



Weconnect

THE NIFT - INDUSTRY & ALUMNI NEWSLETTER

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CONCEPT NOTE

This cover page illustration shows the juxtaposition of organic life and computer technology. A computer chip is a Canvas upon which algae and fungi thrive, telling us that in the pursuit of technology advancement we should harness principles of nature to coexist and create a sustainable future. Bamboo is a symbol of strength resilience and adaptability in many cultures, the qualities, this relationship of AI and sustainability should have. This reminds us that no matter what, how far we take our technical inventions, we must stay connected to our roots, as our kind mother nature accepts us with the open arms.

CONCEPT PHOTOGRAPHY BY-
(PRANITHA LEKKALA, RIHA SETHI, AMAN ANAND, SAURABH ANAND)
NIFT GANDHINAGAR
FC-7

A woman is walking on a runway at night, wearing a yellow and red sari. The background is dark with a row of small lights at the bottom. A blue semi-transparent box is overlaid on the image, containing a quote.

“Fashion, like technology, is a reflection of our times. As we weave the threads of AI into the fabric of our existence, let sustainability be the guiding stitch, creating a garment of harmony between innovation and Earth’s delicate tapestry.”

EDITOR'S NOTE

“

Dear Readers,

Another moment of pride is when we present our fourth issue of the NIFT Weconnect the Industry and Alumni Newsletter. We have successfully completed the four issues for the year 2023. It is heartening to see the contributions that we have received from the alumni and the industry. 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. We acknowledge all the contributions and assure you that all the articles and insights will definitely get published in one of our issues if not in this issue due to space constraints. The newsletter celebrates the achievements and inspirational stories of the alumni, highlights the entrepreneurial journey, focuses on industry insights, and also covers some of the current students' insights. Through one of the sections of the newsletter, we would also like to keep everyone informed about all the events and updates of the NIFT Campuses; and their accomplishments. It is around the corner when our final students are ready to take their first step forward in the industry for their Graduation /Research Projects. On behalf of NIFT, I would like to extend our heartfelt thanks to the fashion and design industry for the overwhelming response that we have been receiving for onboarding our final-year students for their Graduation /Research projects. We have definitely observed a positive shift where the majority of the companies are onboarding our students with a reasonably decent stipend. We look forward to a fruitful placement which will commence around April May 2024. I extend my appreciation to all the members of the editorial board and the creative team for putting together the fourth issue of the newsletter with the same passion as the first one. I hope you all find this issue of the newsletter as engaging as the previous issues and look forward to many more contributions to the upcoming issues. Happy reading.....



Prof. Dr. Jonalee D Bajpai
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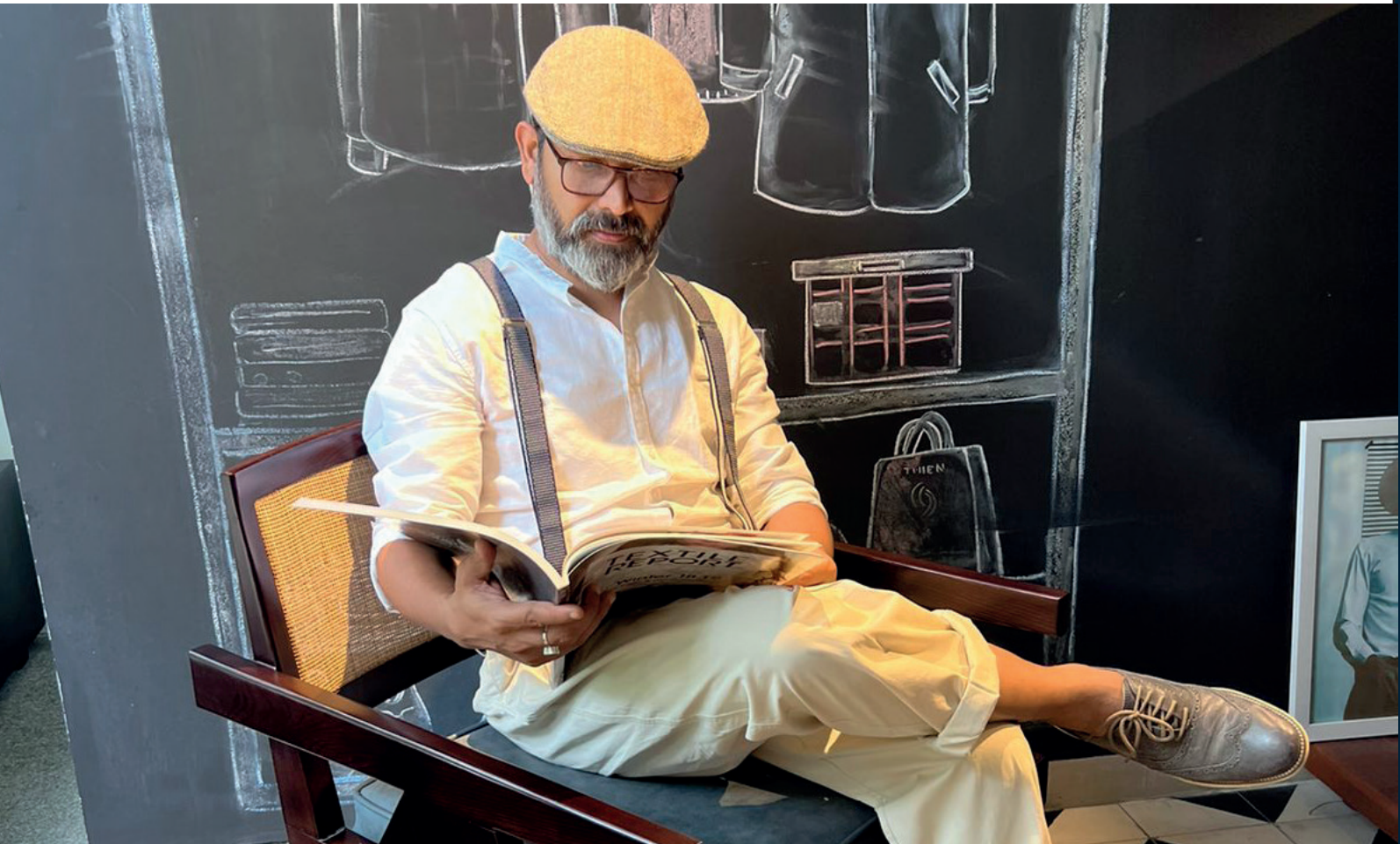
CAMPUS NEWS



Source - OPEN AI ART

MEET CIEL TEXTILE'S TALENT

MR. ANIRWAN BANSRIYAR



HIS PASSION FOR ART

Colours and combinations fascinated young Anirwan. "With my family, we used to visit a lot of cities where I got to see different lifestyles and dressing styles. The colours and culture unconsciously sparked my desire to create clothes for beautiful people." But wait! It's the mid-1990s, and the design professions are only at their budding stage in India. "My parents had mixed feelings about my choice. While my father was more supportive and progressive in his thinking, my mum was concerned. She often asked if I would even possibly get a job afterwards," he recalls. Spoiler alert: turns out he nailed it!

"NIFT SHARPENED MY RAW TALENT"

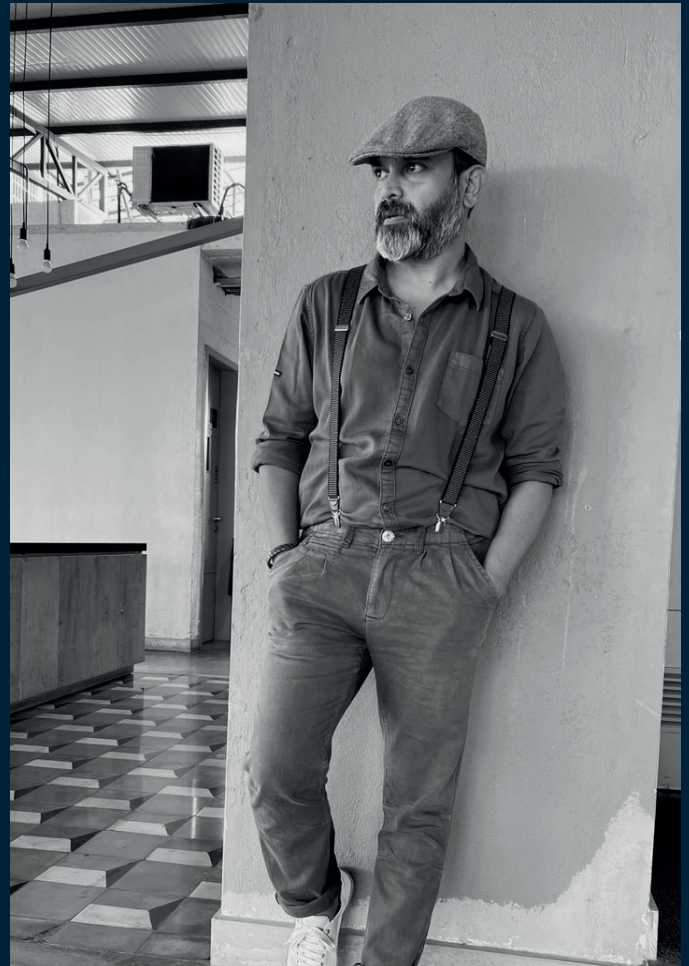
Back then, fashion institutes were rare in India. And the National Institute of Fashion Technology stood out. "Since it was an uncharted territory, I wanted to do it at the best school, which it still is today," he says. Anirwan has a treasure trove of memories from his NIFT days. "The school sharpened my raw talent," he reminisces. His journey there ended beautifully in 2000. That's the year he bagged his master's degree in Textile Design and Development!

“Hold on! The best is yet to come!”

The year is 2005, and his phone buzzes: it's Albert Rousset, the Creative Directive at CIEL Textile, offering him a job in Mauritius. A no-brainer: "I grabbed this opportunity with both hands." He worked in Mauritius for five years before moving to Aquarelle India to create a design department, and later on promoted to the position of Director of Product and Design. "It's been a great journey so far!"

“Chase your dreams”

Today, his role is highly strategic. He identifies prospective markets and brands. He crafts product strategies and drives innovation through R&D. Anirwan also travels the world not only to analyse market trends but also to build stronger relationships with clients. Sustainability is at the core of his work: "Everything depends on the choices we make at the very beginning of the design process." To young people looking forward to embracing a career in fashion design, he has only one message: "Chase your dreams and stay lit!"



“

“I fell in love with art and paintings as a kid, thanks to the culturally rich region I come from,” Anirwan, Director of Product and Design at Aquarelle India for five years now shares. He recently took on the same role at Tropic India.

”

MR. SHUBHANGAM SINGH

Founder & Creative
Director of AY Design
Atelier Pvt Ltd.



As a graduate with Master of Arts in Furniture Design from Central Saint Martins, University of the Arts London, he has been sponsored by a number of scholarships, the most prominent of which has been the International Post-graduate Scholarship, which provides full funding for the first academic year to only one student at the university. He also reached the finals of the Design Intelligence Award Beijing 2020 and the Stella McCartneyXLenovo Project Green Award 2022. The “Most Commercially Design Intervention Award,” “Most Outstanding Application of Design Methodology,” & “Best Graduation Project” were just a few of the honors he received during his time as an undergraduate student at NIFT. Foreign export enterprises and the Export Promotion Council for Handicrafts in Rajasthan has relied on him as the project’s primary designer. Being the first design batch of NIFT Jodhpur & ESSE President opportunities had to be created for better exploration which led to the birth of Abeey Yaar Design Atelier.



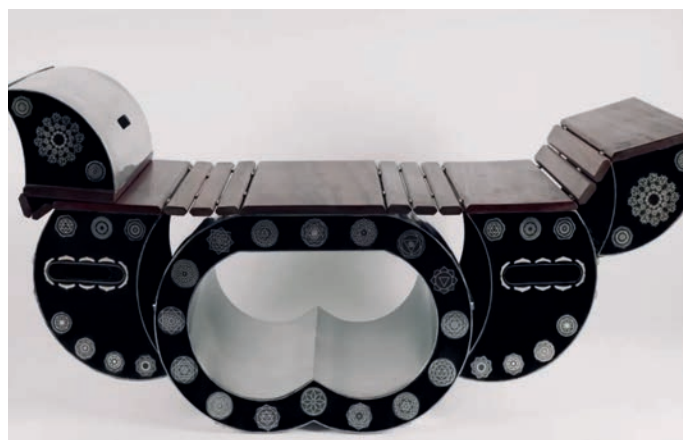
ABEEY YAAR

*“REVITALIZING INDIAN
TRADITIONAL ART AND CRAFT
ABILITIES”*



A chaise lounge ingeniously crafted to accommodate a total of 16 distinct positions, according to human form. This unique design was spired by the Nitya Shakti Yantras, or the 16 phases of the moon. AbeeY Yaar is a for-profit social enterprise that was founded with the intention of revitalizing our traditional art and craft abilities, ensuring the sustainability of our nation's craft cluster, and introducing handicrafts to everyday utility products that can be found in every home. We intend to bring together all of the artisan communities in India on a single platform in order to manufacture things that mix contemporary fusion design with time-honored processes so that we may assist our artisans in India in achieving economic success and building a sustainable future. We've worked with Stella McCartney and DCH /DIC/ UJAS together. We have been selected to exhibit at HGH 2021 Expo & Lakmé Fashion Week 2021. We have been selected as 20 under 35 Emerging Designers of India 2023. We are part of the NIFT DELHI Incubation program (NFDI). Currently working with integrating & collaborating 90 craft cluster communities spread across 33 different districts of Rajasthan to create fusion designs

At NIFT Jodhpur, we have looked into the methods employed in craft communities. We developed a close bond with the artisanal community as we collaborated with them more and more on government initiatives. It was widely desired to resurrect centuries-old artistic and creative traditions, strengthen our country's craft hubs, and employ handicrafts to create items for every conceivable need. We set out to unite the several autonomous artisan communities of Bharat under a single objective: the creation of statement products that amalgamates contemporary design aesthetics with traditional craftsmanship.



WHEN IN ROME, DO AS THE ROMANS DO !

Mr. Lakshmi K Jayakumar

"When in Rome, do as the Romans do," a saying that resonates deeply with me. It encapsulated my mindset as I embarked on a journey to Italy, a country steeped in history, culture, and charm. Italy's call felt like a homecoming, a dream I'd long held. Even before applying for the ENSAIT international exchange program, Italy had already captured my imagination. Being accepted into ENSAIT was a life-changing moment, a testament to my unwavering sense of purpose. Just as I had known at the age of 5 that I'd enter NIFT Bangalore, I was equally certain that Italy was a destination I had to explore. My desires, it seemed, had a way of materializing, echoing Paulo Coelho's wisdom that the universe conspires when you truly desire something. My 10-day adventure began in Milan, the fashion capital, where the awe-inspiring Duomo di Milano left me spellbound. Strolling through the Galleria Vittorio Emanuele II, I silently promised myself a return visit. A train journey led me to Portofino, a coastal gem on the Italian Riviera. The crashing waves by the shore brought a liberating sense of freedom. Portofino, with its pastel buildings and picturesque roads, felt like a postcard come to life. From there, I followed the salty air to Pisa and its iconic Leaning Tower, a testament to human resilience, seemingly defying gravity against a backdrop of blue skies and lush greenery. Next on my journey was Florence, the cradle of the Renaissance, or Firenze, as the locals lovingly called it. Walking across Ponte Vecchio one unforgettable evening, I found myself in an alley, surrounded by strangers, serenaded by a saxophonist. Florence transformed into a living movie, the entire city dancing to the artist's soulful melodies. My quest to explore Michelangelo's masterpieces began in Florence, ultimately leading me to Rome.



“

**LIFE ISN'T ABOUT
DESTINATIONS OR ACHIEVEMENTS.
IT'S ABOUT EXPERIENCES, MEMORIES, LAUGHTER...**

”



It felt as if all roads converged in the eternal city, with its layers of history. It served as a poignant reminder that we are small pieces in a grander narrative. The stories we leave behind are what truly endure, not material possessions or troubles, but how we treat others, for they may carry our stories forward. As I ventured further, I marveled at “The Creation of Adam” in the Sistine Chapel, tossed coins into the Fontana di Trevi, and savored Italian delicacies like Tiramisu, Aperol Spritz, and Limoncello. I uncovered the mysteries of the Blue Grotto, relaxed on Capri’s sun-drenched beaches, and admired lemon trees along the Amalfi coast. The desire to bring back a sapling for my mother’s garden stirred within me. I relished Neapolitan pizza and gelato, longing to

share these delights with my father and my dearest brother upon my return to this dreamland. Amidst the occasional pangs of homesickness, Italy taught me a valuable lesson: life isn’t about destinations or achievements. It’s about experiences, memories, laughter, and tears. It’s about savoring simple pleasures, embracing the “Dolce far niente” philosophy: the sweetness of doing nothing. Because, in those moments of ‘doing nothing,’ we take in everything that life has to offer, it comes to us as though time stands still, waiting for us to soak in all the beauty, the culture, and the environment. And at that moment, nothing becomes everything, and everything becomes insignificant – our worries and troubles, all of which suddenly diminish, leaving just you and a little bit of everything, all at once.



THE APPLICATION OF AI ART IN JEWELLERY DESIGN



**Ms. Divya N.,
Assistant Professor &
CC-FC, NIFT Chennai**

Over the last three years, there has been a significant surge in the application of AI (Artificial Intelligence) to create visuals. The use of Generative AI such as Dall-E was initially restricted to experimental collages or placeholder images. However, effective prompt engineering, utilization of various image editing techniques and, prompt-based image generators are used to create AI Art. The boundaries between the real and the imaginary are blurred in these hyper realistic images. While copyright law around the use of AI Art is still under debate, the potential of Generative AI, particularly premium versions, and its application in design, cannot be denied. It can help designers who cannot sketch with a flourish. It can immensely aid designers with vision issues to present their ideas visually. Here are some applications of AI Art in jewellery design.



Three designs were generated on Leonardo.ai using the prompt "Regency-inspired chandelier earrings with emeralds, diamonds, and aquamarine set in platinum." The designs were colour-corrected on Adobe Photoshop.

IDEATION

AI applications can generate a wide range of forms based on your design concepts. It can consider various parameters like materials, colours, styles, and proportions while visualizing your inspiration. As a designer, you can then select and modify these generated designs to create unique pieces. AI image generators to try: Mid Journey, Playground, Stable Diffusion, Blue Willow, Leonardo, Adobe Firefly.

GENERATING VARIATIONS

Generative AI which uses image-based prompts instead of text-based prompts can generate several variations of the original sketch. Thus, saving the time taken to sketch each variation

CUSTOMISATION:

AI can assist in creating personalised jewellery by taking customer preferences to generate designs that are tailored to individual tastes. This can include variations in surface patterns, placement of components, and materials used.

PROTOTYPING FOR PRESENTATION

AI can aid in rapid virtual prototyping for presentation by creating models of jewellery pieces. Such prototypes can be combined with images of human figures to create illustrations of models wearing the jewellery. This allows both the designer and client to understand how the jewellery will look when worn.

ARTISTIC COLLABORATION:

Jewellery designers can collaborate with AI artists to create unique and innovative pieces that blend human creativity with AI-generated art. AI Art can be an excellent source of images for picture jewellery.

PROMOTIONAL COLLATERALS:

By using the photographs of your existing designs as image prompts, you can create hyper realistic images for promotions and grab more eyeballs leading to better sales.



THE NECKLACE DESIGN WAS GENERATED ON LEONARDO.AI USING THE PROMPT "MULTICOLOURED GEOMETRIC CERAMIC AND GOLD PLATED BRASS CHAIN LINK"



GENERATED ON LEONARDO.AI USING THE PROMPT "CREATE A GOLD BROOCH USING AN OVAL WHITE MOLLUSC SHELL AND GEMSTONES SUCH AS AQUAMARINE, GARNET AND DIAMONDS."

" A Generative AI program must be used like design software, a tool to visualise and represent originality and imagination. "

**EDUCATION 4.0:
REDEFINING EDUCATION**

**THE FUTURE
OF FASHION**



ART BY- GRACE JAUN

EDUCATION 4.0: REDEFINING THE FASHION EDUCATION

The most important stakeholders in every fashion college are its youthful, talented, and enthusiastic students. They are also the industry's brand ambassadors. The fashion industry has always been quite dynamic, and new technology developments driven by Industry 4.0 interventions have only increased this volatility. The world is evolving more quickly than ever, which has caused significant difficulties for academics and fashion institutes alike. On top of that, all lab-based practical education was suspended due to the lockdown brought on by the COVID-19 epidemic. The unfavorable circumstances brought on by COVID-19 showed the flaws and deficiencies of the current teaching and learning. And this circumstance pushed us to think about employing technology tools to transmit knowledge in an online format while retaining the same level of effectiveness (which mostly started with the use of smart phones and tablets as supportive tools and mediums of interaction). In order to stay relevant, it's crucial that we combine creativity and technology. To secure the best outcomes, we must maintain a balance between fundamental principles and recent technology breakthroughs. Education 4.0: With the industrial advancements have attained the Industry 4.0 (a buzz of Industry 5.0 already there), the education too had evolved from the Education 1.0 with the students as passive recipients (and the teachers as authoritarian) to the advanced technology enabled Education 4.0 where teachers are to play a role of facilitator and coach. Transforming conventional teaching by usage of Industry 4.0 enabled automation and technology, and provide a greater learning experience to the students is the prime goal of Education 4.0. Artificial intelligence, robotics, internet of things (IoT), big data, cloud computing, and smart technology are some of the frequently discussed technologies in education 4.0. India and Education 4.0: With more than 37 million university students, India has the largest population of university students



PROF. MANOJ TIWARI
DEPARTMENT OF FASHION
TECHNOLOGY, NIFT KANNUR

in the world. By adapting Education 4.0 practices, India is aggressively Working towards achieving the fourth Sustainable Development Goal (SDG-4) under the Education 2030 framework for action of the United Nations. The National Education Policy (NEP) 2020 strongly recommended the usage of technology Win imparting inclusive and quality education for all. Under the National Digital Education Architecture (NDEAR), the National Educational Technology Forum (NETF) has already been formed. The aim of NETF is to facilitate for the unrestricted discussion of concepts related to the application of technology to improve instruction, evaluation, planning, and administration, among other aspects of school, higher education, and skill initiatives. As an impression of acceptance of Education 4.0 in the Indian society, we witness a great rise in the online education platforms and tools such as DIKSHA (digital infrastructure for school education), ePathshala, SWAYAM, and several other massive open online courses (MOOCs), virtual libraries, virtual labs, and virtual educators.

NIFT and Fashion Education 4.0: Fashion education is undergoing a transition in the age of Education 4.0. In reality, fashion education is one step ahead of other fields in embracing technology innovations due to its close connection to the general public. Virtual reality (VR) and augmented reality (AR) have become effective tools for visualizing clothing. It offers opportunities to exercise creativity while spending little or no money on materials during product creation and testing. The use of 3D avatars created by 3D body scanning for virtual try-ons is also growing in popularity. Rapid prototyping with 3D printing processes is made much easier by the 3D scanning of the objects. For ideation and exploration, the students are fully immersed in interactive virtual settings. The National Institute of Fashion Technology (NIFT) has been the unchallenged pioneer in fashion education in the nation ever since its founding. NIFT, which is currently ranked 11th among the best fashion schools worldwide, is not falling behind in implementing Education 4.0 interventions. Recent years have seen an increase in the number of

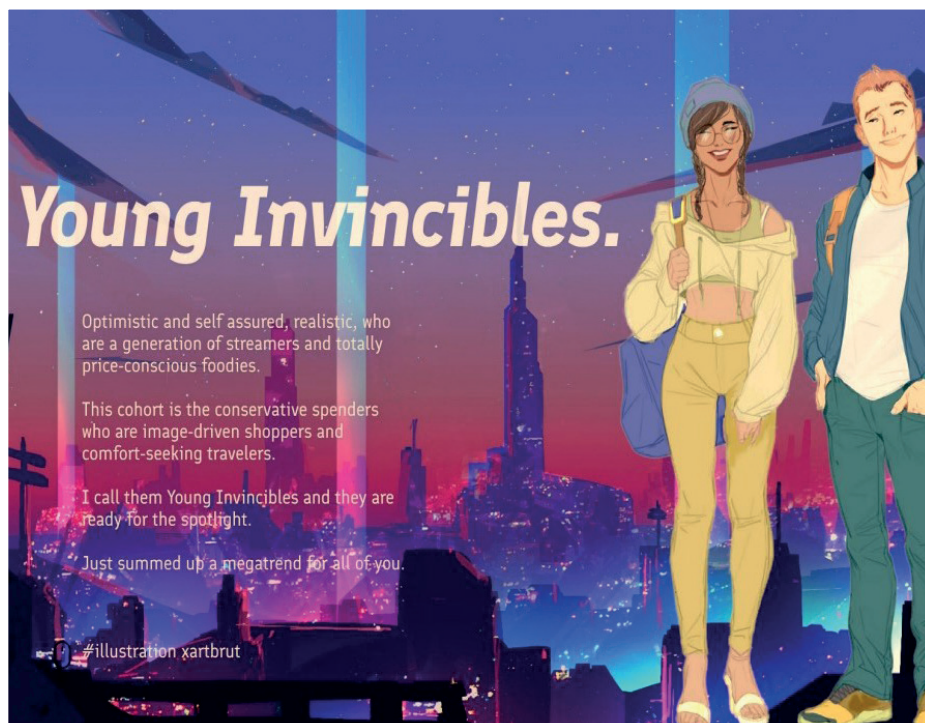
national and worldwide recruiters seeking candidates with advanced knowledge-based, technology-based competencies. These recruiters include top manufacturers, retailers, consulting firms, media & advertising organizations, etc. Candidates who prefer Industry 4.0 have been chosen above those with more traditional skills. With this in mind, the major curriculum restructuring in 2018 and further review in 2022-23 took care of these requirements by incorporating the necessary inputs and supporting infrastructure related to several areas, such as AR-VR, AI-ML, Virtual Try-ons, 3D Body scanning, Rapid prototyping, mechatronics, Internet of Things (IoT), blockchain concepts, and smart factories.



DESIGNING FOR THE ZEITGEIST OF EMERGING GENERATION ...

A Global Force in Fashion and Lifestyle

MR. PRASHANT KUMR KC, NIFT BENGALURU"



MR. PRASHANT KC
CENTRE COORDINATOR,
MASTER OF DESIGN (M. DES.)
, NIFT BENGALURU

INTRODUCTION

In the ever-evolving realm of design, a rising demographic is making its presence known, characterized by positivity, self-assurance, and a pragmatic outlook on life. These individuals are not only enthusiastic consumers who prioritize visual appeal and comfort, but they also signify a revolutionary shift in the design landscape, encapsulating the spirit of the modern era. They stand poised to seize the limelight.

A GENERATION REDEFINED

Termed as the "digital natives" or the younger cohort of millennials, this generation, born between the mid-1990s and mid-2000s, is ushering in new benchmarks for design trends & lifestyle choices. Globally, their impact is nothing short of seismic. According to estimates by the United Nations, they comprise approximately 32% of the world's population, numbering over 2.5 billion.

DISCERNING EPICUREANS

Their influence goes far beyond sheer numbers. This generation is discerning when it comes to culinary experiences, displaying an acute awareness of cost without compromising quality. Their practical approach to dining has spurred innovation in restaurant design and food packaging. The ramifications of this trend in the food and beverage sector are of immense economic significance on a global scale.

AESTHETIC-ORIENTED SHOPPERS

Their penchant for aesthetics echoes through the global fashion and retail industry. Backed by their substantial numbers and purchasing power, they wield substantial influence. According to a report by Oxford Economics, their income from work is projected to surge from \$440 billion to over \$3.5 trillion by 2030. This demographic is propelling the shift towards sustainable and ethical fashion, championing transparency and corporate social responsibility. As a result, their economic sway in the fashion industry transcends borders, redefining product design and the ethical fabric of businesses.

STREAMERS AND CONTENT CREATORS

In today's digital age, streaming has emerged as the preeminent form of entertainment, and this generation is leading the charge. Their enthusiasm for both creating and consuming content has a profound impact on the design of digital platforms, branding, and more. Their substantial presence on social media isn't just a local affair; it shapes the global landscape of marketing and design.

THE GLOBAL MEGATREND

To encapsulate, this worldwide megatrend is an amalgamation of qualities that are reshaping the design arena. Whether they are discerning epicureans, aesthetically driven shoppers, or tech-savvy content creators, they value aesthetics, affordability, and comfort, redefining not just product design but also the entire consumer experience. Their vast numbers and formidable economic influence make them a pivotal global force, revolutionizing industries and design trends worldwide.

**YOUNG INVINCIBLES
ARE READY FOR THE SPOTLIGHT**

A PURSUIT OF TRAVEL COMFORT

Their impact on the travel industry is similarly remarkable. They yearn for comfort in their travel experiences, stimulating innovation in travel and hospitality design. With their burgeoning numbers and substantial economic clout, their preferences don't just influence the design of travel-related products and services, but also the destinations they choose to explore.



For designers, the imperative lies in acknowledging and accommodating this global megatrend, adapting to the evolving expectations of this demographic. It's a call to craft designs that resonate with the values and aspirations of this emerging generation, as they stride towards the forefront with confidence and optimism, reshaping the design zeitgeist of our times and shaping the future of fashion and lifestyle on a worldwide scale.



SOURCE: OPEN AI GENERATED IMAGE

INNOVATION IN FASHION WORLD

BY DR. KIRUBADEVI

ABOUT MS. KIRUBA DEVI:

Dr. Kirubadevi have two decades of experience in Retail buying, sourcing, category management & product development. Currently Head-Sourcing & Category taking care of planning, buying, category management, sourcing, quality management in Zivame from 2015 Ex -Aditya Birla Retail Ltd, Mahindra Retail Pvt Ltd, Jubilant Retail Hold, B. Tech-Textiles Technology, MBA-Retail Management, Ph.D. in Consumer Studies in Management, PGDRM from Symbiosis Institute Harvard Manage Mentor Program in Strategy & Finance Management, Harvard Business School, USA, Executive Education in Digital Marketing & Analytics, ISB, Hyderabad.



MS. KIRUBA DEVI
HEAD CATEGORY & SOURCING
ZIVAME

INTRODUCTION

I always had a privilege to work in niche & technical categories from the beginning of my career like activewear, baby wear, maternity, lingerie, shapewear, sports bras. Some of these have become a main line in the recent years and is evolving over the period. All these categories demand the products that are combination of deeper understanding of consumer needs, sustainability, and technology due to its nature of products or life stage of the consumers. While having launched many products I have seen commercial success of products that has been made with CST in Mind (Consumer, sustainability & technology) One such innovation that was launched is Mermaid Saree shapewear and can explain how this was innovated with CST concept.

TECHNOLOGY:

Seamless technology is one of the latest technologies that has become popular in India this decade and was used for mostly panties, tees, pants, and we saw this technology as a greater one for the product that needs varied compression and the 360-degree stretch. We can structure the waist band with higher elastane for great stretch and compression, second structure to have a thigh shaping with no butt compression and below knees with less compression that aids ease of movement. So, consumer needs solved with technology is the best part of any product development.

CONSUMER:

Generation baby boomers used petticoat that is a versatile garment with fewer sizes but had few disadvantages, one drawcord being too tighter on body that leaves user with red marks and over the use this mark turns to black marks permanently, second disadvantage is the shape of the petticoat which is A line and makes it bulky under sarees. To avoid these 2 disadvantages the millennials started using simple legging/knit bottoms as under sarees which also has disadvantage of not being washroom friendly under sarees and under sheer sarees this is not appealing. With this consumer insights the product "Mermaid saree shapewear was innovated"

SUSTAINABILITY:

We had planned out that the garment must be long lasting and to be made in sustainable way, the technology used went hand in hand. Seamless technology avoids wastage while cutting and we opted for garment dyeing to manage inventory colours basis demand. Also, these products made in green factory hence make this product sustainable. CST has become formula for any of my innovations and I recommend considering this while designing, product development

KEY INNOVATIONS & PRODUCT WINS

- Saree Shapewear, Home Bra ,12 Hour's shapewear, Sleep bra, Glitter straps Bras
- Tummy Hug Pants, French Terry legging, Nursing Wrap, Nursing Bra (Leak proof layer without chemical hazards)
- Thermo-chromic Blankets, Cotton bed protectors, Hands free towel, Shox-o-Shoe, Toddler trainer pants, Baby soft party wear, Kids treggings, Expandable baby clothing

ILLUSTRATION BY-
(SEFI SMADAR)

SOURCED IMAGE



SOURCE: Times of India Image Directory

"GANDHI: A BEACON OF FASHION SUSTAINABILITY AND ETHICAL INFLUENCE"

By: PROF. DR. SAMEER SOOD,
DIRECTOR - NIFT GANDHINAGAR



INTRODUCTION:

In recent years, the fashion industry shifted towards sustainability due to environmental and ethical concerns. Surprisingly, Mahatma Gandhi, India's iconic leader, was a sustainable fashion pioneer long before it became a global trend. This article explores Gandhi's sustainable fashion practices, his role in the Khadi movement, and his impact on Western fashion and environmental awareness.

GANDHI'S MINIMALISTIC APPROACH:

Gandhi's attire symbolized his commitment to minimalism, rejecting excesses in contemporary fashion and consumerism. His clothing conveyed "simple living and high thinking," emphasizing life unburdened by materialism.

KHADI MOVEMENT AND SUSTAINABLE FASHION:

Gandhi's advocacy for Khadi aimed to revitalize India's cottage industry, empower artisans, and reduce reliance on mass-produced textiles.

This aligned with modern sustainable fashion, emphasizing ethical production and environmental consciousness.

Western World's Shift Towards Fashion Sustainability:

Western fashion has mirrored Gandhi's emphasis on simplicity, self-sufficiency, and mindful consumption. Eco-friendly materials, ethical production, and waste reduction are central in the industry.

Dandi March: A Symbolic Fashion Walk:

Gandhi's 1930 Dandi March served as a symbolic fashion statement, using Khadi to convey powerful messages during India's fight for independence.

Gandhi's Global Influence on Western Fashion:

Gandhi's principles have left a lasting mark on Western fashion, influencing minimalism, eco-friendly textiles, DIY movements, and political activism through clothing.

Environmental Awareness:

Gandhi's fashion approach aligns with modern environmental awareness, promoting low environmental impact, minimal waste, clothing longevity, and sustainable supply chains.

Conclusion:

Mahatma Gandhi's commitment to nonviolence extended beyond politics; he was a visionary who embodied fashion sustainability and ethical influence, setting an early example that resonates in today's world seeking a responsible approach to clothing and style.



SOURCE: blog.trainman.in

NIFT CAMPUS NEWS



SOURCED : open.spotify.com

Bengaluru



Mr Prashanth KC and Dr Ravikumar R, Associate Professors, represented NIFT, Bengaluru at the Heimtextil Trends 2024 and Visual Merchandising at Karur on 29th September 2023.



Hasiru Dala NIFT B'lore. NIFT teamed with Hasiru Dala, an NGO that decarbonizes the textile & clothing value chain, eliminates waste, and creates green jobs, for community engagement.



Spic Macay: Vidhushi Vyjayanthi ji (SNA Awardee) and her team show their captivating Kuchipudi performance.



Bosch Healthcare's Strategic Service & UX Designer Anna Lena Schroff and User Experience Design Architect Yousuff Shaik Mohammad visited NIFT Bengaluru on August 2, 2023.



Previews of Orientation 23. We extend our gratitude to Mr. Atul Ujagar, Ms. Neha Cadabam, Ms. Bindu Sharma, Ms. Divya Krishna, and Dr. Ananya Sinha for educational presentations.



Faculty outbound in Kashmir: Firdaus Trail glimpses. The healthy trip included self-reflection, teamwork, craft immersion, fireside conversations, treks, gondola excursions, and water boat trips.



Swacchta Hi Sewa (SHS) 2023's Ek Tareek, Ek Ghanta campus cleaning drive. NIFT Bengaluru instructors, staff, and students collaborate with the HSR Layout Corporator and BBMP staff to clean up the area through shramdaan.

Our faculty who visited Kashmir on an outbound trip enjoyed NIFT Srinagar visit also. NIFT Srinagar faculty hosted us for supper and discussed future collaborations and initiatives.



NIFT Bengaluru's National Handloom Day celebration. Bloom 3 featured a weaving workshop, a handloom styling competition, and an exhibition and sale of handloom products. In Sutram, the evening ended with lecdem, a handloom garment showcase with live music, and a stunning Bharatnatyam performance.



- Vinayaka Chaturthi Celebrations (18-20 September 23)
- HellOnam 23, Namma NIFT Bengaluru's Onam celebrations.



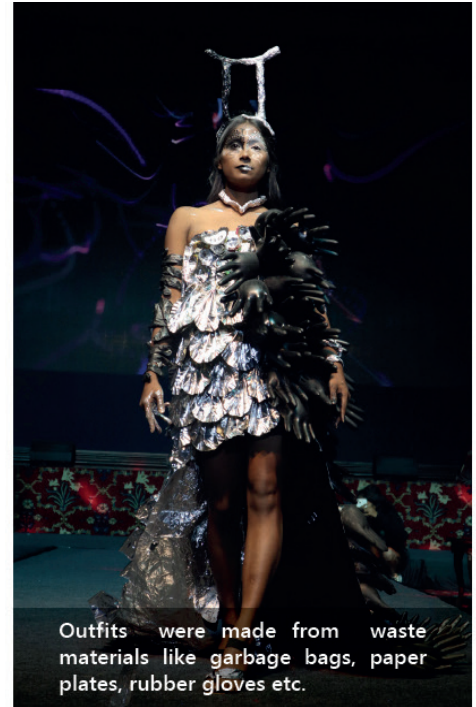
Masterclass on Creativity with Sustainability by Prof Marco Bartolucci, IED Florence design Design faculty, was warmly received by students and faculty and offered a new viewpoint on sustainability and design.

Bhopal

CAMPUS NEWS

Bhopal SPECTRUM 2023

The budding designers from NIFT Bhopal brought the 'celestial chaos' on the ramp and banged the fashion show during NIFT Spectrum 2023, joined by Ms. Sameeta Rajora, IFS CEO, ECO Tourism as the chief guest. Spectrum'23 included stalls set up by students, various cultural and sports activities.



Outfits were made from waste materials like garbage bags, paper plates, rubber gloves etc.

CONVOCATION 2023



NIFT Bhopal's 12th Convocation celebrated success with 107 brilliant graduates in presence of Chief Guest Mr. Om Prakash Sakhlecha, Honourable MSME Minister and Science & Technology Minister and Ms. Vandana Narang, Dean NIFT.



TEACHER'S DAY

Students of NIFT Bhopal expressed their heartfelt gratitude to teachers who have guided them. They made Teacher's Day memorable with various activities including music, dance, games and emotional letters shared with the teachers.



JANMASHTAMI

NIFT students celebrated the holy festival of Janmashtami and organized six Handis, one of which was broken by Dr. Prabhat Kumar, SDAC of NIFT Bhopal.

Bhubneswar

ONAM AND GANESH CHATURTHI

National Institute of Fashion Technology, Bhubaneswar saw the vibrant spirit of Onam unfurling in the campus, transforming it into a kaleidoscope of colors and cultural revelry. Amidst the rhythmic grace of traditional dance performance, events like tug of war, ramp walk, fashion dance performances and lemon and spoon race were organized to uplift the festive fervor. The Onam celebration was a symphony of traditions, joy and togetherness followed by the three day Ganesh Chaturthi celebrations filling minds with devotion and serenity.



INDEPENDENCE DAY AND SWACHH BHARAT

The campus resonated with patriotic fervor during the Independence Day celebration, which commenced with the solemn flag hoisting ceremony followed by a series of patriotic performances by the students and concluding with the National Anthem. A cleanliness drive was organized from the campus under the Ek Tareekh, Ek Ghanta of the Swachhata Pakhwada. The drive took place on the Shikharchandi hill a tourist spot near the NIFT Bhubaneswar campus. It was an eye-opener for all towards the need to keep our surroundings a clean.



HANDLOOM DAY

The National Handloom Day celebration on campus was a vibrant ode to India's rich textile heritage. Students took center stage in a unique and stylish tribute through a captivating ramp walk, showcasing the contemporary allure of handloom fabrics. The event not only celebrated the artistry of handloom but also fostered a sense of pride and awareness about the significance of supporting traditional craftsmanship. The ramp walk by students was not just a fashion display but a testament to the timeless elegance and cultural significance of India's handloom traditions.



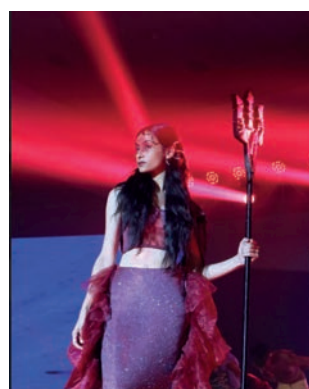
Chennai



ONAM CELEBRATION



NATIONAL HANDLOOM DAY WAS CELEBRATED ON 7TH AUGUST, 2023



NIFT PREMIER LEAGUE CRICKET S2-2023 CONDUCTED FROM 17.08.2023 TO 22.08.2023.



INTER DEPARTMENT FEST IS CONDUCTED ON 23.09.23 AT NIFT CHENNAI.

NIFT Daman Campus Introduces Outreach Programs and Celebrates Student Achievement

In an exciting development, the NIFT Daman campus has recently initiated a series of Outreach programs designed to empower aspiring individuals in the world of fashion. These programs include 'Basics of Fashion,' 'Overview of Consumer Behavior in Retail,' 'Making Sense with Colors,' and 'Basics of Photoshop.'

We take immense pride in congratulating ten diligent students from Daman who have successfully completed the rigorous 12-hour 'Making Sense with Colors' Outreach program, thoughtfully curated by Ms. Anshu Choudhary, Assistant Professor in the Department of Textile Design. The program's closing ceremony was graced by a distinguished guest, Ms. Urvashi Patel, Sarpanch of Antiyawad Gram Panchayat, Daman.

In his vision for NIFT Daman, Campus Director Mr. Sandeep Sachan emphasizes an inclusive and holistic approach to learning, with the objective of enabling individuals to enhance their competencies and understanding in the dynamic fashion industry. This achievement marks the commencement of a promising journey, and we eagerly anticipate further accomplishments in the domain of fashion education at NIFT Daman



Delhi

Orientation programme



The 2023 batch's orientation featured a workshop with the National Gallery of Modern Art, alumni and industry talks, and student tours to theA Museum, fostering diverse insights and experiences.

Handloom Day



NIFT Delhi's Aug 7-8 exhibition showcased diverse textiles and handicrafts, featuring a handloom bazaar. USTTAD Project products were highlighted, with alumni discussions on Indian handloom prospects.

Independence Day



NIFT Delhi Campus celebrated 76th Anniversary of India's Independence. Flag hoisting accompanied by patriotic songs and student competitions igniting the spirit of independence in all present.

Exhibition: Navratan: The Nine Gems from the Rajasthan State



NIFT Delhi curated a celebration of Rajasthan's "Navratan" at Rambagh Palace, Jaipur, from August 23-25, 2023, showcasing traditional textiles, crafts, and jewelry, bridging tradition with contemporary expressions.

Fashion Show: Threads of Time



At Bharat Mandapam, Pragati Maidan, New Delhi, on August 26, 2023, NIFT and FDCI showcased diverse Indian textiles, crafts, and fashion, aligning with PM Modi's integrated textile vision. Renowned designers presented innovative collections.

G20 EVENTS

The G20 events, centered on women's empowerment, sustainable development, cultural heritage, and fashion, offered immersive presentations. Tailored around India's textile richness, each event provided experiential insights, integrating technology and traditional craftsmanship. The initiative aimed to inspire dialogue on critical issues, including gender equality, economic growth, and environmental sustainability.

Teacher's Day Celebration



Teacher's day was celebrated by NIFT Delhi Campus on 5th September to express gratitude for the immense contribution put forth by faculty & staff members towards student and Institute's development. Director-DC lauded the entire faculty for their exemplary contribution to Institute's success.

Guest Lectures



Ms. Dinie Van Den Heuvel discussed fashion sustainability challenges, and Mr. Prassanna Pathmanathan highlighted Sri Lankan crafts in ready-to-wear fashion at NIFT Delhi.

Hindi Diwas and Hindi Pakhwara



NIFT Delhi Campus celebrated Hindi Diwas and Hindi Pakhwara between 14-29 September 2023. The campus enthusiastically participated in the event. Winners of Competitions were awarded with prize and certificates.

Gandhinagar



MoU between NIFT & EDII

NIFT and EDII Gandhinagar signed an MoU for academic collaboration, including faculty sharing, infrastructure, student field trips, training, promoting entrepreneurship and jointly offering courses.

Meeting with Hon'ble Governor of Gujarat

Dr. Sameer Sood, Director, paid a courtesy visit to Acharya Devvrat, Hon'ble Governor of Gujarat, at Rajbhavan on September 6, 2023. They discussed two G20 Design Collection Shows: "VASHUDHAJAN," highlighting India's heritage and culture and "NIRAMAYPANTH," featuring Ayurvedic clothing.



Meeting with State Director, Khadi & Village Industries Commission (KVIC)

Shri Sanjay Hedaoo, State KVIC Head, visited NIFT Gandhinagar for a meeting with Prof. Dr. Sameer Sood. They discussed collaboration, sustainable development and Khadi's social impact. A Gandhi Charkha was presented as a token of greetings.



Visit of Craft Council of Gujarat

Craft Council of Gujarat, led by Chairperson Ms. Shilpa Patel, visited NIFT Gandhinagar on July 3, 2023. They explored avenues for empowering local artisans and integrating craftsmanship into fashion and design through sustainable collaboration with NIFT.



KVIC Member Visit

NIFT Gandhinagar welcomed Shri Lalitkumar Fatechand Shah, KVIC Expert Member (Marketing), for an idea exchange with Director Prof. Dr. Sameer Sood on September 12, 2023. During his visit, Shri Shah toured the campus, exploring academic departments.



Teachers Day Celebration

NIFT Gandhinagar celebrated Teachers Day on Sept 5, 2023, with heartfelt tributes and talent showcases, in the presence of Director Prof. Dr. Sameer Sood, celebrating dedicated educators.



Meeting with delegates from Union Territory Dadar & Nagar Haveli (DNH) & Daman & Diu (DD)

Delegates from Union Territory, DNH & DD, including Dr. Arun T, IAS, Shri Saurabh Mishra, IAS and Shri Shivam Teotia, DANICS, visited NIFT Gandhinagar on July 25, 2023, to review infrastructure for upcoming national-level academic institutes in Daman & Diu.



Ganesh Chaturthi Celebration

NIFT Gandhinagar hosted Ganesh Chaturthi on 19.09.2023, led by Prof. Dr. Sameer Sood and Prof. Dr. Pranav Vora. On 20.09.2023, students conducted Ganpati Visarjan.



Fabric Manufacturing Plant Visit by students

Students and faculties from the fashion Design Department visited Denim Fabric Manufacturing plant of M/s. Arvind, Ahmedabad on 16.09.2023. The visit was coordinated by Dr. Bharat Jain, Assoc.Prof.



Observance of Sadhbhavna Diwas

In compliance with NIFT-HO and the Ministry of Youth Affairs' OM on August 10, 2023, Sadhbhavna Diwas was observed. A pledge was taken on August 19, 2023, at 11:00 AM, involving officials, faculty, staff and students.



हिंदी पखवाडा

Hindi Fortnight 2023 at NIFT Gandhinagar, held from September 14th to 29th, was inaugurated on Hindi Day. Director Prof. (Dr.) Sameer Sood encouraged cooperation in promoting Hindi and participation in competitions.

National Handloom Day on 7th August, 2023

NIFT Gandhinagar observed National Handloom Day in 2023, advocating for 'VocalforLocal' and 'Atmanirbhar Bharat' via discussions, exhibitions and student engagement, emphasizing the importance of handlooms, especially for women's employment and sustainable income.



NIFT Outreach Programme

NIFT Gandhinagar's Outreach Program hosted a four-day smartphone photography workshop for 25 craft practitioners, sponsored by INDEXT-C, Gujarat Government. Topics covered were smartphone photography, visual storytelling, lighting and Instagram presence.



Interactive session

On September 25, 2023, an interactive session featured Gaurav Bhargava, President & CEO at UVSTACKS Inc., discussing US Trade Enhancement and Raman Dutta, Managing Partner at Alliders discussing Prospects of Brand Collaboration with students.



Vision Nxt Interactive session

On August 31, 2023, a session included insights from Prof. Dr. Shalini Sood Sehgal, who shared AI-based trend analysis from VisionNxt at NIFT. The discussion explored emerging trends in the field.



Industry Visit

In April 2023, F&LA-VI students visited Shree Printwell Offset for Packaging Design insights and F&LA-IV/VII explored space tech at Vikram Sarabhai Space Exhibition, enhancing their education.



Workshop on "Making Sense of Fashion"- NIFT Outreach Programme

NIFT Gandhinagar held a workshop on "Fashion Journalism" in collaboration with the Gujarat Media Club, aiming to connect the fashion industry with media professionals on 22.09.2023.



Thrift Swap

An amazing initiative by the Environment Club students at NIFT Gandhinagar on September 1, 2023 putting concepts of sustainability to practical use by promoting concept of reuse.



Calligraphy workshop

NIFT Gandhinagar's Fashion Communication Department held a calligraphy workshop on 15.09.2023, where students honed their calligraphy skills and produced impressive artwork.



Saree Draping competition

NIFT Gandhinagar organised a saree draping competition which was judged by the NIFT faculty members. As a part of the event students showcased various draping styles that were unique to different regions and cultures of India.



GANDHINAGAR



VASHUDHAJAN: India's Cultural Extravaganza at G20 Finance Ministers' Meet

In a spectacular display of India's rich cultural heritage, NIFT Gandhinagar orchestrated 'VASHUDHAJAN,' a grand fashion showcase during the G20 Finance Ministers' meet on 16th July 2023. Sponsored by Garvi Gurjari and iNDEXTb, the event was a vibrant tapestry of crafts, culture and colors, encapsulating the essence of 'Panchtatva' wisdom, presented in the five sequences of Vayu, Jal, Nabh, Dhara and Shuchi. The grand showcase of enthralling ensembles was witnessed by the Hon'ble Finance Minister of India, Smt. Nirmala Sitharaman, Hon'ble Chief Minister of Gujarat, Shri Bhupendrabhai Patel along with Celebrity Fashion Designers of International repute Ms. Anju Modi, Ms. Ritu Beri and Ms. Payal Jain.

The highlight of the event was the unveiling of a limited edition Look Book, a compendium of India's crafts with a focus on the Gujarat region. The book, unveiled by Hon'ble Finance Minister Smt. Nirmala Sitharaman, Hon'ble Chief Minister of Gujarat Shri Bhupendrabhai Patel and Shri Shaktikanta Das, Governor, Reserve Bank of India, is a testament to India's craftsmanship. It featured detailed write-ups on crafts, fabric samples and QR codes linking to NIFT Gandhinagar's Micro-website for in-depth insights into the showcased ensembles.

'AyurVastra: NIFT Gandhinagar's Grand Fashion Show at G20'

In a splendid showcase of culture and creativity, NIFT Gandhinagar, led by Prof. Dr. Sameer Sood, Director, mesmerized audiences at the G20 Health Ministers meet on August 18, 2023. Distinguished guests, including Hon'ble Chief Minister of Gujarat, Shri Bhupendrabhai Patel, Hon'ble Union Minister for Health, Chemical and Fertilizers, Dr. Mansukh Mandaviya, Hon'ble Union Minister for Ayush, Shri Sarbananda Sonowal and Respected Director General World Health Organisation Tedros Adhanom Ghebreyesus witnessed a fusion of tradition and modernity in the 'AyurVastra - निरामयपंथ' themed fashion show. Renowned designers Ms Payal Jain, Ms Anju Modi and Ms Ritu Beri, along with NIFT talents, showcased breathtaking collections.



Prof. Dr. Sameer Sood, Shri Bhupendrabhai Patel, Dr. Mansukh Mandaviya and designers graced the ramp to thunderous applause. The event culminated in the unveiling of 'Niramyapanth' - an exquisite look book, capturing the essence of AyurVastra. This celebration of India's textile heritage, seamlessly blending tradition with innovation, captivated hearts and earned accolades from dignitaries and delegates alike. NIFT Gandhinagar's showcase not only marked a triumph in fashion but also celebrated the nation's rich cultural tapestry, leaving an indelible mark on the global stage.

HYDERABAD CELEBRATION

Celebrated Indian Cultural Event on 23.08.23



Celebrated Gokulastami on 06.09.23



Onam celebrations on 29.08.23



Hyderabad

Research paper presentations by Dr.D.Chiranjeevi Reddy In Paris, France and Glasgow, U.K.

Dr. G. Chiranjeevi Reddy, Professor, NIFT, Hyderabad, and C.P F&LA has attended and presented his research papers in two international conferences happened in PARIS, FRANCE AND GLASGOW, U.K. Two of his research papers related to the inculcation of creativity in design institutions were chosen for presentation at international conferences.



Fig: Glimpses of the main conference and presentation at the University of Glasgow, Advanced Research Centre, U.K.

Alumni & Industry Interactions:

- Expert Lecture Given by Dr. Nandan Kumar, (Proprietor, Institute of technical Textiles, Sonipat, Haryana) for the students of KD-VII on 23.08.23 on importance of Technical Textile in fashion industry.
- Alumni Interaction for KD-V with Mr. Aswin Kumar (2001-2003) Ms. Satyadevi Maheswari (2001-2004) on 11.08.23 on present state of industry and how to prepare for the industry and also about the crafts.
- Alumni Interaction for FMS-I & III was happened with Ms. Arundhati Mantrawadi, (2005-2007) Mr. Prasant Anandani (2010-2012) (working in Associate Vice President in Neemans.com) on 16.08.23 to 18.08.23 on present state of industry and how to prepare for the industry.
- Expert Lecture Given by Mr. Ramana Guddipati, (Proprietor, M/s. Ramana Associates(own business) for the students of BFT- III on 13.09.23 regarding the Entrepreneurships.

- Expert Lecture Given by Mr. Ketham Santosh (Institute of Experimental Architecture, Hochbau, Architect and Educator) for the students of AD-III on 25.09.23

77th Independence day celebrations



Freshers Meet 18.08.23



Celebrated Teachers day on 05.09.23



Jodhpur

GRADUATION CEREMONY

CLASS OF 2023

NIFT Jodhpur's Graduation Show for the class of 2023 turned out to be an awe-inspiring event, celebrating the extraordinary achievements of young and brilliant minds. The evening was filled with admiration, as attendees were captivated by the students' exceptional works, originality, and unwavering dedication across all the departments.

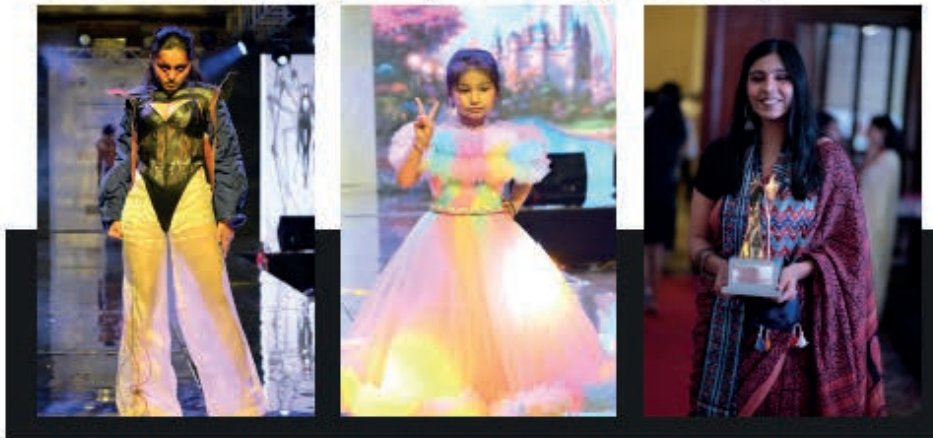
From the very beginning, the Graduation Show exuded an air of grandeur and sophistication. Fashion Design, Fashion Communication, Lifestyle and Accessory design, Fashion Technology, Textile Design department, united to present a breathtaking display of creativity and craftsmanship. The event took place in the iconic NIFT campus, which was adorned with vibrant colors and artistic installations, setting the stage for an unforgettable evening.



Highlights of Fashionova 2023



Fashionova 2023 was elevated to new heights with the gracious presence of renowned fashion designer, Raghavendra Rathore, who graced the event as the esteemed chief guest. Rathore's arrival added an extra layer of prestige and glamour to the occasion, further acknowledging the exceptional talents nurtured by NIFT Jodhpur. With his influential contributions and groundbreaking work in the fashion industry, Rathore became an epitome of inspiration for the budding designers, igniting their passion and driving them to showcase their own remarkable abilities. His presence not only symbolized the recognition of their potential but also served as a catalyst for their creative journeys, instilling in them the confidence to push boundaries and make their mark in the ever-evolving world of fashion.



The Graduation Ceremony of NIFT Jodhpur's Class of 2023 in Textile Design and Fashion and Lifestyle Accessory Design was a mesmerizing display of enchanting craftsmanship and unique design concepts. The students seamlessly blended traditional techniques with contemporary aesthetics, creating vibrant tapestries and innovative fashion accessories.

In the Fashion Management and Studies, Fashion Communication, and Fashion Technology departments, the fusion of fashion and technology took center stage. The graduating students showcased their deep understanding of design by incorporating cutting-edge technology into their creations, resulting in a visually captivating experience. The event highlighted the students' ability to harmoniously combine contrasting elements, leaving attendees in awe and showcasing the boundless potential of the fashion industry.

NATIONAL SEMIAR AT NIFT JODHPUR

The Fashion Management Studies department successfully organized the National Seminar on 'Trends and Opportunities in Fashion Business', gathering renowned figures from the fashion industry, esteemed alumni, and accomplished entrepreneurs. This remarkable event served as a platform for in-depth discussions on the ever-evolving landscape of the fashion industry, encompassing the latest trends, challenges, and opportunities. Engaging keynote speeches and interactive panel discussions encompassed a diverse array of subjects, illuminating the path forward for the fashion business. The speakers graciously shared their invaluable experiences, anecdotes, and insightful perspectives, leaving a lasting impression on the attending students.



Kangra



NATIONAL HANDLOOM DAY

NIFT Kangra celebrated National Handloom Day on 7 August 2023. On this occasion, NIFT Kangra organized the Handloom Exhibition. This exhibition was dedicated to promote Indian handlooms.



ORIENTATION WEEK

NIFT Kangra organized orientation week for the coming batch of 2023. It was organized for 3 days on 26, 27 and 28 July. Shri Aakash Dewangan, IRS, Director NIFT Kangra addressed students on Day One of the event. A trip to the Kangra Museum was also a part of the programme.



INDEPENDENCE DAY

On Independence Day, flag hoisting was followed by cultural events. Students presented various cultural programmes to celebrate the Indian Independence.



HINDI PAKHWADA

Hindi Pakhwada was celebrated between 19 to 29 September 2023. Various Hindi competitions were organized and winners were awarded.

Kannur

Independence Day 23



Happy Onam!!!



NIFT Kannur celebrated Onam in its absolute grandeur and glory on 25th Aug 2023



Swachhata Diwas 23

NIFT Kannur organised cleanliness drive at Snake Park, Dharmasala as part of Swachhata Diwas 23, under the guidance of Col. Akhil Kumar Kulsreshta, Director NIFT Kannur, Joint Director Dr Bhaskaran & Campus Academic Coordinator Dr Nishant Sharma. The event witnessed active participation of NIFT faculties students & staff

Hindi Pakhwada celebration

NIFT Kannur celebrates Hindi Divas on 14.09.2023. Hindi Pakhwada was inaugurated by our beloved director Col Akhil Kumar Kulsrestha, Joint Director Dr. Bhaskaran. K. M & Dr Nishant Sharma - Campus Academic Coordinator, Junior Translation Officer Rakesh Singh spoke about the importance of hindi diwas.



Alumni Talk

As part of Orientation Programme 2023, RIC unit conducted alumni talk and invited our prestigious alumni to interact with the new UG & PG batch. The notable alumni shared their experience during their campus days and how it has helped them to grow in industry

ORIENTATION PROGRAMME '23

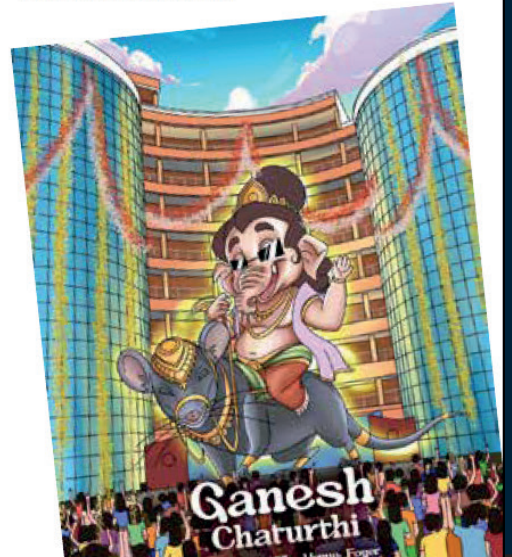
ALUMNI TALK

28TH JULY

11:00 AM - 1:00 PM

 ANKITA SINGH	 AJIT SRIVASTAVA		
 BIJAY RAJ SWAIN	 BHAVYA PURI	 JAMIYA JOSEPH	 NIVEDITRA VUJANAND
 S V ARAVINDH RAJ	 SANKU GIRESH	 SREERUDH VISWANATH	 TANYA SHATNAGAR

Ganesh Chaturthi Celebrations



Mumbai

'Pratham NIFT Rajbhasha Sammelan'

NIFT Mumbai participated in 'Pratham NIFT Rajbhasha Sammelan' organized by NIFT Headquarters on 21st July 2023 at NIFT Delhi campus.



Prof. Dr. Pavan Godiawala, Director, NIFT Mumbai participated in online mode in the 'Pratham NIFT Rajbhasha Sammelan'.



Orientation Programme

Orientation Programme was organized for the new batch of 2023 students from 26th to 28th July 2023 at NIFT, Mumbai. The three-days Orientation programme aimed to provide the right ignition and motivation to three hundred and twenty new students into their professional education.



Alumni Interaction

Alumni interaction was conducted at NIFT Mumbai on 27th July 2023. Here Alumnus of all departments shared their experiences with the freshers and inspired them for their future professional journeys.



National Handloom Day

On the occasion of 9th Handloom Day, NIFT Mumbai organized 'Hastaven', an exhibition of Handloom Textiles

from 7th – 15th August 2023.

The exhibition featured a remarkable collection of 60 unique pieces of handlooms sourced by NIFT Mumbai team.



Independence Day

On the occasion of 77th Independence Day, NIFT Mumbai enthusiastically celebrated the energetic memoirs of the efforts and milestones of India's way to Freedom. The students showcased their vocal prowess with songs from different eras carrying messages of patriotism and unity along with cultural and literary performances.



Blood donation drive

NIFT Mumbai organized Blood donation drive for the students, staff, faculties and officers of NIFT Mumbai along with Navi Mumbai Blood Centre, Kharghar on the occasion of Independence Day.



Sadbhavana Diwas Celebration

'Sadbhavdhana Divas' was celebrated at NIFT Mumbai on 18th August 2023. All the officials and staff took pledge to practice and promote national integration, peace, affection and communal harmony among people of all religions.



National Sports Day

NIFT Mumbai celebrated National Sports Day 2023 on 28th – 29th August 2023 where faculties, staff and students participated in various sports. The event concluded with pledge taking ceremony – 'FIT India Fitness' on the campus.



Onam Celebration

Onam festival was celebrated with great pomp and zeal by students, officers, faculty and staff of NIFT Mumbai Campus on 31st August, 2023.



International Expert Sessions

Ms. Alessandra Di Palma, Freelance Architect, Lecturer, Consultant, Project Manager and Advocate for Sustainable Luxury at RILIEVI GROUP conducted an expert session for students on the topic 'Sustainable by Design: learning from ancestors and geniuses' on 11th September 2023.



Mr. Marco Bartolucci, an Author, Brand Consultant & faculty for Fashion Design at IED Istituto Europeo di Design at MILAN (Italy) conducted an expert session for students on "Fashion Basics" on 12th September 2023.



Akhil Bhartiya Rajbhasha Sammelan

NIFT Mumbai participated in "Hindi Diwas Samaroh 2023" and "Triyaya Akhil Bhartiya Rajbhasha Sammelan" from 14th to 15th September 2023 in Pune.



Hindi Pakhwada 2023

Hindi Pakhwada was organized at NIFT Mumbai from 14th - 29th September 2023. Faculty staff and students participated in the different events with enthusiasm and keen spirits.



Khadi Mahotsav celebration

On October 6th, as a part of 'Khadi Mahotsav', NIFT Mumbai organized a fashion show to promote Khadi. The inauguration of this program was done by Ms. Mehar Castelino, Fashion Veteran and Mr. Nelson Jaffery, Design Head Birla Cellulose. In this event several renowned designers made their contributions. Within the educational curriculum of NIFT Mumbai, students creatively draped the designers' garments contributing with their co-creativity in promoting the heritage textiles of India.



Panchkula



NIFT Panchkula successfully completed a project titled "Marketing & Branding of Viraasat-Back to roots" under the NGO Sri Swami Rama Foundation Trust and sponsored by NABARD from December 2022 - 31st July 2023. The project comprised logo design, brochure and catalogue design, the photograph of 40 handloom products, social media marketing, and E- listing of handloom products on E-portals such as Amazon, Amounee, Gatha, Exotic India & ONDC. The valedictory function was done on 9 August 2023 in the august presence of special guest Mr. Deepak Jakhar, AGM, NABARD, Dr. Amandeep Singh Grover, Director, NIFT, Panchkula & Ms. Rekha Vohra, Vice President, Shri Swami Rama Foundation Trust.



Students from National Institute of Fashion Technology, Panchkula visited ICC, Chandigarh and learnt about the technology being used for the betterment of citizens in Chandigarh



NIFT Panchkula welcomed its new batches with a Freshers party on 06th September 2023. Around 200 students from across the country joined NIFT Panchkula for the new academic year 2023 in various courses. Various interesting competitions were held where students showcased their talent.



Prof. (Dr.) Amandeep Singh Grover, Director, NIFT Panchkula hosted the National Flag with the National Anthem and saluted all those brave souls who sacrificed their lives for the country. A tree plantation drive was held in the campus by the students, staff, and faculty members.



NIFT Panchkula was adjudged as the winner under the category of Outstanding Concrete Structure by the Indian Concrete Institute (ICI) 'Concrete Day Awards 2023'. Prof. (Dr.) Amandeep Singh Grover, Director of NIFT Panchkula received the award.



Col. Rahul Sharma Director NIFT Patna, guests, faculty members and students during the Khadi Mahotsav 2023

NIFT Patna Major Events



Handloom Day was celebrated on the 7th of August 2023 with a colourful line-up of events and activities honouring India's rich handloom legacy. The purpose of the event was to elevate talented artists, foster

widespread usage of handloom products, and promote the fine craft of handloom weaving. Shri Kapildev Prasad, Padma Shree recipient preserving Baavanbuti weaving craft, Smt. Usha Jha Founder of Petals Craft, and Smt. Veena Upadhyaya Founder of Shrijani Foundation, shared their experience and view at the panel discussion during the event.

NIFT Patna campus painted the city with the brilliant hues of patriotism and creativity by installing the Indian National Flag with a 54 feet mast as presented by Mr Naveen Jindal, President, Flag Foundation of India. The 76th **Independence Day** was celebrated from August 14 to August 15, with a series activities, witnessed a wide range of enthralling events that captured the spirit of freedom, from stimulating intellectual pursuits to creative expressions.



The school students from the Tribhuvan School, St Karens and Litera Valley visited NIFT Patna campus in August, September and October respectively to see various departments and

understand various career options available in design, management and technology.

On the 29th September 2023 NIFT Patna signed three memorandums of understanding (**MoUs**) with Chandragupta Institute of Management Patna- Center for CSR & ESG studies foundation, Chandragupta Institute of Patna (CIMP) and CIMP-Business Incubation

& Innovation Foundation (CIMP-BIIF) with the objective of facilitating academic collaboration such as joint projects/research projects, seminar and conferences etc.



NIFT Patna organized an event of Flute Player Pandit Pravin Godkhindi along with the Tabla Maestro Pandit Mithleshwar Jha by **SPIC MACAY** on 11th of October'2023

NIFT Patna celebrated a festival of **Ganesh Chaturthi** at the campus as a show of magnificence followed by the event of "Dahi Handi" on 19th October'23

An **MoU** has been signed between NIFT, Patna and FDDI, Patna on the 09th of September 2023. This will be the harbinger of synergy between Faculty, Students and sharing of resources between NIFT and FDDI.



Freshers Party was organised in the Patna campus for the newly joined UG and PG batches on 6th of October 2023.

A grand event called "**Khadi Mahotsav 2023**" was organized for two days 12th -13th October'23 at NIFT Patna. The festival symbolizes India's rich heritage and spirit of independence and aims to promote Khadi and village industries, handlooms, handicrafts and various traditional and cottage products manufactured locally, along with promoting the ideology of the "Vocal for Local" campaign. To give and spread the message of "Khadi for fashion, Khadi for the nation".



" Swachhta Hi Sewa " campaign was organized from 15th September to 2nd October 2023.

Raebareli

U.P INTERNATIONAL TRADE SHOW 2023

Under the leadership of Campus Director Dr. Bharat Sah and Mr. Pawan Agrawal, Director of the Uttar Pradesh Export Promotion Council, Department of MSME, Government of Uttar Pradesh, NIFT Raebareli, with the coordination of Mr. Rimanshu Patel, Assistant Professor, orchestrated a Fashion Show during the Uttar Pradesh International Trade Show 2023. The event aimed to showcase Geographical Indication (GI) tagged products with significant global market potential, originating from the state of Uttar Pradesh. The Fashion Show took place at the India Expo Centre & Mart in NOIDA.



RESOURCE CENTER (RC)

Resource Center (RC) Raebareli installed a Radio-Frequency Identification (RFID) machine for the automatic exchange of books, material etc. for students.



SWACHHTA PAKHWADA

NIFT Raebareli celebrated Swachhta Pakhwada (Cleanliness Drive) to create awareness amongst citizens.



ORIENTATION PROGRAMME (JULY 26-28)



NIFT Shillong introduced its 2023-2027 batch by organizing an Orientation Programme from July 26 to July 28, 2023. The event included interactive sessions among the batchmates where they showcased their talents, and motivational speeches that prepared the students for their college life ahead.

As part of the event, the freshers were also taken on a field trip on the third day i.e. July 28 to the picturesque Laitlum Canyon. It was an enriching experience for the students as they witnessed the natural beauty and landscape of Meghalaya and Shillong in general.

NATIONAL HANDLOOM DAY (AUGUST 7)

NIFT Shillong Campus celebrated the National Handloom day on 7th August 2023. The programme included musical events, speeches and a fashion show displaying the handlooms of the North East. The event concluded with a best dressed competition that celebrates the students and their efforts through their outfits to showcase the handlooms of their state.



INDEPENDENCE DAY (AUGUST 15)



On 15th August 2023, the National Institute of Fashion Technology - Shillong, celebrated Independence Day with a flag-hoisting ceremony led by the Campus Director, Mr. Shankar Kumar Jha. The event included speeches, and other cultural performances to commemorate the day. A Guard of Honour was also given to the Campus

Director by the security staff in spirit of the day.

ONAM CELEBRATION (AUGUST 29)

NIFT Shillong celebrated Onam on August 29, 2023. The event commenced with the reciting of the story of King Mahabali followed by dances and songs. The event helped educate the students of the cultures and beliefs of Kerala by enlightening them and making them a part of the celebration. To commemorate the occasion, a variety of sports events were organized, greatly motivating the participating students.



NATIONAL SPORTS DAY (AUGUST 31- SEPTEMBER 1)



The National Institute of Fashion Technology - Shillong hosted a two-day sporting event on August 31 and September 1 as a part of the National Sports Day. Students from all departments and semesters participated in this event which included a variety of games like Table Tennis and Carrom as the indoor events on day one and Tug of War and Volleyball as the outdoor events on day two.

MANTHAN-NORTH EASTERN SKILL AND ENTREPRENEURSHIP CONCLAVE (SEPTEMBER 1-3)

The Ministry of Skill Development and Entrepreneurship, along with the Indian Institute of Entrepreneurship, organized "Manthan - North Eastern Skill & Entrepreneurship Conclave" to promote collaboration in skilling and entrepreneurship in the North Eastern Region. The event united stakeholders, including Ministries and Academic Institutions. Faculty members from NIFT Shillong attended the event led by the campus director, Mr. Shankar Kumar Jha, Mr. Anupam Rana and Mr. Manish Dhakad. Hon'ble Minister Rajeev Chandrasekhar emphasized skill development and entrepreneurship in the region.



TEACHERS' DAY (SEPTEMBER 5)



On September 5, 2023, NIFT Shillong celebrated the birthday of Late Dr. Sarvepalli Radhakrishnan by celebrating the teachers and faculties of the Campus. The events commenced with Guru Vandana dance, followed by poems, speeches and dances. The students organized many competitions for teachers such as dancing, ramp walk and other literary events.

HINDI PAKHWADA (SEPTEMBER 14-30)

On 14th September 2023, NIFT Shillong observed Hindi Pakhwada which was inaugurated by the Campus Director, Mr. Shankar Kumar Jha. The event aimed to promote the usage of Hindi language among the students, faculty members, staff and officers of the campus through various competitions.



SWACHHTA PAKHWADA (SEPTEMBER 16-30)



NIFT Shillong observed the Swachhta Pakhwada from September 16-30, 2023 to spread awareness and promote cleanliness among its students, staff and the faculty members. The fortnight event included the faculties and students practicing cleanliness in and around the Campus. An additional event was also organized on the 1st of October where the faculties and students dedicated one hour in cleaning the areas in and around the campus.

FRESHERS' DAY (SEPTEMBER 30)

On September 30, 2023, the National Institute of Fashion Technology - Shillong hosted a Freshers' Day 2023 event to welcome the new batch to the campus. The theme of the event was Masquerade Prom and students enthusiastically dressed up in their best outfits for the same. The event included sport games in the morning followed by songs and dance and a three round Mr and Ms Fresher Competition. The event was concluded with a DJ night where all students danced in fervour.



Srinagar

NIFT Srinagar —PRESENTS— 2023 highlights

Navigating the Journey: 3 day Orientation

The campus organized a 3-day orientation program to welcome the 2023 UG and PG students and their parents, who were greeted with smiles and laughter.

From 26 to 28 July, the program elaborately discussed the curriculum, and campus activities, introduced the new students to the faculty and administrators, and tried to help them get the hang of how things work here in NIFT Srinagar.

Dignitaries including Dr. Arun Kumar Mehta, Chief Secretary, Jammu and Kashmir, Shri. Rohit Kansal, IAS, DG NIFT, Shri. Vikramjit Singh, Com Secretary, J&K, Shri. Akshay Labroo, DC, Budgam accompanied by Campus Director Dr. Javid Ahmed Wani was present to interact with the newly admitted students.



Chief Secretary, J&K



Director General, NIFT



Director, NIFT Srinagar



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Jonalee Bajpai
Head I&AA, NIFT

Call for contributons

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 January 2024](#).

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!



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

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