

# NIFT - The Institute



National Institute of Fashion Technology, a leader in fashion education with the ability to integrate knowledge, academic freedom, critical independence and creative thinking has a history of being in existence for 28 years stands as a testimony to its fundamentals where academic excellence lies at the core. The institute has stood as a beacon of serious critical engagement, a key enabler in developing competent professionals.

National Institute of Fashion Technology (NIFT), set up in 1986 under the aegis of Ministry of Textiles, Government of India, is a Statutory Institute Governed by the NIFT Act 2006. Bringing in a wide range of aesthetic & intellectual 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. Academic inclusiveness has been a catalyst in the expansion plans of the institute. Over this period, NIFT has spread its wings across the length and breadth of the country. Through its 15 professionally managed campuses, National Institute of Fashion Technology

provides a framework to ensure that prospective 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 scaled high academic standards. The faculty of the institute has grown into a community of leading practitioners, education enthusiasts, entrepreneurs, creative thinkers, researchers & analysts.

Through its journey, 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 to award Degrees in undergraduate, post graduate and doctoral studies. Articulating the ideology of world-class learning practices, 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.



## **NIFT 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 marking the occasion when the students leave the realms of the institute to take up key leadership positions in the industry**

## **BOARD OF GOVERNORS**

**In accordance with NIFT Act 2006, the Institute consists of the Board of Governors comprising key officials and experts from different areas of expertise. Members of Parliament, representatives from 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.**

# NIFT - ACADEMIC STRATEGY

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

## NEW DIMENSIONS

Education can be used to investigate 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 constructed 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 inquiry-based 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 and maturity. Students undertake classroom and workshop assignments, conduct field studies, participate in group discussions and critique sessions. Hands-on experience on live industry projects allows the students to brace 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

NIFT has emerged as a Centre of excellence & innovation with a distinct conscious concern for social responsibility. Connecting with the grassroots, the institute has built the 'Craft Cluster Initiative' into its curricula that enables the students to work in collaboration with the artisans and weavers from different pockets of India. On one end, the 'Craft Cluster Initiative' engages artisans & weavers to broaden their knowledgebase and channelize their efforts into more market friendly and profitable ventures. On the other, it promotes a culture of understanding and appreciation of the arts & crafts of India amongst students with a view to provide sustainable solutions to the craft sector.

### 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 on the gamut of learning practices and corresponding evaluation tools like task-based assignments, research papers and written examinations throughout the academic calendar. Interactive juries and viva-voice provide qualitative evaluation in the overall 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 34 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 students can undertake the opportunity 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; Exporting Art Together (E.A.T.).

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.





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 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 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 Queensland University of Technology (Australia), De Montfort University (UK), Swiss Textile College (Switzerland), Mod Art International (Paris), NABA (Milan), School of Art & Design, University of Wolverhampton (UK), ENSAIT (France), University of Northampton (UK), Saxion University of Arts (Netherlands), Donghua University (China), Bunka Gakuen University, Tokyo, State University of New York College at Buffalo State (USA), Royal Academy of Arts (Netherlands), BGMEA University of Fashion and Technology (BUFT), Dhaka, Bangladesh, Manchester Metropolitan University (UK) amongst others.

## DUAL DEGREE OPPORTUNITY

**NIFT had entered into a strategic alliance with Fashion Institute of Technology (FIT), New York, USA.**

**The partnership encompasses a landmark achievement and first of its kind at NIFT. This new international dimension allows select meritorious students from NIFT, the unique opportunity to obtain a Dual Degree from both NIFT and FIT.**

**Students from NIFT undertake two years study at 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.**

**Twenty-two students have completed the dual degree program in the last 3 years and ten students from various disciplines will pursue the Dual Degree opportunity in 2015-16.**

# NIFT ASSETS

## ALUMNI

As leading agents of change, NIFT graduates 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 18826 alumni are working with the industry in key decision making positions and are instrumental in shaping the future of fashion business.

Some of them have become brands themselves. Others are excelling in the domain of entrepreneurial dynamics. NIFT alumni are also actively taking their knowledge to the grassroots levels, working towards enhancement of the craft pockets of the country.

The linkage between graduates 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. NIFT International Alumni Network (NIFTIAN) provides a platform for mutually beneficial contribution to the alma mater. Students pursuing their studies also benefit from this network, as the alumni provide a stimulating ground for learning through internships, graduation projects and joint research initiatives.





## FACULTY

Faculty at the institute articulates a sense of expertise & dynamism inspiring the 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 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. The faculty is a constant source of inspiration to the student community encouraging them to integrate function with specialized knowledge.

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. The faculty constantly upgrade their knowledge & skills, creating a stimulating learning environment for students. Faculty paper presentations in the international 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'.



# NIFT INFRASTRUCTURE

The vision of NIFT ensures that it has a physical environment that reflects the institute's academic ideals. 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.



## RESOURCE CENTRE

### COLLECTIONS

Following are the highlights of the 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.

#### Development of Digital Repositories

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, audio-visual 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**

# NIFT INFRASTRUCTURE

## COMPUTER LABS

In the new age of technological advancements, 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 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-the-art hardware and software like Macintosh servers and work stations, Computers, Plotters, Digitizers, Image Scanners, Wide Format Printers, Sound Mixers, Digital Cameras, etc.

All NIFT campuses are covered by the 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 curricula.

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 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.



## ART LABS AND STUDIOS

The institute promotes brilliance 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

The Department of Fashion Communication maintains a photography lab that includes the most advanced hardware used by domain experts. It is equipped with state-of-the-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.

# NIFT INFRASTRUCTURE

## **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 sourced internationally. 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 wholistic 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.



# NIFT INFRASTRUCTURE

## 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 unmatched career opportunities in the apparel industry. The infrastructure provides an ideal sensitization to contemporary practice in apparel technology methods and techniques.

## ACCESSORY DESIGN LAB

Owing to a strong industrial approach, Accessory Design Department 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 wholistic 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

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.



# NIFT 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.





## NIFT STUDENT FACILITIES

### RECREATION

Student Development Programme at all NIFT campuses is initiated to encourage students to participate in extra-curricular pursuits making their education at NIFT more holistic and complete. Participation in these activities 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 and 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', a centralised cultural and sports event hosted by any one NIFT Campus.



## NIFT SCHOLARSHIPS & AWARDS

### SCHOLARSHIPS & BURSARIES

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. To maximize the potential of its students, the institute's Means-cum-Merit Financial Assistance scheme allows students from humble backgrounds 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.

## NIFT 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 Placement Cell 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 domestic companies have been Arvind Limited, Future Lifestyles Fashions 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.





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Department of Design Space

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Department of Fashion Technology

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Department of Fashion Management Studies

**Prof. Monika Gupta**  
Department of Fashion Design

**Prof S.P. Jomichan**  
Department of Foundation Programme

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Department of Fashion & Lifestyle Accessories

**Prof. Dr. Sudha Dhingra**  
Department of Textile Design

**Ms. Sushama S. Saitwal**  
Department of Fashion Communication

**Mr. V.P. Singh**  
Department of Knitwear Design

**Mr. Rahul Sethi**  
Department of Leather Design

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Campus Director

**Prof. Sameer Sood**  
Joint Director (I/c)

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**Shillong**  
**Ms. R.R. Marak**  
Campus Director (I/c)

# Campuses

# PROGRAMMES OFFERED

## COURSE OPTIONS

### Bachelor Programmes

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

Accessory Design

Eligibility: 10+2 from a recognised Board of Education

Fashion Communication

Fashion Design

Knitwear Design

Leather Design

Textile Design

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

Apparel Production

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





## Master Programmes - 2 years

### Master of Design (M. Des) - Design Space

#### Eligibility

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

Design Space 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)

#### 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)

#### Eligibility

Bachelor of Fashion Technology (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

PROGRAMMES	2016								
	1	2	3	4	5	6	7	8	9
	Bengaluru	Bhopal	Chennai	Gandhinagar	Hyderabad	Kannur	Kolkata	Mumbai	New Delhi
<b>Bachelor Programmes - Bachelor of Design (B.Des) - Design</b>									
1 Fashion Design (FD)	30		30	30	30	30	30	30	30
2 Leather Design (LD)			30				30		30
3 Accessory Design (AD)	30	30	30	30	30		30	30	30
4 Textile Design (TD)	30	30	30	30	30	30	30	30	30
5 Knitwear Design (KD)	30		30		30	30	30	30	30
6 Fashion Communication (FC)	30		30	30	30	30	30	30	30
<b>Bachelor Programme - Bachelor of Fashion Technology (B.F.Tech.) - Technology</b>									
7 Apparel Production (AP)	30		30	30	30	30	30	30	30
<b>Master Programmes</b>									
8 Master of Design (M.Des.)						30		30	30
9 Master of Fashion Management (M.F.M)	30	30	30	30	30	30	30	30	30
10 Master of Fashion Technology (M.F.Tech.)	25		25	25					25
Total	235	90	265	205	210	210	240	240	295

	10	11	12	13	14	15	
	Patna	Raebareli	Shillong	Kangra	Jodhpur	Bhubaneswar	Total Seats
Fashion Design (FD)	30	30	30	30		30	390
Leather Design (LD)		30					120
Accessory Design (AD)	30	30	30	30		30	390
Textile Design (TD)	30			30		30	360
Knitwear Design (KD)							210
Fashion Communication (FC)	30	30		30		30	360
Apparel Production (AP)	30			30	30	30	360
Master of Design (M.Des.)							90
Master of Fashion Management (M.F.M)	30	30	30		30	30	420
Master of Fashion Technology (M.F.Tech.)							100
	180	150	90	150	60	180	2800

NIFT reserves the right to increase or decrease the number of seats offered at its discretion

# BACHELOR PROGRAMMES

The rapid changes due to globalisation, advances in technology and communication are affecting the nature of society at large. Design belongs to a transient moment in history, continuously evolving and conditioned by the country's socio-cultural and economic environment. Suspended between tradition and modernity, art and technology, craftsmanship and industrialisation, design education in India is characterised by a two-fold thrust harnessing available and indigenous human, material and technological resources on one hand and aligning itself with global trends and influences on the other.

It is towards this objective of providing a sound foundation in design and fashion with a strong industry orientation that NIFT has introduced a four-year Bachelor programme that will create competent and professional designers and managers in the field of fashion. It will also lead to enhancement of core-content through an integrated approach to Design, Technology, Management and Communication

## PROGRAMMES OFFERED

### Bachelor Programmes Bachelor of Design (B.Des.)

FASHION DESIGN  
LEATHER DESIGN  
ACCESSORY DESIGN  
TEXTILE DESIGN  
KNITWEAR DESIGN  
FASHION COMMUNICATION

### Bachelor Programme Bachelor of Fashion Technology (B.F.Tech.)

APPAREL PRODUCTION





## COURSE CONTENT

### **Design**

Basic design skills and processes leading to conceptual skills and ideation for creative mobilisation of processes and strategies for innovation.

### **Technology**

Production processes, tools and equipments, Material sciences.

### **Management and Marketing**

Research, trade and professional practices, Marketing, promotion and merchandising, Industry orientation and business management.

### **Liberal Arts and Communication**

Socio-cultural history of fashion, art and design.

### **Field Study/Internship/Projects**

Production environment, structures and processes through hands-on experience and research.

### **YEAR 1**

**Basic essential knowledge and skill based competencies, generic to design for conceptualisation and ideation.**

### **YEAR 2**

**Broad-based competencies generic to design discipline and introduction to industrial know-how, processes and materials.**

### **YEAR 3**

**Core competencies and conceptualisation specific to chosen disciplines.**

### **YEAR 4**

**Specialisation, industrial internships and consolidation based on research and innovation to acquire professional competencies.**



# FOUNDATION PROGRAMME

In this first year, a structured foundation programme provides essential inputs on the dynamics of fashion to all students pursuing bachelor programmes, i.e. B.Des. and B.F.Tech. It is designed to orient and sensitise students towards understanding of the fundamentals of fashion business namely design, technology and management in a socio-cultural perspective. The programme focus is to build the base for future learning of the design and technology function.

## COURSE OBJECTIVES

- To provide an overview and orientation to the fashion industry.
- To introduce the context and academic structure of the design and technology curriculum.
- To provide an enhanced environment for thinking, learning and gestation.
- To ensure a fundamental and common approach for fashion industry in consonance with the emerging challenges and needs of the industry and the overall vision and goal of NIFT.
- To provide uniform basic knowledge and skill competencies generic to the disciplines of design and technology.





## COURSE CONTENT

The Design and Technology core encompass 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, conceptualisation and communication. Exploration with various materials and study of general and material science will enhance basic understanding and appreciation of manufacturing processes leading to product realisation. To understand the intricacies of design, inputs in Geometry and Visualisation and Representation and Elements of Design are included as part of the Foundation Programme.

The Management core focuses on the close network between the manufacturer, consumer and the commercial environment on one hand and the various infrastructure, administrative and human resource management on the other.

The inputs on fundamentals of computer science are a part of the Foundation Programme.

The Communications and Liberal Arts core address the essential socio-cultural perceptions and contexts. Envisioning and inculcating ethical and aesthetic values lead to the understanding and expression of physical, psychological, professional and ergonomic concerns.

# ACCESSORY DESIGN



*The programme prepares students for careers as Designers, Brand Managers, Visual Merchandisers, Product Managers and Entrepreneurs in broad areas of precious and costume jewellery, leather goods, giftware, tableware, watches, footwear, handicrafts and lifestyle products*

The one of its kind programme in the country, Accessory Design has a well defined curriculum for developing integrated expertise in design methodology, materials & production process, consumer behaviour, market dynamics trends, forecast interpretations, business practices and project management in the field of fashion and lifestyle accessories. A strong industry orientation is reflected in its credo 'Design for Business' with the most successful industry education interface in student learning. The programme has gradually evolved to address the entire spectrum of accessories and lifestyle products, precious and costume jewellery, leather goods, footwear, watches, giftware, tableware, silverware, crystal ware, office furniture, consumer interface design and retail environment design.

## SPECIALIZATION

**Accessory Design** at NIFT New Delhi, Mumbai, Bengaluru, Bhubaneswar, Bhopal, Chennai, Hyderabad, Jodhpur, Rae Bareli, Shillong and Kangra:

Product range: Home Accessories, Luxury products, Lighting, & Lighting Fixtures, Garden Sitting, Bathroom & Kitchen Accessories and Utensils, Leisure Accessories, Switches, Door Knobs, Toys & Children Products, Architectural Accessories, Corporate & Business Accessories, Handcrafted Accessories & Visual Merchandising for Retail Business Environments.

**Jewellery & Precious Products** specialisation at NIFT Gandhinagar and Kolkata

Product Range: Precious & Costume Jewellery, Silverware, Giftware using Precious Metal & Stones.



## COURSE CONTENT

### YEAR 1

Common Foundation Programme in Design

### YEAR 2

Orientation to programme specialisation: familiarity, appreciation and insight to various accessory types. Development of skills and basic understanding of materials and processes, construction principles, anthropometrics, principles of size and proportion, with broad orientation to socio-cultural and historical context of the sector. Orientation to Indian as well as global context of fashion, trends, consumers and market. Application of learning through basic design projects.

### YEAR 3

Development of core competence and knowledge through research and applied experiences. Capability to develop realistic design approach within limited constraints inherent in accessory products. Ability to evolve strategy for design, which integrates technical complexities and fashion influences. Ability to generate systems thinking towards range development and design collection in relation to fashion identity and prevailing fashion trends. Develop competence in handling marketing and retail environment, product merchandising, and consumer interface

issues within design context, integrating finer aspects of technology, materials and processes as well as various levels of production from precision oriented to vendor based manufacturing.

### YEAR 4

Consolidation and real life application of holistic professional competence and values to realise and execute design development projects within a business context. Develop broad based approach towards specific design capability and application to multi-product and multi-materials in areas of fashion accessories and lifestyle products. Develop capabilities to induce design perspective and potential in the industry mindset.

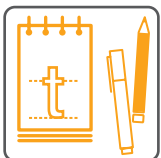
**DEGREE** Bachelor of Design

**DURATION** 4 Years

**CAMPUSES** Bengaluru, Bhopal, Bhubaneswar, Chennai, Gandhinagar, Hyderabad, Kangra, Kolkata, Mumbai, New Delhi, Rae Bareli, Patna & Shillong

**SEATS** 390

# FASHION COMMUNICATION



***Fashion Communication is a specialized programme that enables students to acquire communication skills pertinent to the Fashion and Lifestyle industry. Five exit levels are envisaged overall: Graphic Design, Visual Merchandising, Retail Space Design, Styling and Photography, Fashion Journalism, Public Relations/ Events and Fashion Advertising.***

Fashion Communication is one of the newest and most exciting avenues to open up in the fashion and lifestyle industry.

Today, the success of a brand is marked and understood largely through its uniqueness in identity. With a multitude of prêt and luxury brands mushrooming in the Indian retail scenario, it has become essential for each one of them to develop a unique brand identity for maximum impact and visibility, in the domain of Fashion and Lifestyle Industry. This is made possible by fashion communication professionals, who excel in extending the design strategy beyond the domain of the product, to include all

aspects of communication design. Thus, 'Fashion Communication' forms 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 and exhibit design, advertising and public relations, and creative writing, specific to the fashion and lifestyle industry. Thus at the exit level therefore equipped with an intensive skill, knowledge and concept base, Fashion Communication students emerge as dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion and lifestyle industry.



## COURSE CONTENT

### YEAR 1

Common Foundation Programme in Design  
YEAR 2

Students receive inputs in the fundamentals of communication and design through courses that employ the pedagogical tools of theory, exploration and application. Spread over two semesters, the process of introduction and orientation to communication design is addressed through subjects like Fashion Studies, History and Philosophy of Design, Communication Concepts & Processes, Writing Skills, Consumer Behaviour in Fashion, Computer Application, Graphic Design, Visual Merchandising, Photography, Design Methodology, Research Methodology and Basics of Styling.

### YEAR 3

The third year delves deeper into the core discipline areas with greater emphasis on creativity. Subjects like Visual Merchandising, Graphic Design, Styling and Photography and Fashion Journalism are studied in more detail, with emphasis on independent studies and project work. The students undertake craft research and documentation and propose communication design solutions to promote and uplift the craft. Industry internship is also an integral part of the curriculum at the end of the third year.

### YEAR 4

The students develop a deeper understanding of their area of specialization, through further research, contextual studies, seminars and design projects. They are introduced to electives that offer specialization across multiple areas of Industry requirements. In the final semester, students demonstrate all round competence through a real life Industry project. The project format over its 18 weeks duration is structured around internationally followed approaches. It is a constructive experience for the students to appreciate and account for all important parameters governing a specific communication solution.

<b>DEGREE</b>	Bachelor of Design
<b>DURATION</b>	4 Years
<b>CAMPUSES</b>	Bengaluru, Bhubaneswar, Chennai, Gandhinagar, Hyderabad, Kannur, Kangra, Kolkata, Mumbai, New Delhi, Patna, Rae Bareli
<b>SEATS</b>	360