



JUHI LAKHWANI

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EDUCATION

NAROPA FELLOWSHIP | LADAKH | 2018 - 2019

The Naropa Fellowship is a post-graduate programme in Entrepreneurial Leadership seeking to develop agents of change who will create meaningful impact in Ladakh and the Himalayan region.

- Part of the founding cohort of 60 Fellows, selected from across 1600+ applicants within India, Nepal and Bhutan.
- Awarded a full scholarship to cover tuition and stay.

SRISHTI INSTITUTE OF ART, DESIGN AND TECHNOLOGY BENGALURU | 2013 - 2017

Bachelor of Design(Industrial Art and Design Practices) Discipline: Textile Design

INDIAN INSTITUTE OF DESIGN | INDORE | 2012 - 2013 Foundation Program

ACHIEVEMENTS & RECOGNITIONS

- Thesis project(Kotpad Handlooms- A Story to Tell) selected for publication in the Architectural Digest Magazine India,2017
- Press coverage surrounding the venture :
[Times of India](#)
[SheAtWork.com](#)
[The Hindu Business Line](#)
- End-to-end project lead for Design Craft showcase at Lakmé Fashion Week 2025

WORK EXPERIENCE

DESIGN CRAFT BY SOMAIYA GROUP (SOMAIYA KALA VIDYA) | 2025

Business Development Manager

Design Craft is a multi-artisan designers platform that showcases the work of Somaiya Kala Vidya graduates, promoting traditional craftsmanship through contemporary design while connecting artisan designers to a global audience.

- Develop and lead integrated business strategies aligned with Design Craft's mission and retail goals
- Oversee supply chain, retail operations, and stakeholder engagement
- Lead cross-functional teams to foster collaboration between Artisan Designers, program teams, and partners
- Strengthen stakeholder relationships and represent Design Craft at key industry forums
- Played a pivotal role in Design Craft's participation at **Lakmé Fashion Week**, managing the project end-to-end from artisan coordination and design development to production, documentation, and successful runway execution.
- Direct financial planning, market research, and risk management to drive sustainable growth and product innovation.

WORLDARTCOMMUNITY.COM | DELHI | 2021 - 2024

Merchandiser

Worldartcommunity.com is a marketplace for artists and designers to showcase their creations across a wide range of mediums and materials.

- Curated and placed appropriate products on the platform to attract and convert the target audience
- Researched and analyzed latest trends to inform and implement content and digital marketing strategies
- Screened, onboarded new sellers on the platform
- Managed 3,000+ sellers on the platform, facilitating their growth and sales.
- Ideated and executed business strategies to drive customer engagement and sales

OTHER SKILLS & INTERESTS

- Design Tools: Adobe Photoshop, Illustrator, InDesign
- Heritage and culture enthusiast with an inclination towards handicrafts of India
- Proficient in product curation, content writing, and brand development
- Strong understanding of Indian craft traditions and textile processes

INTERNSHIPS

WORLDARTCOMMUNITY.COM | DELHI | 2018 - 2019

Intern

- Introduced handicraft navigation bar on the website through thorough research and classification of different craft forms of India
- Launched the new product category 'crafts' in collaboration with Indian Handicraft Emporium in Delhi
- Authored content on traditional hand block printing for marketing purposes.

UTM AND JSML | BENGALURU | 2016

Intern

Universal textile mill (UTM) is an export mill located in Bangalore which produces multi-fibre woven draperies, digital prints and velvet for home décor market.

- Developed designs for jacquard woven and digital print fabrics for clients of US and Belgium

WORK EXPERIENCE

LUGU LADAKH | LADAKH | 2019 - 2021

Co-Founder

Lugu Ladakh is an enterprise that aims at creating sustainable livelihood for woolen carpet weavers (the nomadic tribe) of Ladakh through design and business interventions.

- Identified products which could create additional income stream for artisan communities in Ladakh
- Built a brand and narrative around the product
- Identified target audience and built a market
- Generated sales worth 2 lakhs in just over 6 months of operations

KOTPAD HANDLOOMS COMMUNITY | ODISHA | 2017

Textile Designer

Kotpad Handloom cotton is a natural-dyed fabric woven by the tribal weavers of the Mirgan community of the Kotpad village in the Koraput district of Odisha.

- Widened the product line by designing a home furnishings product range
- Developed a business proposition which increased the production capacity with a profit margin of 20 percent

URAVU ORGANISATION | WAYANAD | DEC 2015

Srishti Alumna

A non-governmental organization, URUVU works in local contexts as a development partner to establish sustainable rural micro enterprises based on processing and value addition of local, natural resources. URUVU works mainly with bamboo.

- Created a bamboo art installation with the URUVU artists which was the medium of unifying the 'urban' and the 'rural'