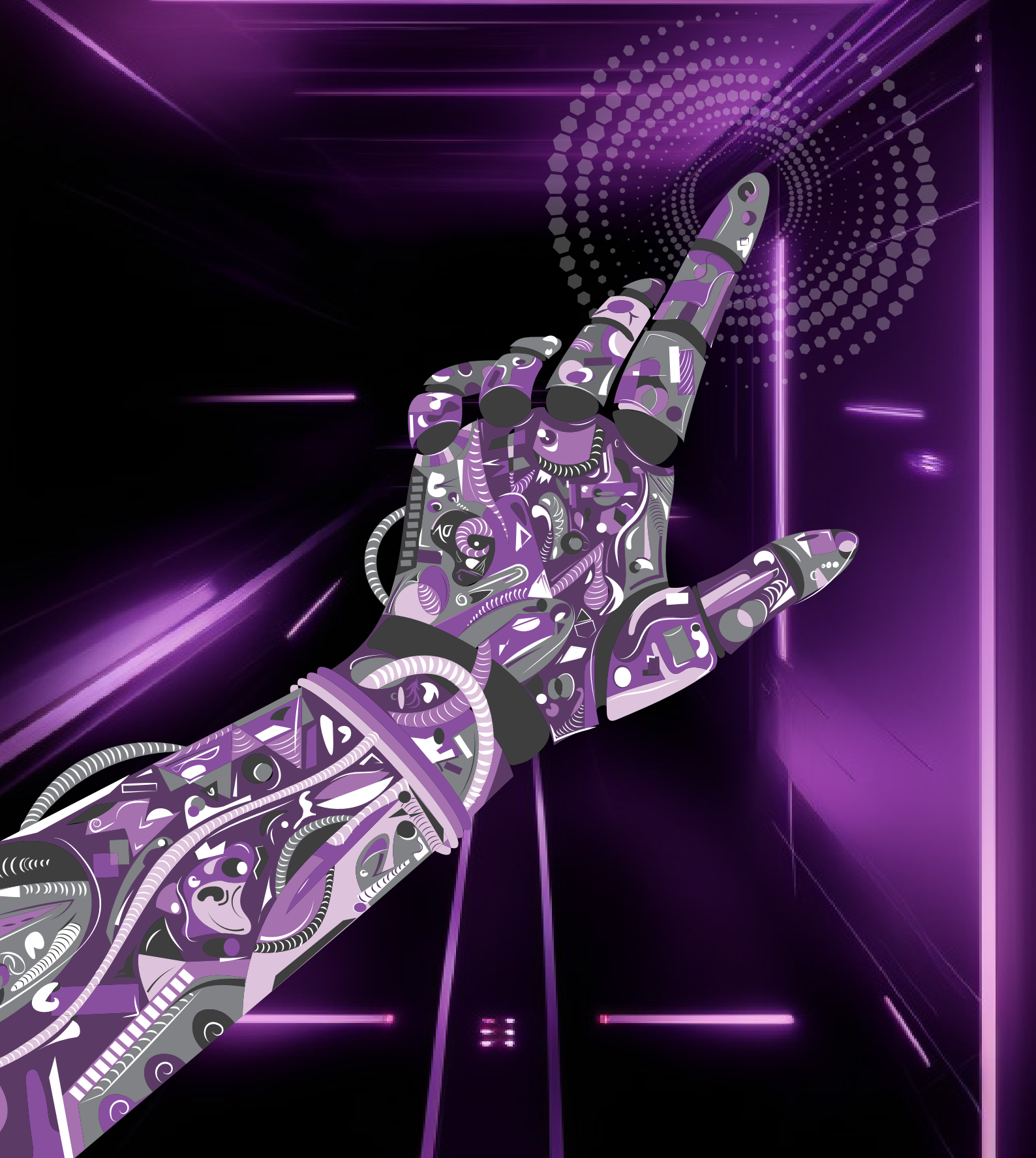





Weconnect

THE NIFT - INDUSTRY & ALUMNI NEWSLETTER

ISSUE 3 | AUGUST 2023





NIFT Gandhinagar curated "Vashudhajan", a grand fashion showcase sponsored by Garvi Gurjari and Indext B under G20 presidency, highlighting the ancient Panchtatva wisdom and capturing the glimpses of rich crafts, diverse culture and vivid colours via the textures and textiles of India. It was presented in the five sequences of Vayu, Jal, Nabh, Dhara and Shuchi.

Source: G20 Fashion Show

Synaptic Nexus: Bridging Alumni and Industry through Innovation

The **Wconnect** magazine cover embodies the fusion of academia and industry. A robotic hand symbolizes technological advancement, reaching out to a digital screen. This convergence signifies alumni networking, where the interface represents connections and insights shared. It reflects how innovation bridges past education with future industry trends.

Cover design by Aastha Shah

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THE NEWSLETTER STORY

Weconnect

ISSUE 3/ AUGUST 2023

LAUNCH OF THE FIRST EDITION OF THE INDUSTRY & ALUMNI NEWSLETTER



Weconnect is a quarterly digital newsletter that aims to connect the institute with its alumni and industry partners. The heart and soul of this newsletter are the alumni and the industry partners who play an integral role in the success of this institute. It's a platform to celebrate the journey, achievements, and stories, industry insights from our alumni, industry partners, students, faculty and everyone in the ecosystem.

Under the section Campus News, the newsletter will keep everyone in the ecosystem informed about the recent developments and initiatives of every NIFT campus.

For the students, Weconnect, will give them the opportunities to read about their alumni, learn from the stories and achievements and get inspired. The insights from the industry, teaching, and non-teaching members of NIFT will keep them abreast of the news, insights and developments in their respective fields.

The maiden issue of the NIFT Alumni Newsletter, WeConnect, was unveiled by Shri. Piyush Goyal - Honourable Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Govt. of India, in the august presence of Smt. Rachna Shah, IAS, - Secretary, Ministry of Textiles & Chairperson, BOG-NIFT, Shri. Rohit Kansal, IAS - Director General, NIFT, Prof. Dr. Sudha Dhingra, Dean, Academics, NIFT and Prof Dr. Pavan Godiawala, Director, NIFT Mumbai, during the Convocation Ceremony, held at NIFT Mumbai on 24th February 2023.



Editor's note

Dear Readers,

I am delighted to present the third issue of NIFT Weconnect- the Industry and Alumni Newsletter. This newsletter celebrates the accomplishments and contributions of our graduates and industry professionals who are making significant strides in the fashion and design industry. The response that we are receiving from alumni and industry for the newsletter is heart-warming. This reinforces the strength and the power of an institute that stands tall with pride with an alumni base of more than 38000 across the globe.

The newsletter provides a forum for industry members to discuss industry trends, insights, and innovations. Alumni can also share their experiences, insights, and perspectives on a variety of fashion and design spaces. This issue captures a lot of inspirational insights of our alumni venturing into fashion entrepreneurship that truly embraces the concept of sustainability and ethical business. It also covers interesting industry insights and the triumphant tales of alumni who are pioneers in their respective fields. The last section of the newsletter will take you through the various events and updates of the NIFT Campuses' accomplishments.

I would like to thank all the members of the editorial board and the creative team for their dedication to putting together this newsletter. Their dedication to this project has been remarkable, and I am confident that the newsletter will inspire and motivate members of our community.

I hope you all find this issue of the newsletter engaging, and I look forward to your contribution to the upcoming issues.

Happy reading...



Prof. Dr. Jonalee D Bajpai
Head: Industry & Alumni Affairs, NIFT



ALUMNI

INDUSTRY

08 Embracing the Unconventional
Rakesh Ranjan

10 The Secret Sauce of Success
Narendra Kumar

21 Sustainability with Upcycluxe
Harshita Chandra

26 Somadha
Vrushali Gangurde

29 Revolutionising Cotton Farming
Aastha Singhala

30 From Textiles to Graphics
Abhishek Raj

31 ReDesyn: Enabling Creator- Led
Commerce For Brands
Shikhar Vaidya and Smriti Dubey

34 House of Ambaram
Arjun Vasudev

40 Design and Dough
Stuti Jiandani

12 Nandan Denim
Chiripal

17 Journey In the Industry
Sreeja Balachandra

18 Ringphoudi
Nayanika Borphukan

36 Designer as a Start-up guy
Sneha Agarwal

contents

CRAFT

CAMPUS

- 20 Success Story of Artisans
Sakshi Mahajan, Ishani Senapati and Dr. Santosh Tarai
- 22 Craft Contributions
NIFT Srinagar
- 39 The Artisan's Tales
NIFT Bhopal

- 14 Director's Coloumn: Kannur -
Ethics in Academia
Col. Akhil Kumar Kulshreshta
- 16 My "Unlearning to Value Stream
Creation" story
Wicrant Gambhir
- 24 Fusion of Design and Technology
Dr. Chet Ram Meena
- 28 Next Level of Virtual Reality (VR)
VR Karthikeyaran
- 38 I think, therefore I Design
Mohammed Ansar
- 42 Embracing the Freedom
Sachin Verma
- 43 Campus Newsletters
All campuses
- 57 Achievements & Projects

contents

Embracing the unconventional:

A journey of Passion, Fashion, Resilience, Triumphs, and Tribulations

In the summer of 1998, I found myself standing at a crucial crossroads in the small but charming city of Ranchi. It was decision time - MBA or NIFT? Once I made the decision to enroll in NIFT, there was never a dull day. Little did I know that this choice would set the stage for an incredible and exciting journey filled with ups and downs, triumphs, and tribulations.

Fast forward 25 years, and here I am, working with the globally renowned H&M, in a global leadership role, and living the dream in the bustling city of Hong Kong. It's a feeling of immense gratitude that washes over me when I reflect on the path I took when I joined NIFT. But wait, there's more! Recently, I had the privilege of experiencing one of the most humbling and awe-inspiring moments of my life: receiving the prestigious "Erling Persson Award". This award is named after the visionary founder of H&M and is considered the highest recognition within the company. It is bestowed upon individuals who are seen as cultural ambassadors, delivering outstanding results and embodying the company's values every single day. To be nominated by colleagues across different offices worldwide and then selected by the top management is truly an honor. When I look back on my journey, I am reminded of the exciting and unconventional path that led me from NIFT to my current position at H&M.

Growing up in the 90s, education was of paramount importance in my family, and I witnessed the sacrifices my parents made to ensure that my brothers and I received the best opportunities. In those days, the future seemed uncertain if a science stream student didn't pursue a career in engineering or medicine, which were highly competitive fields. While I couldn't secure a seat in any prestigious engineering entrance examinations, both of my younger brothers went on to excel in top engineering and management institutes. It may have seemed strange and unconventional at the time, but I made the decision to join a fashion institute, and I was fortunate to have the unwavering support of my family behind me.



Rakesh Ranjan

Opting for NIFT, I embarked on a postgraduate diploma in Garment Manufacturing Technology at NIFT Calcutta. The moment I stepped onto the campus; I realized I had entered a world unlike anything I had experienced before. Students from diverse backgrounds, united by a common passion for fashion, created an atmosphere of inclusivity and gender equality that fueled my enthusiasm. That was my first exposure to 'Inclusion and Diversity', way before it became a must-win for all progressive incorporations.

My NIFT days were a whirlwind of challenging assignments, teamwork, and collaboration. Whether it was delving into the intricacies of textile science, mastering production management, or honing my skills in the garment construction lab, I was fortunate to have supportive classmates and fellow students from various departments. Together, we navigated the academic rigors, forging lifelong friendships, and building a strong foundation for our future endeavors. We were 'One Team'.

Upon completing my studies, I received a job offer from the company where I had interned. It was an exhilarating opportunity to work in a vertically integrated firm, but I let it go as I accepted the job offer during the campus placement.

In my first job at LT Karle Group in Bangalore, I found myself in an amazing workplace that provided invaluable learning experiences. Within a couple of years, my way of working caught the attention of the Managing Director, who saw great potential in me. Against the advice of other top executives, he appointed me as the Assistant General Manager of one of their flagship factories. This pivotal moment showcased my ability to make sound decisions and proved to be the right move as I went on to win the Best AGM award across the entire company.

Recalling the advice of a faculty at NIFT, I decided to embrace an opportunity to join a company in Bangladesh during its start-up phase. Joining Continental Garment Group in Dhaka as General Manager - Business Operations, I was entrusted with the responsibility of designing, building, and running the company. This experience was like running my own business, catering to renowned retailers. Exposure to business in Bangladesh was a transformative experience. It tested my leadership skills, resilience, and ability to adapt to a new cultural and business environment. I learned the art of delegation and the importance of trust from the owner of the company, a visionary in his own right. Under my leadership, the company flourished, securing the return on investments and establishing a strong presence there.

After a successful stint in Bangladesh, I felt a desire to explore new horizons and expand my knowledge further. I accepted a position at the leading management consulting firm Technopak (erstwhile KSA Technopak), which took me on a whirlwind journey across India and abroad. Working on

diverse projects with textile companies, retailers, sourcing agents, and development agencies like UNDP, GTZ, Ministry of Textile, BGMEA, etc., I gained a deeper understanding of the textile and apparel industry. One project that left a lasting impact on me was a socio-economic initiative for UNDP in Pakistan, where my team and I worked with numerous companies to empower women workers, making a meaningful difference in their lives.

Throughout my career, I have held steadfast to my belief in endless possibilities and the importance of values. So, when an opportunity arose to work with H&M, a company I had always admired for its commitment to sustainability and innovation, I leaped at the chance. This decision marked the beginning of a long and fulfilling journey in diverse and many challenging roles along with opportunities to work in different countries. Thirteen years later, I am still with H&M, a testament to the company's supportive environment and my unwavering passion for what I do. In my current role, I lead the digital drive globally within the Purchase and Production stream, managing a diverse team of sourcing and IT professionals based in Europe and Asia making significant contributions to the company's business enabled by technology. One of the highlights of my journey with H&M was the opportunity to develop a patented application as an inventor, showcasing my innovative thinking and problem-solving abilities.

Reflecting on my journey, I am proud of my accomplishments but recognize that success is not solely defined by professional achievements. It is equally important to embrace values, trust in oneself and others, and strive for continuous improvement. It still feels like so much more to learn, explore and contribute to this ever-evolving industry. The small everyday improvements and simplicity in problem-solving often yield the greatest results.



My journey from NIFT to my current position at H&M has been a testament to the power of learning, making bold decisions, and embracing values. It is a reminder that success is not defined by a linear path but by the ability to adapt, learn, and grow. I hope my story inspires others to believe in themselves, trust their instincts, and never shy away from taking the path less traveled.

The key to success lies within us, waiting to be unlocked through constant learning, passion, resilience, and an unwavering commitment to excellence.

The Secret Sauce of Success

I have been asked a number of times during my fashion journey and even today, 'What is the secret sauce of success?'. In an increasingly competitive world where one has endless opportunities, there are many paths one can choose but here is what I found useful, three words that can distill it for me.



Narendra Kumar

Creative Shape Shifter

Narendra Kumar was a part of the second graduating class from the National Institute of Fashion Technology (NIFT) New Delhi in 1990. Mr. Kumar is also recognized as a brand ambassador for the National Institute of Fashion Technology (NIFT). Narendra Kumar, aka Nari started his own label Narendra Kumar in 2000. The brand within 12 years was listed as one of the best men's brands by the international editions of Esquire's Magazine's 50 Best Mens Stores in the World for their curated list of leading men's fashion globally. He has worked on conceptualizing the fashion cell & building the core team to launch Amazon Fashion. Narendra has designed and styled Mr. Amitabh Bachchan for 'Kaun Banega Crorepati' season 8. He was India's first Fashion Editor setting up the first international fashion magazine ELLE in India. He was on the founding board of advisory members for the Lakme Fashion Week and helped in conceptualizing the implementation of a fashion week in India. Nari also developed the work wear line for WESTSIDE as well as their youth brand Nuon launching them at fashion week.

He has written and directed Fashion Films, one of which 'The Marriage of Shayla Patel' opened the Brisbane International Film Festival in 2017. His latest film 2+2=5 was recently part of the Official Selection, Best Fashion Film category at the Berlin.

PASSION

Passion is a powerful force that ignites a person's curiosity and fuels their obsession with a craft. When someone is genuinely passionate about something, it becomes the driving force behind their pursuit of knowledge and excellence in that particular domain. Whether it's music, art, science, or any other field, passion shapes a person's curiosity and fuels their desire to explore, learn, and master their craft.

Curiosity is inherently linked to passion. When we are passionate about something, we naturally want to delve deeper into it, uncovering its intricacies and expanding our understanding. The more passionate we are, the more curious we become. This curiosity becomes a driving force, pushing us to ask questions, seek answers, and explore new horizons within our chosen field.

Passion also plays a crucial role in shaping obsession. While obsession can sometimes have negative connotations, in the context of a craft, it refers to a deep and unwavering dedication to its mastery. Passion transforms curiosity into an all-consuming desire to excel. It drives individuals to invest countless hours, endure challenges, and persist through failures to refine their skills. It becomes an integral part of their identity and motivates them to continuously push the boundaries of what they can achieve.

The interplay between passion, curiosity, and obsession forms a virtuous cycle. As passion fuels curiosity, the pursuit of knowledge and understanding deepens the passion further. Similarly, obsession drives individuals to relentlessly explore and refine their craft, leading to even greater passion and curiosity.

In conclusion, passion serves as a catalyst that shapes a person's curiosity and fuels their obsession with a craft. It ignites the flame of curiosity, driving individuals to seek knowledge and explore their chosen fields. Passionate curiosity, in turn, nurtures obsession, pushing individuals to dedicate themselves wholeheartedly to their craft and strive for excellence. Together, these elements create a powerful synergy, propelling individuals to new heights of creativity, innovation, and accomplishment.

LET YOUR SOUL STAND COOL AND COMPOSED BEFORE A MILLION UNIVERSES.

WALT WHITMAN



CONVICTION

Conviction acts as a guiding force that gives direction and focus to one's passion or obsession. When an individual possesses a strong conviction, it serves as a compass, aligning their actions, choices, and efforts towards a specific purpose within their chosen field. Passion and obsession alone can be intense emotions, but without conviction, they may lack a clear sense of direction. Conviction provides the clarity and purpose necessary to channel one's energy and efforts effectively. It acts as a beacon, illuminating the path to follow amidst the vast sea of possibilities.

With conviction, individuals are able to define their goals and aspirations, setting a clear trajectory for their journey. It helps them determine the values and principles that will guide their actions and decisions. Conviction provides a sense of meaning and significance to their pursuit, anchoring their passion and obsession to a higher purpose.

Moreover, conviction instills a steadfast determination that enables individuals to persevere in the face of challenges and setbacks. It strengthens their resolve, giving them the resilience to overcome obstacles and stay focused on their path. Even when doubts arise or external pressures mount, conviction serves as a constant reminder of their purpose, fueling their motivation to persist.

In addition, conviction fosters a sense of authenticity and integrity. When individuals are deeply convinced of their craft and its significance, they are more likely to stay true to themselves and their unique vision. This unwavering belief in their abilities and purpose allows them to navigate their journey with confidence and stay committed to their passion or obsession.

In conclusion, conviction plays a vital role in giving direction and focus to one's passion or obsession. It acts as a guiding force, providing clarity, purpose, and determination. With conviction, individuals are able to define their goals, stay true to their values, and navigate their journey with unwavering resolve. It empowers them to harness the full potential of their passion or obsession and make meaningful contributions within their chosen field.

EVOLUTION

The role of evolution in a designer's career is a fascinating and significant aspect that shapes their creative journey. Evolution, in the context of design, refers to the continuous adaptation, growth, and refinement of skills, ideas, and approaches over time. Just as organisms evolve to thrive in changing environments, designers must also adapt to the evolving landscape of their industry.

Evolution in a designer's career manifests in various ways. Firstly, it involves the constant acquisition of new knowledge and skills. Designers must stay updated with emerging technologies, design trends, and user preferences to remain relevant and competitive. They need to evolve their technical expertise, learn new software tools, and explore innovative design methodologies.

Secondly, evolution involves honing and expanding one's creative thinking abilities. Designers must push the boundaries of their imagination, explore different styles, and experiment with novel concepts. They need to evolve their design thinking processes, embracing iterative approaches, user-centered design, and collaboration with multidisciplinary teams.

Furthermore, evolution in a designer's career is closely tied to their professional growth. As designers gain experience and accumulate a diverse portfolio, they evolve their personal brand and reputation. They learn from both successes and failures, adapt their strategies, and refine their problem-solving skills.

Ultimately, evolution is vital for designers to stay adaptable, versatile, and ahead of the curve. Embracing evolution fosters innovation, encourages continuous learning, and allows designers to thrive in an ever-changing industry. By recognizing the role of evolution and actively seeking growth opportunities, designers can chart a successful and fulfilling career path.

INDUSTRY INSIGHT

NANDAN DENIM LTD

Indigo's name gives its origin away: it simply means 'the Indian' or 'from India.' But we now know that, besides India, indigo is also endemic to the tropical zones in Africa and China. As early as more than 5,000 years ago, our ancestors in India, East Asia and Egypt, as well as probably the Maya, used the blue dye derived from the *Indigofera Tinctoria* plant to dye their clothes.

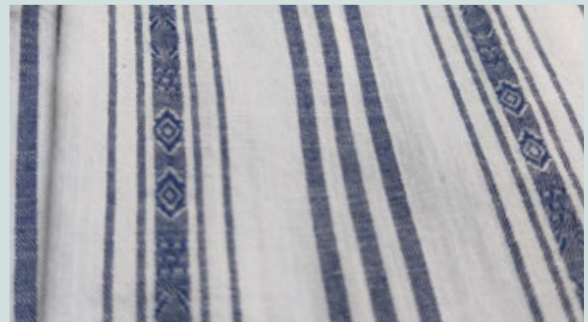
It's easy to forget that indigo used to be a rare commodity. Only a few centuries back, this mysterious dyestuff was so exclusive that only royalty and the aristocracy could afford it. It was imported with great difficulty from far-off colonies, which earned indigo a status similar to that of tea, coffee, silk or even gold.

A Bavarian immigrant patented the very first pair of blue jeans, and introduced them to the world. The global success story of the dark blue worker's trousers made of durable denim is relatively well known. But what about their continuously changing blue colour, which has persistently fascinated us humans for such a long time?

DENIM CONTINUES TO BE USED AS A CANVAS FOR CREATIVE EXPERIMENTATION

In a world facing the end of abundance, look out for textiles that are rooted in nature. In the coming years, all industries will be searching for alternatives, whether it be regenerative crops that repair the planet.

We will also see sleep and rest mode inform product development, and we will see a greater focus on zero-waste circular systems, and designs that champion the complexity of true simplicity, as more people and businesses explore the sustainable and self-care benefits of powering down and living with less.

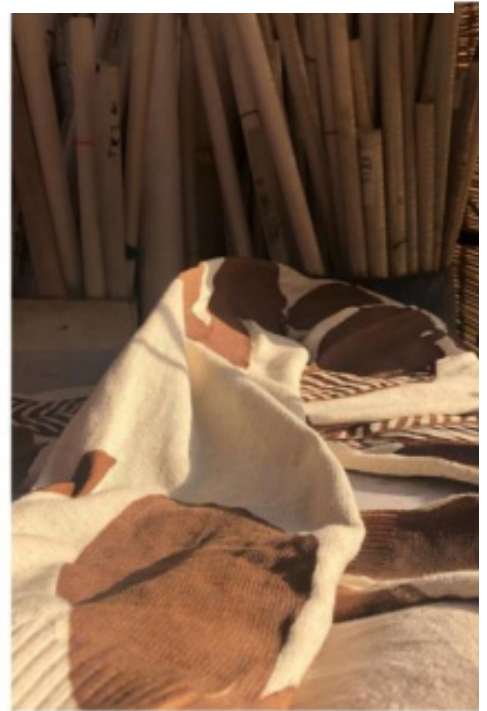


Use recycled pre-consumer waste for a more eco-friendly direction, as well as recycled polyester for glowing accents.



Raw Luxury

NATURAL	TEXTURE
EARTHY	MINIMAL



AT NANDAN, WE HAVE INTRODUCED THE RANGE - RAW LUXURY

Inspired by the scavenged craft artisan direction evolves with thrifty weaves made with the end of abundance and nature's scarce resources in mind. Devise cultured stripes that mix ad-hoc leftover yarns for zero-waste. The most basic unit of a design or the smallest unit of a pattern is a motif. Often inspired by nature and also socioeconomic, cultural or religious factors, the motifs on traditional Indian apparel are all distinct and mostly very colourfully represented part of the Indian fashion regime since ancient time when kings ruled the country, these motifs are often also a representation of the different styles from an era gone by. The traditional art reflects the present culture by utilizing the current techniques and resources available.





Ethics in Academia: The Importance of Honesty, Integrity, and Inclusion

*Colonel. Akhil Kumar Kulshrestha,
Director, NIFT Kannur*

Academic institutions are built on the foundation of academic excellence, intellectual freedom, integrity, and ethical conduct. However, professional ethics and morals are the bedrock of integrity, trust, and credibility. As scholars, researchers, educators, and administrators, it is crucial to adhere to a code of conduct that upholds the highest standards of ethical behaviour. A recent study published by Outlook across the US, Australia and Europe found that cases of plagiarism are highest among Indian students. Artificial intelligence (AI) tools like ChatGPT and Chatbots are increasingly being used in academia, raising concerns about the potential for academic dishonesty.

AI tools are used to create fake journals, which can be used to publish plagiarized research. This poses a serious threat to the integrity of the academic community. Academicians and institutions in India have a responsibility to play a leading role in curtailing this behaviour. The significance of

professional ethics and morals in the academic field cannot be overstated. They impact the pursuit of knowledge, teaching, research, and overall academic integrity. The heart of the academic enterprise lies in research and publication. Professionals in academia must approach their work with utmost integrity, ensuring the validity and accuracy of their findings. More effort should be taken in this area by any academician to bring his/her excellence to the knowledge of a larger audience. The International Consortium of Investigative Journalists (ICIJ) has found that over 11,000 fake journals have been published in the past five years. This is according to a report submitted to the Human Resource Development (HRD) ministry. They thoroughly examined 175,000 scientific articles published by five prominent pseudo-scientific platforms.

Engaging in fabrication, plagiarism, or falsification of data constitutes grave violations of professional



ethics. These actions pose a threat to the credibility of researchers and the entire academic community. It is imperative that researchers adhere to principles of honesty, transparency, and a steadfast dedication to truth throughout all stages of the research process, encompassing data collection, analysis, and publication.

Educative professionals play a pivotal role in shaping the minds of the next generation. In the academic field, the responsibilities of teachers extend beyond imparting knowledge and include fostering critical thinking, promoting academic honesty, and cultivating ethical behaviour among students. Teachers should create an environment that encourages intellectual growth while emphasizing the importance of academic integrity. Fair assessment practices, avoiding favouritism, and maintaining confidentiality are essential components of ethical teaching. Academic institutions thrive on diversity, both in terms of ideas and individuals.

Ethical conduct in academia demands deep respect for diverse perspectives, backgrounds, and identities. Discrimination, bias, or exclusion based on race, gender, religion, nationality, or any other factor is antithetical to the principles of professional ethics.

DIFFERENCE BETWEEN POWER & RESPONSIBILITY

Administrative power and position play a pivotal role in academic institutions. They have to understand the difference between “Power” and “Responsibility”. Those in positions of power and authority within academia have a heightened responsibility to uphold ethical standards. This includes administrators, department heads, and senior faculty members who exert influence over decision-making processes. Transparency, fairness, and accountability should guide their

actions, ensuring that their decisions are guided by the best interests of students, faculty, and the academic community as a whole. Conflicts of interest should be managed with integrity, and decisions should be made to promote the advancement of knowledge and the welfare of stakeholders.

Ethical behaviour requires obtaining informed consent, protecting identities, and maintaining data security. Any breaches of confidentiality, whether intentional or accidental, can have severe consequences and undermine the integrity of academic institutions. Along with position and power in the system, respecting the confidentiality and privacy of individuals is a fundamental ethical principle in the academic field. Students, research participants, and colleagues trust academic professionals with sensitive information. Safeguarding this information not only preserves trust but also upholds basic human rights.

As institutions, we should encourage students to develop original perspectives or points of view on a topic. This requires them to study existing literature and then develop their own work based on their understanding. NIFT has pioneered the system’s outlook by introducing continuous evaluation instead of a half-yearly or annual examination system. This is the first important step for an institution that aspires to create original content. Implementing a system of open-book exams, where students are allowed to have access to books, can be a valuable approach.

However, it is essential to design questions in a manner that discourages direct copying from the books. Additionally, it should be made mandatory for students to provide proper references when using or referring to others’ work. Hence, by bringing ethics and morals into the academic field, academic professionals can foster an environment that nurtures intellectual growth, advances knowledge, and prepares students for a future founded on ethical principles.

My Unlearning to Value Stream Creation Story

Wicrant Gambhir

CAREER. HARD WORK. LEARNINGS. FAILURES. GOALS. ACHIEVEMENTS. EXPERIENCE. LEADERSHIP. SATISFACTION. SUCCESS. WEALTH. EXCELLENCE.

Archaic, Old Economy, Yesteryears, Linear! But that's how, consciously, or unconsciously, we define career. Then there is a cyclic way, in-sync with the new order, what the ever-transformative world calls for-

REALIST. BIG PICTURE. RECALIBRATE. REINVENT. VISION. ALWAYS IN BETA.

Yes, this has been the way I shaped my career.

Hello folks, Wicrant Gambhir here, alumnus of PG-GMT, entering the silver jubilee year since graduated from our alma mater – NIFT in 1999. My three decades career journey has been crafted by many seasoned industry people & has been an exciting and contended one.

THE FORMATIVE YEARS – FIRST DECADE

Totally lost in the way the industry operates, this phase was all about knowing the ecosystem, essentially the Product & Peers. The product flowchart that I learnt at NIFT was totally different from what I was witnessing. At the same time this was quite exciting to learn how things move in real. The right balance between the product cost, profitability, customers requirement and nothing at the cost of another, was something never taught but had to experience to understand. More the dynamics, higher the uncertainty, the scale & scope of the different organizations that I worked for during this decade, gave me a head-start for the times to come.

I always yearned to give my best, worked for longer hours, the 'instant' growth or 'impulse driven' gratification was never the goal and the 'nasha' of being committed to work was always to the core. Majority of the time I worked for apparel manufacturing organizations and my endeavor was to realize the potential of 1.5 years in 1 year without thinking about the rewards.



MID 10 YEARS – THE FIGHTING DECADE

This became a critical decade for me. The focus was on the longevity of career. At the same time life's goals were gaining weightage, a lot of mental paradigms opened during this time. This was a

decade when I decided to not 'follow' but keep experimenting. More than experimenting, I started filtering out the things I did not want to do or do differently. Apart from the product & people around, I started focusing on the business big picture. During this decade, majority of the time I worked in the sourcing organizations. This was also a time of taking a step back, going back to the benches, to the mecca of learning – a manufacturing company. With domain skills captured, people management skills getting sharpened, this stint was important to recalibrate my-self with a 360 perspective. The functional role was performed with the larger perspective of business goals in mind.

RECENT PAST YEARS – THE DEFINING DECADE

Quite an invigorating time in the last decade for me. The world is witnessing 'perform or perish' in all walks of life. We see so many business concepts have vanished, Tech / IoT / AI is making many jobs & skills redundant. I decided to rethink, refresh, recalibrate, re-energise, and reinvent myself. From driving functional objectives, I shifted my focus to driving the organisational objectives. Took up the role of Business Excellence driving the complete back end of a retail companies. Parallel, started identifying my passion towards people development and became a senior assessor on functional & behavioural competencies. With product & people focus, can the 'purpose' be ignored. Any enterprise, any team excels when the purpose is well defined & communicated. Keeping cross-functional teams engaged & committed to the company goals is something I have driven passionately.

Though, this past decade, have worked for fashion retail companies as a function head, I have created new value streams. Be it international sourcing, enhanced vendor relationship management, widening the product portfolio, building resilience and agility in the system, viewing retail outside-in and integrating all the efforts towards operational excellence in line with the organisation's vision & mission, the career journey from unlearning to value stream creation has been an exciting & contended one.

Journey in the Industry

Sreeja Balachandra

Apparently, Bangalore was the place that influenced me to start a journey in the fashion industry, which was quite a coincidence. The journey started as an off campus, through a Deccan Herald advertisement which led to a fruitful journey spanning more than two and a half decades in the apparel Industry, and that has made me a career woman. I have competently nurtured and established distinctive vital profiles like Head- Manufacturing Excellence, Master Coach- Organisation Development, Lead Corporate Human Resource Development, Lead-Continuous improvement so on. Destiny is not a matter of choice; it is the yield of inquisitiveness, focus, free will, commitment, and purpose! Dalai lama the spiritual leader said, "Whenever there is a challenge there is also an opportunity to face it, to demonstrate and develop our will and determination"

After being chosen, my professional journey kick-started from the very first day of my entry into the fashion industry. I was one among a group of personnel selected and inducted for a specific profile as Executive-Industrial Engineer. The concept of IE was just getting into the fashion industry and other than the engineering or automobile industry. I made that as my fortune, as fortune favours the brave, and I have become a part of the reengineering- of the KSA system implementation. I was happily associated with various transformational projects and be in the transformative space for quite sometime. Become an integral part of all transformation projects viz., Lean and Six Sigma tools establishment and implementation across the value chain. I grabbed the opportunity to establish a corporate Human Resource Development department and initiated a training academy, which focuses on leadership assessment and development by defining organizational competencies, Competency analysis, and mapping, which led to the formation of the Manufacturing Excellence department. I strongly believe the limiting factors are within you and it is not external.

Manufacturing is always a roller coaster ride for those who only spectate and speculate otherwise, it is a joy of identifying the innate qualities and values you possess. It provides you with a stream of opportunities, wherein you swim up against the currents and take the challenges in your stride. In reality, the motivation comes from within and the hurdles and challenges have rejuvenated me all through.



Stones & Petals



I always have a belief system of skilling, reskilling, and upskilling.

In this journey, I have gathered the required domain knowledge and skills, renewed them on a continual basis, and led by example in every step taken. Keeping an open mind and the learning appetite on the prowl, I could make myself a multi-domain specialist, which has enhanced me the person of agility and problem-solving. Self-Actualization is the key to success and failures are the great teachers. Belief in myself has made me to take the challenges, that others dare to initiate or even attempt to. I would proudly say my entire career story has been scripted with the resilience and perseverance I own.

Principles that help me to shape my professional career are. Understand what is in it for the organization and my purpose, build the strategy accordingly, and schedule to execute by developing a vibrant team and taking them along Train, develop, mentor, and guide the team to achieve measurable improvements and desired results, and celebrate the work. Credit the team for the accomplishments, appreciate the individual for his feats, own the failures as a leader and learn from them. The purpose of any professional career gets completed when we create and bring future talents, by imparting them the learnings and experience over the years of journey and laying a platform for the future leaders to explore, learn, unlearn, and perform and build an enterprising world of excellence.

Sharing my learning experiences with the Millennials and Gen Z is the next focus, for which I am genuinely honoured to connect with fashion and technical institutes including the NIFT.

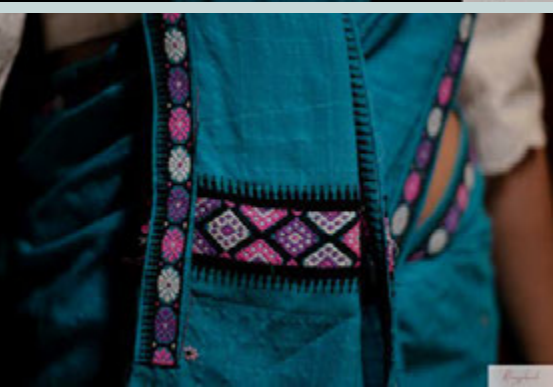


INDUSTRY INSIGHT

Ringphoudi

a woman with many talents

Nayanika Borphukan



The Brand is a tribute to my maternal great grandmother who was a talented and smart woman of her times whose name was “Ringphoudi” – which means “a woman with many talents.” I could not have thought of any better name than this as I wanted my brand to have a meaningful dimasa name and at the same time referring to today’s women – who I feel are multitasked, good at whatever they put their hands on and are at par with men.

This Brand is all about reviving the handloom of the Dimasas, an indigenous community of Assam whose motifs are vibrant, intricate and labour-intensive which is not yet very known to people outside Assam. In fact, there are still some Assamese people who have no idea about it even after belonging to the same State. Through, this Brand I want to bring recognition and appreciation to the lady weavers of the Dimasa community for their excellence in craftsmanship. At the same time to prevent tradition and culture from getting lost due to the dearth of weavers. Particularly, due to the lack of confidence in the lady weavers for future prospects in weaving for the next generations to come. This endeavour is a small step toward motivating the indigenous weavers and restoring their faith in their skills.

Through this Brand, I want to create awareness among the rest of the Indians about the handloom of the Dimasa community, which is a lot different than the handloom of the other communities of Assam. Keeping everything in mind, I am working with the lady weavers in such a way that it is a challenge for both of us as the lady weavers have never woven a saree before with Dimasa motifs and for me as I have to make them understand what exactly I want from colours to motifs. Why am I not using “black” in the motifs when black is considered an important colour to be added to the motif to make it appear more beautiful and defined? My lady weavers have been very cooperative and because of this, I am able to customise the colours and their indigenous motifs.

The Brand stands for simplicity, versatility and sustainability, keeping all these in mind each and every product is made in a way that is simple and easy carry, can be worn for any occasion depending on how a person would style it. Also, through this Brand, I want to create women’s empowerment by creating scope and financial assistance for their beautiful handwoven products which will help the community to get more weavers and in this way the traditional art of weaving will be passed down to their daughters who will not only learn to weave but will also continue with their studies. And this will then help the women weavers to get the appreciation and financial assistance for their work in our country.

I plan to achieve this through the knowledge that I have gained over the years and the knowledge that I have accumulated through my learnings at National Institute of Fashion Technology (NIFT), Bengaluru and from the Dimasa Community. So, I request you all to join me in my journey to get Ringphoudi to greater heights and be a Ringphoudi yourself.



Success of Artisans

*Sakshi Mahajan, Ishani Senapati and
Dr. Santosh Tarai*

As per the handloom census (2019-20), more than 35 lakh artisans are working in the handloom sector in India. What makes an artist stand out from the crowd? How is one artist more successful than others? Or is the meaning of success the same for all the artisans?

We had an opportunity to visit Nuapatna- the handloom cluster of Ikat work in Odisha. It is a census town in Cuttack district of Odisha. It holds a very unique cultural and commercial importance in the world. Historically speaking, the artisans of the cluster have been supplying holy clothes to the presiding Lords of the Puri temple. It has always been a livelihood providing craftsmanship for local artisans who deliver high-quality, aesthetically sound products. We came across a lot of artisans who had their own journeys of this art. Some artisans worked for the Mahajans (Merchants), and some worked under the government body, and some decided to work independently.

We came across two independent artisans: Mr. Arjun Pal, a national awardee who works mostly with natural dyes and has a niche clientele. He works for all the top brands of India, be it Reliance or FabIndia. On the other hand, Mr. Pradeep Kundu and his brother are from the West Bengal but living in Nuapatna for a long time and have been practicing this noble art. They make the products both for the mid and upper mid-segments and have a good reach with reputed handloom retailers in the state as well as around India.

The factor which can be counted that led them to where they are today can be perseverance, as success is never achieved overnight. We got inspired by Mr. Arjun Pal on his dedication to working with natural dyes for a better future. Despite facing competition from cheaper, mass-production of textiles, he is still working on natural processes for a better cause. His work got recognized nationally as well as internationally. As he got many national and internal awards for his craftsmanship and total usage of natural dyes in his products.

Mr. Pradeep Kundu is a well-experienced and knowledgeable artisan. He has captured the market with his extreme expertise in motif creation and the use of attractive colors to captivate consumers. Since they use synthetic dyes, their products are affordable. Simple man, with less exposure yet very successful on his own terms.

The commonality between both artisans is their hard work, passion, and commitment. They truly love what they do. Both are deeply rooted to their cultures and they know how to create relevancy from it for their respective consumers. They know their strong points and they work on them.

From the long journey of these two craftsmen, we may conclude that the usage of natural dyes, keeping traditional mythological motifs, and adopting modern trends in designing unique products are some important criteria for success in today's handloom sector.

**ARTISAN
JOURNEYS OF
MR. ARJUN PAL
AND
MR. PRADEEP
KUNDU**

ALUMNI JOURNEY

Sustainable living with UpcycleLuxe

Harshita Chandra

As a passionate entrepreneur committed to sustainability, I firmly believe that we live in a world with finite resources, and infinite material consumption is not sustainable. I am convinced that reversing the adverse effects of climate change is only possible through conscious consumption and responsible practices. My journey as an engineer-turned-fashion technologist has exposed me to the less glamorous side of the fashion industry, including long working hours, excessive waste, lack of fair trade, and unethical consumption practices.

During my internship, I witnessed first-hand the alarming amount of product sample waste, rejected consignments, and the practices of flea-market sellers. This experience highlighted the deep-rooted issues that have plagued the fast-fashion industry for far too long, often hidden from public view. It is disheartening to note that the fashion industry is one of the most polluting industries globally, accounting for up to 10% of global carbon dioxide output, surpassing the emissions from international flights and shipping combined. Additionally, it contributes to a fifth of the 300 million tons of plastic produced worldwide annually.

Motivated by this realization, I founded Upcycleluxe, India's first carbon-neutral marketplace and the largest platform for sustainable products. At Upcycleluxe, we prioritize calculating the environmental impact of our products and strive to make "plastic-free" the norm while embracing zero waste as a lifestyle. Our extensive range of over 10,000 products includes upcycled/recycled items, 100% organic options, ethically made products by artisans and designs that follow circular economy & UNSDGs principles.

In our efforts to be plastic-free, we utilize 100% compostable water-activated tapes and corrugated boxes for packaging. We also offset carbon emissions by planting trees, engaging in social initiatives, and investing in renewable energy sources.

Throughout my professional career, I have been dedicated to driving fashion businesses through the power of technology. With more than 8 years of experience in digitalization, business strategy, marketing, automation, and technology integration, I constantly seek innovative solutions that combine sustainable practices with cutting-edge advancements. My personal journey involves exploring consumer buying behavior and leveraging technology to enhance sustainable targets based on scientific principles. I continually expand my knowledge in areas such as sustainable and functional design, circular economy principles, and zero-waste living.

If you share my passion for sustainability and would like to join me in building the largest sustainable community, I extend a warm invitation to you. Together, we can make a significant impact and create a better future for our planet.



CRAFT CONTRIBUTIONS

CRAFT REVIVAL & GOVERNMENT INITIATIVES

For centuries, the people of Kashmir have relied on the traditional craft of making 'Pulhoer' to protect their feet from the harsh winter weather. Mohd Yousuf Bhat, a Kashmiri artisan from Zantrag village in Khrew Pampore, has dedicated his life to preserving this ancient craft. With the support of the government, Yousuf is able to keep the tradition of making Pulhoer and other items like patij (mats), covers for cups and baskets alive. Yousuf, who is currently working in the Government School of Design, Srinagar, learned the art of making Pulhoer and other items from his forefathers. The government and local artisans are working together to keep the legacy of Pulhoer and other traditional crafts alive for generations to come.

The Department of Handicrafts of Jammu and Kashmir is trying hard to preserve this craft as they launched the Handloom Policy in 2020 in Srinagar. The government of India's newly created Union Territory of Jammu and Kashmir has unveiled a new scheme to revive the ailing crafts sector in the region. Known as "Karkhandar," the scheme seeks to upscale the learning techniques of trainees and help the artisans to improve their standard of living.

SUSTAINABILITY & CRAFT

In recent years there has been a growing awareness of the importance of sustainability in the Craft. Sustainable craft practices reduce environmental impact, support local economies, and promote social responsibility.

Handicrafts are sustainable because they often use natural and eco-friendly materials, promote local production and fair trade practices, reduce waste, and support artisan communities. With the help of government initiatives, craftsmen strive to promote the use of natural energy and light.



CRAFT & NEW WAYS



CRAFT & PROCESSES



NIFT Srinagar Campus organized a two-day Artisan Awareness Workshop to create awareness among the artisans pertaining to the latest design developments, market trends, and branding, besides the use of social media platforms for the development of their business.

During the two-day awareness workshop, a detailed discussion was held wherein the experts and students of design from NIFT Srinagar shared information about different aspects meant for the development of handicrafts. The participating handicraft clusters were Tilla, Aari, Tweed, Sozni, Paper Machie (Sakhta), Paper Machie (Naqashi), Crewel embroidery, etc.



The Fusion of Design and Technology: Transforming Textiles

The affiliation between design and technology in textiles is a symbiotic one, where each field relies on and enhances the other to drive innovation, functionality, and aesthetics in the industry. It has revolutionized the industry, creating endless possibilities and transforming the way we think about clothing, fabrics, and functional textiles. The convergence of these two fields has resulted in innovative materials, interactive garments, and enhanced performance textiles. To explore the exciting developments that have emerged from the fusion of design and technology in textiles. Design provides the creative vision, while technology offers the tools and capabilities to bring that vision to life.

Design has always played a crucial role in the textile industry, as it encompasses the aesthetics, patterns, and overall look of fabrics and garments. Technology, on the other hand, has introduced a new dimension by integrating functionality, interactivity, and advanced manufacturing techniques. The connubial of these disciplines has given birth to smart textiles, wearable technology, and sustainable fabric production methods.

The emergence of smart textiles showcases the close relationship between design and technology in textiles. Smart textiles, also known as e-textiles, are one of the most significant outcomes of the union between design and technology. These textiles are embedded with electronic components, enabling them to sense and respond to the environment or the wearer.

Designers also play a critical role in integrating these technologies seamlessly into garments, ensuring they are visually appealing and comfortable to wear. They consider factors like ergonomics, user experience, and aesthetic integration to create smart garments that are both functional and aesthetically pleasing. It has not only opened up new opportunities but also posed challenges that need to be addressed. Designers must acquire interdisciplinary skills to route this evolving landscape successfully. Understanding the principles of electronics, programming, and material science is crucial in creating functional and aesthetically appealing smart textiles. Relationship between designers, engineers, and scientists has become essential to push the boundaries of what is possible in this field.



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**CREATIVITY
FUNCTIONALITY
SUSTAINABILITY
IN TEXTILES**

Moreover, the integration of design and technology has brought about significant advancements in the realm of performance textiles.

Functional fabrics are now engineered to possess properties like moisture-wicking, thermal regulation, odor control, and even UV protection. These textiles are created by combining innovative materials, such as microfibers and nanofibers, with advanced manufacturing techniques like 3D printing and laser cutting. The outcome is a new generation of high-performance sportswear, outdoor gear, and medical textiles that offer enhanced comfort, durability, and functionality. The integration of sustainable design practices with technology has become increasingly important in the textile industry.

The textile industry has been tarnished for its environmental impact due to water consumption, chemical usage, and textile waste. However, with the beginning of new technologies, designers and manufacturers are now able to produce textiles in a more sustainable manner. Techniques like digital printing, dye sublimation, and laser etching reduce water and chemical usage, while recycling methods and innovative fibers made from recycled materials or agricultural waste contribute to a circular economy. Designers are also embracing sustainable practices by incorporating upcycling, zero-waste patterns, and eco-friendly dyes into their creations.

The blend of design and technology in textiles has transformed the industry, pushing the boundaries of creativity, functionality, and sustainability. Smart textiles, performance fabrics, and sustainable production methods are just a few examples of the remarkable outcomes of this convergence. Designers bring their creative vision, understanding of consumer preferences, and knowledge of textile techniques to create visually appealing and marketable products.

Technology provides the tools, materials, and manufacturing techniques that empower designers to push the boundaries of textile design and realize their creative ideas. By embracing this relationship, the textile industry can continue to evolve, offering exciting and sustainable solutions that meet the demands of a rapidly changing world.

The future of textiles lies in the harmonious integration of design and technology, where innovative solutions and beautiful aesthetics come together to create a new era of textiles that are both visually captivating and functionally advanced. Design provides the creative vision, while technology offers the tools and capabilities to bring that vision to life.



**DESIGN PROVIDES THE CREATIVE VISION,
WHILE TECHNOLOGY OFFERS THE TOOLS AND
CAPABILITIES TO BRING THAT VISION TO LIFE.**

Somadha

Weaving Sustainable Change for a Better Future

The urgency for sustainability in the fashion industry goes beyond empty words. The relentless increase in consumerism and the careless exploitation of natural resources have created a critical state of instability in both the fashion ecosystem and the environment. In December 2018, Vruoshally V. Gangurde, a perceptive textile and Khadi saree designer from Nashik, embarked on a transformative journey to address this pressing need for sustainability. Vruoshally's profound understanding of the harmful effects of rampant consumerism and resource exploitation on the environment was shaped by her textile design studies at the prestigious National Institute of Fashion Technology in Bengaluru.

Driven by a commitment to empower rural women and preserve traditional craftsmanship, Vruoshally established Somadha, a brand fully dedicated to sustainability and women's empowerment. Observing the enduring struggles faced by rural women in their quest for financial independence, she saw an opportunity to create a model that would allow them to earn income while managing their households from home. At the core of Somadha's mission was the comprehensive training of rural women in the art of spinning cotton on charkhas, equipping them with valuable skills and the means to generate their own income. Witnessing the increasing confidence and self-reliance of these women, Vruoshally recognized the transformative potential of her initiative, leading her to register Somadha with the Khadi Village Industries Commission (KVIC).

With official recognition from KVIC, Somadha Khadi Sanstha was established, aptly named to represent a sense of completeness. It provided a platform for rural women to use their hard-earned money to meet their household needs,



Vruoshally V. Gangurde

fostering self-sufficiency and independence. Embracing the ideology of "Women Help Women," Somadha actively supported and provided assistance to women in need, fostering a strong sense of community and collaboration.

As Somadha thrived, collaborations with spinners and weavers across India were formed, creating a vibrant network united by their shared commitment to sustainability and fair compensation. By exclusively focusing on rain-fed cotton, the brand not only ensured fair income for farmers but also promoted environmentally friendly practices.

Somadha made a conscious decision to transition to the use of azo-free colors and explore natural dyes. By incorporating these practices, they demonstrated their unwavering dedication to sustainability and reducing the



EMBRACING THE IDEOLOGY WOMEN HELP WOMEN

environmental impact of their products. The remarkable efforts of Somadha garnered recognition, including the prestigious Best Young Entrepreneur award, affirming their commitment to sustainable fashion, women's empowerment, and the preservation of traditional craftsmanship. This acknowledgment served as a testament to their influence and inspired them to continue their mission with unwavering determination.

Today, Somadha stands as a beacon of hope, actively making a positive impact on the fashion ecosystem, nature, farmers, artisans, weavers, spinners, and all those associated with their cause. With each thread they weave, Somadha strives to create a future where sustainability, empowerment, and tradition are seamlessly intertwined.

Through their unwavering commitment and steadfast dedication, Somadha aims to foster lasting change and set an example for the industry at large. By championing sustainable practices, empowering women, and fostering collaboration, Somadha paves the way toward a brighter and more equitable future for all.



FACULTY INSIGHT

Next Level Of Virtual Reality (VR)

V.R Karthikeyaran

Associate Professor, FC, NIFT Chennai

According to available information, the Asia Pacific region dominates the global VR gaming market with a 40% share of global revenue and is expected to further dominate for the next 5 to 7 years. Within this region, South Korea and India are expected to witness remarkable demand for VR games. This demand will be driven further by the higher disposable income of the two countries and technological advancements in the gaming and entertainment industry.

Indians, particularly the millennials are more attracted to premium experiences vs products. They are keen to enjoy a heart-pounding, life-like experience in a simulated setup along with their friends and feel the adrenaline rush vs play alone on devices or VR headsets at home.

In an Indian city, a famous VR Gaming company has opened a Café with a Dining outlet that offers a unique experience for gamers and food lovers alike. It is a one-stop destination for the customers' gaming and dining needs with a wide variety of food and drinks on offer. The café features a state-of-the-art virtual reality gaming system, allowing customers to immerse themselves in a variety of virtual worlds. This Cafe is the perfect place to enjoy a meal, play some games, and have a great time. This is just one example of the route taken by both the company manufacturing VR products and the customers using them! Hence, VR experiences are witnessing great popularity in the cities. It is

only a matter of time before the penetration of these latest developments across the country will be visible on a large scale.

With the development of a favorable ecosystem, robust growth in gaming, fast-evolving VR technology, and demographics of India, the tremendous growth of VR in gaming is certain. Though VR took a while to kick off from its initial launch, VR in gaming will become mainstream in the Indian gaming market before we know it! This growth will also get reflected in the retail industries with many consumer brands promoting their products through VR. With the world's largest youngster population, there is no doubt that Indians will be at the forefront of these new product promotion possibilities!

**VR IN GAMING WILL BECOME
MAINSTREAM IN THE
INDIAN GAMING MARKET
BEFORE WE KNOW IT**

Revolutionising Cotton Farming: The Rise of Regenerative Agriculture



Astha Singhala

“The way we grow our food, fiber, and fuel either put carbon up into our atmosphere or pulls it down to the ground. The regeneration of soil is the task of our our generation. Our health, the health of our soils, and the health of our planet are one and the same.

The fashion industry plays a significant role in our society, influencing trends, style, and personal expression. However, it also has remarkable environmental impacts throughout its lifecycle, from raw material extraction to production, distribution, and disposal. Although, in recent years there has been a growing focus on sustainability within the fashion industry, aiming to address these environmental impacts and promote responsible practices.

Cotton farming is one of the most widely used practices in the fashion industry. It has become a staple in the production of clothing, textiles, and other fashion products. Cotton production process and conventional agricultural practices of growing cotton has negative environmental impacts, and it contributes to the fashion industry pollution in a large way. However, many fashion stakeholders are now taking steps to reduce their environmental impact by sourcing sustainable cotton and investing in initiatives to reduce pollution in their manufacturing processes.

One approach that has gained significant attention and support in recent years is regenerative agriculture. This innovative farming method not only aims to sustainably produce crops but also seeks to restore and enhance the health of the soil and surrounding ecosystem. Regenerative agriculture is a holistic farming system that emphasises building healthy soil, increasing biodiversity, and ecosystem regeneration. Unlike conventional practices that often deplete the soil and rely heavily on chemical inputs, regenerative agriculture seeks to work in harmony with nature. It aims to replace traditional practices such as excessive chemical usage, monocropping, and intensive tilling with holistic, regenerative techniques rather it employs techniques such as cover cropping, crop rotation, minimal tillage, and the integration of livestock to promote soil fertility and resilience. Healthy soils can absorb more water and nutrients, leading to increased crop yields and reduced soil erosion.

One of the significant benefits of regenerative agriculture is its potential to reduce the carbon footprint of cotton production. The use of synthetic fertilizers, pesticides, and other chemicals in conventional cotton farming practices can result in greenhouse gas emissions that contribute to climate change. On the other hand, Regenerative cotton farming can help to trap carbon in the soil, rather than emitting it in the air, reducing carbon emissions and contributing to the fight against climate change. Unlike more carbon in the atmosphere more carbon in the ground is good for us, it makes healthy soil that is nutrient-rich and full of life and holds way more water, which means more nutritious food and crops that are more resilient.

By enhancing soil health, regenerative agriculture enables farmers to achieve long-term sustainability while mitigating the negative environmental impacts associated with traditional farming. Healthy soils can absorb more water and nutrients, leading to increase crop yields and reduced soil erosion.



From Textiles to Graphics:

A Colourful Journey of Creativity & Resilience



Abhishek Raj

“**ONE KEY PRINCIPLE GUIDED ME: THE PURSUIT OF PASSION AND COMMITMENT TO PERSONAL GROWTH.**”

In a world where career paths are often perceived as linear, I, Abhishek Raj- NIFT Bhopal Alumni, proudly defy expectations. As a Creative Head at Cigma Events Pvt Ltd in Gurgaon, IN, I have successfully bridged the gap between my textile background and a flourishing career as a full-fledged graphic designer. Join me as I share my remarkable journey, fueled by the unique essence of NIFT, where boundaries are meant to be broken, and creativity knows no bounds.

DISCOVERING THE BEAUTY OF DIVERSE SKILLS

Upon entering the professional arena, my first step was as a Design Manager at Arvind Ltd. While my heart resonated with weaving and design, I soon realized that my passion had room to grow beyond the textile realm. This realization sparked an insatiable curiosity within me, compelling me to delve deeper into fabric knowledge, quality, composition, and the intricate processes that bring creations to life.

EMBRACING MARKET DEMANDS AMIDST UNPRECEDENTED TIMES

The year 2020 will forever be etched in our memories as the year the world came to a standstill due to the devastating impact of the COVID-19 pandemic. The textile sector, like many others, experienced profound disruption. It was during this challenging period that my entrepreneurial spirit ignited, and the seed of a startup began to sprout in my mind. Fueled by a desire to contribute to our beloved Indian textiles, I bravely bid farewell to my job and embarked on a journey to work directly with artisans. Together, we navigated the storm, providing support and aiding in their recovery. Little did I know that this venture would shape me not only as a designer but as a multifaceted professional.

VENTURES AS A MULTIFACETED PROFESSIONAL

THE TRANSFORMATIVE POWER OF A STARTUP

Working within a startup environment proved to be a catalyst for my personal growth. As I dedicated myself to this endeavor, I discovered that my responsibilities extended far beyond graphic design. From content creation to manufacturing and marketing, I embraced every aspect of the business with unwavering determination. Juggling tight deadlines and maintaining composure amidst mounting pressures, I honed my skills, adapting my design thinking to align seamlessly with market demands. This immersive experience transformed me into a more versatile and resilient professional.

NAVIGATING NEW HORIZONS: A FUSION OF INTERESTS

Just as I settled into the rhythm of my startup journey, fate intervened, redirecting me once again. In 2023, I found myself in a Graphics world, immersing myself in a world of intricately designed items. Amidst this transition, a newfound passion for the graphics field emerged, beckoning me to explore its uncharted territories. Fueling my curiosity, I embraced this fresh opportunity, ultimately securing a position as a Creative Head. The fusion of my entrepreneurial experience, combined with my graphic design skills, opened doors to new realms of possibility.

LESSONS LEARNED AND BOUNDLESS GROWTH

Throughout my journey, one key principle guided me: the pursuit of passion and commitment to personal growth. Whether as a student, entrepreneur or working professional, my unwavering dedication to design remained a constant thread. I learned that embarking on a chosen path requires courage and perseverance, for the road is often beset with challenges. However, by investing time in self-development, embracing evolution, and seeking guidance from our invaluable mentors, success becomes an inevitable outcome.

As I reflect on my journey from textiles to graphics, I am filled with gratitude for the transformative experiences afforded to me by NIFT. My story stands as a testament to the magic that unfolds when one merges passion with versatility and resilience. So, dear alumni, remember to always prioritize self-care, invest in personal growth, and seek guidance when needed.



ReDesyn: Enabling Creator- Led Commerce For Brands

Smriti Dubey & Shikhar Vaidya

“In January 2021, just as ReDesyn was gaining momentum with a promising vision and positive numbers, the pandemic dealt a significant blow to our operations. The second wave of COVID-19 was especially challenging and life-changing for us.”

In an insightful conversation with the Entrepreneurs Today team, Smriti Dubey and Shikhar Vaidya candidly shared the intricacies of their shared journey and the hurdles they encountered along the way. They delved into the nitty-gritty details, providing a firsthand account of the challenges they faced during their entrepreneurial journey.

THE SYNERGISTIC JOURNEY

Smriti Dubey joined forces with her partner Shikhar Vaidya to revolutionize the way creators connect with commerce. Together, they founded ReDesyn, an ingenious platform that empowers content creators to effortlessly launch their own e-commerce stores in a matter of minutes, completely free of charge. With a deep-rooted passion for fashion, Smriti's journey led her through prestigious institutions like DU and NIFT Mumbai, where she honed her skills and worked alongside renowned designers post-graduation. Shikhar, a Champion School alumnus from Bhopal, immersed himself in the world of apparel production at NIFT Mumbai. Their shared experiences in extracurricular activities at the institution, such as dance and hosting fests, opened their eyes to the challenges designers faced in monetizing their creations beyond college projects.

Driven by their unwavering determination, Smriti and Shikhar decided to take a leap of faith, leaving behind their well-paying positions to embark on a groundbreaking fashion-tech entrepreneurial journey. Originally known as SINS, their brainchild transformed into ReDesyn, a platform-as-a-service (PaaS)

offering creators an all-in-one solution for their e-commerce needs. This remarkable platform enables designers to showcase their designs and merchandise, including branded products and shoppable videos/pictures, all conveniently accessible in one place. Fuelled by their desire to bridge the gap between creativity and commerce, Smriti Dubey and Shikhar Vaidya have paved the way for a new era of creator-led entrepreneurship through ReDesyn.

INCEPTION OF REDESYN



We embarked on this entrepreneurial journey using our own funds, working from a modest 2 BHK apartment in Santacruz, which we shared with a few of their college friends.”

Smriti says that transforming their ideas into something tangible has not been easy. But what inspired them to set out on this journey?

Smriti Dubey and Shikhar Vaidya drew their inspiration from a shared vision of empowering talented designers and artists. Their college collaboration on a virtual fitting room project sparked their curiosity about the untapped potential at the intersection of technology and fashion. As they witnessed numerous remarkable designs created for graduation projects that remained confined to college walls, they felt a deep sense of concern.

Driven by their passion and determination, Smriti and Shikhar embarked on a journey to bridge this gap and provide a platform for designers to showcase their creations. Despite the daunting challenges ahead, they displayed remarkable resilience and perseverance. Coming from middle-class backgrounds, they understood the value of hard work and diligently saved money while working in their respective jobs, all with the intention of bringing their entrepreneurial aspirations to life. This shared inspiration led them to establish ReDesyn, a fashion-tech platform that would revolutionize the way designers connect with the market, enabling them to launch their own e-commerce stores and unleash their creative potential on a broader stage.

ETCHING A NAME FOR THEMSELVES

What sets ReDesyn apart from its competitors is the seamless and inclusive nature of its business model. Unlike other platforms that cater exclusively to established artists or influencers, ReDesyn embraces a diverse range of users, without discrimination. Their belief in the potential of every user's engaged audience allows them to create an inclusive space where everyone can participate and thrive. ReDesyn's uniqueness extends to its user-friendly approach, allowing anyone to launch their own e-commerce store within minutes. With just a few simple steps, users can log in, enter an OTP, and instantly launch their store. This accessibility empowers individuals to unleash their creativity and showcase their unique designs on a broader stage.

Furthermore, ReDesyn goes beyond offering a marketplace for fashion products. Influencers can curate their favorite brands within their stores, providing an opportunity to sell directly to their fans under the "shop my looks" feature. This deeper level of brand collaboration sets ReDesyn apart and fosters a dynamic and mutually beneficial relationship between creators, influencers, and their audiences.

WHAT SETS REDESYN APART FROM ITS COMPETITORS IS THE SEAMLESS AND INCLUSIVE NATURE OF ITS BUSINESS MODEL.

NAVIGATING TROUBLED WATERS

Shikhar and Smriti encountered significant challenges while establishing their business. One major obstacle they faced was the implementation of print-on-demand, which proved difficult in the Indian market where bulk production practices are prevalent. Convincing the traditional Indian apparel manufacturing ecosystem and karigars to adapt to their unique model of smaller quantity production required considerable time and effort.



SHIKHAR VAIDYA & SMRITI DUBEY

Category:
Consumer Tech

Entrepreneurs

www.entrepreneurstoday.in

On a personal level, they confronted the challenge of introducing their entrepreneurial aspirations to their families, knowing that entrepreneurship is not always widely embraced in middle-class backgrounds. Overcoming initial skepticism and gaining their families' support was a crucial hurdle they had to navigate. Additionally, in the early stages, they faced difficulties in sales and fundraising as newcomers in the market, having built their venture from the ground up.

ACHIEVEMENTS SO FAR

Shikhar expresses that the achievements of ReDesyn are rooted in the satisfaction and success of its community. Building a strong customer base and fostering meaningful relationships with content creators, influencers, and users have been instrumental to their accomplishments. ReDesyn prioritizes exceptional customer service, with Smriti and Shikhar personally engaging with customers and valuing their feedback. The happiness of creators, satisfaction of brands, and loyalty of returning customers are the true measures of achievement for ReDesyn.

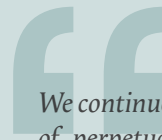
In addition to the community's appreciation, ReDesyn has been honored with several prestigious awards. Smriti has received notable recognition, including Women Entrepreneur of the Year 2022, Young Achiever of the Year 2019 by Ramoji Film City & StartupTech Enabler of the Year 2023 by Billennium Divas Women Power Awards. Shikhar has also been recognized for his contributions, earning accolades such as Best FAAD Portfolio's Entrepreneur for ReDesyn, Best Graduation Project for the Virtual Fitting Room, and the Distinguished Speaker Award at the RetailTech Conference 2022. These achievements serve as significant milestones for the company, demonstrating their progress and impact. However, ReDesyn continues to strive for further success and growth in the pursuit of its vision.

A BRIGHT FUTURE AHEAD

ReDesyn's future plans revolve around solidifying its position as the go-to platform for content creators, focusing on enhancing e-commerce capabilities and brand collaborations. A key aspect of their strategy



NOTE FROM THE FOUNDERS



We continue to embrace the mindset of perpetual students, recognizing that there is always something to learn in the ever-evolving fashion-tech industry. From staying updated on new app launches to exploring novel features and understanding overseas market players, our journey has taught them the importance of perseverance. Moreover, never abandon your instincts and passions. Be prepared for a roller coaster ride when launching your venture, and acknowledge the difficulties, as the journey can ultimately be life-changing and rewarding."

involves developing a dedicated app that will feature a shoppable feed, showcasing content from creators and brands. This app will offer users a seamless and immersive experience, enabling them to browse, shop, engage, and participate in the ReDesyn community.

By fostering a thriving community of over 1 million creators and brands, ReDesyn aims to provide a collaborative space where individuals can expand their monetization opportunities and product offerings. They envision users spending endless hours interacting with shoppable content, liking, commenting, and curating their favorite items. Through these future plans, ReDesyn is poised to revolutionize the way content creators connect with their audience and monetize their creations, further establishing itself as a leading fashion-tech platform.

House of Ambaram : A Brand Of Conscious Production

Arjun Vasudev

Arjun Vasudev, an alumnus of NIFT Kannur, embarked on a remarkable journey after graduation. Starting his career with an export house after his undergraduate in fashion design, he quickly shifted his career to a freelancer and started exploring and experimenting with various roles in the fashion industry. However, it was through subsequent ventures and self-reflection over time that Arjun discovered his true purpose in the industry.

Gaining experience in the export sector, Arjun shifted focus to editorial and commercial styling in Kerala, predominantly working with South Indian Celebrities & Entertainment Industry. With his unique aesthetics and attention to detail, Arjun caught the attention of the evolving fashion community of Kerala. After two rather busy years in the industry, Arjun pursued his Post graduation in Fashion Management. Soon after graduation, Arjun joined the National Handloom Development Program, a project under the Ministry of Textile, to collaborate in upgrading & promoting handloom clusters. He successfully redefined the current market conditioning amongst the rural and urban buyers of the clusters. He experimented with value additions and introduced several new product categories into the “already much celebrated but now for a while been mundane” cluster products within three years of working on the project. Meanwhile, he resumed wearing his Stylist’s Hat and expanded to multiple roles as a Designer, Buyer, Consultant, and Visual Merchandiser with various Indian and International brands.

“I was drawn to handlooms and what then I believed was sustainable fashion. But then of course a lot of learning and unlearning opened my eyes to a more self respectable business of “conscious clothing”. Arjun went on a research spree-toured pan India into various handloom clusters and artisan communities quenching his thirst to know more. These experiences deepened his understanding of sustainability in fashion, leading him to establish his own “conscious clothing” brand - House of Ambaram, in response to the findings of the industry’s environmental impact.

House of Ambaram was also the fruit of Arjun’s consistent passion for traditional textiles, particularly Khadi and Handwoven textiles. While





championing the notion of sustainability, the brand's core principle was conscious production. He is careful in calling his brand conscious, and not sustainable yet, highlighting that sustainability is an ever-evolving process. He prioritized creating collections based on genuine demand, resisting the fast-paced nature of the industry. His authentic & research-oriented approach gained recognition and drew customers mostly from international markets like Australia and France. And Arjun continued to cater his focus on this small niche market that was built entirely by word of mouth publicity alone by the patrons of his brand as the brand didn't have a social media presence.

Committed to sustainability, Arjun chose to share his expertise through academia as a guest lecturer with NIFT and other esteemed institutions. His goal was to educate and inspire the upcoming generation of fashion enthusiasts, fostering a deeper understanding of sustainability in the industry. Arjun's own lifestyle and his emphasis on up-cycling and recycling became central to his teachings, motivating students to think creatively and discover innovative solutions for a sustainable future.

Arjun's commitment to conscious business practices goes beyond his own brand. He offers sourcing and consultation services to Indian and international brands, actively seeking out environment-friendly products to promote ethical and sustainable practices. He aims to help these brands transition to more responsible production methods.

Personally, Arjun fully embraces sustainability in his daily life, in his own words "With a pinch of salt, of course, I'm still adapting". He takes pride in repurposing and finding potential in discarded items, creating unique clothing for himself. His wardrobe reflects a minimalist and comfort-focused approach, signifying his transformation from being a less conscious shopper.

Arjun Vasudev's multifaceted journey in the fashion industry showcases his versatility and unwavering commitment to effecting change. Starting as a design graduate, he has emerged as a passionate advocate for sustainable fashion, consistently pushing boundaries and questioning industry norms. Through his brand, his research & contributions in academia, and his roles as a buyer and consultant, Arjun leaves a profound and inspiring impact. With each stride he takes, Arjun Vasudev paves the path towards a more conscious and sustainable future for the industry and to quote him "selfishly for me with good reason"

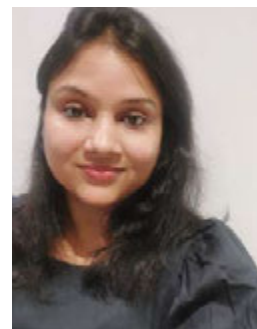


INDUSTRY INSIGHT

Designer as a Start-up guy

Sneha Agarwal

When a designer takes on the role of a founder in a start-up, their responsibilities extend beyond design-related tasks. By combining their design expertise with entrepreneurial skills, a designer-founder brings a unique perspective to the start-up ecosystem. They drive the company's vision, culture, and user experience, while also leading the team and making critical business decisions.



PRODUCT DESIGN:

The designer-founder actively participates in the product design and development process. They leverage their design skills and knowledge to shape the product's user experience, interface, and visual aesthetics. They work closely with the team to ensure the design aligns with the company's vision and meets the needs of the target audience.

VISION AND STRATEGY:

As a founder, the designer sets the vision and strategy for the start-up. They define the overall goals, target audience, and value proposition. The designer-founder uses their design expertise to envision how the product or service will solve a problem and create a compelling user experience.

LEADERSHIP AND TEAM BUILDING:

As a founder, you collaborate closely with other functions within the start-up, such as product management, engineering, and marketing. You bridge the gap between design and these teams, ensuring alignment and effective communication. Your design perspective can improve and influence decisions made in other areas of the business.



USER-CENTRIC APPROACH:

Drawing from their design background, the designer-founder places a strong emphasis on the user-centric approach. They advocate for conducting user research, gathering feedback, and iterating on design solutions to create products that resonate with users and deliver value.

PRODUCT EVANGELISM:

As a designer-founder, you are uniquely positioned to advocate for the design and user experience of your product. You can represent the startup at industry events, conferences, and networking opportunities, sharing the story and vision behind the design and rallying support for your product or service.

ADAPTABILITY AND PROBLEM-SOLVING:

Founding a start-up requires adaptability and problem-solving skills. As a designer-founder, you will encounter various challenges, such as resource constraints, technical limitations, or market changes. Your design background equips you with the ability to think creatively and find innovative solutions to these challenges.

INVESTOR AND STAKEHOLDER RELATIONS:

The designer-founder plays a crucial role in building relationships with investors and stakeholders. They present the start-up's vision, progress, and potential to secure funding and gain support. The designer-founder's ability to articulate the value of design in achieving business goals can be instrumental in convincing stakeholders of the start-up's potential.

BUSINESS DEVELOPMENT AND MARKETING:

As a founder, the designer takes part in business development and marketing activities. They leverage their design expertise to create visually appealing marketing materials, websites, and presentations that effectively communicate the start-up's value proposition. The designer-founder also collaborates with the marketing team to develop branding and communication strategies.

CONTINUOUS LEARNING AND GROWTH:

Finally, a designer-founder should have a growth mindset and be open to continuous learning. They stay up-to-date with industry trends, technology advancements, and business strategies to ensure the start-up remains competitive and relevant.

In summary, as a founder who is also a designer, you bring design expertise and a unique perspective to the start-up. You take on leadership responsibilities, set the design direction, collaborate with cross-functional teams, and ensure that design plays a pivotal role in driving the success of your start-up.



**AS A DESIGNER
YOU BRING DESIGN EXPERTISE AND A
UNIQUE PERSPECTIVE TO A START-UP**

I think, therefore | Design

Human beings are a paradox of nature if we are to believe Darwin's opinion that only the fittest would survive. There is nothing in the organic construct of human beings that makes us fit to survive in the virulent biosphere of planet Earth. A newborn human baby has no instinct to protect itself, nor seek its sustenance. It simply cries its lungs out, which in the language of the wild is an open invitation to predators.



Mohammed Ansar
Associate Professor, NIFT Bengaluru

A design thinker employs tools that temporarily disengage conventional thought processes and open doors to newer possibilities and alternate explorations. Of late, the Design Thinking method has found acceptance in disciplines that were not considered 'creative' in the general sense of the word. Design Thinking methods today are laden with the ability to lend novel perspectives to any field it operates in and find state-of-the-art solutions to age-old problems therein. There are infinite possibilities yonder, waiting to be unlocked, to manifest themselves, waiting for the command 'be' so that they can come into 'being'.

Nor is the physiology of an adult human equipped to defend itself from the attack of such predators and other pathogens. We have lived through the ages by crafting our own methods and articles that successfully repel these dangers. We clothe ourselves with animal hide and fur, race against time in fuelled machines, inject ourselves with microbes to defend ourselves from other microbes, and unleash the latent power of atoms to create energy. These things of our cognitive manufacture, we have come to call designs! Rather than adapting and harmonizing ourselves with nature, designs have helped us to build an environment for ourselves that serves our needs and comforts better. We have lived through some of the greatest odds with the help of these products and ironically today possess a power so terrifying that it threatens to destroy us. We did not get this incomprehensible power by being the quickest or strongest, but by being the cleverest! In the borrowed words of Rene Descartes, "we are because we think".

We are dominant creatures yet so clueless. Our fables narrate lessons of perseverance from a spider, and loyalty from a dog, we associate grandeur with the physical appearance of a lion and wear it to our standards. Wise men and women have told us parables for us to reflect and understand the world around us. In our rockets, we travel thousands of miles into remote space to sense what lies right under our feet. From that distance, our beautiful cities look like allergic rashes formed on the green skin of the earth. Agent Smith from the movie Matrix rightly classifies our species as virus that consumes resources and renders a place useless before moving to a new one, in search of sustenance. He argues that rather than a perfect world with no pain or suffering, we prefer to define our reality with the cathartic spectrum of all emotions in the given range. That's why content humans pay money to watch a movie that makes them cry. But it is necessary for us to be aware of and act responsibly for all humans, animals, and other earth kinds.

Hence it is so necessary for a thinker of design to feel another's pain and act to alleviate it. A good designer spawns benevolent solutions through empathetic thinking; by emotionally feeling the distress that another stakeholder feels.

THE ARTISAN'S TALES

In the narrow lanes of the city of Lakes, there are many stories hidden. Some are filled with joy and pride, while some of them are impatient just to survive in every way possible. Such are the stories of Zari Zardozi artisans residing in Bhopal- the city of Lakes, and their contribution to making this art the way it is... Zari is a traditional Indo-Persian craft, which has a rich history. From the legendary Umrao Jan to the modern-day Indian designers, Zari has a long tale. But, longer than the zari are the tales of the people who created the exquisite craft on the fabric, the Zari Zardozi Artisans.

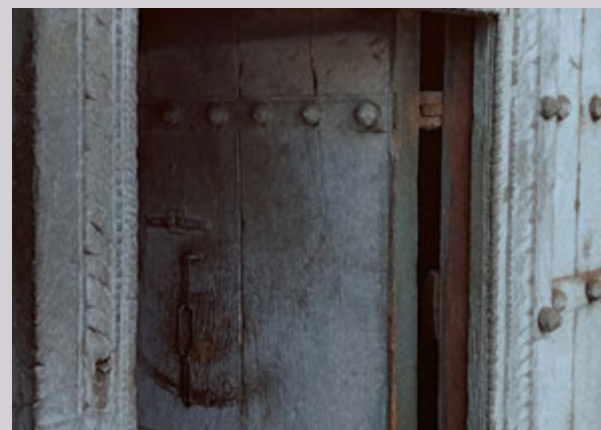
As textile design students at the National Institute of Fashion Technology, we, through the cluster visit got to know some of these tales. The struggles, the hard work, and the socio-economic standards of the Zari artisans. While conducting market research in the lanes of Old Bhopal, we came across a shop where a few artisans were doing zari zardozi on a huge adda. It turns out that the shop has been there for the past 30 years, truly astonishing right? The master artisan over there had been working in this field for the past 50 years. Mastering the art of Zari Zardozi, he taught many young artisans and recruited some to his shop as well.

As we talked to him more and more about his career, we came to know the hard struggle he goes through in his day-to-day life and the expectations he has from the government as an artisan. He has been working as a Zari Zardozi artisan for the past 50 years, he learned this skill from his father as a child. Hailing from Lucknow, he was into the Zari business as a teenager. He said, "My father would do zari work for our survival, even though the job did not pay him enough. It's important to uphold our traditions. There were times when we struggled to get even one meal of the day, the authentic zari work was losing its market"

The talk with him made us realize that the artisans working for Zari are not appreciated and acknowledged. The artisans are not paid enough, the middleman tends to get most of the profit. "We get the orders through the boutique or shop owners, they are the ones who handle the transactions and negotiations with the client, we get no say in that." said the master artisan. Even after the hard work he and his artisans are putting in this work of zari zardozi, they are not economically stable. The rate of orders they get is not confirmed, clients even tend to cancel the orders last minute. It is a huge loss to their skill and resources.

But, how do we conclude? Do we let the artisans be the way they are? Letting them struggle through each day? As designers, our approach must go beyond that- talking to the artisans, educating them about the economic and business sector and rules, and spreading awareness amongst such skilled artisans about the government schemes and policies for artisans in India. This was concluded from our discussion with the artisans that these are the things the artisans expect from us, and we all know, they are right. Respect and their hard-earned money- this is what the artisans in India need. Not just money, but also the fame and respect they deserve.

*Compiled By: Rutuparna, Akansha, Muskan, Jagrati and Vanshika
(TD Bhopal- Semester 6)
Dr Latika Bhatt, CC-TD (Mentor)*



Design and Dough

It's been a decade since my NIFT journey began, and let me tell you, it's been one heck of a ride. It started back in 2013 when I decided to join the F&LA design department. From day one, I immersed myself in every aspect of college life. In my first year, I joined the theater club, Aagah, performed street plays across Mumbai and Goa, and eventually became its president. I also participated in the photography club and Spectrum each year. The experience was exhilarating, providing me with a taste of the outside world. Additionally, I played numerous sports in Converge, visiting different states every year, exploring NIFT campuses, and making friends across the country.

Being part of the first F&LA batch in Mumbai was an exhilarating experience. Despite initial challenges, our department rapidly evolved, boasting an excellent workshop and a vibrant resource center. The growth and transformation were remarkable. As the first in Accessory Design, we had unmatched opportunities for exploration and were privileged to learn from guest professors specializing in jewelry, footwear, furniture, systems, packaging, and more. Additionally, our visits to industry sites in Mumbai, Miraj, Pune, and Nashik provided invaluable insights into transportation design, engineering, product manufacturing, and Indian musical instruments. These experiences prepared us for the industry and instilled confidence to undertake diverse projects and collaborate with professionals from various backgrounds. Thanks to NIFT, I had the chance to network with industry experts, leading to exciting internships at Aditya Birla Group and Arvind Fashion Ltd.

Towards the end of the course, a guest professor introduced us to retail space design through a four-month module. This opened my eyes to digital product design, piquing my curiosity in interface design and digital experiences. After college, I landed a job as a communication designer as I was determined to explore the field of interface design and delve deeper into human-computer interaction. It was an exciting experience working with developers, business heads, marketing and sales teams, as well as artists and designers. I learned invaluable skills on the job while staying connected with my NIFT family.



Stuti Jiandani

During this time, constant communication with NIFT professors ignited my interest in higher education. Their guidance and support fuelled my career aspirations, for which I am deeply grateful. Soon I joined the Srishti Institute in Bangalore and began my Masters's in Information Design and Art Practices. My time there expanded my horizons as I worked on diverse projects related to education, environment, gender, Indian arts and crafts, contemporary arts, and ecology. I explored mediums such as data visualization, photography, films, writing (both creative and academic), illustrations, print, publication, graphics, movement, systems design, UI, and UX.

For my final year master's project, I joined Market Pulse, a fin-tech start-up, which proved to be a transformative experience. Until then, matters of finance had always intimidated me. And guess what, this project involved investigating the underrepresentation of women in the Indian stock market! Through 40+ user interviews and extensive research, I discovered the factors that discourage women from participating in markets.



“**NONE OF THIS WOULD HAVE BEEN POSSIBLE WITHOUT MY SOLID DESIGN FOUNDATION.**”

As I engaged in conversations with women across the country, I discovered the need to face my own financial apprehensions head-on. This project was a personal challenge, as I was a designer stepping into unfamiliar territory. But that’s the exciting part of being a designer—you embark on journeys with your skills and education, not knowing what to expect, immerse yourself completely into a project and emerge as a whole new person each time. This project allowed me to even engage with numerous women entrepreneurs who were passionate about improving financial literacy among women. It was both challenging and empowering, as I overcame my fears and stigmas through this design research project.

This opportunity eventually led me to work full-time at Market Pulse as a User Experience Designer. During my time here, I’ve collaborated in cross-functional teams, working on a market analysis app, a learning app gamifying technical analysis, a commodity and equity trading platform, and even designing an options trading app—a first of its kind! Alongside contributing to these innovative projects and building great products, I’ve discovered that gaining financial knowledge and understanding money matters better has empowered me to freely explore, travel and experience the beauty of different countries across the world.

None of this would have been possible without my solid design foundation. I’m grateful to NIFT for imparting the right education and shaping me into the confident designer I am today. It constantly pushed me beyond my comfort zone, opening doors to new possibilities. Looking back, I am filled with gratitude for the whirlwind journey NIFT has taken me on—a decade of growth, learning, and remarkable memories.

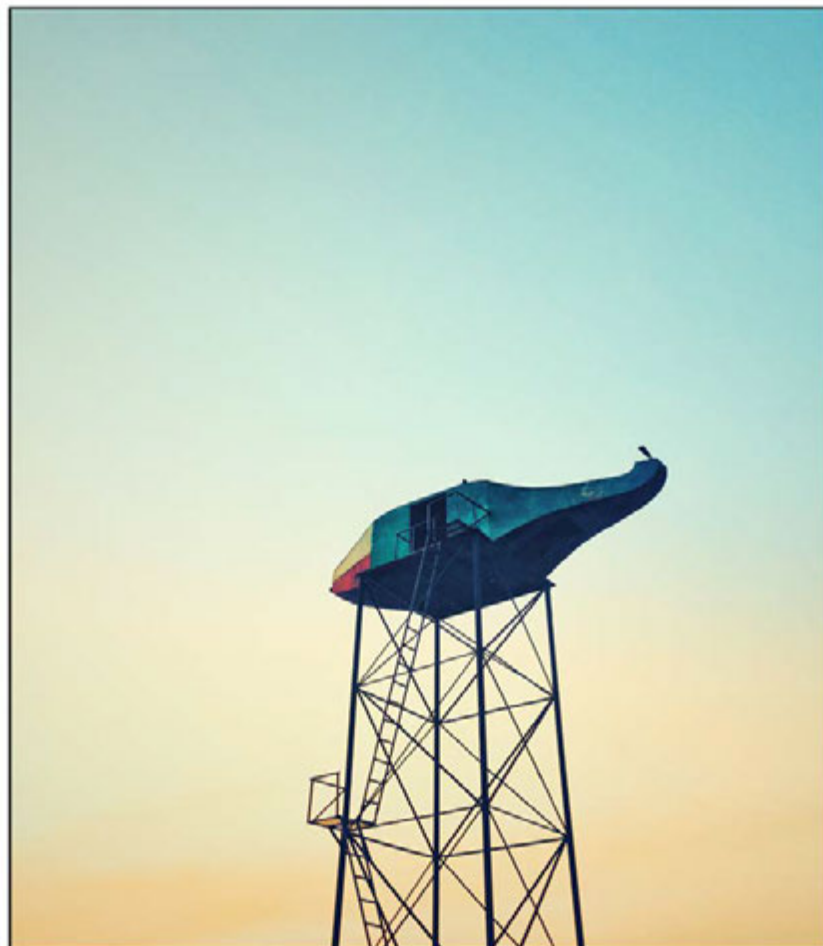


EXPRESSION

Embracing the Freedom *Sachin Verma*

I approached this abstract artwork with my camera lens as my paintbrush. Through the lens, I captured intricate details, patterns, and textures found in the world around me, focusing on the interplay of light and shadow.

I aimed to convey a dynamic energy that is both chaotic and harmonious. The bold and contrasting colors represent the intensity of human emotions, while the abstract forms and shapes invite viewers to engage their imagination and interpret the artwork in their unique way. By embracing the freedom of abstraction, I sought to transcend the boundaries of literal representation and create a visual language that speaks directly to the subconscious, allowing for a personal and transformative experience for each observer.



Bengaluru



ALUMNI INTERACTION

On 4th May 2023, NIFT Bengaluru, in collaboration with ABFRL, organized a face-to-face Leadership Connect session. The event took place between 11:00 AM to 12:00 PM and featured a distinguished guest speaker, Mr. Puneet Kumar Malik, the CEO of the Innerwear Business at ABFRL. With a wealth of experience in the fashion and retail industry, Mr. Puneet captivated the students with his insightful address on various themes.



PLACEMENT 2023

The placement drive for the class of 2023 at NIFT Bengaluru campus was held from 18th to 21st April 2023, for four days. A total of 84 companies actively participated in the recruitment process. The efforts and talents of the students paid off as a remarkable number of 203 students secured placements during this period. The event served as a platform for the aspiring individuals to showcase their skills, knowledge, and potential, while the participating companies recognized the exceptional talent pool available at NIFT.

GRADUATION SHOW 2023

The Graduation Showcase for the year 2023 took place on 26th May 2023 at NIFT Bengaluru Campus. The event was graced by esteemed Chief Guest Mr. Rohit Kansal, IAS, Additional Secretary, Ministry of Textiles and DG, NIFT. Additionally, the showcase welcomed a special guest, Mr. Gulshan Devaiah, a renowned actor who is also an alumnus of NIFT Bengaluru.



Bhopal



FASHION SHOW

NIFT Bhopal introduced Fashion Modelling as a General Elective subject in March 2023 for students. They were taught rampwalk techniques and poses by NIFT Bhopal Director- Lt. Col. Ashish Agarwal, Miss India Finalist- Ms. Seitu Kumar and fashion model- Ms. Sangeeta Gharu. Students learnt Fashion Styling from Ms. Namrata Singh- NIFT Bhopal Faculty. They utilized their learnings for the Fashion Photography workshop on Portfolio Development by Mr. Praveen Bharat.

As final assignment, the students organised a Fashion Show in which they styled themselves based on the themes like Saptarishi, Jungle Walk, Flower Power, Dark Future, Viva Magenta and walked on the ramp. This fashion show marked its success by tremendously boosting the confidence of our blooming designers!



GP SHOW 2023

The Graduation Show at NIFT Bhopal, held on 2nd June 2023 was a display of the creative collections and ingenious products designed by the graduating batch of 2023 from departments of Fashion & Lifestyle Accessory, Textile Designing and Fashion Management.

Chief Guest- Professor Dhiraj Kumar, Director- National Institute of Design, Madhya Pradesh graced the event and encouraged the young talent along with other faculty members and visitors.

INTERNATIONAL YOGA DAY 2023

Keeping in mind the motto for this year's International Yoga Day- "Yoga for Vasudhaiva Kutumbakam" meaning 'One Earth, One Family and One Future', the faculty members and staff of NIFT Bhopal actively participated in Yoga Day workshop at campus- spreading the message of a healthier mind, body and soul.



Bhubaneswar

GRADUATION SHOW 2023

The National Institute of Fashion Technology (NIFT) Bhubaneswar organized its Graduation Show for the year 2023 on 30th May. This prestigious fashion extravaganza marked the



culmination of years of hard work and dedication by NIFT Bhubaneswar's final-year students' batch 2023. It was an evening filled with creativity, innovation, and impeccable style, where talented students across various disciplines showcased their exceptional collections and the evening concluded with a delightful dinner, allowing attendees to connect, celebrate, and relish the joyous atmosphere.

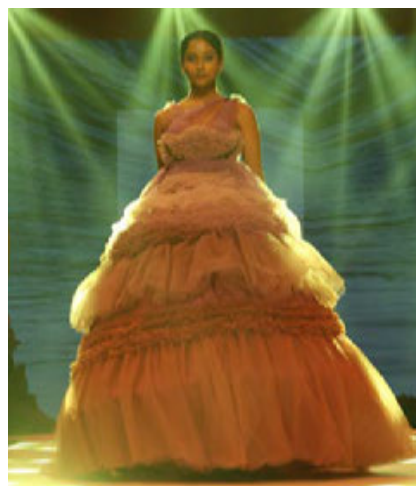


DISPLAY OF PRODUCTS BY STUDENTS

The Textile Design department presented their event "Tantu," where students displayed home furnishing and fashion products. The Fashion and Lifestyle Accessory Design department exhibited its design concepts and inspirations through a collection of home decor items. The Fashion Communication department presented their digital and media works through interactive visual boards and presentations.

FASHION SHOW

The Fashion Design department of Bhubaneswar celebrated "Fashionova 2023" a remarkable fashion show where 76 garments were showcased, each inspired by unique themes and concepts. The Textile Design department showcased 4 collections of sarees, dresses and kaftans inspired by the traditional practices and indigenous techniques of natural dyeing of Shantiniketan, hand painting of Jharkhand and block printing of Jaipur.



Chennai



SHOWCASE

A Thematic Display by the Graduating Batch of 2023 was inaugurated by Campus Director, Prof. Dr. Anitha Manohar and announced it open to public to visit for the whole day on 28.05.2023. Showcase is a culmination of the creative & innovative Graduation Projects of students from various Departments like MFM, M.F.Tech, B.F.Tech, and all 6 Design departments.

GRADUATION SHOW

Graduation Show is an Exclusive Presentation from the Graduating Batch-2023 of NIFT Chennai. The Fashion Show was well attended by Industry Patrons, Government Officials, Parents, Press & Media. The Fashion Show was Sponsored by Vummidi Bangaru Jewellers, Sundari Silks, Co-Optex joined by Hoofa as Accessory partner and Toni&Guy as Hair-Makeup partners for the stunning Show. The Show was held at Thiruvalluvar Auditorium in the Campus with a seating capacity up to 700pax. Each Department has invited a relevant Industry Expert for

the Award Distribution Ceremony and they presented the Awards to the Winners. Ms. Vedavalli Vasan, CEO- V-Design, Ms.G. Rashmi, GM- Marketing & Merchandising at Pearl Global Industries Mr. Ashok Kumar, MD- ANC Lifestyle, Mr. Hanif Sattar, MD- BasicsLife, Mr. Naresh, MD- Shuttles & Needles, Mr. Manmohan Ram, MD- Sundari Silks, Mr. Akshay Rajan, Director-Roj Leather Exports, Mr. Shahrukh Zaidi, Creative Director – Studio SRZ, Mr. Ram Keshav-Professional Photographer are few among the Industry Patrons who attended the Event.



SENGOL

The Fashion Show concluded with a Creative Visualization of the Video by Vummidi Bangaru Jewellers on the Journey of retrieval of the long forgotten 'Sengol' a majestic gold sceptre symbolizing the transfer of power from the British in 1947, which was given to India's first prime minister, Jawaharlal Nehru. Hon'ble Prime Minister Shri Narendra Modi has installed Sengol, from Tamil Nadu. The Sengol has been designed and developed by the Vummidi Family back then and has been contextually celebrated on NIFT Chennai's Stage.



Gandhinagar

SPECTRUM 2023

The Campus organised two Day cultural fest SPECTRUM on 14th and 15th April 2023 based on the theme "Atavas" under the guidance and leadership of Prof. (Dr.) Sameer Sood, Director, NIFT Gandhinagar. The inaugural ceremony was organised on 14th April 2023 and Shri Manoj Kumar Das, IAS, Additional Chief Secretary, Govt. of Gujarat presided over the opening ceremony as Chief Guest of the event.



STUDENT ACHIEVEMENT

Foundation student of NIFT Gandhinagar Ms. Shreya Saxena's research paper selected for National conference organised by Sulabh international school of action Sociology & Sociology of Sanitation at New Delhi. She has presented a paper on the topic of "Locating hygiene, Sanitation and sustainability in textile & fashion in India"

OUTREACH PROGRAMME

Under the outreach program sponsored by Garvi Gurjari, NIFT, Gandhinagar conducted five days training workshop for Bandhani Artisans at Wadhawan (Surendranagar).



ART EXHIBITION

NIFT Gandhinagar organized Textile Art Exhibition titled "AADIYOGI SHIV – A journey in Cosmic Indigo" by senior artist Ms. Sangeeta Gupta, IRS (Retd.) from 30th March 2023 to 3rd April 2023. The exhibition was inaugurated by Ms. Roop Rashi (IA&IS), Textile Commissioner, Govt. of India as the Chief Guest.

WEAVE DESIGN EXHIBITION

Textile Design students of 4th and 6th semester organized Weave Design Exhibition "वसोवय" from 4th May 2023 to 8th May 2023 at Tanariri, Auditorium.



ESS CLUB NIFT GANDHINAGAR ORGANIZED A HEART-WARMING RENDEZVOUS AT VISHESH EDUCATION CENTRE

ESS club NIFT Gandhinagar organized a heart-warming rendezvous at Vishesh Education Centre. Under the guidance of Prof. Dr. Sameer Sood, Director, NIFT Gandhinagar, club members started the day with a fun coloring activity with children there, then proceeded for lunch, and concluded the day with dance and prize distribution to the winners.



Hyderabad

GRADUATION SHOW 2023

"Under the collaborative efforts of the Department of Fashion Design & Knitwear Design, NIFT Hyderabad proudly presented "FASHIONOVA & KNITMODA 2023," a Graduation Show for the Batch 2019-23. The event took place on 26th May 2023, starting from 6 PM at the Auditorium, NIFT Hyderabad Campus. Shri. Vijay Kumar Mantri, Director has inaugurated the show. Enthusiastic students actively participated, showcasing their remarkable collections. The accolade for the Best Design collection in the Knitwear Design Department was awarded to Mr. Ishan Naresh, while Ms. Devika Baijal secured the top spot for the best Graduation Project." In Fashion Design Department the Best Design collection was awarded to Ms. Shreya Gotafode.



FASHION MANAGEMENT STUDIES

Fashion Management Studies Graduation Ceremony held on 24th May 2023 at Novotel Hotel, Hyderabad. Awards were given by Shri Vijay Kumar Mantri, IAS, Director NIFT HYD, in the presence of Mr. Avinash Raipally (Joint Director), CC--FMS, Prof. A.Rajyalakshmi, CAC & Professor. Dr. Annaji Sarma and other department faculty, staff, and students. The best post-graduation awards were won by the following students.

1. Mr. Paras Mangle- Best post Graduation Project (Marketing/Retailing)
2. Ms. Deepanshi Jaiswal- Best post Graduation Project (International Business/Export Merchandising)
3. Ms. Vimbika Yadav- Best post Graduation Project (Entrepreneurship/Fashion Management Practices)



Knitmoda 2023



Fashionova 2023

DEPARTMENT OF TEXTILE DESIGN

Tantu Show 2023 is held on 25.05.2023 at NIFT Campus, Hyderabad and a total of 34 student graduates displayed their Graduation Project Products for the Year 2023. Shri. Vijay Kumar Mantri, Director has inaugurated the Tantu Show 2023.

The following students were awarded for the Best Graduation Project

- Ms. Sanya Jethi – Best Graduation Project award – 1
- Ms. Shriya Ninad Dangur- Best Graduation Project award – 2

Ms. Ananya Saxena- Best Graduation Project award – 3

The following Students awarded to Best Display award

- Mr. Abhinay Kumar – Best Display award– 1
- Ms. Foram Shah – Best Display award–2
- Mr. Prince Oraon- Best Display award–3



DEPARTMENT OF FASHION TECHNOLOGY

Technova 2023, (Presentation by Graduating students of B.F.Tech. NIFT Hyderabad batch 2019-23) was organized on 24th May 2023 at NOVOTEL Hyderabad. Shri. Vijay Kumar Mantri, Director has inaugurated the show. Graduating students presented their project work and it was really interesting and informative. The best graduation project was awarded to following students.

1. Ms. T. Divya & Ms. Y Navina (Best Graduation Project)
2. Ms. Srishti Jain (Most Innovation Project)
3. Mr. Raish Alam & Mr. Sourav Raj (Most Commercial Viable Project)

Kangra



HPKVN PROJECT

NIFT Kangra conducted a course for the fourth batch of “Clothing Manufacturing Technology” of the Himachal Pradesh Kaushal Vikas Nigam (HPKVM). Up till now, NIFT Kangra has mentored and coached more than 100 trainees and has assisted numerous individuals in obtaining job prospects and bettering their future in the fashion sector.



GRADUATION SHOW 2023

The Graduation Show 2023 was a space for all departments to showcase their graduates’ innovative skills, and included interesting panel discussions during Technova and The Bottom Line. The exhibitions Design Factory, Tantu, Design Showcase and the Fashionova Show displayed the designs of graduating students that pushed the boundaries of fashion, technology, and art. The event showcased the evolution of their concepts from inception to execution, and their ability to shape the future trends in these fields.



CRAFT BAZAAR 2023: KANGRA VALLEY KARNIVAL

NIFT Kangra witnessed an incredible showcase of talent, creativity, and craftsmanship during four days of Craft Bazaar held in Dharamshala, in collaboration with Kangra Valley Carnival. Shri Chander Kumar Ji, the esteemed Agriculture Minister of Himachal Pradesh, inaugurated this remarkable event as the chief guest. The event was held from 16th-19th June, 2023.



CAMPUS NEWS

INTERNATIONAL YOGA DAY



On 21st June, International Yoga Day was celebrated in NIFT Kannur. Yoga session lead by Director Col. Akhil Kumar Kulshreshtha. Faculties and staff of NIFT Kannur actively participated in the session.

NIFT KANNUR X LULU FASHION WEEK

NIFT students brought their A-game to LuLu Fashion Week 2023, showcasing their creative designs and impeccable craftsmanship. From avant-garde to minimalist, every outfit was a masterpiece, leaving the audience in awe.



WORLD ENVIRONMENT DAY

On World Environment Day, Director, Joint Director, Faculty and staff at NIFT Kannur planted saplings of Neem, Curry leaves and other plants in campus. It was followed by mass pledge to join the hands for a green and sustainable future.

Kannur



NIFT KANNUR GRAD SHOW '23

NIFT Kannur celebrated its Grad Show on May 27, 2023. The event was inaugurated by Col Akhil Kumar Kulshreshtha, Director, NIFT Kannur. Dr Nishant Sharma, CAC, delivered Vote of Thanks. The event was a diverse gathering of alumni, students, and professionals from a variety of backgrounds. Towards evening there was fashion shows 'Fashionova' & 'Knitmoda' Design collection from students of Fashion Design & Knitwear Design Department.

NEW GYM INAUGURATION



NIFT FACULTIES VISIT NMACC



ONE PLUS AMBASSADOR

Shilpa Sunil from final year Knitwear design has been selected as the 'OnePlus Brand Student Ambassador' for the batch 2023.



NIFT TEAM @G20



Team NIFT at G20 Empower Summit 2023 took place in Trivandrum, Kerala

Mumbai

FASHION SPECTRUM 2023

NIFT Mumbai Fashion Spectrum 2023 the annual cultural fest of NIFT was held from 31st March- 1st April 2023 with a plethora of cultural, literary & management events & competitions.



CRAFT BAZAAR 2023

To facilitate the crafts persons and artisans get a platform to directly reach to consumers, NIFT Mumbai organized very interactive Craft Bazaar 2023 from 11th to 12th April 2023 at Kishanchand Valecha Hall, Juhu, Mumbai.



IKEA CAMPUS CONVERSATION

NIFT Mumbai hosted IKEA campus conversation on 20th April 2023. IKEA- Country Home Furnishing and Retail Design Leader- Eric Jan Middelhoven & Maryanne Josephine Mukherjee, Talent Sourcing and EVP Leader conducted the session and also discussed with students about Design careers at IKEA.



PLACEMENTS - 2023

NIFT Mumbai hosted the placements 2023 on 28th April 2023 for PG and on 2nd and 3rd May 2023 for UG. Students from all centres of NIFT participated in the placements and so did companies from various domains and spheres.



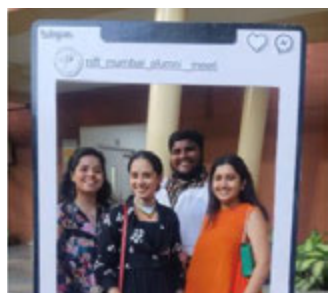
MAHARASHTRA DAY

NIFT Mumbai celebrated Maharashtra Day on 1st May 2023 where students organized cultural activities like folk dance and drama representing the cultural diversity of Maharashtra.



GRADUATION SHOW

NIFT Mumbai organized Graduation Showcase 2023 "Reinvention" for the passing out batch of 2023 on 28th May 2023 at NIFT Mumbai Campus. Students showcased their talent by putting up fashion show, display, exhibition, etc. and it was attended by eminent guests, industry fraternity as well as parents of students.



ALUMNI MEET

NIFT Mumbai hosted Alumni meet on 28th May 2023 on the day of Graduation show of the Batch of 2023. It was a day where the Alumnus interacted with the graduating students and witnessed their work, inspiring them for their future projects and career journeys. Around forty alumni from different departments and alumni batches participated in the Alumni meet.

WECONNECT

The second issue of WeConnect, the NIFT Industry and Alumni Newsletter was unveiled by Prof. (Dr.) Pavan Godiawala, Director, NIFT Mumbai along with the esteemed guests from the Industry and Alumni groups of NIFT on 28th May 2023 on the day of Graduation showcase of the 2023 batch.



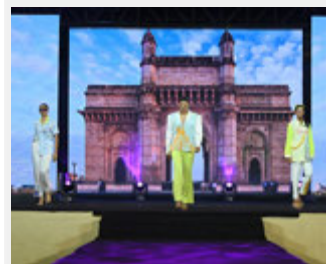
OUTREACH PROGRAMME

NIFT Mumbai conducted outreach programmes namely; Craft in Fashion [29th and 30th March 2023], Sustainable Products & Packaging for Crafts [26th to 27th April 2023] & Fundamentals of Retail Operations' [online 11th April to 13th April 2023]. More than eighty artisans from different states attended these programmes for skill development in various areas.



FASHION SHOW 2023

The evening of the Graduation day was marked by the fashion show wherein the batch of 2023 showcased their creative envisions being seen by the world amidst the spotlights and the cameras.



MYRIAD COLOURS OF MAHARASHTRA

An exhibition titled- Myriad colours of Maharashtra, comprising of the craft-based product development under the sponsorship of DCHC and DCHL was displayed during the graduation show-Reinvention 2023. It attempts on creating better business opportunities for the artisans by showcasing these products that aim for newer market avenues.

WORLD ENVIRONMENT DAY

NIFT Mumbai celebrated World Environment Day on 5th June 2023 at campus. Informative session was organized by Mr. Jatin Dave and Ms. Suchita Shetty from Diya Foundation. Tulsi saplings were distributed to all the employees and their medicinal advantages were explained.



INTERNATIONAL YOGA DAY CELEBRATION

On the occasion of International Day of Yoga on 21st June 2023, 47 Officers, Faculty and Staff members of NIFT Mumbai participated in Mega Yoga Event held at Gate Way of India. This event was inaugurated by the Hon'ble Minister for Textiles, Commerce & Industry, Consumer Affairs & Food & Public Distribution, Shri Piyush Goyal and Hon'ble Chief Minister of Maharashtra Shri Eknath Shinde and around 7000 volunteers participated in this mega yoga event.



CELEBRATION OF INTERNATIONAL YOGA DAY AT CAMPUS

A lecture was delivered by Ms. Rani Nambiar, Yoga Expert on the topic "Benefits of Yoga" for the employees of NIFT Mumbai followed by yoga session in the campus, thereafter Prof. Dr. Pavan Godiawala- Director NIFT Mumbai, emphasized on adopting Yoga in everyday life.



New Delhi

CAMPUS NEWS

GRADUATION SHOW 2023

Graduation Show was organized at NIFT, Delhi Campus on 30th May 2023. The event was graced by the Director General-NIFT, as the chief guest, adding honor and prestige to the occasion. Several distinguished guests, including renowned designers and industry professionals were present. The graduating students from various departments presented their creations through fashion shows, installations, presentations, and exhibitions. Their work demonstrated talent, creativity, and dedication in their respective fields of design, communication and technology. The showcase received positive feedback and appreciation from the audience, including industry experts, faculty, peers. The high-quality designs, innovative concepts, and meticulous craftsmanship reflected the students' skills and artistic vision. The Graduation Show highlighted the institute's commitment to support the fashion industry and its significant role in contributing to the nation's growth. By nurturing and developing young talent that aligns with industry trends, sustainability, cultural heritage, and global aesthetics, the institute showcased its dedication to providing industry-relevant education. NIFT Delhi is knowledge partner with Department of Education, Government of NCT of Delhi under the School of Specialised Excellence (SoSE). As part of the immersive experience for the students, NIFT Delhi invited around 150 students from 7 SoSE's for the graduate showcase.



TOP FASHION INSTITUTE

NIFT - Delhi has emerged as the top fashion design institute in the country. An India Today-MDRA Best Colleges Ranking 2023 was conducted across the country in which NIFT Delhi was ranked as No. 1 Fashion Institute (published in July 2023 India Today edition).

RANK	INSTITUTE	CITY
1	NATIONAL INSTITUTE OF FASHION TECHNOLOGY	New Delhi
2	NATIONAL INSTITUTE OF FASHION TECHNOLOGY	Mumbai
3	NATIONAL INSTITUTE OF FASHION TECHNOLOGY	Bangalore
4	NATIONAL INSTITUTE OF FASHION TECHNOLOGY	Chennai
5	NATIONAL INSTITUTE OF FASHION TECHNOLOGY	Hyderabad
6	NATIONAL INSTITUTE OF FASHION TECHNOLOGY	Kolkata
7	NATIONAL INSTITUTE OF FASHION TECHNOLOGY	Pune
8	NATIONAL INSTITUTE OF FASHION TECHNOLOGY	Ahmedabad
9	PAJAN ACADEMY	New Delhi
10	NATIONAL INSTITUTE OF FASHION TECHNOLOGY	Jodhpur

(Photo Courtesy: India Today Magazine)



CAMPUS BEAUTIFICATION

The campus has also undertaken steps for beautifying the campus including an installation of signage of NIFT Delhi Campus which is also an attractive selfie point for the students, visiting faculty and visitors.



Panchkula



NIFT Panchkula celebrated its Graduation Show for final year students of MFM & MDes on 31st of May, 2023. It was the second graduating batch of MFM called 'The Bottom Line: A Showcase of Graduation Research Projects' and the first graduating batch of M.Des called 'Samanvay: A Showcase of Design Research and Innovation Project'. The event was inaugurated by the Chief guest Sh. Inder Mohan Jit Singh Sidhu, President, and Director In-charge of Vardhman Textiles Limited.



Mr. Ketan Dhillon, Assistant Professor, of Fashion Management Studies, presented a poster "Evaluating the impact of classroom and online teaching on student behavior: A Scoping Review from an Indian Perspective" at the HETL Conference "Re-Imagining Education: Collaboration and Compassion", 12-14 June and won "Best Overall Poster". The conference was organized by the University of Aberdeen, Scotland.



Ms. Bhawna Chauhan, Assistant Professor, M.Des department was awarded an IFFTI Initiative Award under Early Researcher Category for presenting a paper titled "Conceptual design framework of 'Inclusive Adaptive clothing' for people with Spinal cord Injury" at the 25th Annual Conference of the International Foundation of Fashion Technology Institutes (IFFTI) in Dunedin, New Zealand, in 2023



Textile Design department 4th-semester students visited Gada Gushaini to study Pulla craft and Kullu weaving, gaining insights into the traditional techniques and experiencing the rich heritage of the region. The visit provided valuable hands-on learning opportunities, fostering a deeper understanding and appreciation for the intricate artistry of Pulla craft and Kullu weaving.



Students from Fashion Communication semester -4 presented their research papers at the 6th ICAN Conference organized by Media School, DME, Noida and SCCA, Deakin University, Australia. Dhruva and Diva's research paper "Correlating Crafts and Mental Health: Impact of Crocheting on Women Practitioners" won the best paper award in their track.



NIFT Panchkula, Fashion Communication, Assistant Professor, Dr. Sonali Srivastava, was invited as a jury member in the International Film Festival in IIC, Delhi, 15-17 March 2023, organized by the International Association of Women in Radio and TV.



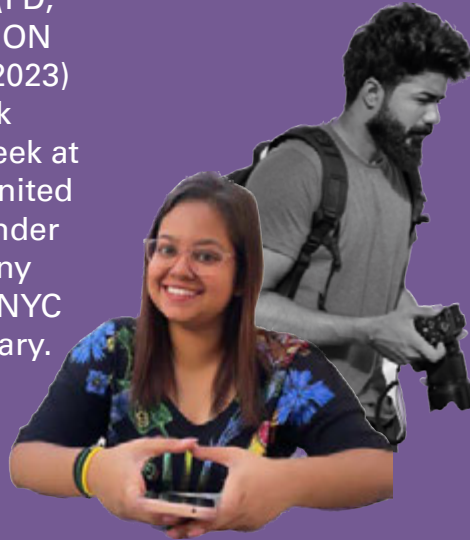
INDUSTRY RELATIONS

As the guests for the graduation show '23, Campus Director Dr. Bharat Sah & Joint Director Mr NS Vora invited Mr. Biju Sugathan, Regional Manager, (2nd from Left) & Mr. Saurabh Singh Verma, Manager HR & Training (4th from Left) both from LULU India Shopping Mall Pvt. Ltd. to strengthen Industry relations.



Rishabh Siddharth (FD, GRADUATION PROJECT 2023) at New York Fashion Week at Office of United Nations, under the company A.R.E.A in NYC 11th February, 2023.

INTERNATIONAL PRESENCE



Mr. Cifarath Salam from Department of Fashion Communication, Ms. Ananya Awasthi from Department of Fashion and LifeStyle Accessories got placed as Brand Designer at DEVJI AURUM GOLD AND DIAMOND FACTORY W.L.L, Kingdom of Bahrain during NIFT Centralised Placement 2023.

GLIMPSES OF THE SHOW

Graduating students' creations



GRADUATION

SHOW'23

IMPACT WEEK - APRIL 2023



NIFT Shillong participated in a four-day long Impact-week workshop on innovative learning experiences for young minds of Meghalaya organized by Prime Hub, Meghalaya from 19th – 21st and 24th – 27th April 2023. The first part of the workshop took place with the international and local faculties as Design Thinking coaches and then worked

together with the students of Meghalaya to find solutions for local challenges. Three NIFT faculties took training as coaches to guide students from different educational institutes of Meghalaya on "Design Thinking." 8 students and 2 faculties from different departments worked on areas such as Agriculture, Education, Health, Sustainable Tourism, Transportation, Waste Management, Water and Youth Empowerment. The innovative and customer-focused orientation of the Design Thinking methodology helped all participants to challenge their way of tackling a problem. Overall, the campus won 8 awards.

THE BOTTOMLINE- FMS GP SHOW - JUNE 2023

The Department of Fashion Management Studies (FMS) organized the Graduation Project (GP) Show titled "The Bottomline" for its Outgoing Batch(2021 - 2023) on Friday i.e., June 2, 2023. The event's Chief Guest was Dr Rohit Dwivedi, Professor, IIM Shillong who congratulated the students for achieving the feat and motivated them to use their knowledge wisely and become job creators. As part of the event, students were also awarded several prizes such as Best Research Project and Best Graduation Project to name a few.



GP SHOW- F & LA DEPARTMENT - JUNE 2023



The Department of Fashion & Lifestyle Accessories (F & LA) organized the Graduation Project (GP) Show for its outgoing Batch (2019-2023) on Friday i.e., June 2, 2023. During the show, various products designed by the students ranging from footwear to jewellery and accessories were

displayed for the attendees. Mrs. Carmai Kharkongor, Secretary to Govt. of Meghalaya, Textile Department kindly consented to be the Chief Guest of the function. During her address to the students, Mrs Kharkongor urged the students to take the craft of Meghalaya to the world and promote it in a better manner. Mrs Rida Gatphoh, Co-founder of Dakti Craft, was the Guest of Honour.

HINDI WORKSHOP FOR EMPLOYEES - JUNE 2023

As part of promoting the use of the Hindi Language in official work, NIFT- Shillong Campus conducted a Hindi Workshop for its employees including faculty and staff members on Friday i.e., June 30, 2023. Mr Rajesh Chaturvedi was the resource person for the workshop. During his address to the employees, he spoke about



why Hindi was adopted as the official language of the Union and the various laws and enactments related to it. He also explained the various tools that can be used in Hindi Typing such as Kandhast, MS-Word, Google Translator, and others. The Workshop concluded with the Campus Director, Mr Shankar Kumar Jha thanking Mr Chaturvedi for taking time from his busy schedule and coming from Guwahati to conduct the workshop. Mr Jha also motivated the employees to join various courses conducted by the Ministry of Home Affairs such as Prabodh, Praveen, Pragya & Parangat to increase their working knowledge of Hindi. It was an enriching experience for the employees.

CELEBRATION OF INTERNATIONAL DAY OF YOGA - JUNE 2023



NIFT Shillong celebrated the 9th International Yoga Day with much fanfare as students, faculty members and staff came together to observe the same. This year's event theme was "Vasudhaiva Kutumbakam," which translates to "the world is one family," emphasizing the unity that exists

among us all. Guided by the esteemed yoga instructor, Dr Manab Jyoti Sarmah from the North Eastern Institute of Ayurveda & Homeopathy (an autonomous institute under the Ministry of Ayush), we embarked on an extraordinary journey of self-discovery and well-being through the ancient practice of yoga. The event was a true testament to the diverse and inclusive spirit of NIFT Shillong, as participants from all backgrounds joined forces to celebrate our shared humanity. It showcased the power of yoga to bring people together, fostering harmony and connection among individuals.

FASHIONOVA- FD GP SHOW - JUNE 2023

The Department of Fashion Design (FD) organized the Graduation Project (GP) Show of the Outgoing batch (2019-2023) titled "Fashionova" on Friday i.e., June 2, 2023. Mr Frederick Roy Kharkongor, IAS Commissioner & Secretary to Govt. of Meghalaya Department of Textiles was the



Chief Guest at the event. During the event, Mr Kharkongor spoke at length about Meghalaya's diversity and how the Fashion Design department students can take it forward. Mrs Caramai Kharkongor, IAS, Secretary to Govt. of Meghalaya Department of Textiles was the Guest of Honour of the event. While addressing the students, she motivated the students to come up with more sustainable textiles and designs which in turn may benefit the society at large.

ARTISAN AWARENESS & CRAFT DEMONSTRATION WORKSHOP



The Fashion Communication Department conducted the Artisan Awareness & Craft Demonstration Workshop from April 17-19, 2023. Artisans from the Black Pottery Cluster of Larnai village visited the campus and demonstrated the craft work's intricacies to

the 4th & 6th semester students. The Workshop concluded with the Sixth-semester students suggesting ways and means to market and promote the craft across different media.

WORLD ENVIRONMENT DAY- JUNE 2023

NIFT Shillong Campus celebrated World Environment Day on June 5, 2023. The event was attended by all the faculty and staff members. During the event, Mr Shankar Kumar Jha, Campus Director spoke about sustainability's significance and how one can save the environment. He motivated everyone in the Campus should make efforts to make the environment clean and plastic-free. The programme concluded with all the participants taking the Environment pledge.



WORLD BLOOD DONOR DAY - JUNE 2023



The campus observed World Donor Day on June 14, 2023, i.e., Wednesday. As part of the event a team from the North Eastern Indira Gandhi Regional Institute of Health & Medical Sciences (NEIGRIHMS) visited the campus to generate awareness about blood donation among the faculty members, staff and students of the campus. Ms

Eurisa Khyriem, College Counsellor busted many myths related to Blood donation through her presentation. Mr Shankar Kumar Jha, Campus Director motivated the students and other faculty members to donate blood generously.

Srinagar

SPECTRUM '23

NIFT Srinagar celebrated its annual fest: Spectrum on 17th-18th May 2023. This year's theme was Cordelia- the daughter of waters, celebrating the beautiful water bodies of Kashmir. The two-day fest included a number of cultural, literary and sports events. Students from NIT Srinagar, Central University of Kashmir, University of Kashmir, Cluster University and many more colleges and schools participated.

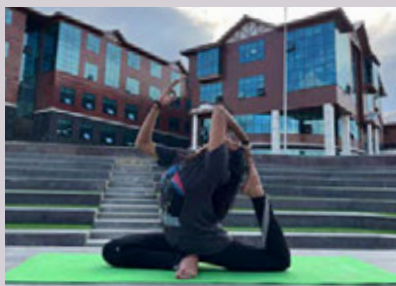


DESIGNING PACKAGING

NIFT Srinagar unveiled the packaging for Handicrafts and Handloom products of Jammu region on 26th June, 2023 at JLN Udyog Bhawan Jammu. The event was attended by Union Additional Secretary, Ministry of Textiles and Director General NIFT, Shri Rohit Kansal (IAS), Secretary in the Industry & Commerce Department, Smita Sethi and Dr Javid Ahmed Wani, Director NIFT, Srinagar

A LECTURE BY AAQUIB WANI

Aaquib Wani, experiential designer, Founder and Creative Director at Aaquib Wani Design delivered a lecture at NIFT Srinagar on 9th June which discussed various topics including set design, space design, interactive installations, visual and graphic design.



YOGA DAY

NIFT Srinagar celebrated the International Day of Yoga on 21st June with professional yoga gurus guiding and training the participants. A Yoga Photography Challenge: "YOGA & ME" was also conducted by SDAC.

CRICKET TOURNAMENT

A triangular cricket tournament was held at NIFT Srinagar between the faculty, staff and students' teams on June 17. This exciting tournament was inaugurated by Dr Javid Ahmed Wani, Director NIFT Srinagar. The staff members' team took the trophy home.



Mumbai

FACULTY ORIENTATION, TRAININGS AND DEVELOPMENT

TOT attended by Faculty

- Ms. Suruchi Banerjee Dhasmana and Ms. Shruti Soharia Singh attended the ToT on Sensory and Virtual Experience Design from 12th – 14th June 2023
- Ms. Suruchi Banerjee Dhasmana and Ms. Shruti Soharia Singh attended the ToT on AI VR from 19th – 21st June 2023.
- Dr. Kundlata Mishra, Asso. Professor & Ms. Sneha Bhatnagar, Asst. Professor had attended online ToT on the topic of Trends and Advancement in Functional and Technical Textiles from 13th to 15th June 2023.
- Prof. Dr. Patricia Sumod, Dr. Kundlata Mishra, Asso. Professor, Ms. Sneha Bhatnagar, Asst. Professor, Ms. Shweta Ranganekar, Asst. Professor, Ms. Shankhalina Choudhury, Asst. Professor & Ms. Neena Lokare, Asst. Professor had attended the online session phase – I CLO 3D workshop on 27th June 2023.
- Dr. Sonali Saldanha, Asso. Prof. & Mr. Sachin Bhatnagar, Asst. Prof. FMS Department attended ToT programme (Online Mode) on Advanced Planning and Buying from 21st to 23rd June 2023.
- Mr. Sachin Bhatnagar, Asst. Prof., FMS Department attended ToT programme on Digital Marketing and Analytics at NIFT Delhi from 26th to 28th June 2023.

Faculty Industry Attachment

- Mr. Nitin Kulkarni, Asso. Prof. has completed Faculty Industry Attachment with Phionike Solutions in the area of User Experience Research during the period

01th June to 14th June 2023.

- Mr. Dhanraj Survase, Asso. Prof., KD Department completed Faculty Industry Attachment with Akanksha Fashion in the area of machinery & equipment, production from 19th June to 30th June 2023.
- Dr. Rashmi Gulati, Asso. Prof. completed Faculty Industry Attachment with Bombay High under parent company Markrich in the area of Branding and Social Media from 17th June to 30th June 2023
- Prof. Dr. Patricia Sumod completed Faculty Industry Attachment programme at Ms. Theia Tekchandaney (Costume Designer) company from 12th June to 24th June 2023.
- Ms. Sneha Bhatnagar, Asst. Professor completed Faculty Industry Attachment programme at the Royal Tasta industry from 19th June 2023 to 30th June 2023.
- Dr. Tanmay Kandekar, Asso. Prof., FMS Department completed Faculty Industry Attachment programme at Akanksha Fashion, Turbhe, Navi Mumbai from 19th June to 30th June 2023.
- Dr. Pallavi Rani Asst. Prof. is undergoing Faculty Industry Attachment in 'Khyaal' an app based digital platform for senior citizens from 14th June-09th July 2023.

ToT conducted

- Dr. Lipi Choudhury, Asso. Prof., FMS Department conducted a ToT programme on Advanced Planning and Buying from 21st to 23rd June 2023

Training Conducted

- Prof. Dr. Sharmila Dua conducted a workshop on Prevention of Sexual Harassment at Workplace (PoSH act) for Internal complaint Committee at Campus level on 16th June, 2023.

FACULTY PARTICIPATION IN NATIONAL & INTERNATIONAL CONFERENCE/ WEBINARS/ EXHIBITIONS/TRADE FAIRS/MEETS

- Dr. Reena Aggarwal, Associate Prof. and Mr. Sayandeep, Asst. Professor, TD department visited an exhibition

India in Fashion at NMACC in the Jio World Trade Center on 05th May 2023

- Dr. Reena Aggarwal Associate Professor, Dr. Akanksha Nautiyal Asst. Prof, Mr. Mohammad Javed, Asso. Prof, Mr. Niteen Rangdal Asst. Prof, Mr. Sayandeep, Asst. Professor, TD department and Mr. Abhishek Bajaj, Asst. Prof., KD Department visited an exhibition on Texpression 2023, Gartex 2023 and Denim Show 2023 in the Jio World Trade Center on 12th and 13th May 2023.
- Mr. Niteen Rangdal, Asst. Prof., TD department participated in a group exhibition of paintings titled "The Art of The Heart" at ITC Sheraton Hotel, New Delhi from 14th May to 21st May 2023.
- Dr. Pallavi Rani Assistant Prof. F&LA Department attended the online UX Conference Building and Deploying UX Skills, organized by HFI on 19th May 2023
- Dr. Harish Kumar Banga, Ms. Madhupriya, Dr. Pallavi, Rani Assistant Professors, F&LA Department, Online attended the Virtual FDP on IPR organized by DR. MGR Educational and Research Institute Chennai, India from 22nd May to 26th May 2023.
- Dr. Harish Kumar Banga, Ms. Madhupriya, Dr. Pallavi, Assistant Professors, F&LA department participated in the IP Awareness Online Training program organized by Intellectual Property Office, India, on 24th May 2023.
- Mr. Mohammad Javed, Associate Professor, TD department attended a webinar on "Work Transformation Summit APAC" organized by 55

Almaden Blvd., San Jose, CA 95113 on 25th May 2023.

- Mr. Mohammad Javed, Associate Professor, TD department attended Industry Arena webinar on "Turning Waste into value- Technologies to scale recycling in fiber and filament spinning" on 31st May 2023.
- All the faculties of FMS Department attended the In-Store Asia Retail Exhibition at NMACC, Bandra-Kurla Complex on 1st June, 2023.
- Ms. Kavita Pathare, Associate Professor, Department of Fashion Technology attended online virtual panel discussion on "Digital Leap: Boosting Productivity in Garments & Home Textile Industry" on 10th June 2023.
- Ms. Madhupriya Jha Thakur, Asst. Prof. attended the online Seminar Indology Festival 2023 Sagara Samagam: India and the Sea conducted by Tamil Heritage Trust from 5th to 11th June, 2023
- Ms. Madhupriya Jha Thakur, Asst. Prof. attended webinar on Data Science organized by KIMO on 11th June 2023,
- Ms. Madhupriya Jha Thakur, Asst. Prof. attended webinar on Web Development organized by KIMO on 11th June 2023.
- Ms. Madhupriya Jha Thakur, Asst. Prof. attended National e-Workshop on Innovation and Intellectual Property Rights (New IPR-2023) from 12th – 17th June 2023 by CSIR-IMMT: InTEC
- Dr. Pallavi Rani Asst. Prof. has completed an online course "Usability Testing" conducted by Nancy Jain User Experience Designer on 14th June 2023
- Ms. Madhupriya Jha Thakur, Asst. Prof. attended

a live session by WGSN on how to win Gen Z consumers on the 15th June 2023.

- Mr. Rahul Rabha, Asst. Prof. attended Seminar on ARVR experience through Ajna lens on 16th June, 2023 at NIFT Mumbai Campus.
- Dr. Pallavi Rani Asst. Prof. attended the webinar Role of Design in near future speaker Narendra Ghate Head of Design HDFC hosted by Feelpixel- UX Design Studio on 17th June 2023.
- Ms. Madhupriya Jha Thakur, Asst. Prof. attended Figma Workshop Config on 21st and 22nd June, 2023
- Ms. Madhupriya Jha Thakur, Asst. Prof. attended a faculty development program workshop on Creative and Collaborative Design Thinking organized by NID Haryana from 22nd to 24th June.
- Dr. Pallavi Rani, Ms. Madhupriya Jha Thakur and Dr. Harish Banga, Asst. Prof. attended International Virtual Conference on Cultural Diversity for Sustainable Development in Art and Design organized by Woxsen University with the collaboration with Faculty of Visual Arts BHU on 23rd – 24th June 2023.
- Dr. Pallavi Rani Asst. Prof. completed an online course "User Experience Design Fundamental" and 'Information Architecture Fundamentals' conducted by Joe Natoli User Experience Designer from 25th June & 26th June 2023.
- Ms. Madhupriya Jha Thakur, Asst. Prof. attended an online conference on Contribution of Indian Knowledge Traditions to the World on 25th June 2023.
- Ms. Madhupriya Jha Thakur, Asst. Prof. attended an online awareness program on Intellectual Property Rights by VIT, Chennai on 26th June, 2023.
- Dr. Jomichan S P, Professor & Ms. Kavita Pathare, Associate Professor attended an online briefing session on "3 D Clo Software " on 26th June 2023.
- Ms. Kavita Pathare, Associate Professor attended online

webinar on "OPTITEX: Future-proofing the uniform industry through digitalization" on 28th June 2023.

- Prof. Dr. Sharmila Dua visited the "India in Fashion" exhibition at NMACC on 3rd June 2023.
- Prof. Dr. Sharmila Dua visited the Instore Asia Trade Show at NMACC on 3rd June, 2023.
- Prof. Dr. Rupa Agarwal worked on the UK India research funding proposal with University of Leeds, UK, Royal College of Arts and Monsoon fengal from 1st June to 8th June, 2023.
- Prof. Dr. Rupa Agarwal was invited for the Jury of MDES students at IDC School of Design, IIT, Bombay

Srinagar



*Dr. Ravinder Kataria
Assistant Professor,
NIFT Srinagar*

- Gotkhindikar, Nitin N., Mahipal Singh, and Ravinder Kataria. "Optimized deep neural network strategy for best parametric selection in fused deposition modelling." *International Journal on Interactive Design and Manufacturing (IJIDeM)* (2023): 1-10.

Panchkula

Dr. Anita Chahal

- Co-authored a paper 'Doyens of Media Education in Punjab Region: A Biographical Perspective (p.g. 169-194)' with Dr. Manash Pratim Goswami, Associate Prof., Central University of Tamilnadu In a book 'Future of Media Education,' edited by Prof Upendra Padhi ISBN: 978-93-5578-195-6
- Published an article on 'Aurat De sashakti karan ate Punjab di Shilapkala di kahani (The tale of Women Empowerment and Craft of Punjab) in Punjabi Jagran Newspaper on 23.06.2023
- Presented a paper on 'Representation of Punjabi women in Hindi literature' in an International conference by Himalaya Virasat Trust, Dehradun at Rishikesh from 01-02 May, 2023.

Mr. Ketan Dhillon

- Presented a poster "Evaluating the impact of classroom and online teaching on student behaviour: A Scoping Review from an Indian Perspective" at the HETL Conference "Re-Imagining Education: Collaboration and Compassion," 12-14 June and won "Best Overall Poster." The conference was organized by the University of Aberdeen, Scotland.
- Published a paper on "The Influence of Fashion Bloggers and Influencers On Consumer Behavior: Examination Of The Impact That Fashion Bloggers And Influencers Have On Consumers' Purchasing Decisions, Brand Perception, And Personal Style" in Academy of Marketing Studies Journal (AMSJ) Volume 27 Issue 5 2023 on 4th June 2023.

Dr. Sonali Srivastav

- Invited as a jury member in the International Film Festival in IIC, Delhi, 15-17 March 2023, organized by the International Association of Women in Radio and TV.
- Released a book titled "Film, Cinema and Movies: How the Internet is shaping the Entertainment Industry" on Amazon dated 21st April 2023, published by Hamilton Publishers.

Ms. Bhawna Chauhan

- Awarded an IFFTI Initiative Award under Early Researcher Category for presenting a paper titled "Conceptual design framework of 'Inclusive Adaptive clothing' for people with Spinal cord Injury" at the 25th Annual Conference of the International Foundation of Fashion Technology Institutes (IFFTI) in Dunedin, New Zealand, in 2023.

Mr. Mohd. Vaseem

- Mr. Mohd Vaseem, Prof. Dr. Amandeep Singh Grover and Dr. Akhtarul Islam Amzad received best paper award at National conference on research advancement and innovations in computing, communications and information technologies (RAICCIT 2023) at JIS University Kolkata for the research paper "New Car price prediction model using All before launch: Forward selection Regression" on 23/07/2023.

Ms. Kanu Priya

- Ms. Kanu Priya along with her co researchers has successfully registered a Patent under the Patent Number: 359760-001. The patent is titled "Hexapedal Robot Manager for the Hospitality Industry." The design has been accepted and published in the journal with Journal Number 21/2023 on the date 26/05/2023.

Dr. Akhtarul Islam Amzad

- Published book chapters in the book "Textile calculation- Fibre to Finished Garment," edited by Professor R. Chattopadhyay, IIT Delhi and published by Woodhead Publishing (Elsevier), UK.

Dr. Shruti Gupta

- Dr. Shruti Gupta presented a paper on "Khadi: A Heritage fabric for Self-Reliant India" at 25th Annual Conference of the International Foundation of Fashion Technology Institutes (IFFTI) 2023 scheduled at Otago Polytechnic, Dunedin, New Zealand from 3rd to 6th April 2023.
- Dr. Shruti Gupta organized an awareness workshop on "How to make Artisan Card" with NIFT Panchkula faculties on 01.06.23. Ms. Chetna, HPO, HSC Rewari was invited as speaker for the workshop

Ms. Marisha Narula

- Marisha Narula Presented a research paper titled " An investigation into the Efficacy of applying Bibhatsa Rasa in Indian Advertisements" at Shodh Shikar 2022, an international Research Paper and Project Symposium on 25th March 2022.
- Marisha Narula authored a research paper, Marisha, N., Rohita, S., & Manish, V. K. (2022). An Investigation Into The Efficacy Of Applying Bibhatsa Rasa In Public Service Advertisements In India. Journal of Positive School Psychology, 6(9), 3994-4002.
- Marisha Narula authored a research paper, Marisha, N., & Rohita, S. (2022). A Reflection of Advertisements as an Engine of Change in Behavior and Lifestyle during Covid Period. Global Academic Journal of Humanities and Social Sciences, 4(4), 132-136. <https://doi.org/10.36348/gajhss.2022.v04i04.001>

Dr. Shikha Sharma

- Her Research Paper titled "Legal and Social Perspective of Surrogacy Bill 2019" got published in Book titled "Media Issues and Debates in Contemporary India" ISBN No. 978-93-5743711-5



National Institute of Fashion Technology
Ministry of Textiles, Govt. of India

CALLING ALL NIFTIANS TO RECONNECT WITH THEIR ALMA MATER

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This will enable us to keep in touch, update you on relevant news and events, and help you connect with fellow alumni. Your participation is crucial to keeping our alumni community thriving. Thank you in advance for your time and support!

Industry & Alumni Affairs Unit



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CALL FOR CONTRIBUTIONS

Calling all Industry Partners
and Alumni!

We are excited to announce that we are accepting submissions for our next edition of the "Weconnect - The NIFT- Industry & Alumni Newsletter".

Our Newsletter aims to bridge the gap between the Institute, alumni, and industry by featuring articles, essays, and other content that highlight the work and achievements of our Industry Partners, and alumni, as well as their perspectives on industry trends and developments.

We are looking for contributions from industry partners and alumni on various topics such as career advice, industry insights, entrepreneurial ventures, research, and more. Your contributions will help our readers stay informed about the latest industry developments and showcase your accomplishments and share your valuable insights with our readers.

For contributing, please email us at ui.alumni@nift.ac.in,

For more information please contact the Unit In-charge Alumni Affairs office:
Mr. Ranjeet Kumar (UI Alumni Affairs) at +91-9081810141.

The deadline for submissions is **20th September 2023**.

We look forward to reading your submissions and featuring them in our next edition of the "Weconnect- The NIFT - Industry & Alumni Newsletter".

Thank you for your continued support!





NIFT Gandhinagar curated "Vashudhajan", a grand fashion showcase sponsored by Garvi Gurjari and Indext B under G20 presidency, highlighting the ancient Panchtatva wisdom and capturing the glimpses of rich crafts, diverse culture and vivid colours via the textures and textiles of India. It was presented in the five sequences of Vayu, Jal, Nabh, Dhara and Shuchi.

Source: G20 Fashion Show



National Institute of Fashion Technology
Ministry of Textiles, Govt. of India

BENGALURU

BHOPAL

BHUBANESHWAR

CHENNAI

DAMAN

DELHI

GANDHINAGAR

HYDERABAD

JODHPUR

KANGRA

KANNUR

KOLKATA

MUMBAI

PANCHKULA

PATNA

RAEBARELI

SHILLONG

SRINAGAR