

D.K.T.E. SOCIETY'S

TEXTILE & ENGINEERING INSTITUTE

ICHALKARANJI

Department of Textile

Textimes
Textimes



www.dkte.ac.in

DKTE

AN EMPOWERED AUTONOMOUS INSTITUTE

NAAC ACCREDITED WITH A+ GRADE



EDITORIAL
BOARD

Textimes

News Letter

Chairman

Prof. (Dr.) Mrs. L. S. Admuthé
I/c Director

Editor in Chief

Prof. (Dr.) U. J. Patil
Dy. Director (Admin.) & H.O.D. Textiles

Associate Editors

Prof. (Dr.) Mrs. P. M. Katkar

Prof. (Dr.) V. K. Dhange

Prof. Mrs. J. A. Alase

Prof. R. P. Sawant

Pranjal Shete (Final B.Tech FT)

Pratik Khatkar (Final B.Tech TC)

Gunjan Pandhare (Final B.Tech FT)

Nikita Mahale (Final B.Tech FT)

Vaishnavi Patil (Third B.Tech FT)

Saniya Pathan (Third B.Tech FT)

Onkar Ghatage (Third B.Tech TC)

Institute Corner

Programs Organised



Ichalkaranji, Maharashtra, India

Seva bharti hospital road Near laziz pizza, MFJC+H7Q, I

Ichalkaranji, Maharashtra 416116, India

◆ Certificate Course in "Weaving – Concepts, Designing & Project"

A Certificate Course in "Weaving – Concepts, Designing & Project" was started by our institute in association with Institution Innovation Council from 21st June 2023 to 10th July 2023 for Science and Technology students. Prof. (Dr.) U. J. Patil conducted the sessions. Prof. (Dr.) M. C. Burji and Prof. Mandar S. Kulkarni, Innovation Ambassadors, Ministry of Human Resource Department (MHRD), Govt. of India, New Delhi, co-ordinated the programme. In this programme, the inputs are given to budding entrepreneurs on various aspects like Entrepreneurship and the Scheme of Assistance, Project Selection and its Feasibility, Motivation, Project Report Preparation, Management and Technical Training. The course has been successfully implemented under the guidance of I/C. Director Prof. Dr. L. S. Admuthe



◆ Seminar on "Scenario of International Textile Machinery"

DKTE Institution's Innovation Council (IIC), Ministry of Education, Government of India jointly organized a seminar on "Scenario of International Textile Machinery" on 24th January 2023. On behalf of DKTE, welcome speech to the guest speakers was addressed by Dy. Director & HoD-Textiles, Prof. Dr. U J Patil. Key resource person Mr. A. Zucchi, President of ACIMIT (the Association of Italian Textile Machinery Manufacturers), Italy highlighted the current Italian textile machinery market potential to cater for the international market with the quality considering sustainability platform. Mr. Federico Pellegata, Director of ACIMIT, Italy has graced the function with his valuable presence. The seminar was attended by the students and faculties & received a good response from the audience, concluding remark was given by Management Representative Mr. Ravi Awade, vote of thanks was proposed by Prof. Rajanna Gotipamul. Dr. Manjunath Burji coordinated the event.

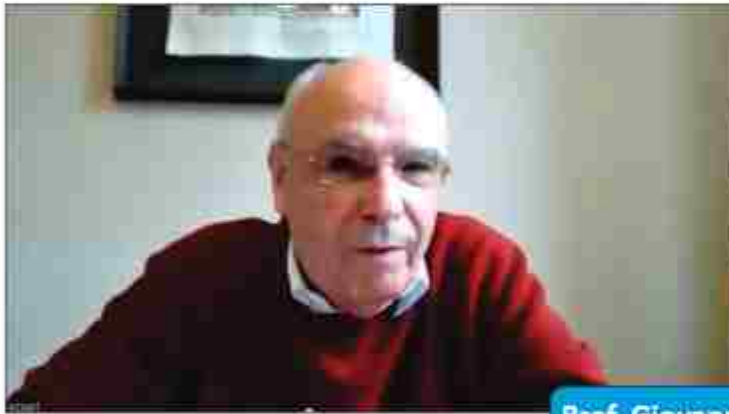
◆ National level online webinar on "Quality of Textile Materials"

The Textile Department of our institute organized National level online webinar on "Quality of Textile Materials" for final year Textile Diploma students on Tuesday 9th May 2023. Resource persons for this webinar were Mr. Veerendra Ingle, Director Operations, RSJ Inspection Service Ltd. and Prof. Dr. U. J. Patil, Deputy Director, HOD Textiles, DKTE TEI, Ichalkaranji

Lecture Series

◆ Lecture Series, PIESE, ITALY

A series of guest lectures were organized as a part of the MoU between DKTE's Textile & Engineering Institute and PIESE, Italy. In this connection, series of lectures were arranged by experts from PIESE, Italy for students and faculty. Lecture by Prof. Giovanni Sommariva, Dyeing & Finishing Advisor, Varese, Lombardy, Italy was arranged on the topic 'Italian Technologies for Water and Energy Saving in Dyeing & Finishing Processes' on Monday, 20/02/2023 for S.Y., T.Y. and Final B.Tech. (Textile Chemistry) students. On Tuesday, 21st February 2023 for Final Year B.Tech. (TT/MMTT) students Mr. Rinaldo Radice from Italy delivered a presentation on the topic 'Sustainable and Innovative Weaving Technologies and Practices'. Mr. Alberto Saccavini of Blumine Srl delivered a "Sustainability & Fashion - Challenges for the Fashion Supply Chain" session on 8th March 2023. Faculty members of the Fashion Technology department and Students of the Third year and Final Year B.Tech Fashion Technology attended the session. A lecture of Prof. Giovanni Sommariva, Dyeing & Finishing Advisor, Varese, Lombardy, Italy Was arranged on the topic 'Technologies for Reducing the Environmental Impact of Denim Finishing Operations' on Wednesday, 05/04/2023 hall for T.Y. B.Tech. (Textile Chemistry) students.



Prof. Giovanni Sommariva



Mr. Alberto Saccavini



Mr. Rinaldo Radice

Alumini Meet



◆ Alumini Meet

On 26th January 2023, the Textile Department's Alumni Meet was held in the Institute. More than 125 alumni members were present from different textile programs. The students from Silver Jubilee Alumni batch of 1998 along with other alumni members joined this event. Prof. P. S. Kulkarni anchored the program. All the alumni members expressed their views. The alumni members who are doing exceptionally well in their professions shared their experiences during their college days and the role of institute and professors in building their successful careers. The alumni also focused on importance of inter batch interaction of department students; self-dependence of students on preparing themselves for campus selection and internships during academics. During this program, all the alumni members of 1998 batch were felicitated by offering memento by the hands of Prof. (Dr.) U.J. Patil, Prof. (Dr.) M.Y. Gudiyawar, Prof. (Dr.) S.B. Mhetre and Prof. Raj Walsang. The faculty members, also, shared their views during this lively interaction. The program, which was lasted for more than 3 hrs was ended by the vote of thanks proposed by Prof. P. S. Kulkarni.

International Alumni Meet



◆ International Alumni Meet

DKTE organised GLOBAL ALUMNI GET-TOGETHER at ITMA 2023, world's largest international textile technology exhibition at FIERA MILANO RHO MILAN ,ITALY More than 50 alumni working in many countries were present Ms Alice Vago representing both ACIMIT (the Association of Italian Textile Machinery Manufacturers) and PISIE International Organization for Industry and Economic Development was chief guest during alumni get together Many senior alumni expressed their gratitude towards DKTE'S support in their professional life . The alumni present for this meet were from first batch to current Students. Mr. Avinash Bambardke of first batch attended meet. Management and I/C. Director of DKTE has supported for stall at ITME 23 and Alumni get together event.

Textvision & Fashionova

◆ Textvision & Fashionova 2023

An International Student Symposium Textvision and Fashionova 2023 with a "Textile World of Health & Safety" theme was held at DKTE on 10th February 2023. The Symposium was organized by the Department of Textiles, Textile Association Ichalkaranji Miraj Unit, and TAIMU Student Chapter. The event's lead sponsor was Venus Safety and Health Pvt. Ltd. Mumbai. In this symposium Paper Presentation contest, Design Collection and Presentation, Eye on Pick Glass, and Startex events were held. Students from Institutes all over India participated in all these events.







TEXTILE & ENGINEERING INSTITUTE ICHALKARANJI,
Kolhapur, Maharashtra, India.

INTERNATIONAL STUDENT SYMPOSIUM

TEXTVISION & FASHIONOVA 2023

TEXTILE WORLD OF HEALTH & SAFETY

10th February 2023



PAPER PRESENTATION



DESIGN COLLECTION & PRESENTATION



STARTEX 2K23



EYE ON PICK

Lead Sponsor:



Venus Safety & Health Pvt.Ltd.

TEXTVISION
Prof. (Dr.) V.J. Purohit
HOD, Textiles

DESIGN COLLECTION & PRESENTATION
Prof. (Dr.) S. S. Deshpande 9822421401
9822421402

STARTEX 2K23
Dr. (Dr.) S. S. Deshpande - 9822421401
Kishor Chavhan - 9822421402

FASHIONOVA
Prof. (Dr.) V. A. Deshpande 9822421401
9822421402

ADMISSION SUPPORT - 9824827113
Bhargav Bhatnagar - 9822421401

Last Date of Registration
- 30 January 2023

For Detailed Information
taimu.dkitech

taimu@dkitech.com | www.dktech.com | www.facebook.com/dkitech



Participation In Exhibitions



◆ ITMA 2023

DKTE participated at ITMA 2023, world's largest international textile technology exhibition at FIERA MILANO RHO MILAN, ITALY at Hall No-3 Stall, No- B -303 under research, innovation and academic categories. Many industry representative, alumni visited DKTE stall. ITMA 2023 exhibition was divided into 18 Major categories and scheduled between 8-14 June 2023. Many events like innovator exchange program was arranged from 9 to 13 June 2023. More than 1600 exhibitors participated in this exhibition.



◆ TECHNO TEX-TECHNICAL TEXTILES

10th International exhibition & conference on technical Textiles held at Bombay Exhibition Center, Goregaon, Mumbai. The theme of the exhibition was "Envisioning Indian Technical Textiles@2047". This was organized by FICCI and supported by Ministry of Textiles, New Delhi. Two faculties, Prof. Rajanna Gotipamul (Degree Wing) and Prof. Santhosh Shetty (Diploma wing) had been deputed as exhibitors for DKTE COE stall. Interacted with the visitors (students, entrepreneurs and industry persons) from 22nd to 24th February 2023. A large crowd of the visitors have visited DKTE stall. Some NRI (Majority from Africa, Sri Lanka, Turkey, Bangladesh etc.) were also taken part in interaction and enquiring about higher education and nonwoven product development. The major achievements of the COE- Nonwovens & DKTE institute were discussed. The admission procedure, courses offered, MoU from DKTE institute and product development, R&D, consultancy of the DKTE COE, both were highlighted to the visitors. Many enquiries were recorded regarding product development of DKTE COE (demonstrated them with nonwoven fabric samples also) & short-term courses/On line courses for the DKTE Institute. DKTE Vice Chairman and seating MLA, Shri Prakash Awade visited DKTE stall and enquired for the feedback of the delegates and interacted with the DKTE faculties present over there.

Meetings



◆ TUF SCHEME

An interactive meeting for TUF cases at Ichalkaranji' was organized jointly by the Office of Textile Commissioner, Govt. of India, Mumbai, Powerloom Development & Export Promotion Council (PDEXCIL) and D.K.T.E'S Textile and Engineering Institute, Ichalkaranji on 14th & 15th March 2023. Mrs. Usha Pol, Dy. Director General Office of the Textile Commissioner, Mumbai, Mr. Satish Kumar Singh Director of Regional Office of the Textile Commissioner, New Mumbai, and their team provided guidance to the entrepreneurs in Ichalkaranji city. These officials also discussed the problems related to pending TUF cases of the beneficiaries and scrutinized their files to resolve such cases.

Faculty Corner

*The Faculty who got PhD Awarded
For their Research Work in Textile Field.*



◆ **Prof. Sagar Noushad Jawale** working as an Assistant Professor in Textile Technology Department has been awarded Ph. D. in Textile Engineering under the faculty of Science & Technology by Swami Ramanand Teerth Marathwada University, Nanded on 10th August 2022. He has carried out the doctoral research work entitled "Characterization of Suiting Fabric Produced by Ring and Compact Yarns" under the guidance of Prof. (Dr.) R. N. Joshi. The research work is incredibly useful in the field of the suiting industry.



◆ **Prof. Atul Jagannath Dhavale** working as an Assistant Professor in Textile Technology Department has been awarded Ph. D. in Textile Engineering under the faculty of Science & Technology by Swami Ramanand Teerth Marathwada University, Nanded on 25th August 2022. He has carried out the doctoral research work entitled "Development of Nonwovens for Air Filtration" under the guidance of Prof. (Dr.) R. N. Joshi.



◆ **Prof. Mrs. Ashwini Anil Raybagi** a faculty member of the Textile Department, has been awarded a PhD in Textile Engineering under the Faculty of Science & Technology, Shivaji University, Kolhapur. Her research topic was "Studies on Comfort and Handle Characteristics of Fabrics with Air Jet Textured Yarns". She has completed her PhD on 8 December 2022. She was guided by Prof. Dr. P.V.Kadole.

Felicitation of Faculty for Achievement



◆ Prof. (Dr.) Ujjainkumar Mhasavekar

working as an Assistant Professor in Textile Technology Department was awarded Ph.D. in Textile Engineering under the faculty of Science & Technology by Swami Ramanand Teerth Marathwada University, Nanded on 11th April 2023. He had carried out the doctoral research work entitled "Development of Needle Punched Nonwovens for Pervaporation Membrane" under the guidance of Prof. (Dr.) R. N. Joshi.



◆ Prof. (Dr.) M. Y. Gudiyawar

Our faculty member Prof. Dr. M. Y. Gudiyawar is honoured with the "Gunawanth Shikshak award" by the Lions Club of Ichalkaranji. The award was presented to him by Prof Dr. Arun Patil Vice Chancellor Sanjay Ghodawat University Kolhapur on 10th September 2022 in a function organised by Lions Club at Ichalkaranji.



◆ Prof. (Dr.) P. B. Malakane

of our institute was honoured with the "Best Engineer" Award by The Institution of Engineers (India), Kolhapur Local Centre on 55th Engineers' Day for his excellence in the field of Textile Engineering. The award was presented to him by Er. (Dr.) S. D. Gorantiwar, Head, Agricultural Engineering Department & Principal Investigator, CAAST Project on Climate Smart Agriculture and Water Management, Mahatma Phule Krishi Vidyapeeth, Rahuri, on 15th September 2022 at a function in Kolhapur organised by The Institution of Engineers.

Staff Retirement

A warm send off is given to Mr. S. B. Buwa, Sr. Instructor from Spinning Workshop. Mr. Buwa completed his Diploma in Textile Manufacture from DKTE's Textile & Engineering Institute in 1987 and worked in various Textile Industries for 8 Yrs. In July 1995, he joined DKTE and served for around 28 Years. A farewell function was organized by Textile Department to give him a hearty send off. Staff member's colleagues from Textile Department shared their memories and experience with Mr. Buwa. Dy. Director Prof (Dr) U. J. Patil and faculty members felicitated Mr. Buwa and his family for his dedicated services and wish him a happy and healthy post – retirement life.



Papers Published

Sr.No.	Authors	Name of journal	Publication details	Year
1	S. N. Jawale, S.V. Kamble, Vaishnavi Pandhare	Textile Trends	Mechanical and thermo-physiological properties of woven fabrics produced from bamboo, excel, and cotton yarns	January 2023
2	S. M. Landage and I. B. Sunkad	Asian Textile Journal	Washdown effects on denim	January-February 2023
3	Mandar S. Kulkarni	Spinning Textiles	Performance Assessment of Ring Frame: Part 1 – Productivity Assessment	January-February 2023
4	Ramesh N. Narkhedkar	Man Made Textiles in India	Yarn twist direction: An important influencing parameter decides the properties of its fabric durable press (DP) rating	February 2023
5	J. A. Alease and S. M. Landage	Textile Trends	Application of Conductive Polymer on Textiles	February 2023
6	S. S. Lavate	Fibers	SWOT analysis of bamboo fiber	February 2023
7	P. B. Malakane and R. R. Bongale	Textile Trends	Effect of variables on Air-Covered elastane yarn characteristics	February 2023
8	V. C. Sakhare	Textile Trends	Applications of AI in Textiles	February 2023
9	Santosh M. Shettya, V. B. Chougule, and U. J. Patil	Man-Made Textiles in India	Stretchability of needle-punched nonwoven fabric produced from polyester and elastomeric staple fibers: Part-1	March 2023
10	Dr. N. B. Timble	Textile Trends	Marketing of various DREF (Friction) spinning machines to produce yarns	March 2023
11	Mandar Kulkarni	Spinning Textiles	Performance Assessment of Ring Frame: Part- 2- Yarn Quality Assessment	March-April 2023
12	M. Y. Gudiyawar and Prashant Chougule	Man-Made Textiles in India	Prediction of the strength of blended air jet textured yarns	May 2023
13	Dr. N. B. Timble	Textile Value Chain	Technical Textiles : An upcoming sector in India	April-June 2023
14	Dr. S. B. Mhetre	Spinning Textiles	Comparison of Physical Properties of Yarns Produced on Pneumatic & Magnetic Compact Spinning Systems	May-June 2023

Book Published

1	Rajanna Gotipamul	Book Publisher-Scholars Press	High Performance Thermal Liner-Protect	January 2023
---	-------------------	-------------------------------	--	--------------

Student Corner



◆ Credits Transfer Scheme

Mr. Sumedh Murabatte, Mr. Rajvardhan Kadam and Mr. Abhishek Somani of T.Y B.Tech (Textiles) are selected for pursuing their sixth semester from March 2023 at Hof University of Applied Sciences Germany as exchange students under credits transfer scheme. Also Ms. Parshati Bhagawat and Ms. Vaishnavi Bade of T.Y B.Tech (Textiles), were selected to pursue a semester at Saxion University of Applied Sciences Netherlands as an exchange student under the credits transfer scheme. The credits transfer scheme is one of the activities of the MoU signed between DKTE institute and Hof University, Germany as well as Saxion University, Netherlands. These students attended a complete semester from February/March 2023 to July 2023 and are successfully completing the 6th semester, their credits are transferred to our institute and students have joined 7th semester at our institute.



◆ Italian Technology Award 2023

Under MoU of DKTE's TEI with ACIMIT and 'Italian Technology Award 2023', three students from Textile Department Mr. Mayur Jain (Final TT), Miss Sakshi Shah (Final FT) & Nikhil Upadhye (Final TC) along with faculty Prof. Rajanna Gotipamul visited following various leading Italian Textile Machinery Manufacturing Companies at ITMA fair, Milan during 11th to 13th June 2023. The visit program was coordinated by Alice Vago, Project Manager, ITA.



◆ Winners in Events

One of the Teams with Final Year B.Tech Students from Textile Technology Mr. Prathamesh Ingawale, Mr. Pravin Bhadavankar and Ms. Sakshi Auti won fifth rank in Idea Pitching at Five Days Bootcamp on Innovation, Design and Entrepreneurship held on 22nd to 26th June 2023 held at COEP Technology University Pune. This event was attended by Two students of the project group Mr. Prathamesh Ingawale & Mr. Pravin Bhadavankar. The title of their idea is "Development of diabetic socks with Antiodour and Antimicrobial Properties". The team was guided by Prof. Rajanna Gotipamul. The bootcamp was organized by the Central Ministry of Education Innovation Cell and AICTE and total 74 teams from different institutes including two teams from DKTE were selected to attend this Bootcamp event.



DKTE'S Department of Textiles (Final year B. Tech. Textile Chemistry) student Miss. Sakshi Sanjay Khool participated in the "DAKSHAA 2 K 23" National-Level Paper Presentation Competition for Engineering students organized by K S Rangasamy college of Technology, Tiruchengodu, Tamilnadu. She won second prize in the Paper Presentation Contest. She has presented a paper on "Smart Textiles". This competition was held on 23rd to 24th March 2023.

Alumni Corner



◆ Mr. Abhay Sidham

Abhay Sidham is a trailblazer in the textile industry, embarked on his journey as a dedicated learner, graduating as part of the founding batch DTM from D.K.T.E and later becoming an esteemed alumnus of the institute.

Abhay initiated his career at Piramal Mills in Mumbai, specializing in spinning maintenance. He further honed his skills at Prakash Cotton Mills, where he focused on open-end spinning production and maintenance, gaining valuable expertise OE technology.

In 1990, he joined Batliboi as a Service Executive, marking the beginning of an illustrious chapter in his professional life. Throughout his tenure, he assumed diverse roles within the organization, showcasing his prowess in service management, sales, and marketing across the spinning, knitting, and processing machinery domains.

Abhay possesses extensive knowledge and experience in the knits vertical, a realm where he made significant contributions to the development of new product lines for circular knitting machines at Mayer & Cie. His innovative mindset and dedication to progress have significantly impacted the industry.

Currently, Abhay Sidham holds the prestigious position of Chief Operating Officer at Batliboi Textile Machinery division. In this role, he orchestrates the company's operations, bringing forth his wealth of expertise to steer the organization towards continuous growth and success. His remarkable journey stands as a testament to his dedication, expertise, and passion for the textile industry.

Alumni Corner



◆ Mr. Shubham Satish Patil

completed B. Text in Man Made Textile Technology in 2019, with two overseas internship programmes in technical textiles and composites from Hof University Germany and Technical University of Liberec Czech Republic. Shubham was recruited on-campus by Wildcraft India Ltd as a quality assurance engineer. In September 2020, Shubham received a scholarship to pursue a master's degree in technical textiles with a specialization in composites at De Montfort University in Leicester, United Kingdom. He had incredible courage in going abroad for studies during a critical circumstance such as Covid -19. Following his master's degree, he worked as an R & D engineer for carbon fibre recycling at Gen2Carbon, and he is now a Project Engineer with Neos Composite Solutions in Derby, UK. He is well-versed in composites, lightweight part manufacturing, and material science. He worked with world-class companies such as Jaguar Land Rover, McLaren, Airbus, Boeing, Aston Martin, and F1 racing car projects.

He is an incredible representation of what it means to be a DKTE textile and engineering institute's alumnus. His passion to professional craft, ambition to make an impact, and relentless pursuit of greatness are attributes that make us extremely proud. His achievement is a result of his hard work, determination, and the foundation he established throughout his time at DKTE.

We are as pleased of him for accomplishing achievement and shining DKTE's reputation as an outstanding graduate.

You may reach him for advice on master's degrees abroad and concerns about composites on below mentioned profile- [linkedin.com/in/shubhampatil7998](https://www.linkedin.com/in/shubhampatil7998)

Internship & Placement Report of Textiles Programs in the Academic Year 2022-2023

Textile Department of DKTE had 245 students in the Final Year of which 214 are activities participated in the placement and finally all students secured job -100 % Placement.

Campus Interviews were conducted in both online and offline mode.

Total 82 companies conducted interviews. Highest package offered was Rs 18 Lakhs Per Annum .The average salary of these students in the academic years was Rs. 04.77 Lakhs per annum (LTC).

The placement of B.Tech –Textile students

Activities	Details
Total Numbers Of Students On The Roll	245
No. Of Students Shown Interest / Activity Participated	214
Total No. Of Companies Visited	82
Total No Of Offers Including Second Job 230	230
Total No of Students Undergone Internship Under PPO Scheme	33
Total Numbers of Pre-placement offer	08
No. Job Offers Above 10 LPA	13
No. Job Offers Above 05 LPA	38
No. Job offer Between 03 to 05 LPA	144
International Job offer	07
Highest Salary Package LPA	18
Average Salary Package LPA	4.77
Total Numbers Of Students Undergone Internship	527

The placement of Diploma –Textile students

Activities	Details
Total No. Of Students On The Roll	97
No. Of Students Shown Interest / Activity Participated	25
Total No. Of Companies Visited	22
Total No Of Offers	25
Job Offers Above 03 - 05 LPA	16
Job Offer Between 02 to 03 LPA	09
Average Salary Package	2.86
Total Numbers Of Students Undergone Internship in The Industries	114

Internship & Placement Report of Textiles Programs in the Academic Year 2022-2023

Sector-wise Highlights of placement A. Y. - 2022-2023

Sector	% of companies
Manufacturing - Textiles	41.25
Manufacturing -Synthetic fiber and Yarn Manufacturing	07.50
Manufacturing-Garment	22.50
Manufacturing- Non-Woven	06.25
Manufacturing-Knitting	03.75
Sales & Marketing	03.75
Manufacturing- Machines	03.75
Technical Textile	11.25



Technical Artical

Color Psychology

*Pranjal S. Shete,
Shweta S. Khool
Sakshi S. Mane
(Department of Fashion Technology)*

The subject of color psychology examines how people are affected by color in everyday situations. The color has great impact on individual's thoughts or emotions affecting life of human beings. For instance,

- Test findings for food can be impacted by color.
- A room's color can impact how you feel.
- Your level of attraction to other people may be influenced by the color of the clothing you are wearing.

Depending on whether a color belongs to the warm or cold family, it might be relaxing or stimulating. Warm colors are typically more vibrant hues like red, yellow, and orange. Simulation is produced, but only to a certain extent. Long-term exposure to warm colors irritates our eyes. Cool colors, such as blue and green, are probably well-liked because they promote tranquility. The color blue, which represents the sky and the water, naturally calms us. Green represents tranquility and nature. Green is the hue that our eyes work the least difficult to view, which is scientifically confirmed to be true. Purple is made when red and blue are combined. Both calm and relaxation and vigor and charge are given by the color purple. Colors affect how much or how little you eat. Bright colors that are believed to pique our appetites the most are yellow, orange, and red. These hues, especially red, make us feel more energized and hungry by raising our blood pressure and pulse rates. Grey, black, brown, and purple, however, are thought to be appetite suppressants. Overeating is less likely when food is served on plates of these hues.

Color influences consumer decisions. Design, grocery stores, and marketing firms all employ color psychology extensively. According to research, products with red labels are more likely to catch customers' attention, increasing the likelihood that they will purchase the product. Orange is a color that symbolizes fairness or accessibility. The color green symbolizes environmental friendliness. Skin care items are typically packaged or displayed in white since white stands for purity. Purple is the color of royalty. A beauty agency might choose purple to represent nobility and originality.

Black and red are standard colors in fashion and beauty. Black is often associated with mystery, death, and evil, but it can also stand for elegance, as seen in a chic tuxedo or slick dress. In addition to signifying love, lust, passion, and desire, red also connotes strength, aggression, danger, and power. They also boost your self-confidence and make you appear more appealing. Dressing in a striking color like red may help to increase your self-assurance. Red is frequently linked to vigor and vitality. It's possible that you feel more confident and in control. Depending on cultural and personal preferences, many colors can make you appear more appealing. For instance, a warm, complimentary color may draw attention to your skin tone and enhance your attractiveness. It's vital to remember that a variety of elements, including personal style, body language, and overall presentation, have an impact on both confidence and attractiveness.

Another factor that must be taken into account in color psychology is "culture." Distinct colors have distinct meanings; this is largely a cultural phenomenon in one culture, a certain color might bring good fortune, yet in another, the same color might bring ill fortune. For example: White is not seen as a good color in Indian culture, hence the bride shouldn't wear it during the wedding ceremony. However, as white is regarded as a positive color in Western society, the bride should only put on a white gown for the wedding ceremony.