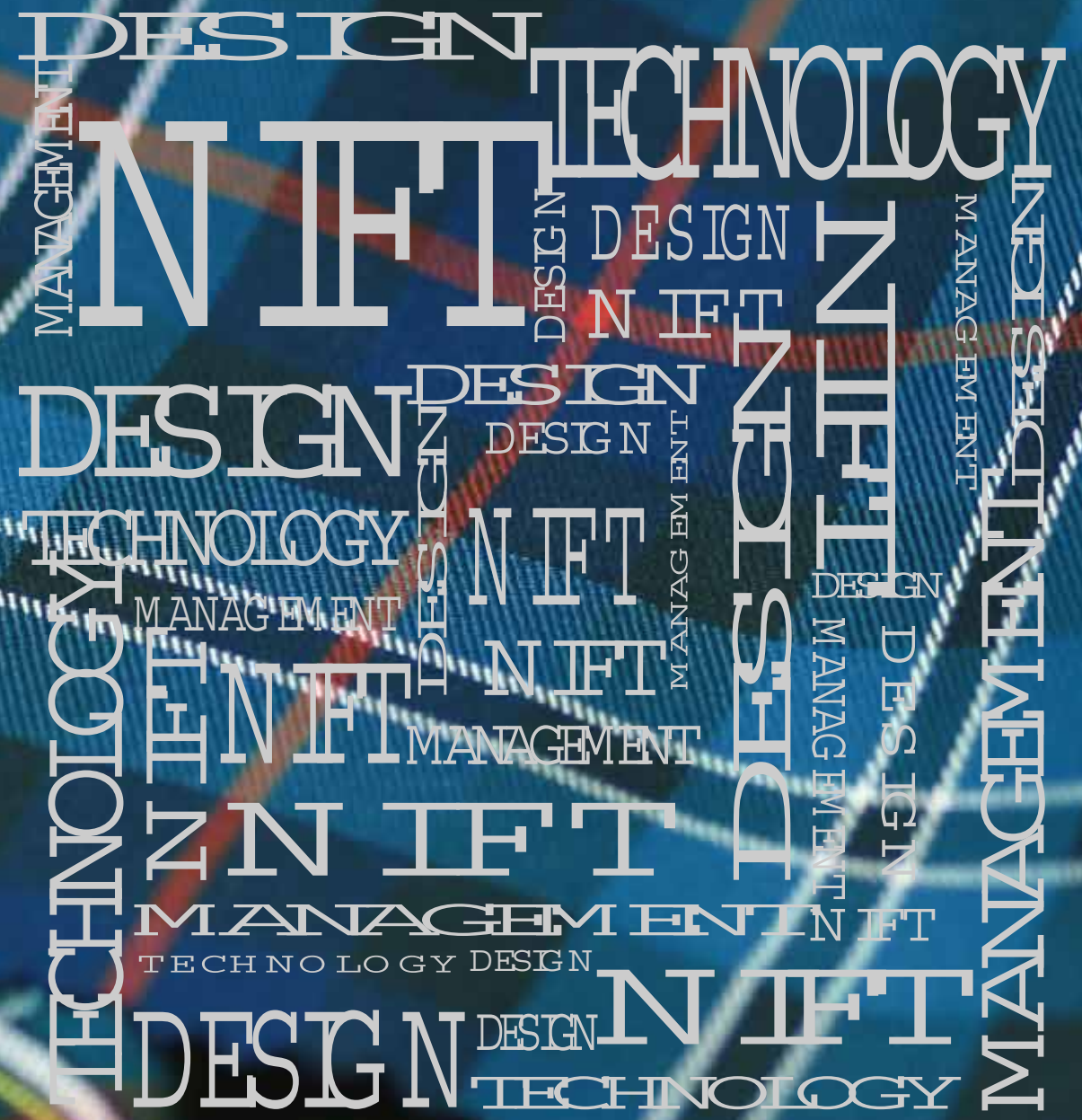




National Institute of Fashion Technology
(Granted Statutory Status through NIFT Act, 2006)
Ministry of Textiles, Government of India
Head Office
NIFT Campus, Hauz Khas, New Delhi - 110016
Tel: 011 - 26542000 - 2100 Fax: 011 - 26851198
www.nift.ac.in

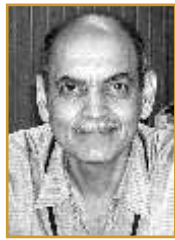
NIFT CENTRES

BENGALURU, BHOPAL, CHENNAI, GANDHINAGAR,
HYDERABAD, KANGRA, KANNUR, KOLKATA, MUMBAI,
NEW DELHI, PATNA, RAEBARELI, SHILLONG



NIFT's Vision

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



The National Institute of Fashion Technology, a unique learning organisation, has played a pioneering role in providing academic leadership to the Textile, Apparel and Lifestyle industry. It gives me great pleasure to present the Class of 2010, a group of young talented professionals with Design, Management & Technology sensibilities, who are now, equipped with requisite professional skills, to pursue successful careers in the fashion industry. Since 1986 NIFT has emerged as a centre of excellence and innovation in fashion technology. The Institute is also renowned for its innovative curricula coupled with pragmatism and realism comparable with the best in the world. Our Cluster Development Initiative provides unique and holistic entrepreneurial experience to students. The emphasis is on integrated and interdisciplinary studies enabling the students to develop multifaceted, multidimensional capabilities fit for a dynamic business world. NIFT has also undertaken a major exercise in global benchmarking with twinning/exchange opportunities for students. Apart from all the obvious advantages that global experience provides a student, this opportunity also leverages mutual strengths of the twinning institutes for the overall benefit of all concerned. The course curriculum is reviewed annually to ensure that it remains proactively responsive to the requirement of the industry.

I look forward to your support and cooperation in Placement 2010.



Director General, NIFT

why place from nift?

National Institute of Fashion Technology, a premier institute of Design, Management and Technology was set up by the Ministry of Textiles, Government of India, in technical collaboration with FIT, New York. Since its inception in 1986, NIFT has played a pioneering role in envisioning and evolving Fashion business education in the country.

NIFT's prime objective has been to spawn a critical mass of highly competent technical professionals in the areas of Fashion Design, Technology and Management capable of providing leadership to the Indian Fashion industry, to enable it to compete better in the global economy.

NIFT Act 2006 (passed by the Indian Parliament) has accorded statutory status for the promotion and development of Education & Research in Fashion Technology on lines of similar premier institutes of engineering and medicine, with the President of India as the Visitor. The Act signifies public confidence in NIFT as a thought leader, with 'fashion' as a business strategy for value addition.

The NIFT centres are professionally managed platforms of the world's finest design expertise, management practices and manufacturing technologies. They offer a learning environment that encourages innovation, creativity and excellence.

NIFT is a unique fashion institute, and perhaps the only in the world with a statutory status to confer degrees.

There is a growing trend of NIFT graduates working in the IT and non-apparel service and retail sectors. They are spotted at key positions, handling challenging assignments and contributing significantly to a spectrum of industries.

FOCUSED OBJECTIVES OF NIFT

Create an environment of continuous learning with holistic interdisciplinary appreciation of various components of value chain and the ground reality.

Adoption of international best practices from institutes of higher learning and industry, on an ongoing basis.

Instill a passion for academic excellence with commitment to team building, inspired by our aesthetics and craft legacy, and a sense of humility and sensitivity.



the curriculum

The curriculum at NIFT allows students to easily blend into a global network, as well as acquire a greater appreciation of local industry trends. The multidisciplinary and broad-based structure aims at an all-round development of students. Deriving from the changing paradigms of industry and commerce, its content as well as the methodology is constantly revised. NIFT offers four-year Bachelor and two-year Master programmes in the areas of Design, Management and Technology.

NIFT faculty trained at some of the leading international design and fashion institutes, bring to the classroom professional capabilities, wide exposure and years of hands-on industry experience. Committed to grow in their profession, the faculty constantly upgrades its knowledge and skills through sustained interaction with the industry and research work in relevant areas.

INDUSTRY LINKAGES

The education programmes at NIFT are extensively integrated with fashion business. The intense and dynamic interaction between the industry and academics provides requisite insight and appreciation of business diktats. Internship and industry visits as well as realistic projects, seminars and interactions provide opportunities for students to appreciate and understand the working of the industry.

NIFT conducts **Continuing Education** programmes, in-house training programmes, seminars and workshops for the industry on emerging concerns and current developments. The Institute also undertakes research and consultancy projects for the industry with its expertise in design, management and technology at strategic and operational levels.



Prof. (Dr.) Sanjay Gupta
Dean (Academics)

"The academic environment at NIFT facilitates professionalism and a positive attitude. Its courses of study emphasise on integrative and interdisciplinary learning enabling the students to develop multifaceted, multidimensional capabilities in a dynamic business world.

It gives me great pleasure to present the Class of 2010, a group of budding professionals with Design, Management & Technology sensibilities, who have undergone the rigorous training in a multitude of fashion disciplines for the last two/four years and are now ready to contribute to the global fashion industry.

We believe sooner than later these students leaving the portals of the Institute will make their mark in the careers they wish to pursue. They will surely be an asset to any organisation they join and as the lists on the following pages will indicate, organisations worldwide have benefited from their competencies. We at NIFT are proud of them."

NIFT has been responsive to the industry, as reflected in the following endeavours:

- Annual review of course curriculum to meet the dynamic requirements of the industry.
- Appointment of senior Industry thought leaders as members of Advisory Committees and Adjunct Faculty for regular consultation.
- Ph.D. programme has been launched with the purpose of carrying out original research in the textile, fashion and apparel sector, in an endeavour to create a body of knowledge for the use of academia and industry at large.
- Management Development Programme titled 'Fashion Entrepreneurship' has been launched in proactive response to the felt need of industry for thought leaders/senior professionals and second generation of entrepreneurs facing challenges of the emerging global scenario.
- Proactively organising events in association with the industry to catalyse strategic/international partnership across the value chain.

GLOBAL LINKAGES

NIFT is committed to place India on the centre stage of international fashion. Professional collaborations with the world's leading fashion institutions and business corporations have catapulted NIFT to the forefront as an internationally renowned fashion institute. NIFT has signed MoUs with 22 international fashion schools and has on board 67 confirmed seats for students' twinning/scholarship programmes. From a large pool of acclaimed international faculty experts, 16 specialists in the field of fashion have been selected for Visiting Fellowship.

nift placements 09



Prof. Prabir Jana
Head - Industry Linkage Unit

"The curriculum at NIFT has always kept pace with constantly changing requirements of fashion business by benchmarking professional standards, merging knowledge and industrial practice, and adopting best practices. The Institute strives to create an environment of opportunity for young professionals by imparting a holistic education experience in the global context.

NIFT professionals are some of the most creative minds the country can offer with a burning desire to excel, who go through a very stimulating and challenging academic schedule that sharpens their faculties and prepares them to face any challenge in the ever-changing world of fashion."

NIFT Campus Placements 2009 were organised during the month of January-February and June 2009 across seven NIFT Centres, and Tirupur, Ludhiana and Jaipur clusters. A total 194 of companies participated, with companies from diverse segments of industry like Accessories Trading, Designers, Manufacturers, Exporters, Buying Agencies, Consultants, Retailers, Brand Owners, Textile Mills, Home Furnishing Companies, Technology Solution Providers alongwith International Brands visiting the campus to absorb the Institute's talented graduates to meet their specialised needs.

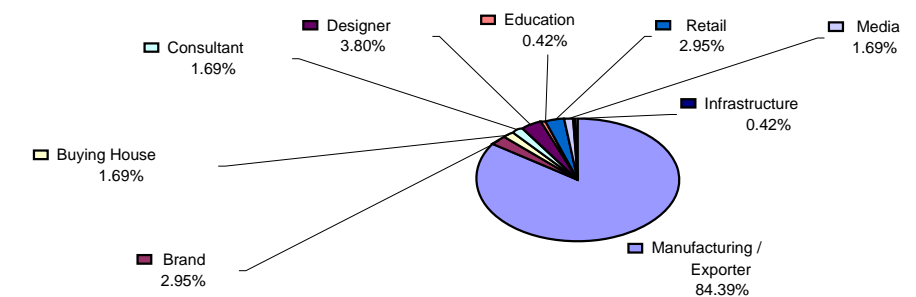
This year NIFT has facilitated the option of online registration for students as well as for companies.

The strength of the class of 2009 was 1546 and out of which 79% students were registered to participate in campus placements. Most of the Bachelor and Master of Fashion Technology students and Fashion Design students were placed with Manufacturers. The average salary during Campus Placements 2009 for Master's Programme was Rupees 2.3 lakhs per annum and for Bachelor's Programme was Rupees 2.1 lakhs per annum.

Some of the companies who have recruited NIFT students in Campus Placements 2009 include ColorPlus, Arvind Murjani Group, TCNS, Tata International, Shahi Export House, LSD Lifestyles Pvt. Ltd, Impulse, Readymade Solutions, Contact Communication, Maral Overseas, Taffles, Orient Craft, Ganjam Nagappa & Sons, Bombay Rayon Fashion Ltd, Isex Fashion Pvt Ltd, Ranna Gill, Sikkim Manipal University, Benetton India Pvt Ltd., Creatnet, Elegant Auto, Madame, Sanjana Garments, Raj Laxmi Cotton Mills, Uma Kanoi, Scott Garments etc. International companies, Mayfair – Dubai and Saitex International – Vietnam also participated in Placements 2009.

The Class of 2009 was successfully placed in various sectors like earlier years. Sector-wise placement is represented in the Pie Chart. In the manufacturing sector around 15% were placed with non-apparel companies and the remaining with apparel firms. Companies from Northern India dominated the placement hiring 34% of the students, Southern zone companies catered to 26% while Eastern zone matched Western zone with 19% jobs each.

Industry Sectors in Placements 2009



fashion management

M.F.M. Master of Fashion Management

Chairperson: Prof. S. Bichan K. Mathew



introduction

The objective of the two-year Master of Fashion Management programme (erstwhile AMM) that started in 1987 is to develop managerial skills in the field of fashion marketing, merchandising and retailing best suited to the requirements of the garment export and fashion retail sectors. Students are exposed to creative merchandising/marketing, innovative fashion management practices, fashion forecasting and trends, and business practices through field visits and industry internships. The programme prepares the students to be part of the management of any growing organisation. Over the last two decades, this programme has been evolving steadily to cater to the requirements of a converging garment export and retail business. It prepares professionals with holistic understanding of fibre to fashion value chain to work in a new economy environment.

areas of study

- Principles of Fashion Marketing, Merchandising, Management & Retailing
- Basic Product & Manufacturing related Knowledge
- Economic Analysis
- Information Technology
- Marketing Research
- Consumer Behaviour & CRM
- Statistical Software Applications
- Global Textiles & Apparel Product Market Characteristics
- Retail Merchandising & Advanced Export Merchandising
- Operations Research
- Intellectual Property Rights
- Marketing Strategies & Brand Management
- International Marketing
- Fashion Forecasting & Product Development
- Financial Management & International Finance
- Human Resource Management
- SCM & E-Business
- Visual Merchandising
- Fashion Buying & Sourcing
- Fashion & Lifestyle Products Appreciation
- Sales & Distribution
- Entrepreneurship Management in Fashion Industry

alumni

- Few Star Alumni:
- Devangshu Dutta
CEO, Third Eye Sight
 - Darshan Bhat
Director, Creatnet
 - Nikhil Mohan
CMD, Blackberrys
 - Arindam Das
Director, Pearl Academy of Fashion
 - Harish Gupta
Director, Readymade Solutions
 - Devender Gupta
Director, ASMARA
 - Vivek Bhatnagar
CEO, Fusion Consulting
 - Pallab Banerjee
Director, GAP
 - Nikhil Chandra
Business Head, Futute Group
 - Vijay Chauhan
Country Head, Adidas, Indonesia
 - Atul Ujagar
Country Head, Nike
 - Sukanya Dutta Roy
Country Manager, Swarovski, India
 - Roshan Baid
Director, ParagonApparels
 - Sanjeev Mohanty
MD, South East Asia, Benetton
 - Manjula Chowdhary
Business Head, Esprit

employers

Abhishek Industries, Adidas, AE Outfillters, Airtel, Arthur Anderson, Arvind Mills, Ashima, Benetton, Blackberrys, Busana Apparel Group, Calvin Klein, Carrefour, ColorPlus, Creatnet, Debenhams, East West, Esprit, Fabindia, Fcuk, Future Group, GAP India, Givo, HSBC, ICICI, India Bulls, Indian Lifestyle, JC Penny, JWT, Koutons, Lacoste, Landmark, Levis, Li & Fung, Lifestyle, Marks & Spencer, Mast Lanka, Mckinsey, Nike Inc., Nokia, Ogilvy & Mather, Orient Craft, Piramyd, Puma, Raymond, Reebok, Reliance Retail, SAP, Shoppers' Stop, Spencers, Sun Microsystems, Taj Hotels, TCNS, Technopak, Textiles Network, Third Eyesight, Tommy Hilfiger, Triburg, Trident, Triveni Clothing, Tukatech, Wipro, YKK, Zara, Zodiac etc.

fashion technology

M.FTech. Master of Fashion Technology

Chairperson: Prof. (Dr.) A.K. Khare



introduction

Sewn Product Manufacturing industry has played a significant role in the Indian economy and is predicted to grow substantially on exports as well as on the domestic market front. The definitive trend towards consolidation and creation of larger manufacturing facilities will require techno-managers to lead the enterprises towards the strategic goal. The two year Master programme is designed to motivate and facilitate students to excel in understanding and integrating the areas of technology and management for sewn product manufacturing and develop capability to offer 'strategic management solutions'. In a measured combination of theory, practical, and applied research, the programme aims at developing a truly global trade oriented perspective for its students.

areas of study

- Overview of Global Fashion Industry
- Apparel Production Technology
- Pattern Engineering
- Fabric Study: Woven & Knits
- Apparel Studies & Appreciation
- Garment Manufacturing Processes
- Productivity & Work Study
- Apparel Quality Management
- Organisational Behaviour
- Advanced Pattern Making & Construction
- Intellectual Property Rights
- Web based PDM
- CAD Industrial Design
- Plant Layout & Facility Design
- Computer Integrated Manufacturing
- Apparel Technology Management
- Supply Chain Management
- Apparel Business Environment
- Apparel Marketing & Merchandising
- Research Methodology
- Retail Management & Technology
- Research Project

alumni

- Few Star Alumni:
- Akhilesh Anand
CEO, Network Clothing Ltd., Tirupur
 - Romi Agarwal
CEO, Apparel Division, Alok Industries
 - Shammy Jacob
Nike, Netherlands
 - Shashi Bhushan
Plant Manager, Celebration Apparels (Division of Raymond Ltd.)
 - Usha Nandhini
DGM (R&D), Ambattur Clothing Limited, Chennai
 - Avnnet Agarwal
Country Manger, Oxylane Bangkok, Thailand
 - Harsh Agarwal
Alfino International, Bangkok, Thailand
 - Kaushik Basumullick
DGM, Product Development & Technical Services, Raymond Apparel Ltd., Mumbai
 - Amit Shankar Verma
VP, Crew B.O.S Limited, Delhi
 - Puneet Jain
Plant Manager, Oswal Groups, Ludhiana

employers

Ambattur Clothing Company, Arvind Mills, Busana Apparel Group, Epic Design, Gokaldas Exports, Gokaldas Images, H&M, Ikea, Infinite Solutions, ITC LRBD, Levi Strauss, Madura Garments, Pantaloon, Technopak, Texport Garments, Triburg etc.

design space

M.Des.
Master of Design

Chairperson: Prof. Shaahi Sud

introduction

The Master's programme in Design Space has a multi-disciplinary approach that encourages design thinking and gives a wider perspective and a broader perception to the thoughts and ideas of tomorrow. The programme has cross discipline of students who are able to work beyond boundaries and bring together their skills and ideas in new exciting ways in the fashion industry. Students draw on each other's diverse professional background and provide a critical approach to solve future problems and provide design innovations and inventions to the growing fashion industry. The curriculum provides an opportunity to students to choose design specialisations for research as major and minor subject areas. An applied research environment provides a much needed platform for answering questions, which may arise later. The word 'Space' defines the broad professional environment and opportunities in the areas of Fashion, Textile, Accessories and Communication Design.

areas of study

- Introduction to Design Space (in context of fashion, business as well as production)
- Design Methodology
- Design Thinking
- Sociology, Psychology & Ethics in Fashion
- Research Methods
- Product Development
- Trends Research and Forecasting
- Design and Innovation
- Professional Communication
- Project Planning
- Academic Contribution
- Industry interface through seminars, internship and projects



alumni

- Pratima Pandey
Head Designer, Prama
- Neha Gupta
Visual Merchandiser,
Shopper's Shop
- Swati Nagrath
Contributing Fashion Stylist
& Writer, Harpers Bazar
- Nikita Tamhane
Senior Executive, VM &
Graphic Designer,
Pantaloon Retail Ltd.
- Nalini Singh
Research, 'Images' Business of
Fashion
- Paromita Mazumder
Course Coordinator,
St. Stephens Hospital NGO
- Vinay Bhardwaj
VM, Reebok India
- Amera Taqui Ali
Research Associate, IIT Delhi

employers

'Images' Business of Fashion,
Harpers Bazar, IIT Delhi, Orient
Craft, Pantaloon Retail Ltd.,
Prama, Reebok India, St.
Stephens Hospital NGO, VM
Shopper's Shop.

fashion & lifestyle accessories

B.Des.
Accessory Design

Chairperson: Mr. Sanjeev Kumar

introduction

The one of its kind programme in the country, Accessory Design has a well-defined curriculum for developing integrated expertise in design methodology, materials and production process, consumer behaviour and market dynamic trends and forecast interpretations, business practices and project management in the field of fashion and lifestyle accessories. A strong industry orientation is reflected in its credo 'Design for Business' with the most successful industry education interface in student learning. The programme has gradually evolved to address the entire spectrum of accessories and lifestyle products, precious and costume jewellery, leather goods, footwear, watches, giftware, tableware, silverware, office furniture, consumer interface and retail environment design. Each NIFT centre is expected to provide national leadership in the area of its specialisation, addressing design, management, marketing and technological issues, within specific product categories.

areas of study

Personal & Interior Accessories at NIFT New Delhi & Bhopal
Product range: Home Accessories, Luxury products, Lighting, Garden Seating, Bathroom & Kitchen Accessories etc.

Corporate & Business Accessories at NIFT Bengaluru
Product Range: Office & Restaurant Accessories, Perfume Packaging, Office Systems, Cell-Phones, Watches & Timepieces etc.

Footwear & Leather Goods at NIFT Chennai
Product Range: Sports & Formal Footwear, Travel Accessories & Bags, Wallets, Key & Card Holders, Fashion Gloves, Hats, Belts etc.

Jewellery & Precious Products at NIFT Gandhinagar
Product Range: Precious & Costume Jewellery, Giftware using Precious Metal & Stones.

Interior Products & Handcrafted Accessories at NIFT Hyderabad & Shillong
Product Range: Bar Accessories, Table Top Accessories etc. (Based on specific Indian traditional craft techniques).

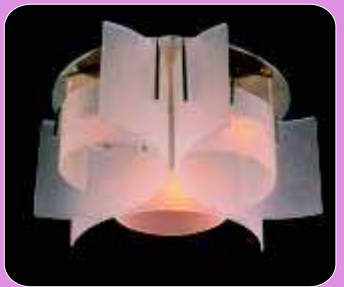
Home & Fashion Accessories at Raebareli
Product range: Luxury Products for Home in Personal and Interactive Spaces using rich materials and techniques, Fashion Accessories enhancing the body using new age materials, Costume Accessorisation for Performing Arts, Theatre, Cinema etc.

alumni

- Few Star Alumni:
- Almas Virji
Director, Inc. 5, Mumbai
 - Chaitali Grover
Director, Hyde Park
 - Perminder P Singh
CEO, Inde Cuir
 - Avinash Kumar
Principal & Design Director,
Quicksand Design Studio
 - Sangeeta Dewan
Design Head, Tanishq
 - Rahul Bose
Design Manager,
Zen Design Studio
 - Animesh Ikshit
Head (VM),
United Colors of Benetton
 - Vikram Singh
V.P., Gitanjali Jewellery Pvt. Ltd.
 - Shilpa Malhotra & Kapil Mathur
Aline Design
 - Raman Talwar
ED, Tempus Ltd., Hong Kong

employers

Adidas, Carbon, D'damas,
Episode, Gitanjali Jewellery Pvt.
Ltd, Godrej, ITC Wills Lifestyle, Li
& Fung, Liberty Shoes Ltd. Matti
Design, Michael Aram, Pantaloon,
Ravisaant, Reliance Retail,
Swarovski, Tanishq, Tiffany, Titan,
United Colors of Benetton, VIP
Luggage, Westside etc.



fashion & apparel

B.Des. Fashion Design

Chairperson: Prof. Vandana Narang



introduction

In the past two decades the Fashion Design graduates have been playing a crucial role in its constant endeavour to establish a fashion environment in India and to promote fashion as a serious business. This flagship programme was launched in 1986 with the establishment of NIFT, New Delhi. Subsequently the programme was started at all other centres of NIFT.

areas of study

- Fashion Studies
- Fashion Illustration & Design
- Pattern Making
- Grading
- Draping
- Garment Construction
- Surface Development Techniques
- Elements of Textiles
- Appreciation of Textiles
- History of Design & Fashion
- Craft Cluster Project
- Digital Illustration
- Fundamentals of Production
- Marketing
- Merchandising
- Styling & Fashion Photography
- Portfolio Development
- Design Collection

alumni

Few Star Alumni:

- Ritu Beri
Designer
- Ashish Soni
Designer
- J.J. Valaya
Designer
- Manish Arora
Designer
- Rajesh Pratap Singh
Designer
- Sabyasachi Mukherjee
Designer
- Prashant Verma
Designer
- Nida Mahmood
Designer
- Nitin Gupta
Head – Design Director, Triburg
- Deepak Chakravorty
Design Specialist Lifestyle Retailing, ITC
- Karunesh Vohra
CEO, Munch Design Studio
- Krishna Thingbaijam
Chief of Design, Pantaloon Retail
- Papiya Banerjee
Head Design, Sandy Bear Design Inc.

employers

Arvind Garments, Benetton, Freelook, Indus League Clothing, ITC Ltd., Levis, Lifestyle, Madura Garments, Modelama Exports, Omega Designs, Orient Craft, Pantaloon, Proline, Shahi Exports, Span India, Spykar, Swarovski India, Uni Style India, Designers like Rohit Bal & Gaurav Gupta etc.

fashion & apparel

B.Des. Leather Design

Chairperson: Mr. E. Sivasakthi

introduction

The Leather Design programme was launched in 1993 in New Delhi and 1997 in Kolkata to cater to the human resource requirements of the leather industry both for the apparel and goods sector. The Bachelor's programme emphasises on integrating design concepts in leather apparel and products with material knowledge to respond to the requirements of specific target markets.

areas of study

- Fashion Illustration
- Design & Fashion Studies
- Design Process
- History of Fashion
- Fashion Trends & Forecasting
- Leather Studies & Processes
- Surface Techniques
- Draping, Pattern Making & Grading
- Construction Techniques
- Leather Accessories
- Footwear
- Production Planning & Control
- Marketing, Merchandising.
- IPR
- Computer Application & CAD
- Integrated Term Project
- Field Studies
- Craft Cluster Study
- Tannery Training
- Industry Internship
- Cross Discipline Electives
- Graduation Project

alumni

Few Star Alumni:

- Bharti Gulati
Triburg
- Bitika Gupta
Merchandiser, Triburg Sportswear International
- M.S. Kannan
Regional Manager, Target Sourcing services (AMC)
- Sachin Mendiratta
Senior Manager, Quest Merchant
- Sumit Walia
Westside
- Vandana Gupta
Marketing Head, Bhartiya International
- Vikas Bhatia
Director, Humming Bird Apparels

employers

ABC Leathers, Alpha Overseas, Alpine Apparels, AMC/Target Sourcing Services, Apollo International, Bhartiya International, Century Overseas, Crew BOS, Edcons, Impulse, Index Sports, J.J. Vallaya, Kabir Leathers, Lexus, Liberty Footwear, Lifestyle, Lloyd Baker, Malaga Exports, Manav Gangwani, Matt Global, Monsoon, P&G Enterprise, Rabia Leathers, Samik Exports, Superhouse Leathers Ltd., TATA International, Triburg, Trio Trend (Yamai), Varun Behl etc.



fashion & textiles

B.Des. Textile Design

Chairperson: Prof. V. Sivalingham

introduction

Textiles form the core of the business of fashion. The rapidly expanding activities in the export and domestic sectors of the Indian apparel and home fashion industry demands professional inputs in design and development of textiles.

The four year Bachelor programme prepares students for a wide range of careers in textile mills and export houses, with fashion designers, design studios, buying houses, and handloom cooperatives as designer or design managers.

areas of study

- Fashion Studies
- Fashion Illustration
- Fashion Marketing
- Fashion Merchandising
- Design Process
- Surface Techniques
- Introduction to Weaving & Knitting
- Advanced Woven Structures
- Advanced Print Design
- Appreciation of World Textiles
- Appreciation of Traditional Indian Textiles
- Craft Research & Documentation
- Textile Science
- Textile Printing & Finishing
- Fabric Quality Analysis & Assurance
- CAD for Print
- Dobby & Carpet CAD
- Digital Presentation Techniques
- Graduation Project (Industry Sponsored)



alumni

- Few Star Alumni:
- **Abhijeet Mahadane** Designer, Arvind Mills
 - **Kishore V.** Design Manager, Raymonds
 - **Piyush Suri** Entrepreneur, London (UK)
 - **Rupa Ganguly** Consultant, WTO (UN)
 - **Samrat Som** Brand Manager, Madura Garments
 - **Sunanda Dawar** Chief Designer, REHWA
 - **Vaishali Ganguly** Manager, Reliance Retail
 - **Supratim Chaudhary** Chief Designer, Lerros India
 - **Smita Arora** Partner, Home Concepts
 - **John Verghese** Product Design Manager, Triburg

employers

Abhishek Industries, Ambadi Enterprises, Arvind Mills, Bharat Silks, Creative Mobus Fabrics, Crew BOS, Grasim Industries Ltd., Himmatsingka Seide, Indian Terrain, Linenscapes (India) Ltd., Madura Brands, Mafatlal Industries Ltd., Mahajan Overseas, Mura Collective, Nahar Industries, Portico, Rateria Exports, Shades of India, Shingora International, Textrade International Pvt. Ltd., The Shop, Third World Exports, Triburg, Welspun India etc.

fashion & textiles

B.Des. Knitwear Design

Chairperson: Prof. Kripal Mathur

introduction

The Knitwear Design programme at NIFT is offered Chennai, Delhi, Kolkata, and Mumbai. The programme is the synthesis of Design and related Technology. The four year Bachelor programme (B. Design) is structured keeping in view the requirements of the knitting industry in India and abroad. Students are exposed to dealing with challenges of circular knitting, flat bed knitting and hand knitting for the domestic and global market. An industry sponsored 22 weeks Graduation Project, in the final semester provides a challenging platform to extend and apply the academic learning into a professional mindset. The Knitwear Design curriculum prepares students to undertake jobs as Academicians, Entrepreneurs, Knitwear Designers, Product Developers, Merchandisers, Fashion Writers, Managers, Stylists, in various Export Houses, Buying Houses, Retail Brands, Designer Labels and Craft sector.

areas of study

- Fashion Studies
- Fashion Art and Illustration
- Pattern Making and Grading
- Garment Construction
- Surface Techniques
- Knitting Technology (Circular and Flat Bed)
- Advanced Knitting Technology
- Computerised Flat Knitting
- Design Process
- Product Development
- Apparel Production
- Fashion Marketing & Merchandising
- Craft Research and Documentation
- Industry Internship
- Final Graduation Project/Design Collection

alumni

- Few Star Alumni:
- **Samant Chauhan** Designer
 - **Sartaj Singh Mehta** Product Director, Benetton India
 - **Parag Saxena** Chief Designer, Raymond
 - **Rajeev Singh** Designer, Park Avenue-Women
 - **Hemant Ahuja** Entrepreneur, Ten & Co.
 - **Sameer Bajaj** CEO, K.S. Knit Fabs
 - **Puja Singhal** Designer, RMX Goss
 - **Priyanka Mohan** Manager Business Development, Intertek India Pvt. Ltd.
 - **Biplab Mohanty** Category Head-Fashion, Shopper Stop
 - **Richa Gautam** Designer, Monte Carlo
 - **Swati Bhimte** CEO, Two Bugs-Stylish Agency
 - **Shiamali Kunzroo** Senior Manager, CASCADE Enterprises
 - **Santosh Bhandari** Design Manager, JC Penny India



employers

Arvind Brands, Cascade Enterprises, Gap, Gupta Exim, Impulse International, Indian Terrain, ITC LRBD, Lakra Brothers, Madura Garments, Matrix, Nahar Group of Industries, Orient Craft, Oswal Woollen Mills, Pratibha Syntex, Rajah Hosiery, Raymond, RMS Joss, SPL Industries, Triburg, Uni Style Images etc.

fashion communication

B.Des. Fashion Communication

Chairperson: Mr. Vijay Kumar Dua



introduction

Today the success of a brand is marked and understood largely through its uniqueness in identity. With a multitude of pret and luxury brands mushrooming in the Indian retail scenario, it has become essential for each one of them to develop a unique brand identity for maximum impact in the domain of Fashion and Lifestyle. Thus, 'Fashion Communication' forms the core of the whole business of Fashion. One of the newest and most exciting avenues in the Industry, Fashion Communication encompasses integrated course study relating with areas such as Graphic Design, Fashion Journalism, Visual Merchandising, Styling and Photography, Advertising, Public Relations and Space Design.

areas of study

Communication design addresses the need of the industry, providing communication solutions for the Fashion and Lifestyle industry through five effective pathways:

Graphic Design

Using a strong visual language to design logos, packaging, office stationery and overall corporate identity

Visual Merchandising

Space Design for retail outlets, window displays and exhibition and set design

Styling & Photography

Styling and creative photography for the fashion and lifestyle industry

Fashion Journalism

Informed, intelligent and well-researched journalism on fashion and lifestyle based issues

Fashion Advertising & Public Relations

Advertising and PR solutions for the fashion and lifestyle industry

alumni

Few Star Alumni:

- [Divya Narang](#)
Sr. Visual Merchandiser, Tanishq
- [Pooja Dhingra](#)
Sr. Graphic Designer, Illum Design
- [Alpi Boylla](#)
Sr. Manager - Design & Communication, FDCI
- [Asha Sairam](#)
Visualiser, Sumanth Jayakrishnan
- [Simran Singh](#)
Graphic Designer, Anthony Lopez
- [Parsun Majumdar](#)
Graphic Designer, Dev Kabir Malik
- [Anant Chauhan](#)
Visual Merchandiser, Madura Garments
- [Sizil Srivastava](#)
Asst. Manager - Client Servicing, Encompass Events
- [Madhur Bharwani](#)
Fashion Feature Correspondent, Vogue
- [Arpit Raizadai](#)
Head - VM (Southern Zone) Reliance
- [Dhara Jain](#)
Set Designer, MTV Viacom Media

employers

Asian Age, Christian Dior, Couture Asia, Creative Crest, Dastakari Haat Samiti, Elephant Design, Encompass Events, FDCI, Femina, Freelook, Future Group, Headlines Today, Images, INTACH, ITC, JWT, Kimaya Fashion, Lemon Design, Liberty, Lifestyle, Lintas, Lopez Designs, Madura Garments, Marie Claire, Marks & Spencer, MTV, NDTV, Ogilvy & Mather, Pantaloon, Perfect Relations, Reliance, Shopper's Stop, Tanishq, Times Now, Times of India, United Colors of Benetton, Vogue, Wizcraft etc.

fashion technology

B.FTech. Apparel Production

Chairperson: Prof. (Dr.) A.K. Khare



introduction

The four year Bachelor programme is designed to train students in the core apparel manufacturing technology. With emphasis on best practices in Apparel Manufacturing coupled with understanding and application of information Technology, the programme prepares professionals who are capable to significantly contribute to the fashion technology domain of the industry.

The programme imparts practical knowledge pertaining to apparel manufacturing technology. The students learn about equipment and processes through hands-on training in laboratory, classroom sessions and industry exposure. The Information technology input helps students to appreciate, evaluate and apply information and communication technology in apparel manufacturing. Through the four years of intensive learning the Fashion Technology students develop capability to offer tactical solutions.

areas of study

- Elements of Technology
- Garment Construction
- Fabric Science
- Pattern Making
- Computer Architecture & Operating System Essentials
- Problem Solving Through 'C' & - Data Structure
- Machinery & Equipments
- Spreading & Cutting
- Object Oriented Programming System
- Management Information System
- Industrial Engineering
- Production & Operation Management
- RDBMS
- Apparel Production Planning & Control
- Intellectual Property Rights
- Data Communication & Networking
- Web Technologies
- Plant Layout
- Human Resource Management
- Costing of Apparel Products
- Apparel Quality Management
- Product Analysis & Development
- Enterprise Resource Planning
- Fashion Merchandising
- Graduation Project

alumni

Few Star Alumni

- [Ajay Singh](#)
AYN Accessories, Hong Kong
- [Vishal Srivastava](#)
Integra Apparels, Bengaluru
- [Ashish Chaturvedi](#)
Laguna Clothing, Bengaluru
- [Sathyanarayanan K V](#)
Color Plus, Chennai
- [Saurabh Arya](#)
Celebrity Fashions, Chennai
- [Suresh Kumar A](#)
Assia Men's Fashions, Syria
- [Ashutosh Banerjee](#)
Taffles
- [Karan Arora](#)
Adidas
- [Depopama Das](#)
Madura Garments
- [Punit Awasthi](#)
Landmark, Dubai
- [Rajarshee Banerjee](#)
Gini & Jony, Delhi
- [Ashwini Pillai](#)
Arvind Exports

employers

Amabattur Clothing Company, AYN Accessories (Hong Kong), Bombay Rayon Fashions Ltd., Celebrity Fashions, Color Plus, Gini & Jony, Gokaldas Exports, Pokarna Group, Integra Apparels, ITC LRBD, Laguna Clothing, LT Karle, Madura Garments, Pantaloon, Taffles, Texport Overseas, Texport Syndicate, Third Eyesight etc.

Contactus

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- Mr. Amandeep Singh Grover
M.F.M. (Fashion Management)
- Mr. Noshad Ali Khan
M.FTech. (Apparel Production)
- Ms. Varsha Gupta
M.Des. (Design Space)
- Ms. Toolika Gupta
B.Des. (Fashion Design)
- Ms. Shinju Mahajan
B.Des. (Leather Design)
- Ms. Anshoo Rajvanshi
B.Des. (Accessory Design)
- Ms. Ruby Kashyap
B.Des. (Textile Design)
- Ms. Kavita Pandya
B.Des. (Knitwear Design)
- Ms. Dimple Bahl
B.Des. (Fashion Communication)
- Ms. Bhavna K. Verma
B.FTech. (Apparel Production)

NIFT, Bengaluru

- Ms. Gulnaz Banu
M.F.M. (Fashion Management)
- Ms. Sudha Singh
M.FTech. (Apparel Production)
- Ms. Kavita Saluja
B.Des. (Fashion Design)
- Mr. Yathindra. L
B.Des. (Accessory Design)
- Ms. Richa Sharma
B.Des. (Textile Design)
- Ms. Jonalee D. Bajpai
B.FTech. (Apparel Production)

NIFT, Chennai

- Ms. B. N. Malar Selvi
M.F.M. (Fashion Management)
- Dr. Anitha Mabel Manohar
B.Des. (Fashion Design)
- Mr. M. Aravendan
B.Des. (Accessory Design)
- Dr. Vasantha M.
B.Des. (Textile Design)
- Ms. Sunita Vasan
B.Des. (Knitwear Design)
- Ms. Divya Satyan
B.FTech (Apparel Production)

NIFT, Patna

- Mr. Santosh Tarai
M.F.M. (Fashion Management)

NIFT, Gandhinagar

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- Mr. Vishal Gupta
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- Mr. Anupam Rana
B.Des. (Accessory Design)
- Mr. Manish Bhargav
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- Ms. Amisha Mehta
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B.Des. (Textile Design)
- Ms. Sharmila Sure
B.FTech. (Apparel Production)

NIFT, Kolkata

- Prof. Taposh K. Bhattacharyya
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- Ms. Anamika Debnath
B.Des. (Fashion Design)
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- Mr. Sandip Kumar Samanta
B.Des. (Textile Design)
- Mr. Prosenjit Bhadra
B.Des. (Knitwear Design)
- Mr. Siddhartha Sankar Ray
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NIFT, Mumbai

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- Mr. Nitin
M.Des. (Design Space)
- Mr. Rebecca Philip
B.Des. (Fashion Design)
- Mr. Navaid Mehtab
B.Des. (Knitwear Design)
- Ms. Sasmita Das Pal
B.Des. (Fashion Communication)
- Mr. T.S. Prakash
B.FTech. (Apparel Production)

nift placements '10

Placement Procedure

1. Company/Organisation fills the Job Announcement Form (JAF)* and sends it by post/fax or email to the Industry Unit of any NIFT Centres (Details are given in JAF Format).
2. Company/Organisation has the option to register online (www.nift.ac.in).
3. The JAF alongwith any other information provided by the company is made available to the students through Regional industry Coordinators (RICs). Interested students would register for pre-placement talk with respective RICs.
4. **The companies interested in recruiting both Masters and Bachelors students have to visit the campus on different dates as directed in Placement Schedule.**
5. Industry Linkage office would allot date for pre-placement talk and campus interviews as per the ranking ** of the company/organisation and inform the company/organisation.
6. Resumes of Interested candidates are made available to company/ organisation.
7. The company visits the campus on the given date and conducts pre-placement talk, Aptitude/Technical Test, Personal Interview/Group Discussion as a part of the selection procedure.
8. **The company/organisation furnishes the final list of placed students before leaving the campus on the same day.**
9. Once a student gets a confirmed job offer then he/she will not be allowed to appear for other companies' interviews as per the NIFT Placement Policy.
10. It may be noted that the selected student would be able to join the company/organisation not before June 2010.

* The Job Announcement Form (JAF) provides the primary basis of communicating the details of the positions offered to the candidates. It is therefore, highly desirable that the JAF is complete in all respects and it would be advantageous if it is accompanied with relevant company literature giving more details about the company.

** Companies are allotted dates based on the ranking of the job offer.

Placement Schedule

CENTRES	MASTERS PROGRAMME	BACHELORS PROGRAMME
	DATES	DATES
NIFT New Delhi	10 th Feb. 2010	11 th & 12 th Feb. 2010
NIFT Mumbai	16 th Feb. 2010	17 th & 18 th Feb. 2010
NIFT Gandhinagar	17 th Feb. 2010	18 th Feb. 2010
NIFT Bengaluru	22 nd Feb. 2010	23 rd Feb. 2010
NIFT Chennai	25 th Feb. 2010	26 th Feb. 2010

placement centres

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