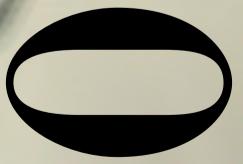
### NATIONAL INSTITUTE OF FASHION TECHNOLOGY

Ministry of Textiles, Government of India

# ADMISSIONS

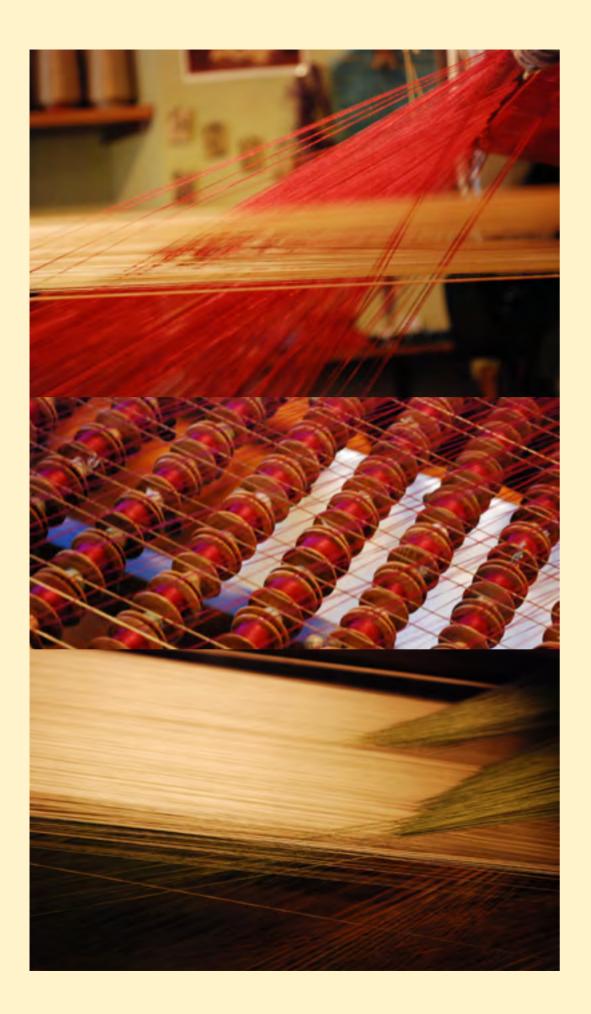






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An Institute of Design, Management & Technology A Statutory Institute governed by the NIFT Act 2006



# NIFT VISION

To emerge as a centre of excellence and innovation, proactively catalysing growth of fashion business through leadership in professional education with concern for social and human values





### **Message from Chairman**

For millennia India's major industry reflecting its craftsmanship and culture has been its textiles and clothing manufacture and today the National Institute of Fashion Technology is the leader in the development of human resources for its future growth.

NIFT focuses on imparting to students the latest in technology and innovation in all aspects of integrating the entire value chain from fibre to fabric to fashion for the textile industry. Students are also encouraged to respect and derive the best from our own traditional arts and handicrafts.

NIFT is a pioneer and the undisputed leader in Fashion Education for the last 30 years in India. Starting in 1986 from a single location in New Delhi, today it provides an environment for creative excellence and fashion technology innovation to the young minds at the 16 campuses across the geographical expanse of India. NIFT has continuously strived to adopt the global standards in fashion education by aligning its teaching methods to interactive and evolving education systems, aimed at creating a unique learning experience that blends heritage, cultivates aesthetic virtuosity in an environment of freedom of inquiry and cognition.

At NIFT, multidisciplinary studies not only prepare the students to solve real life challenges but also equip them to carve out newer paths for themselves. The alumni of NIFT are recognised as adept professionals in a multitude of creative fields, and their success stories are a source of pride for the institute.

Industry-Academia interfaces throughout the course provide a cutting-edge learning experience to our students. The body of learning encompasses, acquiring knowledge, skill building and practical application - in addition to sensitising students to cultural and social contexts, which is vital in personality building and develops individuals as change agents in the society.

With this spirit, I welcome you to join the NIFT community and be part of this exciting journey !

Rajesh V. Shah Chairman





### Foreword

Established in 1986 and given status of a Degree awarding institution under the National Institute of Fashion Technology Act, 2006, NIFT is the byword for excellence in fashion education and research, in India. NIFT has been the natural destination for students seeking to pursue a career in fashion in all its varied hues & manifest forms including design, communication, technology and management over the last 30 years of its existence.

NIFT provides a unique environment for nurturing the creative talent in the field of design and other associated fields in fashion. The key differentiators of NIFT that help you to grow and set you apart are:

- $\cdot$  A vibrant stimulating learning environment to mould the fashion leaders of tomorrow
- $\cdot\,$  An experienced & engaged faculty with innovative pedagogy
- Anengaging curriculum benchmarked to international standards
- 16 professionally managed campuses located in cities that radiate our rich Indian culture and plural cultural traditions
- A unique engagement model for students to realize synergistic outcomes from confluence of ideas of industry leaders, academia, and artisans
- Networking with alumni, many of whom are icons in their own right, for building professional relationships and unlocking opportunities.
- And our ethos of giving back to the society at large by engaging with various craft clusters and working closely with them in improving the quality of life of the artisans across the length & breadth of nation.

Destiny beckons you to the portals of NIFT for an enduring and rewarding journey of creative learning and leadership in fashion!

Sarada Muraleedharan, IAS Director General

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### THE INSTITUTE

National Institute of Fashion Technology is a leader in fashion education with the ability to integrate knowledge, traditional arts, contemporary thought, Academic inclusiveness has been the academic freedom, innovations in design & technology and creative thinking to to address the changing needs of the industry. Its history of 30 years at the pinnacle of fashion education stands as a testimony to its focus on core values where academic excellence has been nurtured. The institute has stood as a beacon of industry-academia engagement, a key enabler in developing competent professionals.

National Institute of Fashion Technology (NIFT), set up in 1986 under the guidance of Ministry of Textiles, Government of India, is a Statutory Institute Governed by the NIFT Act 2006. Bringing in a orientations, the early instructors included leading progressive scholars from Fashion Institute of Technology, New York, USA.

The in-house faculty was drawn in from a distinguished group of intellectuals who put forth a sense of dynamism creating a pathway to effective learning. Pupul Jaykar Hall at NIFT headquarters in New Delhi is a reminiscence of many educational thinkers and visionaries

who have been instrumental to the institute's road map to success.

key thought in the expansion plans of the institute. NIFT, today, has continuously upgrade its curriculum spread its wings across the length and breadth of the country. Through its 16 professionally managed campuses, National Institute of Fashion Technology provides an excellent environment to its students from different parts of the country achieve their highest potential through the programmes offered. Since the early years of its inception, the institute has provided a firm foundation in fashion education in the domains of Design, Management and Technology. Since then, NIFT has continued to set and achieve higher academic standards.

The faculty of the institute is drawn wide range of aesthetic & intellectual from a community of leading practitioners, education enthusiasts, entrepreneurs, creative thinkers, researchers & analysts.

> Over the years NIFT has strengthened its academic strategy. Invigorating thought leadership, research stimulus, industry focus, creative enterprise and peer learning have reinforced the institute's academic bedrock. Fostering a new generation of creative thinkers, the institute is empowered

post graduate and doctoral studies. In persuance of its objective of providing comprehensive world class academic industry. learning environment, the institute has entered into strategic alliances with leading international institutes.

NIFT is committed to academic excellence in fashion education. The vision of the institute embraces challenges and provides the impetus in setting highest academic standards. NIFT continues to strive to be nothing but the best.

#### ACCREDITATION

NIFT Act 2006 published in the Gazette of India on 14th July, 2006 confers Statutory Status on the institute. The Act came into effect from 1st April, 2007. The President of India is the 'Visitor' of the institute under the Act. The Act empowers the institute to award Degrees and other distinctions. NIFT is the first premier institute in India to award its own Degrees in the field of fashion education.

The Degrees awarded by the institute are recognised by the academia worldwide. The institute confers Degrees to the graduates in the Convocation Ceremony

to award Degrees in undergraduate, marking the occasion when the students leave the realms of the institute to take up key leadership positions in the

#### **BOARD OF GOVERNORS**

accordance with NIFT Act In 2006, the Institute has a Board of Governors comprising key officials and experts from different areas. Members of Parliament, Representatives of the Ministry or Departments in the Government of India, eminent industry experts and educationists broadly comprise the Board of NIFT. NIFT Board is responsible for the general superintendence of the institute and for steering the institute & providing direction in related matters.

#### **ACADEMIC STRATEGY**

The academic strategy of the Institute places the students as one of its prime The Institute capacitates assets. an annual enrolment of about 3000 students across sixteen campuses of study. The institute is committed to providing a stimulating environment to encourage learning.

#### **NEW DIMENSIONS**

new dimensions, which are aimed at pedagogical affordances of altered ways of thinking. Educationists have devised a range of methods and strategies for fashion education. Identifying principles of good learning, NIFT has developed its philosophy of progressive thinking. Over the years, the institute has emerged as a hub of innovation in the realm of design, management & technology. NIFT prepares students to provide solutions for challenges within the fashion domain.

#### **INTEGRATED LEARNING**

NIFT lays emphasis on inquirybased teaching and learning. The academic core is designed, to facilitate multidisciplinary study that assimilates aesthetic and industrial dynamics across levels and disciplines. It is this integrated learning at NIFT that provides a unique platform to its students transforming them into professionals and preparing them for a wide variety of careers. Cutting across specialisms, the students are encouraged to work with a cohesive approach to learning.

#### **INDUSTRIAL DYNAMICS**

The emphasis is on professional development of students. The pedagogy promotes interactivity and is critical to students' understanding, development on the gamut of learning practices and maturity. Students undertake classroom and workshop assignments, conduct field studies, participate in papers and written examinations group discussions and critique sessions. Hands-on experience on live industry projects allows the students to brace qualitative evaluation in the overall

themselves for the industry and other entrepreneurial possibilities.

The course curriculum accommodates student interaction with the industry through internships, bringing in requisite insight and appreciation of industry diktats.

#### **GRASSROOT CONNECT**

As a leader of fashion education in India, NIFT realizes the importance of its social responsibilities and continues Education can be used to investigate its endeavour to create grounded designers who are able to appreciate and promote the various crafts of India. NIFT has implemented a new Craft Cluster Initiative, which provides the students with continuous exposure to Indian culture and traditional handloom and handicraft clusters of India, thus providing an opportunity for creative innovation and experimentation at the grass root level. It is envisaged that the craft exposure will help the NIFT students to become 'Young Change Agents' and utilize the skills of the handloom and handicraft sectors for developing niche contemporary products. The experienced NIFT faculty will contribute by monitoring the student activities, offering customized training programmes and sharing design inputs, thereby enhancing the commercial value of products being manufactured by the artisans. Such exposure and interactions provide a stronger rural connect and a greater understanding and appreciation of Indian culture and aesthetics to the young design professionals.

#### **CRITICAL APPRAISAL**

Critical appraisal at every step encourages self improvement. The evaluation system closely monitors the students' evolution through the course study. The evaluation pattern focuses and corresponding evaluation tools like task-based assignments, research throughout the academic calendar. Interactive juries and viva-voce provide



growth of the students. The critical appraisal also assesses the students' ability to collate and correlate learning from various inputs as a demonstrated outcome through presentations and displays.

#### **TEAM BUILDING**

With a view to encourage team building, trust & motivation among students, the institute conducts an outbound workshop for students as a part of the academic plan in a few programmes. The workshop aims to put the 'bigger picture' in front of the students and helps them to introspect and discover oneself from a fresh perspective. 'Behavioural training' complements the classroom inputs to maximize learning.

The workshop integrates aspects like teamwork, planning & co-ordination, personal & social communication, lateral thinking, self exploration and self realization. The facilitators use campsites and other tools like adventure activities, camp games, natural settings, local people & their habitat to provide qualitative learning experiences.





## **GLOBAL CONNECT**

The academic strategy of NIFT embraces a global approach. The core activities of the institute have enhanced its international visibility and standing. NIFT has strategic agreements and partnerships with about 33 leading international fashion institutes & organisations that share the same academic direction, integrating NIFT students with the global mainstream of fashion.

International collaborations allow students to experience 'study abroad' options through exchange programmes. This initiative provides an excellent opportunity to NIFT students, selected for the exchange programme, to interact with students from various geographies, encouraging them to broaden their vision and understand different cultures. The opportunity can be undertaken by the students across NIFT campuses and all course disciplines. To provide an academic gradient, the institute's international linkages allow the students to participate in international competitions / seminars / research / exhibitions and other events.

NIFT students at all campuses are encouraged to participate in international events and competitions. The students have participated and won laurels in several prestigious international competitions like Mittelmoda Premio, World of

Wearable Art, New Zealand; Arts of Fashion Foundation USA; Triumph Inspirational awards, IAF Designer Awards in Medellin Colombia; Click! Japan Photo Contest Exhibition, Knitting For Juliet Italy; MAX Design Awards; E.A.T-Exporting Art Together. The institute also attracts international students who come and experience its academic and cultural richness. Through the exchange programmes, students from overseas institutes have developed valuable insight not just into Indian culture, arts & crafts but have also understood the Indian market and its dynamics. The students of Management & Technology have had invaluable exposure to production techniques that cater to high fashion demands of the global marketplace.

NIFT offers craft sensitization tour and industry tour to its foreign partner universities. This year NIFT organized the same for KEA - Copenhagen School of Design and Technology, Denmark in March 2017, where 18 KEA students along with 2 faculty members visited Panipat, Jaipur and Jodhpur.

The strategic alliances encourage academic enhancement at faculty level as well. Faculty exchange and joint research initiatives ensure that the institute's teaching methods and facilities are constantly updated & upgraded to be at par with the best institutes in the world. To facilitate



exchange of teaching pedagogy, concepts and professional ideas, the faculty at NIFT participates in academic exchange programmes, international NIFT undertake two years study at fairs, seminars, exhibitions, conferences and trade shows thereby bringing their substantial experience to the classroom thus enriching the knowledge pool at NIFT.

Some of the key institutes with whom NIFT has an association are Oueensland University of Technology, Australia; De Montfort University, UK; Glasgow School of Arts, UK; Swiss Textile College, Switzerland; Mod Art International, France; ENSAIT, France; NABA, Italy; The State University of New York College at Buffalo, USA; Manchester Metropolitan University, UK; ESMOD, Germany; Saxion University of Applied Sciences, Netherlands; Amsterdam Fashion Institute, Netherlands; Bunka Gauken University, Japan; Donghua University, China; BGMEA University of Fashion and Technology (BUFT), Bangladesh; Ecole Duperre, France; University of Northampton, UK; Politecnico di Milano, Italy; Shenkar College of Engineering & Design & Art, Israel; KEA - Copenhagen School of Design and Technology, Denmark; North Carolina State University, USA and many more.

#### **DUALDEGREE OPPORTUNITY**

NIFT - Fashion Institute of Technology (FIT), New York, USA strategic partnership allows select meritorious students from NIFT, a unique opportunity to obtain a Dual Degree from both NIFT and FIT. Students from the home Institute intercepted by one year of study at FIT. Thereafter, the students resume their studies at NIFT to obtain the Dual Degree from both the institutes. 45 students have completed the dual degree program in the last 5 vears and sixteen NIFT students from various disciplines are shortlisted for the Dual Degree opportunity in 2017-18 at FIT.



## ALUMNI

As leading agents of change, NIFT Alumni are reconfiguring the institute's constellation of achievements and success stories. The alumni are adding value in different work scenarios, both in India and overseas.

About 23010 alumni are working with the industry in key decision making positions and are instrumental in shaping the future of fashion business.

Some of them are brands themselves. Others are excelling in the domain of entrepreneurial dynamics.

NIFT alumni are also actively taking their knowledge to the grassroot levels, working towards enhancement of the craft pockets of the country.

The linkage between Alumni and their alma mater continues. NIFT has the significant opportunity to benefit from the network of its graduates.

NIFT has always valued this resource and has involved the alumni in the future direction of the institute.









## **FACULTY**

Faculty at the institute articulates the The faculty constantly upgrade expertise & dynamism that inspires the their knowledge & skills, creating a students to realize their full potential. NIFT faculty builds critically engaged teaching practices while testing its relevance through a wide range of projects and contexts.

Students enhance their knowledge and develop their talent by working with the faculty on various real life projects gaining invaluable knowledge, experience and awareness on design application and industry dynamics. In the recent past, faculty & student teams have undertaken varied research and consultancy projects for Air India, EDMC, IRCTC, CATS etc. NIFT has also undertaken capacity building through Skills Development training for Raymonds, CBSE, JSS, DONER, CIDCO, NSCFDC etc.

NIFT faculty is the strategic enabler in transforming the vision of the institute into reality. Trained at some of the leading fashion institutes of international repute, the faculty brings to the classroom professional capabilities, wide exposure and years of hands-on industry experience. Engaging in doctoral studies, the faculty is committed to grow in their profession.

stimulating learning environment for students.

Faculty paper presentations in the interernational circuit, participation in seminars & symposia of high repute enable world class academic discourse and knowledge transfer.

In the near future, NIFT intends to address questions of major importance to global society.

The institute aims to have research studies centered around human importance.

The strategy shaped by the faculty aims at a distinctive ability to create an influential research-intensive environment.

Effectively playing the pathfinder's role, the faculty pool is working towards enhancing the research profile of the institute, fostering a new generation of 'leaders of the future'.



### **INFRASTRUCTURE**

The vision of NIFT ensures that it has **Collections** a physical environment that reflects the institute's academic ideals. The Following are the highlights of the Institute provides state-of-the-art infrastructure and equipment to impart both theoretical and practical training to its students. The facilities and services offered to the students allow them the freedom to explore, experiment and create.

#### **RESOURCE CENTRE**

In the 21st century, information is the most important resource and knowledge management is the most crucial function in an organization. The Resource Centre (RC) in each NIFT Campus provides the necessary infrastructure to collate and disseminate this critical input.

The Network of NIFT Resource Centres is the only Fashion Information System in India serving the fashion professionals, would-be professionals and fashion educators. Its integrated collection of print and non-print materials is the only systematically documented source of information available in India for the study of international and contemporary Indian fashion. The system is a decentralized network, partially automated and is co-ordinated by the National Resource Centre (NRC) at NIFT, New Delhi. The Resource Centres also provide information services to the design community and the industry.

collections:

• The print collections include books and periodicals pertaining to fashion studies and related disciplines.

• A rich collection of e-books and other digital resources including leading online databases are available for reference.

· All RCs subscribe to leading international fashion forecast services and journals on Fashion and Textiles.

• The audio-visual materials in CDs and DVDs are primarily used as teaching aid. AV collections pertain to history of costume and art; fashion illustration, garment manufacturing and design collections of NIFT graduates.

· The reference collections of RCs comprise manuals, standards, reports, news clippings, trade catalogues from manufacturing industries and retailers; and other information sources.

 RCs showcase designer clothing and regional costumes of India. International collections include costumes from different countries of the world and garments from leading multinational fashion houses. Selective design collections of the graduating students (now well-known designers) are documented and inventoried in RCs.

• The Textile collections in RCs have fully documented and methodically arranged collections of fabrics (displayed fabric and region-wise), export fabrics and latest international fabrics procured from leading trend services.

• RCs also have collections of Fashion Accessories and Findings containing all the materials required to complete a garment.

#### **Services**

All RCs use e-Granthalaya, an integrated multi-lingual library management software, developed by the National Informatics Centre (NIC) for collection management and offering numerous proactive information services. The significant features of the system include Union catalogue, Web OPAC, Advanced search, Article Index, Barcode based circulation and Cloud Ready Application.

#### **Reference Services**

Highly qualified professional staff offers reference service through online mode as well as in print.

#### **Online Public Access Catalogue** (OPAC)

RCs using multi-user version of the library management software offer access to the catalogues of print and non-print collections via both LAN and the Internet.

#### **Bibliographic Service**

Subject bibliographies on topics relevant to the fashion industry are available online. Bibliographies on any topic are also printed on demand.

#### **Indexing Service**

Online indexing service is an important research tool for easy retrieval of journal literature on fashion and related areas in the NIFT library.

#### **Current Awareness Service**

Lists of new additions to the collections of books, audiovisuals and periodicals are available online.

#### **Circulation service**

All RCs offer circulation services for selective collections of recommended reading materials. The bar-coded charging system ensures data accuracy and fast check-in and check-out at the circulation counter.

#### **Reprographic Service**

Selective reprographic services of photocopying and scanning are provided to the users at all RCs. Thematic displays and exhibitions are organized occasionally.

#### **Digital Repositories Development**

The Resource Centres are engaged in developing digital repositories of institutional research and publications. Valuable print and non-print collections are being converted into electronic format. The entire reference collections of graduation project reports, audiovisual materials, textiles and costumes spread across the network of RCs are being digitized into an interactive multimedia format.

\* Collections and services vary from Campus to Campus



### **ART LABS AND STUDIOS**

#### **COMPUTER LABS**

the success of fashion professionals rests on their ability to integrate fashion and information technology in a meaningful way. The information technology infrastructure is playing a key role in providing an IT-enabled learning environment, with the objective of developing computer The institute promotes brilliance savvy, well-rounded professionals. All academic departments maintain computer labs thereby integrating IT with the academics. The computer labs are well equipped with state-of-theart equipment like Macintosh work stations, Desktops, Plotters, Digitizers, Image Scanners, Wide Format Printers, Sound Mixers, Digital Cameras, etc.

All NIFT campuses are covered by the PHOTOGRAPHY LAB National Knowledge Network (NKN) with connecting speed of 100Mbps/1 Gbps. Video conferencing facilities are available for inter-Campus communication. NIFT campuses have fully Wi-Fi enabled setups offering access to secure Internet for the students and faculty. This allows learning to move outside the classroom where students can discuss, learn and grow. All academic programmes of NIFT offer IT applications as part of their curriculum.

NIFT imparts teaching inputs in industry specific CAD software for Apparel Design, Textile Design, Graphic Design and Accessory Design programmes.

Apart from the specialized industry specific software, IT inputs for In this era of digital transformations, Animation, 2D/3D Modeling, Photo Imaging and Editing, Enterprise Resource Planning, Product Lifecycle Management, Production Planning and Scheduling: Statistical Analysis and Web Programming are integrated into the academic curriculum.

> without boundaries. Students from different disciplines are encouraged to use art labs & studios across disciplines. This integrated approach to learning promotes interactivity, arriving at one creative language. The Institute invests in the latest equipment to introduce the updated teaching practices to the class set.

Photography lab includes the most advanced hardware used by domain experts. It is equipped with state-ofthe-art suspended Elinchrom lights and motorized backdrops, various accessories like diffusing materials, extensions & radio triggers, Manfrotto tilt-pan tripods etc. enhance the learning experience for students. The infrastructure provided not only helps students develop awareness of old and new photography practices but also assists them in realizing ambitious production based projects.



#### **PATTERNMAKING AND DRAPING LABS**

Course disciplines imparting inputs in apparel design & apparel technology, maintain pattern making & draping labs. These labs are stocked with specialized pattern making tables & dress forms.

The infrastructure provides an environment that allows the students to rigorously apply and contextualize concepts and processes of realizing garments.

These labs are the breeding ground for heightened creativity, unique approach and innovative perspectives in relation to garment making.

#### WEAVING LAB

Textile Design Department maintains a weaving lab that is equipped with tabletop sample looms, offering an effective integration of theoretical and practical inputs to students. The infrastructure provides a creative space for students to arrive at a holistic approach to enquiry and exploration from an individual perspective in relation to materials, processes and methods within the domain of woven structures.

#### **DYEING & PRINTING LAB**

Most NIFT campuses are equipped with a Dyeing & Printing lab that is maintained by the Textile Design Department. The lab provides a stimulating learning environment where the students test their theoretical knowledge by gaining practical insight

and exposure. The infrastructure allows the students to understand, appreciate and learn different dyeing and printing techniques.

#### **TECHNOLOGY LABS**

NIFT realises the significance of the role of Technology in modern technical education. The technology labs not only support the classroom teaching but also enhance academic deliverance by providing practical insight to the students. The Institute has developed well-stocked Technology labs at all campuses.

#### KNITWEAR LAB

The Department of Knitwear Design is equipped with state of the art machinery required to familiarize the student with industry set-ups.

This includes specialized machines for seaming and finishing fine-gauge circular knit fabric as well as manual flat-knitting and linking machines.

The laboratories house computerized flat and circular knitting machines, facilitating an understanding of CAD. This infrastructure provides the students with an opportunity to explore practically and develop design possibilities in their field.



#### GARMENT TECHNOLOGY LAB.

Most NIFT campuses are equipped with specialized labs specific to garment technology. RFID fitted lab, ETON system lab, patternmaking lab etc., provide a complete learning environment to students creating a pathway to apparel industry. The infrastructure provides an ideal sensitization to contemporary practices in apparel technology methods and techniques.

#### ACCESSORY DESIGN LAB

Owing to a strong industrial approach, Design Department Accessory maintains a state-of-the-art lab that houses machines & equipment essential to material handling techniques, model and prototype making. Laser cutting machines and metal & wood lathes allow the students to integrate theoretical knowledge with substantial practical learning. Determined by the Campus-specific course specialization, the lab provides a stimulating workspace for students to acquire a holistic understanding of machinery and material.

#### LEATHER DESIGN LAB

The Department of Leather Design allows students to gain hands on experience in processes and methods in relation to handling leather as a material. The department maintains a well-equipped lab that houses the latest technology in sewing and finishing for leather apparel & accessories. Infrastructural framework of machinery for cutting,

sewing, fusing, engraving, embossing, skiving, etc. helps students develop an understanding of practical knowhow to realize their design potential to the fullest.

#### **AMPHITHEATRES & AUDITORIUMS**

unmatched career opportunities in the NIFT aims at providing an exceptional student experience. The institute promotes academic inclusiveness but with an equal focus on student development through co-curricular opportunities. In most campuses, the amphitheatre is the hub of all student activity. Interesting architecture and high-end infrastructure allows students to indulge in a variety of activities in the amphitheatre. Film nights, dance recitals, music shows, intra-collegiate & inter-collegiate events are mostly conducted in the amphitheatre. Emphasizing on all round development of its students, the institute houses state-of-the-art halls / auditoriums. Some NIFT campuses are equipped with world-class hydraulic ramps that provide an in-house infrastructural framework for fashion shows and other creative pursuits. The halls / auditoriums provide the venue for peer and industry interaction through talk shows, seminars, exhibition & display.

### **STUDENT FACILITIES**

#### HOUSING

NIFT facilitates residential accommodation for girls at most campuses. The NIFT hostels are run on a no profit/ no loss basis. All the hostel premises including the ones being run by private enterprises are provided with round the clock professional security, a doctor on call and hostel warden(s). Recreation facilities like television, some indoor and outdoor games are also available in the hostels.

#### DINING

Most NIFT campuses are housed with a cafeteria that provides fresh, hygienic and healthy food at reasonable rates. The variety of food available and a friendly atmosphere makes the cafeteria an ideal place for students to relax and interact with their peers. Almost all cafeterias are Wi-Fi enabled, allowing the students to utilize their free time to the fullest.

#### HEALTH CARE

Medical aid is available on campus. Every NIFT Campus provides an infirmary/ sickbay to its students. A doctor and nurse are available to attend to general medical concerns of the students. A psychologist is also available on Campus to counsel students.





### **SCHOLARSHIPS & AWARDS**

#### RECREATION

at all NIFT campuses has been institutionalised to encourage students to participate in extra-curricular pursuits making their stay at NIFT campus more holistic and complete. Participation in these activities To maximize the potential of its complements academic studies while providing ways to socialize, relax and be revitalized to face day-to-day challenges of student life.

Students participate in wide range of activities through Student Development Activity Clubs viz., Cultural Club, Literary Club, Sports, Adventure & Photography (SAP) Club and Ethics, Social Service & Environment (ESSE) Club. Through the academic term, student clubs function in the activity hour called 'zero hour' every Wednesday evening. Also, at most NIFT campuses, a sports gymnasium is available to students.

'Fashion Spectrum', the annual fest of the institute provides a pulsating platform for students to showcase their talent in varied inter-collegiate and intra-collegiate activities & events. To promote interaction across campuses, the best of best from all campuses compete at 'Converge', an annual centralised cultural and sports event hosted by any one NIFT Campus.

#### **SCHOLARSHIPS & BURSARIES**

Student Development Programme The financial strategy of the institute places student development as a key priority. A considerable sum from NIFT Development Fund is effectively put to use in this core area every year.

> students, the institute's Means-cum-Merit Financial Assistance scheme allows students to avail subsidized tuition fee at every Campus. Determined by the parental income, students can fall into three slabs of monetary assistance.

Many students in the past have benefited from this scheme. Further, many leading organisations from the apparel sector have come forward to encourage NIFT students in their academic and creative quest. Pioneers in the related field have instituted awards & scholarships namely ITC, HomeShop 18 etc. to recognize and compliment academic brilliance. This provides motivation to the students, from their first year of study.

#### **AWARDS**

NIFT honours students in three categories of Awards which are conferred at the time of the Convocation:

 NIFT Best Academic Performance Award: one student in each discipline at each NIFT Campus.

• NIFT Extraordinary Service Award: one student at each NIFT Campus

• NIFT Student of the Year: one student at each NIFT Campus

All three awards carry a citation, a gold medal and a cash component. NIFT also institutes awards in various categories for respective programmes which are given at the time of their graduation show/presentation.

#### **EMPLOYMENT SERVICES**

NIFT I&AA (Industry & Alumni affairs Unit) facilitates on-campus placements for graduating students, enabling them to start their careers in challenging positions in the industry. Leading national and international apparel companies vie with each other to recruit NIFT professionals.

The star employers of NIFT professionals in the past from amongst the domestic companies have been Arvind Limited, Future Lifestyle Fashion Ltd., Madura Fashion & Lifestyle, Raymond Apparel

Ltd, Siyaram Silk Pvt. Ltd., Globus, Proline, Titan amongst others. Leading buying offices like Gap, Li&Fung, Tommy Hilfiger, Triburg, Impulse-Next have been regularly offering key decision making positions to the graduates. Many international companies like Benetton, C&A, J.C. Penny, Jockey, Levi Strauss, Nike Inc. have also absorbed young talent from the institute to meet their specialized needs. Unbridled creativity of the fresh graduates has been noticed by leading designers like J.J. Valaya, Ritu Beri, Ashish Soni, Rajesh Pratap Singh, Manish Arora to name a few.



### **BOARD OF GOVERNORS**

Mr. Rajesh V. Shah Chairman, BOG-NIFT

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Ms. Poonam Mahajan Hon'ble M.P Lok Sabha

Ms. V. Sathyabama Hon'ble M.P Lok Sabha

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Mr. Puneet Aggarwal, IAS Joint Secretary, Ministry of Textiles

Ms. Ishita Roy, IAS Joint Secretary, Ministry of Human Resource Development Ms. Vandana Kohli Filmmaker, Musician and Writer

Mr. Sunil Sethi Chairman, Fashion Design Council of India

Mr. Gaurang Shah Designer

Ms. Anavila Misra Founder & Textile Designer

Mr. Sabyasachi Mukherjee Designer

Mr. Sanjay Lalbhai Chairman & Managing Director, Arvind Ltd.

Mr. P. K Gupta Chairman, Sharda Group of Institutions & Chancellor, Sharda University

Ms. Sarada Muraleedharan, IAS Director General, NIFT

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Dr. Shinju Mahajan Head (Cluster)

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Dr. Varsha Gupta Head (Corporate Communication Cell)

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### **PROGRAMMES OFFERED**

#### Bachelor of Design (B.Des.) - 4 years

Accessory Design Fashion Communication Fashion Design Knitwear Design Leather Design Textile Design **Eligibility:** 10+2 from a recognised Board of Education

### **Bachelor of Fashion Technology (B.F.Tech) - 4 Years**

Apparel ProductionEligibility: 10+2 (with Physics, Chemistry & Maths)from a recognised Board of Education

#### Master of Design (M.Des.) - 2 years

Master of Design (M. Des) - Eligibility Bachelor Degree from any Institute/ University recognised by law in India or Undergraduate Diploma of minimum 3 years duration in UG Design from National Institute of Fashion Technology (NIFT) or National Institute of Design (NID)

Master of Design is an advanced course that demands an understanding of fundamentals in design and presupposes that candidates would be familiar with the basic skills and theories for successful completion of the programme.

NIFT programme would not provide any basic knowledge and skill development in design as a part of Master programme.

### Master of Fashion Management (M.F.M) - 2 years

Master of Fashion Management (M.F.M)

#### Eligibility

Bachelor Degree from any Institute/ University recognised by law in India or Undergraduate Diploma of minimum 3 years duration from National Institute of Fashion Technology (NIFT) or National Institute of Design (NID)

### Master of Fashion Technology (M.F.Tech.) - 2 years

Master of Fashion Technology (M.F.Tech)

#### Eligibility

Bachelor of Fashion Techology (B.F.Tech.) from National Institute of Fashion Technology (NIFT) or Bachelor of Engineering (B.E )/ Bachelor of Technology (B.Tech.) from any Institute / University recognized by law in India. • The medium of instruction at NIFT is English and all aspirants applying to NIFT must possess working knowledge of English language.

• All aspirants applying to NIFT must possess basic computing knowledge and skill as applied to operating system, word processing, text editing, spread sheet, data base application, presentation as well as net surfing abilities.

For further details, refer to Admission Guidelines



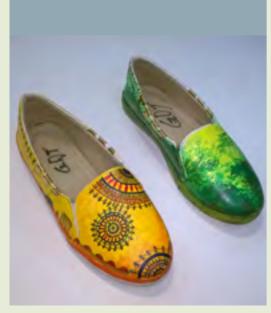
### CAMPUS AND COURSE OPTIONS SEAT AVAILABILITY

2018		1	2	3	4	5	6	7	8	9		10	11	12	13	14	15	16	
PROGRAMM	ES	Bengaluru	Bhopal	Chennai	Gandhinagar	Hyderabad	Kannur	Kolkata	Mumbai	New Delhi		Patna	Raebareli	Shillong	Kangra	Jodhpur	Bhubaneswar	Srinagar	Total Seats
Bachelor Programmes - Bachelor of Design (B.Des) - Design																			
1 Fashion Desig	n (FD)	30		30	30	30	30	30	30	30	Fashion Design (FD)	30	30	30	30	30	30	30	450
2 Leather Design	n (LD)			30				30		30	Leather Design (LD)		30						120
3 Accessory Des	sign (AD)	30	30	30	30	30		30	30	30	Accessory Design (AD)	30	30	30	30	30	30		420
4 Textile Design	(TD)	30	30	30	30	30	30	30	30	30	Textile Design (TD)	30			30	30	30		390
5 Knitwear Desi	gn (KD)	30		30		30	30	30	30	30	Knitwear Design (KD)								210
6 Fashion Comn	nunication (FC)	30		30	30	30	30	30	30	30	Fashion Communication (FC)	30	30		30	30	30	30	420
Bachelor Programme - Bachelor of Fashion Technology (B.F.Tech.) - Technology																			
7 Apparel Produ	action (AP)	30		30	30	30	30	30	30	30	Apparel Production (AP)	30			30	30	30		360
Master Progr	ammes																		
8 Master of Desi	ign (M.Des.)	30					30		30	30	Master of Design (M.Des.)								120
9 Master of Fash Management (		30	30	30	30	30	30	30	30	30	Master of Fashion Management (M.F.M)	30	30	30		30	30		420
Master of Fash 10 Technology (M		25		25	25					25	Master of Fashion Technology (M.F.Tech.)								100
Total		265	90	265	205	210	210	240	240	295		180	150	90	150	180	180	60	3010











### **Foundation Programme**

The Design & Technology studies at NIFT, commences with a two semester Foundation Program.The program is designed to foster the creativity, sensitivity and skills to form a strong foundation. The students are sensitized towards fundamentals of fashion business namely design, technology and management in a socio-cultural perspective. The program helps enrich conceptual creative thinking and create an awareness of the fashion business.

The program aims at encouraging students to explore their interest through a broad range of activities and courses. Students are offered a range of options for developing skills in specific area to develop their individual's strength through engagement with lectures, workshops, field visits and projects. Students can build their areas further through number of electives offered to them during their foundation period. The main objectives of the program are:

- To orient students towards multidisciplinary nature of design.
- To provide an enhanced environment for creative thinking and integrated learning.
- To ensure a fundamental and common approach for the fashion industry in consonance with the needs of the industry.
- To provide uniform basic knowledge and skill competencies genericto Design and Technology disciplines.

The Design and Technology core encompasses a strong integrated skill and knowledge base essential to the fashion industry. An overview of apparel industry provides inputs on the socio-economic, traditional and cultural aspects of the industry, which would lead to ideation, conceptualization and communication. Exploration with various material and study of general and material science enhances basic understanding and appreciation of manufacturing processes leading to product realization. The intricacies of design, through various courses for learning essential skills for development, progression and realization are included as part of the Foundation study.

To sensitize Foundation program students to our socio- cultural ethos, Craft Cluster Initiative has been included in the Foundation program. Craft being a sustainable way of life in the Indian context, students will observe the relationship between the artisans and their environment and the co-existence and co-creation of the two.

The Design aesthetics courses will address the essential socio-culture perceptions and contexts. Envisioning and inculcating ethical and aesthetic values lead to the understanding and expression of physical, psychological, professional and ergonomic concerns. The students will be given opportunity to develop their skills in the preferred areas.

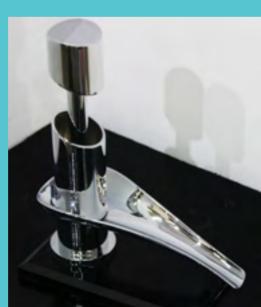
The students will have a choice to select the specialization after completion of Foundation program and the selection will be based on the performance during the first two semesters reflecting the student's aptitude.











### **Accessory Design**

Accessory Design program is designed with a strategic philosophy of "Design for Business". Accessories are personal objects, that relate functionally, conceptually and aesthetically to people and their environment. The education is imparted through exploring, processing and experimenting with thoughts, ideas & materials in order to establish a platform for new ideas and a powerful personal expression.

The objectives of the program are

• An in-depth study of the fashion accessory design process with appropriate theoretical knowledge and practical skills

 $\cdot$  Understanding the broader cultural and social context of design

• Engage confidently, professionally and successfully within the fashion accessory industry

• Engage in various industry and cultural activities to further develop the understanding of the international fashion accessories landscape

The nature, practice and pedagogy of design education have undergone paradigm shifts in response to the challenges posed by the speed of change in convergence with technology. An overwhelming dominance of technology is witnessed in human life. Technology has not only revolutionized how people learn and work, but also changed their lifestyle, behaviour and way of thinking. The constant adaptation of courses through industry & academia feedback has shaped the program to evolve and address the current expectations of the market and future prospects of the students. The program addresses the transformative changes in the design education landscape. The curriculum has evolved by comprehending the emerging international and national practice of design learning. The academic interventions have deep rooted levels of social commitments through professional projects. Students are immersed in the traditional craft techniques as well as the use of smart digital tools. Alumni, Industry experts and domain specialists are actively involved with the

#### department.

The programs adopt a spectrum of knowledge transaction methods (pedagogy) like

- Faculty instructions (lectures and briefings)
- Projects (studio, live & collaborative)
- Project work with individual supervision
- Group work with supervision
- Field trips (traditional & contemporary)
- Self-study
- · Presentations & reflections

The department collaborates with business to provide students with the opportunity to work under conditions and with issues that actually exist in the design professional world. Internship, a real time experience is an obligatory element of the programme.

The Fashion & Lifestyle Accessories Department has been creating professionals since 1992 and have graduates placed across the globe at leadership positions. Accessory Design graduates have been able to carve a niche for themselves in traditional as well as emerging sectors of global fashion industry space namely jewellery, body gears, home accessories, craft, furniture, footwear, bag, interiors, and in the realm of Designing experiences. Our graduates have also been able to tap the potential of the emerging markets such as User Interface and Experience design, smart wearable, Consumer interface design and product design especially addressing online market channels. Many Accessory Design graduates are successful entrepreneurs today.











### **Fashion Communication**

Amid the ever-growing world of fashion, Fashion Communication happens to be one of the newest, most exciting, and increasingly essential avenues to open up in the fashion and lifestyle industry.

The importance of brand identity has come to be seen at par with what the brand sells, i.e. the product. Uncountable prêt and luxury brands keep appearing in the Indian retail scenario, and it has become essential for each one of them to develop a unique brand identity for maximum impact and visibility. Fashion Communication has made it possible for these brands to communicate their products, identity, and strategy, by providing a platform for these very brands.

Fashion Communication professionals are well equipped with the requisite skill set to perform exactly what it takes to take a brand to new heights. In more ways than one, 'Fashion Communication' is the core of the whole business of Fashion.

This programme encompasses integrated course study relating with the areas such as visual merchandising, styling, graphic design, display/exhibit/space design, advertising and public relations, fashion journalism, creative writing, photography, interaction design and new media design, specific to the fashion and lifestyle industry.

Come graduation, the students are well versed with knowledge, concept base and skill. Fashion Communication students emerge as dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion and lifestyle industry.

As new careers keep growing in the industry, there is infinite scope for the students of Fashion Communication to explore and expand their horizons. In the areas of Branding, styling, social media marketing, photography, space design, and graphics, Fashion Communication graduates are both versatile and passionate about more areas than just one. The excellent faculty and staff feed their curiosity and interest, and assignments are created in order to challenge them to think some more. With some of the most prolific companies seeking such talented and disciplines students, Fashion Communication remains one of the most coveted departments in NIFT.







### **Fashion Design**

A flagship program of NIFT, the Fashion by working with indigenous rural artisans Design program has played an influential via the cluster program that intern role in the growth of the Indian fashion works towards the objective of design industry. In the 3 decades of its existence interventions. This homogeneity is evident the graduates of the department have made remarkable presence in the Indian as well as global fashion scenario. The four-year program in Fashion Design aims to produce dynamic design professionals who can face the challenges of the ever-changing fashion industry. It also equips them with strong creative and technical skills related to the field of fashion, which empower them to adapt to an evolving fashion biosphere. The curriculum incorporates combination of experiential learning and hands-on training that enables integrated development.

The department closely works with fashion professionals to create a sensational series of design professionals to evolve a unique fashion identity universally relevant and acceptable, for a global audience. Holistic inputs on generic design with focused approach towards apparel inculcates the ability to develop and channelize creativity. The curriculum hones design sensitization, which balances global fashion aesthetics with an Indian soul. It addresses the needs of the export market as well as both couture and pret-a-porter in India, expanding and categorizing apparel design into niche segment.

In tandem, with the industry requirements where design thinking plays a pivotal role the students are trained to anticipate and address relevant concerns and issues. A logical, sequential hands-on experience enables students to conceptualize design, make patterns, drape and construct garments of impeccable quality. A multidisciplinary approach focuses upon self-learning and independent thinking that expands perceptual perspectives that relate classroom teachings with practical learning.

The department of Fashion Design can well be termed the base at which the institution has built its laurels. Students gain valuable insight into the broad spectrum that Indian fashion encompasses through internships at leading fashion houses/ manufacturing units to improve knowledge and overcome the practical challenges faced. The course inculcates the traditional rural craftwork

in the final year through the graduating fashion collections, conceptualized and constructed by the students at the Design Collection showcase.