minimal infrastructure. Today, a young sewist can launch small collections, offer made-to-measure solutions, create customised products, or monetise ex-



pertise through workshops and digital content. In this ecosystem, sewing extends beyond production—it becomes a tool for storytelling, differentiation, and sustained value creation.

### Cultural Continuity in a Contemporary Context

Beyond its economic potential, sewing holds deep cultural significance in the

Indian context. Our textiles, silhouettes, and construction techniques carry centuries of heritage and regional identity. When young people engage with sewing as a profession, they do more than preserve these traditions—they reinterpret them for contemporary markets. This dynamic fusion of heritage and modern design ensures cultural

narratives remain relevant, adaptable, and commercially viable, positioning sewing as both a creative and cultural profession.

Yet, despite these shifts, outdated perceptions persist. Sewing is still often framed as a secondary option rather than a legitimate career choice. These notions are increasingly being challenged as more young pro-

professionals build sustainable livelihoods, integrate technology into their practice, and engage confidently with national and global markets.

Looking ahead, the role of the sewist is set to become even more relevant. While automation will continue to shape large-scale manufacturing, craftsmanship, personalisation, and design sensitivity remain irreplaceable. Sewing offers resilience against market volatility, adaptability across industries, and the freedom to evolve with changing consumer demands. What was once dismissed as a hobby has emerged as a profession with depth, dignity, and purpose - offering today's youth a forward-looking career grounded in skill, creativity, and opportunity.

(The writer is President of Studio of Fashion & Craft, Usha International)

## From the heart of Hyderabad to the runways of Mumbai: Vaishali Agarwal debuts 'Baakul'

Hyderabad-based designer Vaishali Agarwal marks a milestone moment as she debuts on the national fashion stage with her collection 'Baakul'. Showcased in Mumbai, the line brings the city's rich craftsmanship to a wider audience, blending heritage with modern elegance

Designer Vaishali Agarwal has taken a significant step in her two-decade journey by debuting on the pan-India fashion stage with her latest collection, 'Baakul'. Known for her strong presence in Hyderabad's couture landscape, Vaishali has now expanded her vision to a national audience, unveiling her collection at a recently concluded fashion week in Mumbai, where actor Alaya F walked as the showstopper. This showcase represents more than just a runway debut; it marks Vaishali's first presentation beyond Hyderabad, bringing her deeply rooted design philosophy to a wider luxury audience. Despite the geographic expansion, her work remains firmly anchored in the cultural richness and artisanal traditions of her home city.

Vaishali's journey began with designing outfits for her young daughter, gradually evolving into a celebrated couture label recognized for intricate embroidery, handcrafted textiles, and meaningful storytelling. Over the years, she has consistently bridged traditional craftsmanship with contemporary aes-



thetics, creating designs that resonate with modern brides and occasion wear enthusiasts.

Her latest collection, 'Baakul', reflects this philosophy. Named after the sacred flower offered to Lord Shiva and inspired by the cosmic rhythm of Nataraja, the collection translates spirituality into wearable art. Each piece embodies symbolism, fluidity, and grace, brought to life through detailed craftsmanship and modern silhouettes.

The collection highlights Hyderabad's signature design elements, including rich textiles and intricate surface ornamentation. Motifs such as Nandi and the fish from Ganga are reinterpreted through dhabka embroidery, gota appliqué, handmade floral detailing, and statement dori jackets. These traditional elements are paired with fluid silhouettes, metallic accents, and layered textures, giving the collection a contemporary



edge suitable for today's fashion-forward audience.

Speaking about the milestone, Vaishali Agarwal shared that presenting 'Baakul' in Mumbai marks a defining moment for her brand. She emphasized her intention to carry Hyderabad's craftsmanship into a broader narrative that connects with the aspirations of the modern Indian bride.

Complementing the collection is Shivasa Fine Jewellery, founded by Sandhya Agarwal. The brand blends traditional polkis, vibrant gemstones, and diamonds to create timeless pieces designed for modern women. Together, the collaboration presents a cohesive vision of bridal and occasion wear that celebrates heritage while embracing contemporary elegance.

With 'Baakul', Vaishali Agarwal successfully bridges regional craftsmanship and national appeal, signaling a promising new chapter in her design journey.

## Ananya Panday on tackling exam pressure: 'They are a small part of a much bigger journey'

Actress Ananya Panday's So Positive, a children and family-first initiative designed to acknowledge exam stress, has joined forces with Nick India to come up with new and exciting ways to tackle exam pressure.

Rooted in Nick India's ongoing Pressure Ko Bolo Bye campaign, the initiative encourages parents to actively ease exam pressure by recognizing each child's unique strengths and learning style, while building confidence over comparison.

The collaboration came to life with a special on-ground activity led by Ananya Panday, along with Nick's beloved characters Chikoo and Bunty.

They selected everyday exam worries written on balloons and popped them to reveal easy stress-busting actions.

Shedding further light on the initiative, Ananya revealed that as a kid, she learned that the best way to overcome exam pressure is to take a step back and

remember that exams are merely a small part of a much bigger journey.

The 'CTRL' actress said, "Exam pressure is something almost every student experiences, but it's important to remember that it doesn't have to define you. Growing up, I realised that the best way to deal with it is to take a step back, breathe and remind yourself that exams are just one small part of a much bigger journey."

"What I love about the Nick's Pressure Ko Bolo Bye initiative is that it encourages kids and parents to talk openly about stress and handle it in a healthier, more positive way. Sometimes even small actions,

like pausing, sharing how you feel or just letting go of expectations, can make a big difference," she added. Sharing a glimpse of the initiative, Ananya wrote on her official Instagram handle, "It's that time of the year again - books, exams and all the pressure that comes with it. But this year, with Nick India

and So Positive, we're saying #Pressure-KoBoloBye and will show you exactly how to do this - one pop at a time!"



### CROSSWORD



- ACROSS**
- Brawl (6)
  - A solemn pledge (3)
  - Romulus kin (4)
  - Freudian terms (4)
  - Restaurant, diner (6)
  - Wept with loud sobs; had a running nose? (9)
  - Metallic element (4)
  - Supplement (3)
  - Farm bird (5)
  - \_\_\_ as a hatter? (2,3)
  - In what way (3)
  - \_\_\_ Aviv: capital of Israel? (3)
  - Garden flower (5)
  - Capital of China's Hubei province (5)
  - "It is" a verbal contraction (3)
  - Low voice (4)
  - Romantic illumination? (9)
  - Halogen element (6)
  - Red vegetable (4)
  - Asian language (4)
  - Drain of strength (3)
  - Source (6)

### DOWN

- Madness or very frantic (6)
- \_\_\_ his advice: doing as he counselled? (6,2)
- Light melodies (4)
- Cunning (7)
- Flow controlling device (5)
- In good health (4)
- Northernmost Irish county (7)
- President Eisenhower's nickname? (3)
- Milk-giving animals (4)
- Use a dagger (4)
- Minatory (8)
- Capital of Lower Saxony (7)
- Samurai code (7)
- Toupee (3)
- Behind at sea? (6)
- Bind (3,2)
- Eggs of insects (4)
- Long trip (4)



Solution to April 8

### SUDOKU



Solution to April 8