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**Report on Expert Lecture organized by Faculty of Architecture, Planning & Design  
on April 6, 2026**

1 message

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BRIEF REPORT ON  
Expert Lecture on  
**“NATURAL DYEING PROCESS”**

By



**“AMA Herbals Pvt Ltd**

HELD ON 6<sup>th</sup> April 2026

organized by

**FACULTY OF ARCHITECTURE, PLANNING & DESIGN**

*INTEGRAL INSTITUTE OF PROFESSIONAL STUDIES & RESEARCH (IIPS&R)*

PHASE-III, INTEGRAL UNIVERSITY, LUCKNOW

**B. Design (Fashion Design)**

The Faculty of Architecture, Planning & Design organized an expert lecture on “Natural Dyeing Process” for Bachelor of Design (Fashion Design) students on April 6, 2026. The lecture aimed to educate design students about natural dyeing processes based on sustainable and eco-friendly formulations, aligning with key Sustainable Development Goals (SDGs) notably SDG 12: Responsible Consumption and Production, SDG 13: Climate Action, SDG 3: Good Health and Well-being, and SDG 11: Sustainable Cities and Communities.

The renowned expert Mr. Hamza Zaidi from AMA Herbals graced the event. Mr. Zaidi is a global leader in natural textile dyes, with more than 75 products worldwide. He highlighted the evolution of natural dyes and emphasized a vision focused on improving health, protecting the environment, and promoting sustainability among students. AMA Herbals follows the “Best of Waste” practice, contributing to environmental conservation by reducing industrial discharge, thereby supporting SDG 9: Industry, Innovation and Infrastructure, SDG 11, and SDG 15: Life on Land.

Students of Fashion Design actively participated by dyeing fabrics using natural dyes developed in AMA Herbals laboratories, including “Leafy Green” (from mulberry leaves), “Mallow” (from pomegranate peel with antibacterial and astringent properties), “Rubia” (from roots and rhizomes of *Rubia cordifolia*), and “Nimbus” (from lac-derived sources). This hands-on experience reinforced sustainable material practices, eco-conscious design thinking, and the role of responsible production in shaping sustainable urban lifestyles.

Recognizing the importance of such lectures in the Bachelor of Design (Fashion Design) curriculum, these expert engagements play a crucial role in fostering a comprehensive understanding of India’s natural dye heritage and sustainable design practices. The session was seamlessly coordinated through the dedicated efforts of students and Ms. Anusha Mishra (Assistant Professor, B. Des Fashion Design), under the guidance and support of Prof. Zeba Nisar (Dean, FoAPD). The event was well supported by Head, Architecture- Dr. Safiullah Khan.

*Attached herewith are glimpses capturing the essence of this insightful and sustainability-driven session.*



Thanks and Warm Regards,

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**Prof. (Ar.) Zeba Nisar**

Professor & Dean

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