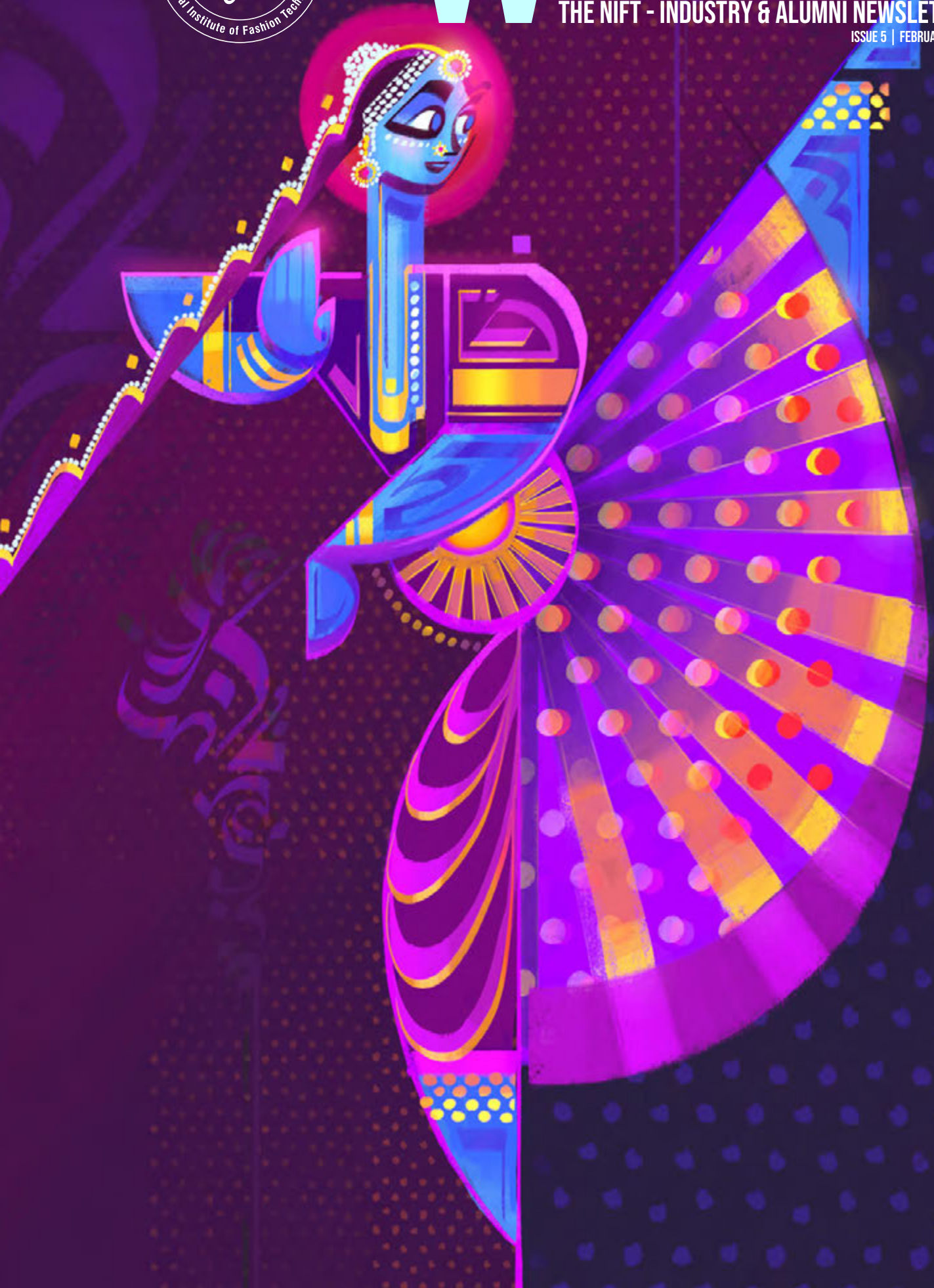




# Weconnect

THE NIFT - INDUSTRY & ALUMNI NEWSLETTER

ISSUE 5 | FEBRUARY 2024



SM



Cover (Front & Back) by

## Sandeep Menon

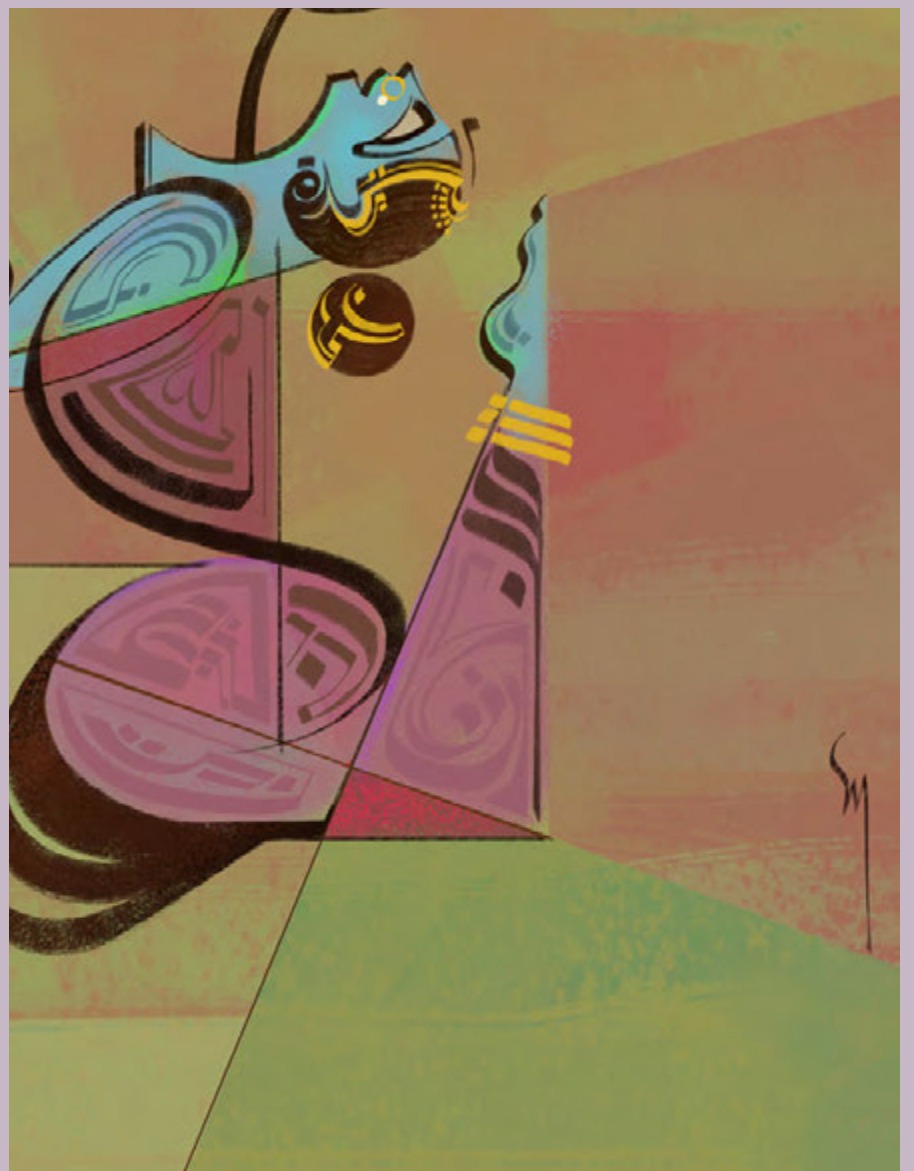
Alumni- New Delhi, AD , 1999-2002

### Profile

Sandeep has always been passionate about art and film. His first foray into design was at NIFT, Delhi where he studied Accessory Design. Upon graduation he was offered a design position at Titan Industries where he designed watches and outdoor clocks.

He then moved to the US to pursue higher studies at Art Center College of Design in California. This led to an internship at Pixar Animation Studios and his first credit on the movie Up. He later moved to New York to work at Blue Sky Studios on movies like Ice Age:Continental Drift, Epic, Peanuts and Spies in Disguise.

He's currently working at Pixar as a Senior Designer on their next project, Elio (2025).



## Indian Dancers

Growing up in Kuwait and India, I was always inspired by the beautiful and diverse aesthetics of these two countries. This series is an homage to both cultures, the beautiful poses of Bharatnatyam combined with the calligraphy line work of the Arabic script. I have also infused the series with a lot of geometry since I'm a big fan of the art movement Suprematism. I love using saturated color palettes with a lot of patterns and my mother's collection of sarees was a big inspiration for this.

## Editorial Team

### EDITOR

Prof. Dr. Jonalee D. Bajpai  
Professor, NIFT Bengaluru  
Head - Industry & Alumni Affairs, NIFT

### ASSOCIATE EDITOR

Dr. Ranjeet Kumar  
Asst. Prof., NIFT Gandhinagar  
UI-Alumni Affairs, NIFT

Mr. Manish Sharma,  
Asst. Prof. , NIFT Gandhinagar

### DESIGN & LAYOUT

Mr Jayant Kumar  
Asst. Prof. & RIC, NIFT Patna

Ms Rashmi Thakur  
Asst. Prof., NIFT Patna

## THE NEWSLETTER STORY



Launch of the first edition of the Industry & Alumni Newsletter

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

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

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

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

## Editors Note

As we publish the 5<sup>th</sup> issue of the WeConnect newsletter that started in February 2023, it is overwhelming to see the love this newsletter has received from the alumni community. It is highly encouraging to see articles from alumni, industry, faculty, students, and campus Directors. The cover page of this issue has been contributed by Mr. Sandeep Menon, an alum of Accessory Design, 1999 -2002 from the Delhi campus. What can be more reassuring is to see the bond between the institute and the alumni.

As always, the heart and soul of the Newsletter are the alumni and the industry partners. Thank you for keeping this newsletter beat high that makes it a great space to connect. Our students look forward to reading the stories of the alumni exploring different frontiers, driving the fashion and design economy, and embarking on the entrepreneurial journey. This newsletter also mirrors the institute's life with each campus projecting its achievements and activities.

This is that time of the year when our final year students are at the fag end of their student life and are getting ready to take the big leap into their professional journey. Through this Newsletter, I would like to extend our invitation to the industry partners and alumni to the Campus Placement 2024 which will be scheduled from 22<sup>nd</sup> April to 10<sup>th</sup> May.

Happy Reading...



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

# Contents

01	<b>Kalavai By Chindu</b> Alumni Success Story	<b>01</b>
02	<b>Handloom Furniture</b> Industry Insight	<b>03</b>
03	<b>Trends of Sustainable Consumption Amongst Young Population in India</b> Faculty Insight	<b>04</b>
04	<b>From Design to Ethics: Artificial Intelligence Influence on the Fashion Landscape</b> Director Insight	<b>05</b>
05	<b>Svasti Ujagar, New York based designer explores AI and fashion</b> Industry Insight	<b>07</b>
06	<b>Whatever you believe to be true is true</b> Student's Experience	<b>09</b>



# Contents

07	<b>The Corollary of 3d Printing</b>	<b>10</b>
	Student's Corner	
08	<b>From Fashion To Environmental Footprint: A Quest To Quantify Sustainability.</b>	<b>11</b>
	Alumni Insight	
09	<b>Journey of Creativity and Success: A Fashion Designer's Odyssey</b>	<b>12</b>
	Alumni Success Story	
10	<b>When Khadi Elegance took centre stage: NIFT Srinagar's Khadi Mahotsav Unveiled a Tapestry of Talent and commitment.</b>	<b>13</b>
	NIFT Intervention on Craft	
11	<b>Campus News</b>	<b>15-30</b>
	All NIFT Campuses	
12	<b>NIFT Converge 2023</b>	<b>31</b>
13	<b>NIFT Placement 2024</b>	<b>32</b>

### KALAVAI BY CHINDU

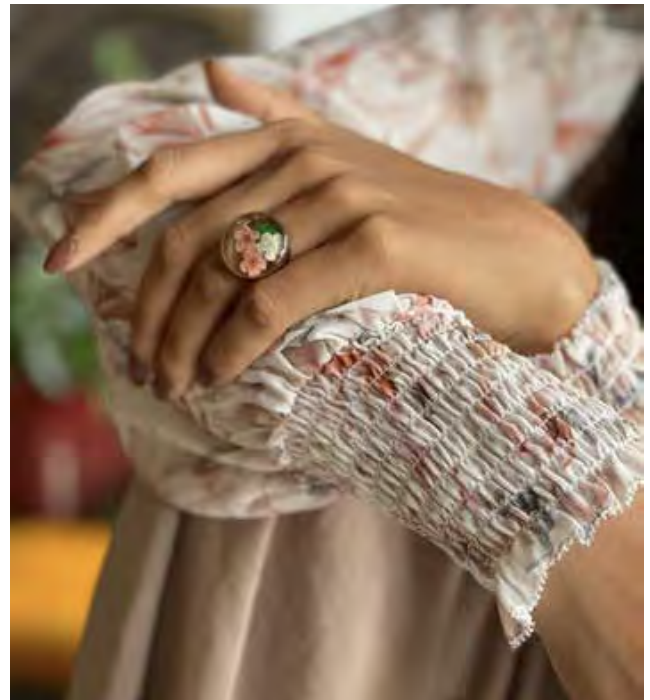


**Chindu Benny**

MFM -2017-2019, NIFT Kannur

From a childhood fascination with jewellery and clothing, Chindu Benny's journey led through the esteemed corridors of NIFT, where she pursued Fashion Management Studies. Post-graduation, a year in the industry honed her skills and deepened her understanding of the craft.

As the world grappled with the COVID-19 pandemic, she saw an opportunity to bring a unique form of jewellery to India. Resin jewellery, previously available in Western countries like Ireland, had only seen a timid presence here. In 2019, only a handful of brands dabbled in it. This was her niche.



In 2020, 'Kalavai By Chindu' was born! Kalavai is a Tamil word meaning assorted or melange. It encapsulated her vision of creating a brand that celebrates love for nature. The journey began with 11 carefully crafted pieces of jewellery with pressed flowers, each one a labour of love. The response was overwhelming. Exhibitions across various cities and presence in various multi-retail stores at Cochin, Nagaland, Kolkata, and Bangalore - provided a platform to showcase her creations. The market resonated with the traditional Indian accent, a signature of her brand, achieved through meticulous craftsmanship and antique bronze plating.

However, the demands of her clientele were evolving. Enquiries from a mature demographic, specifically those over 50, expressed an interest in rose gold and silver options. This feedback led to a significant expansion, with Kalavai now offering accessories in multiple plating



## Alumni Success Story

choices. During her journey, she had the privilege of collaborating with two distinguished figures in art and jewellery. The first is a project with renowned visual artist Vimal Chandran, known for his unique artistic flair in India. Together, they embarked on an extraordinary venture, crafting a wearable necklace inspired by his iconic umbrella motif. This collaboration is a significant milestone in Kalavai's narrative, showcasing the brand's ability to blend artistry and craftsmanship seamlessly.

Another exciting collaboration emerged with Joy Alukkas, a prominent name in the Indian jewellery industry. This opportunity led to the creation of exquisite wall decor for his residence. These collaborations have enriched the brand's journey, expanding its horizons and solidifying its position in artisanal craftsmanship.

Kalavai was the first jewellery brand in India to create resin jewellery in pure gold. This milestone was accomplished through a collaboration with a renowned jewellery brand in Kerala, marking a significant stride in Kalavai's journey to redefine traditional craftsmanship in the Indian jewellery industry.

Every aspect of the business, from design to sketching, website management to product photography, bears her imprint. However, to maintain the authenticity of Indian craftsmanship, frames are manufactured by skilled artisans in Jaipur. While more labour-intensive, this decision is a conscious choice to uphold the legacy of handcrafted excellence that defines India.

Today, Kalavai is a testament to the power of persistence and the potential of Indian craftsmanship. With an inventory of over 2000 pieces purely handcrafted, it has found a home on various platforms, reaching customers across the country. Yet, at its core, Kalavai remains a brand rooted in customisation. Customers can choose from different plating options and send their flowers to be immortalised in resin.

In the coming years, she envisions Kalavai as a jewellery brand and a parent branding concept encompassing a wide array of categories. The journey from those initial 11 pieces to an inventory of thousands has been one of learning, growth, and a deepening appreciation for the art of creation.

Kalavai is more than a brand; it's a promise. A promise to celebrate diversity, to honour tradition, and to craft pieces that resonate with the soul. It's a journey that began with a childhood dream, nurtured by education and brought to life by dedicated artisans. As she reflects on this journey, Chindu Benny is filled with gratitude for the opportunities that have come her way, the collaborations that have enriched her craft, and the customers who have embraced Kalavai as their own. ■



**To explore more of Chindu's exquisite creations, visit her website at [www.kalavaibychindu.com](http://www.kalavaibychindu.com)**

## Industry Insight



**Mr. Tapan Sharma**  
(Innovator holding a patent on  
"3-D Woven Hollow Layer Fabric")  
Deputy Director  
Ministry of Textiles, Jaipur.

### Handloom Furniture

Traditionally furniture is made of wood, iron or steel. There are infinite ones made using eco-friendly materials like bamboo & rattan, but all are made using braiding or cane weaving. There are some who are using looms to make the yardage which are cut in pieces and then used as such in making desired furniture.

I had introduced the concept of "Woven Furniture", a name given to several furniture, made on handloom through various techniques. It is different from the "Traditional Furniture" in the following ways:

- 1) The entire product is mainly made using the handloom. Post-Loom Intervention is done to provide a support structure to the products made.
- 2) The material used is changed frequently as per the desired end product.
- 3) It involves the insertion of hard material during the weaving process and the material varies, which is not done in the traditional way.
- 4) Weaving is not just part of the process but a whole process of creating furniture. The Post-Loom Intervention involved providing support to the made structure.



I am sure introducing "Handloom Furniture" will open a new genre for handloom weavers. There is never a change in the material during yardage making. No bamboo or any other hard material is inserted during the weaving process as all the exercises of making bamboo furniture are done as post-loom intervention. It means the weaving process is just a part of the whole process and it is one of the raw materials just like steel or bamboo that may be used for making furniture as the case may be. ■



**Fig : 1 Side Table**



**Fig : 2 Coffee Table**

### Trends of Sustainable Consumption Amongst Young Population in India



**Dr. Ram Awtar Yadav**

Assistant Professor,  
F&LA Department, NIFT Raebareli

Sustainable consumption, characterised by cautious choices that reduce environmental impacts, has emerged as a significant trend globally. In India, the younger generation is increasingly embracing sustainable lifestyles, recognising the urgency of addressing environmental issues. As I write this article, Himachal Pradesh, one of the mountain states situated in the Western Himalayan region is witnessing heavy incessant rains, massive flash floods and landslides. Internet and TV news channels are replete with visuals of several houses, bridges and cars being swept away like toys.

One of the comments by an internet user on the YouTube channel of a news media house read, 'Hilly areas are for trees and forest ashrams and not for houses and encroachments.' This and many other comments reflect how a sizeable section of the younger generation has started engaging with the discourses related to environmental and climate change issues. They have started seeing problems with the excessive consumption of the resources given to us by nature. One of the primary factors for such attitudes for sustainable consumption among Indian youth is the increasing awareness and education on environmental issues. With the rise of social media, information spreads rapidly, allowing young individuals to gain insights into the environmental consequences of their consumption patterns. Online platforms have become powerful tools for promoting sustainable living, raising awareness about eco-friendly alternatives, and inspiring positive change.

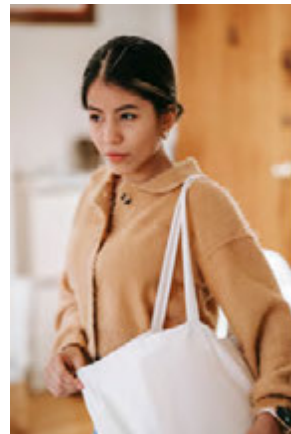
#### Minimalism on the rise among the youths:

Such a surge in sustainable consumption behaviour amongst the youth has also been noted by several brands in the consumer market. As a result of this, ethical and sustainable brands are continuously gaining prominence

in the Indian market. Young consumers are actively seeking alternatives to traditional brands that prioritise profits over environmental and social responsibility. Often transparent about their sourcing and production processes, sustainable brands resonate well with the values of conscious consumers. This shift in consumer behaviour encourages businesses to adopt sustainable practices and contribute positively to society. Over the last few years, thrift shopping culture has also gradually picked up among Indian youth as a sustainable alternative to fast fashion and consumerism. Stores like ReThought and Amalfi India are some of the successful experiments in the country in the domain of thrift shopping. These experiments not only reduce waste but also make unique clothing options accessible to young consumers. Experiments not only reduce waste but also make unique clothing options accessible to the young consumers.

The youth in the country are gradually gravitating towards minimalism- a lifestyle that views fewer material possessions and reduces waste as a significant means to protect the earth and its environment. This shift can be attributed to a desire for simplicity, financial independence, and a reduced carbon footprint. The minimalist approach encourages individuals to prioritise experiences over material possessions and invest in durable, high-quality products that have a longer lifespan.

However, even as the sustainable consumption behaviour among Indian youth seems to be growing, some challenges remain in the scaling up of such practices. Limited access to sustainable alternatives and lack of affordability pose a challenge to the widespread adoption of such practices and habits. Addressing these challenges requires collaboration between government, businesses, and civil society to create an enabling environment that promotes sustainable practices and makes them accessible to all. The environmental education-related curriculum being offered by the educational institutes can a long way in fostering a sense of responsibility towards the natural resources provided by nature from an early and young age. ■



*A young girl showcasing Minimalistic Fashion Look*

# From Design to Ethics: Artificial Intelligence Influence on the Fashion Landscape

Prof. (Dr.) Sameer Sood, Director NIFT Gandhinagar



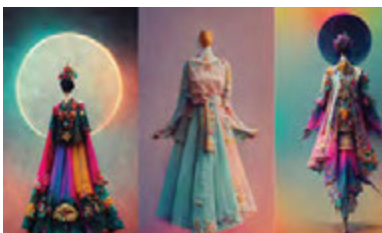
**Prof. Dr. Sameer Sood**  
Director, NIFT Gandhinagar

### Introduction:

Artificial Intelligence (AI) has emerged as a pivotal force reshaping industries worldwide, including the fashion sector, fuelling innovation across design, manufacturing, retail, and customer engagement. In this comprehensive exploration, we unravel the transformative influence of AI on the fashion ecosystem, analysing its multifaceted implications, advantages, drawbacks, and future trajectories.

### AI Empowerment in Design and Creativity:

Fashion design, traditionally rooted in human creativity and intuition, is witnessing a paradigm shift with the infusion of AI. By offering a plethora of tools for inspiration, trend analysis, and design conceptualization, AI augments designers' capabilities by providing nuanced insights and fresh perspectives, unlocking new dimensions of creativity and fostering a culture of innovation within the fashion industry.



Source - reddit.com

### Personalization Paradigm in

### Retail Experience:

AI's transformative potential extends beyond design, permeating the retail landscape with personalized experiences. Through predictive analytics and recommendation systems, AI meticulously analyses consumer behaviour, preferences, and purchase history. Furthermore, AI-driven personalization transcends traditional boundaries, enabling fashion brands to engage consumers across diverse channels and facilitates seamless interactions, fostering deeper connections and long-term relationships.



Source - textilelearner.net

### Supply Chain Optimization:

AI technologies usher in a paradigm shift in the fashion supply chain, driving optimization, efficiency, and sustainability. By analyzing market trends, consumer demand patterns, and production data in real-time, AI empowers fashion brands to optimize inventory levels, minimize stockouts, and reduce excess inventory.



Source - tcgroupsolutions.com



## Director Insight

### Virtual Try-On and Fit Prediction:

Virtual try-on technologies, underpinned by AI algorithms, revolutionize the online shopping experience, bridging the gap between physical and digital retail environments. Leveraging augmented reality (AR) and computer vision, these platforms enable consumers to visualize garments in a virtual space, assessing fit, style, and suitability with unprecedented accuracy.



Source - [theindustry.fashion](#)

### Challenges in AI Adoption

#### Data Privacy and Security:

The collection and analysis of vast consumer data to power AI-driven initiatives pose inherent risks. Implementing robust data encryption protocols, secure storage mechanisms, and stringent access controls mitigate the risk of data breaches, fostering trust and accountability in AI-driven initiatives.



Source - [azira.com](#)

#### Algorithmic Bias and Fairness:

AI algorithms are susceptible to biases inherent, potentially leading to unintended consequences and discriminatory outcomes. Addressing algorithmic bias necessitates transparency, accountability, and on-going monitoring. Implementing fairness-aware algorithms

and conducting rigorous audits mitigate the risk of discriminatory outcomes, promoting equity in AI-driven decision-making processes.



Source - [toptal.com](#)

### Ethical Implications and Labour Displacement:

The rise of AI-driven technologies heralds the automation of labour-intensive tasks, posing ethical implications and challenges related to job displacement and workforce disruption. Prioritizing ethical considerations, investing in re-skilling and up-skilling initiatives, and embracing responsible automation practices mitigate adverse effects on workers.



Source - [geeksforgEEKS.org](#)

### Conclusions:

In conclusion, the convergence of Artificial Intelligence and fashion sparks a new era of innovation, creativity, and efficiency within the industry. As the industry embraces AI-driven technologies, navigating a complex landscape of ethical considerations, regulatory compliance, and societal impact is essential. Collaboration among industry stakeholders, policymakers, and consumers is pivotal to realizing AI's full potential while mitigating potential risks and challenges. Through a concerted effort to foster responsible innovation and ethical practices, the fashion industry can redefine its future in the digital age. ■



### **New York based designer Svasti Ujagar explores the fusion of AI and fashion.**

**N**ew York-based designer Svasti Ujagar takes us on a captivating journey into the intersection of artificial intelligence and fashion, unravelling the transformative potential that lies within this dynamic fusion. Her latest exploration infuses her designs with the influence of AI technology, creating conceptual fashion that draws inspiration from diverse architectural movements.

AI's power to predict trends, analyse consumer preferences, and optimise design processes offers a revolutionary perspective on fashion creation, ultimately streamlining production processes and reducing costs in the fashion ecosystem.

Originally from Bangalore, Svasti graduated from the prestigious Parsons School of Design in New York with a degree in Communication Design and did her schooling at Mallya Aditi International School. Currently working at Avery Dennison, she is immersed in the apparel space, and continues to explore this space through researching new AI technology.

Her most recent venture is a conceptual collection inspired by blending the beauty of architecture with fashion. In a constant shifting panorama of artificial intelligence - Each of these creations attempts to pay homage to the



elegance and craftsmanship of some of classic architectural wonders, and encapsulates its timeless beauty.

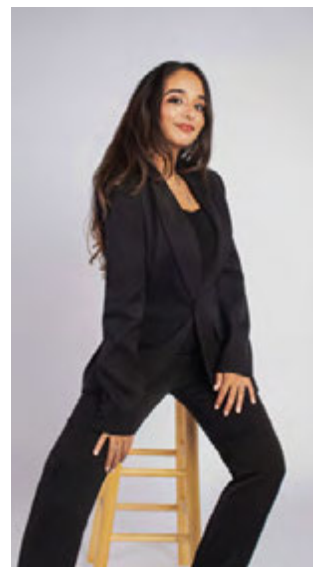
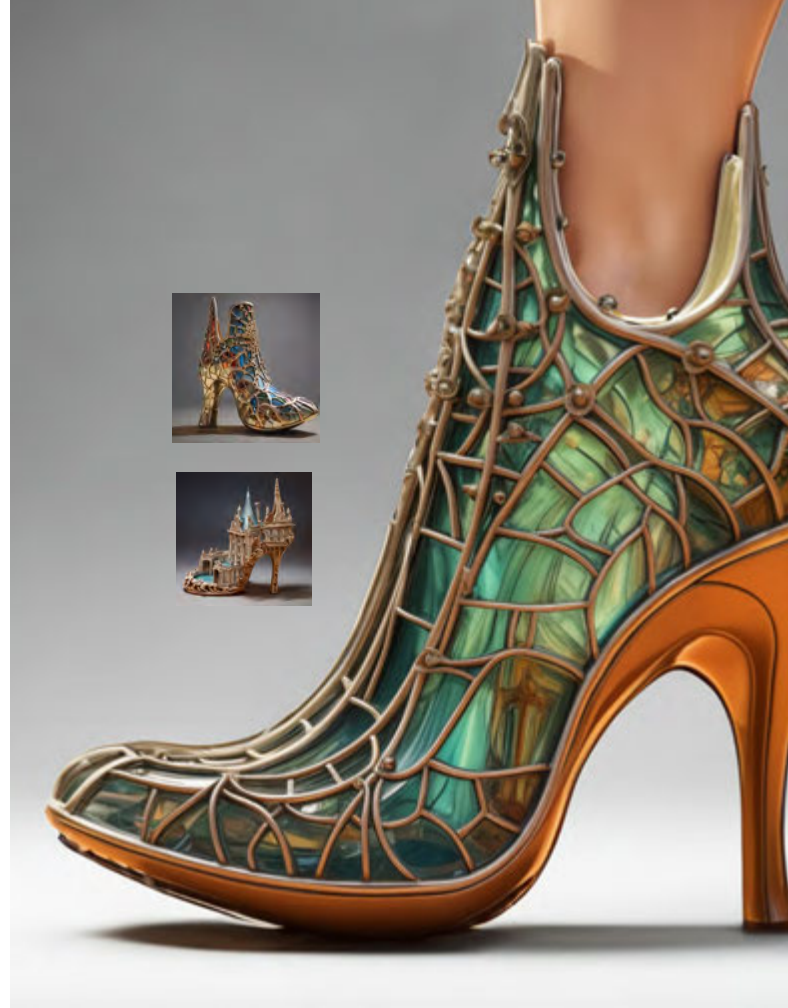
Blurring the lines between real and unreal to create a thread between parallel worlds, the result is a combination of delight and progress. Through history, Artificial Intelligence, architecture, art, and fashion could all be seen as all sewn together through a single thread: innovation. The juxtaposition of these different motifs highlight the richness of human nature, and progression.

This exploration extends to iconic architectural wonders such as Antoni Gaudi's La Sagrada Familia, where curvilinear Art Nouveau forms and Gothic elements converge with Catalan Modernism. To question whether the introduction of historic architecture with modern day fashion is possible, can only be answered with the help of AI. These studies prove that is possible indeed, and with added delight of the viewer. Motifs from the Taj Mahal, Hawa Mahal and the Palace of Versailles were also explored, allowing the marriage of traditional with contemporary.

The narrative goes beyond the aesthetics, delving into the analytical prowess of AI algorithms. By deciphering vast datasets from social media and consumer purchasing patterns, AI can forecast emerging trends, offering designers and retailers a competitive edge. In this symbiotic relationship between human creativity and artificial intelligence, these pieces stand as a testament to the innovative thread weaving through history, architecture, art, and fashion. ■

## Industry Insight

*Svasti Ujagar's Collection: Inspired by classic architecture, applying AI tools in Fashion*





## Student's Experience

### Whatever you believe to be true is true - Rishika Taneja (FC 2020-2024, NIFT Srinagar)



In frame; Rishika Taneja

Styling for me is more than just arranging clothes; it's an art form that allows you to craft a narrative through clothing. Hi, I am Rishika Taneja. To talk about myself and what fashion styling is to me, I'd like to start with that It's all about understanding individual personalities, preferences, and the essence of a person's identity, then translating that into a visual representation.

Styling lets you tell a story through fabric, patterns, and accessories, reflecting emotions, culture, and lifestyle. I've always had a keen eye for style and a passion for expressing creativity through clothing. From a young age, I was drawn to the artistry of fashion and the way it can transform a person's look and confidence. During my time studying fashion communication/ fashion or related subjects, it deepened my understanding of fashion styling as a core. This knowledge fueled my enthusiasm, pushing me to seek hands-on experience in the field.

I was fortunate to secure an internship at a reputed Celebrity fashion stylist Swanand Joshi, based in Mumbai, Maharashtra. During this internship, I immersed myself in the fast-paced world of fashion, working closely with such an experienced stylist whom I'm really grateful for. I assisted in pulling looks for photoshoots, sourcing, attended fashion events, and gained insights into the behind-the-scenes operations of the industry too. Talking about the achievements, we got published with Magazines like Elle India (Celebrity Styling) and an International feature with Mob Journal International Magazine (Editorial Styling)



ELLE India magazine feature

My internship was a transformative experience truly, allowing me to refine my skills and develop a strong network within the fashion community.

It solidified my desire to pursue a career in fashion styling, where I could blend my creativity with industry expertise to curate stunning looks and make a mark in the world of fashion.

Taking the readers forward with my college journey of being in National Institute of Fashion Technology, Srinagar, has played a significant role in fostering my interest in fashion styling through various avenues like Curriculum and Courses which likely offered subjects related to fashion, design, styling, and related fields which helped me provide foundational knowledge and skills in fashion styling, sparking my understanding and offering valuable insights into the industry. Moreover, Faculty Expertise and guidance of professors and mentors in the field of fashion have been instrumental. Hands-on experiences such as workshops, projects, internships, or fashion shows organized by my college exposed me to real-world applications of fashion styling. Exposure to industry professionals, guest lectures, seminars, or industry networking events organized by my college provided exposure to professionals in the fashion industry. Interacting with them gave me valuable insights and a broader perspective on fashion styling as a career.

I would also like to show my heartfelt gratitude to my Industry Internship mentor Mr. Shashi Ranjan Sir for helping me pursue my weekly goals with enthusiasm and dedication.

I would like to conclude with a quote by Bridgett Devoue which goes like, "Little by little, day by day what is meant for you will always finds its way". ■



MOB International magazine publication



BTS from the set of CLASS on Netflix promotion.  
In frame- Chintan Rachchh



### THE COROLLARY OF 3D PRINTING



**Samantha Paul Quadros**

Foundation Programme Design, Semester II

(TD 2023-2027, NIFT Daman)

**3D** printing has had a metamorphic reverberation in the textile and fashion industry, contributing to a distinctive amalgamation of innovation and customisation. This precedent technology plunges the confines of traditional fashion by paving a path for designers to fabricate intricate and personalised garments. Allowing on-demand production drastically depletes waste. It also accelerates the integration of unconventional and unorthodox material, endorsing a new era of sustainable and avant-garde fashion. Additionally, it capacitates local and decentralised production by convulsing conventional supply chains. The carbon footprint by global conveyance of fashion goods exorbitantly diminishes. Its evolution confronts predictable perceptions of sizing and style delegating; consumers fervently participate in the design process, engendering the essence of individuality and authenticity in the fashion landscape.

As technology ascends and development initiates, there are always crumbs of negative ramifications left behind, which impede and barricade

certain aspects of the world. Likewise, 3-D printing has had a bleak and pessimistic embrace of the fashion and textile industry. Prospective job dislodgement has been perceived exceptionally in established manufacturing roles. It may also fuel unemployment in specific sectors as it decreases the necessity for labour-intensive operations. Thus composing hindrances for labourers transitioning to a new skill set. The elementary cost of 3-D printing technology would frame economic encumbrances for minor businesses, conceivably piloting towards market concentration and curbing diversity within the industry.

The comprehensive acclimatization of 3D printing could augment perturbances about intellectual property affairs. It also handicaps the ingenuity of inventive efforts within the industry, as replicating designs digitally would escalate the peril of unsanctioned cloning and prohibited counterfeiting. It even accords to imparting apprehension about the overall ecological repercussions of this manufacturing technique as the energy consumption associated with the technology itself is uncertain. 3D printing also inflates environmental uncertainties about our dependence on these synthetic raw materials and their sustainability.

Ultimately, the onus of responsibility is on the consumer as 3D printing has instituted a binary aftermath on sundry facets of our lives. New probabilities not only in design but also in healthcare, manufacturing and architecture have all been metamorphosed by the propensity to construct intricate designs with precision. However, it also propounds restraints, including ethical considerations, feasible misuse and environmental hazards related to materials and waste. Propelling an equilibrium between harnessing the positive aptitude and addressing the negative entanglements will be salient as we navigate the ever-revamping panorama of 3D printing technology. ■



### From Fashion To Environmental Footprint: A Quest To Quantify Sustainability.

**Prerana Raidurg** (KD-2017-2021, NIFT Kannur)  
preranaraidurg@gmail.com | prerana.raidurg@bawear.eu  
<https://bawear-score.com/>

**E**mbarking on my journey from a Knitwear Design graduate at NIFT Kannur to the world of quantifying sustainability, I was driven by a profound realization. The textile industry, often hailed for its creativity and innovation, held a darker secret as the second most environmentally detrimental sector. I knew that change was not only necessary but urgent. However, as I dove head-first, I found myself grappling with a fundamental question: **What does sustainability truly mean in the context of fashion and textiles?**

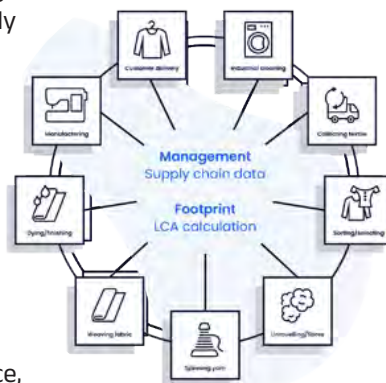
In those COVID days, the market was flooded with brands, retailers, and manufacturers touting their sustainable; products, from recycled materials to exotic alternatives like cactus and pineapple leather. But beneath the surface, confusion reigned.

Were all recycled materials genuinely sustainable? Did innovative materials equate to true sustainability? How could we accurately measure the impact of these choices on our planet? As I ventured further into this enigmatic terrain, I discovered that the answers lay within the realm of Life-cycle Assessments (LCAs). To understand this, consider two scenarios: a 100% cotton tee from India and one from 100% recycled cotton. At first glance, it might appear that the latter is unequivocally better for the environment. However, the truth is far from simple. Cotton cultivation demands significant amounts of water, land, and chemicals, making it an environmental challenge from the start. On the other hand, recycled cotton, while conserving land resources, may involve an alarming amount of chemicals during production. Moreover, the sustainability equation expands beyond materials. It encompasses the energy From fashion to environmental footprint: A quest to quantify sustainability. sources used in production, be it the renewable source of solar power or fossil fuels like coal.

It also considers the location of the user. If the product was manufactured in India and was transported to Europe by water or was made and used in India. These factors further influence its overall sustainability impact.

So, the next time you encounter someone championing sustainability, remember to scrutinize the details. Consider employing a Life-cycle Assessment tool, also known as life cycle analysis. These tools offer a comprehensive evaluation of various aspects, with a primary focus on the environment, across every stage of a products life cycle. Take inspiration from the Product Environmental Footprint (PEF) framework developed by the European Commission, which delves into 16 diverse impact categories. These encompass everything from resource consumption to eco toxicity, from land use to global warming potential. LCAs serve as our guiding compass, leading us through the intricate labyrinth of sustainability.

They shine a light on the critical areas where the textile industry leaves its mark on the environment — from production and usage to disposal. During my tenure at bAwear Score, powered by Sima-Pro, a textile LCA platform, I realized something significant. LCA's empower us to make well-informed choices that truly matter, ultimately shaping a more responsible and conscious future for the world of fashion and textiles. In the ever-evolving world of fashion and sustainability, lets together continue to measure our progress, for in the quantification of sustainability lies the power to create a future where fashion and textiles coexist harmoniously with our planet. ■



Credits @bAwear Score

### Journey of Creativity and Success: A Fashion Designer's Odyssey



**Amir Kazmi**  
FD 2009-13, NIFT Raebareli

In a world where creativity knows no bounds, I have carved a remarkable path through the realms of Fashion Design. From my childhood days, I was always good at design and creativity and with the support and encouragement from my family, I joined NIFT, Raebareli. After graduating in the 2009-13 batch of Fashion Design, I embarked on a voyage of discovery that has led to my growth and fulfillment.

My college days were a treasure trove of experiences for me. The Fashion Design Program not only equipped me with technical expertise but also fostered a nurturing and encouraging environment for creative expression. These years were marked by numerous lessons, learning opportunities, and the forging of friendships that have stood the test of time.

As fate would have it, I secured a coveted placement at Proline India Limited, Bangalore through campus recruitment, where my journey as a Menswear Designer began, igniting a passion that fueled future endeavours. The exposure to real-world projects and challenges at Proline honed my skills and laid a strong foundation for what was to come.

Following my time at Proline India Limited, I took a leap of faith and joined the Landmark Group India, where I embraced the world of Retail Fashion. The experience was invaluable, providing me

with a holistic understanding of the industry and allowing me to explore various facets of design and consumer preferences.

The call of new horizons beckoned, and I got a call from the prestigious Apparel Group as a Fashion Designer in Dubai, UAE. Then there was no looking back. Three and a half years of hard work, dedication, and creative flair led me to soar to new heights in the fashion industry. Dubai's diverse and vibrant fashion scene proved to be an inspiring backdrop for my ever-evolving creative journey.

In an urge to explore, enhance and do more; I ventured into Licensing Business. Currently, I have found my niche as a Licensed Designer for Max Fashion, a part of the Landmark Group in Dubai. My role involves overseeing all apparel designs related to beloved franchises like Disney and Warner Brothers, catering to men, women, and children. The thrill of creating designs that resonate with a wide audience has been a rewarding experience for me.

Throughout my career, I have demonstrated an unwavering commitment to my craft. Their designs epitomize a harmonious blend of innovation and practicality, reflecting a deep understanding of customer preferences and industry trends. The ability to consistently bring fresh ideas to the table has earned me a reputation as a trendsetter in the world of fashion.

Aside from my professional achievements, I remain grounded and attribute my success to the continuous pursuit of knowledge and an unyielding passion for Fashion. I credit my formative years in NIFT Raebareli for instilling the values of perseverance, creativity, and collaboration. ■



# खादी महोत्सव

## Khadi Mahotsav: NIFT Srinagar



### When Khadi Elegance took centre stage : NIFT Srinagar's Khadi Mahotsav Unveiled a Tapestry of Talent and commitment.

In a display of colors and textures, the Khadi Mahotsav at NIFT Srinagar, on October 21, 2023, unfolded as a mesmerizing spectacle. The runway came alive with the sparkle in the eyes of 30 student designers from the Fashion Design Department, transforming Khadi into a bold and avant-garde fashion statement.

As the models stepped onto the runway, adorned in a creatively crafted Khadi ensemble, it was evident that this was not just a fashion show; it was a celebration of innovation, sustainability, and the sheer brilliance of our budding designers and stylists.

Student designers, from FD 3, 5, and 7, brought forth their unique interpretation of Khadi, infusing the fabric with life and meaning, as the runway became a stage for innovation, with each outfit contributing to the metamorphosis of Khadi into a symbol of contemporary fashion. As the audience marveled at the ensembles parading before them, it became clear that Khadi was no longer confined to the pages of history; it had become a vibrant and dynamic statement of style. As the student design teams competed the atmosphere was charged as well as vibrant.

In a grand celebration of creativity, Khadi Mahotsav at NIFT Srinagar was not merely confined to the runway; it blossomed into

an immersive experience for more than 600 students and teachers who descended upon the campus. Among dignitaries who attended the events, Dr Javid A Wani, Director NIFT Srinagar, Dr Hina Shafi, Vice Chairperson, KVIB, Mr Saqib Zamir, CAM Indian Railways were prominent.

The day unfolded with a multitude of innovative displays, exhibitions, and showcases, creating a vibrant tapestry of talent and sartorial brilliance. The corridors buzzed with excitement as the Department of Fashion and Life Accessory and Fashion Management showcased their students' innovative works. The exhibits were a testament to the departments' commitment to pushing boundaries, as students explored novel concepts, materials, and designs. The infusion of traditional elements with contemporary flair echoed the ethos of the Khadi Mahotsav, transforming the campus into a haven of creativity.

Adding to the spectacle, the Fashion Communication students curated a captivating photo exhibition and screened films that were produced by NIFT on crafts of the region.

Among the important guests Vice Chairperson KVIB & Chief Area Manager Indian Railways and Director NIFT Srinagar along with many guests actively attended various attractions and interacted with the participants. The





highlight also was the presence of students from renowned schools of Kashmir and other colleges, turning NIFT Srinagar into a melting pot of ideas and creativity.

The vibrant energy was palpable as students engaged with the displays, exchanged ideas, and celebrated the intersection of tradition and modernity. The collaborative spirit among institutions further enriched the experience, fostering a sense of community and shared passion for fashion. Amidst the bustling activity, the meticulous coordination of the outreach activity by the International & Domestic Linkages Cell at NIFT Srinagar added a layer of precision and seamless execution.

The foundation batch students took center stage, guiding guests with finesse through a campus tour that showcased the institute's infrastructure, workshops, and collaborative spaces. The campus tour, expertly managed by the foundation batch, not only provided insights into the learning environment but also highlighted the collaborative and nurturing atmosphere at NIFT Srinagar.

The Khadi Mahotsav at NIFT Srinagar was a resounding success, leaving an indelible mark on all those who witnessed the convergence of talent, tradition, and innovation in the heart of Kashmir. The event, with its myriad facets, stood as a testament to NIFT Srinagar's commitment to fostering a holistic educational experience that goes beyond textbooks and classrooms. ■



## Campus News

# Bengaluru



“The shifting seasons brought forth much joy to the graduating batch of 2023, who donned their best off - whites and showed off their degree certificates with aplomb, as they converged on the 8th of November 2023 for their Convocation ceremony. The campus was honoured by the presence of Hon'ble governor of Karnataka, Shri Tawar Chand Gehlotji, as the Chief Guest and Mr. Tejaswi Surya, Member of Parliament for the Bengaluru South constituency, graced the occasion as the Guest of Honour.

“This semester also saw visits and fruitful meetings with representatives from many international universities. Ms Maureen Collins, Lecturer in Fashion and Textiles Design, Belfast School of Art, delivered a lecture on The Problem with Fashion, on the 10th October 2023. A master-class was held by Mr. Marco Bartolucci, course expert for Fashion Design at IED Florence, on Creativity and Sustainability on the 13th September 2023. Also a team of students and faculties from Cornell University visited NIFT Bengaluru campus on 2nd January 2024.



“A team from Bosch visited the campus on the 6th December, 2023 led by Mr. Guru Prasad- Vice President at Bosch Global Software Technologies Private Limited (BGSW). He was accompanied by Mr. M Yousuff, senior designer and Ms. Pushpa Rajendran, and the team actively engaged to discuss possibilities of collaboration between Bosch, Healthcare and NIFT Bengaluru. Expert lectures, Research, Faculty training, Internships, Classroom projects and Graduation projects were also discussed.

“A team from Uniqlo also visited the campus on 6th October 2023. Prof. Dr. Jonalee Das Bajpai along with RIC, Bengaluru and CC-BFT & MFT interacted with the company. The campus also hosted a team from CIEL (Laguna, Tropic Knits and Aquarelle) on the 18th October 2023. Mr. Shyam Sundar Goenka, CEO, Bharat Silks, visited the campus on 11th October 2023.



“A team from CIEL (Laguna, Tropic Knits and Aquarelle) visited NIFT Bengaluru for on-campus GP drive held on 18th October 2023.

ABFRL HR team visited NIFT, Bengaluru campus on 19th October 2023 and 13th December 2023 for on - campus GP recruitment drive.

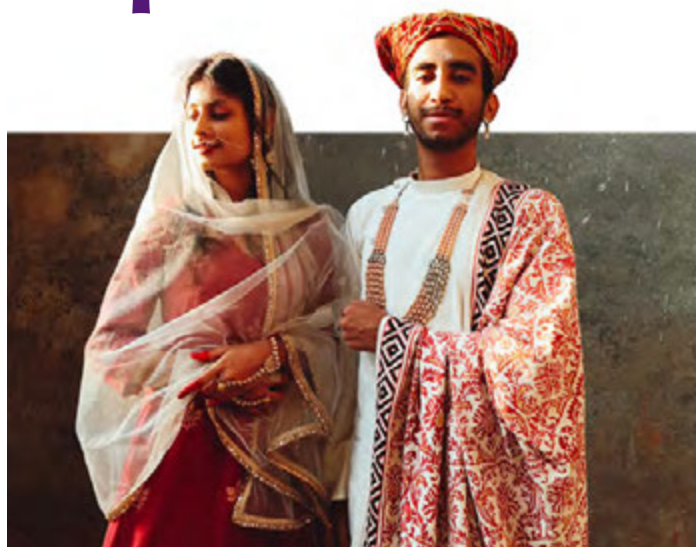


## Campus News

# Bhopal

### MEERA NAAM KHADI: FASHION SHOW

NIFT Bhopal's recent fashion show melded Bollywood glamour with sustainable fashion, spotlighting Khadi as the fabric of choice for movie-inspired looks. Students showcased their creativity by replicating famous costumes, like Ranveer Singh's charismatic Bajirao Mastani ensemble. This showcase not only celebrated the timeless appeal of Bollywood fashion but also demonstrated Khadi's adaptability and style quotient.



### GANESH CHATURTHI



Under the guidance of Mr. Mohd. Rizwan Ahmed, Ass. Professor, NIFT Bhopal, the students made the idol of Lord Ganesha from clay, on the holy occasion of Ganesh Chaturthi as an important contribution towards environmental protection. The students honored the cultural heritage through programs of their interest and made the festival memorable.



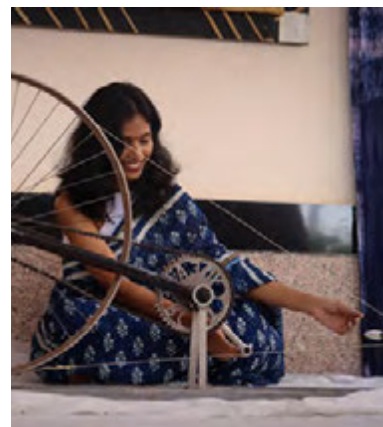
### SWACHHATA PAKHWADA



The 'Swachhata he Seva' campaign was initiated on campus. A cleanliness drive surrounding the campus auditorium and sections along the Bhopal-Indore National Highway.

### KHADI WORKSHOP & CRAFT BAZAAR

The campus celebrated Khadi Mahotsav by organizing a Spinning Workshop, enlightening students on Khadi's importance. Through hands-on experiences with the charkha, students embraced the essence of Khadi, aspiring to promote and wear it for years to come. The Craft Bazaar, showcased diverse Indian handicrafts, including Batik printing, Chanderi weaving, block printing, and jute/Macrame products.





# Campus News

# Chennai



From the period of October to December 2023, NIFT Chennai participated in various activities/events as directed by HO. The Annual Converge 23' at Patna Campus was held from 26th to 30th Dec, where Chennai campus participated along with 2 Faculties and 50 students from all the departments. NIFT Chennai won 7 medals in the competitions overall. It was an excellent experience for our students. In the month of November 2023, NIFT Chennai hosted the Khadi Mahotsav festival in its campus with a live musical performance by our students YAZH and variety of apparels done in handloom fabrics were showcased –by our departments and also independent brands and designers in Chennai. Along with Quilt India Foundation and The Square Inch –a travelling exhibition on quilt making technique was hosted and exhibited at the campus with the theme Our Lonely Planet. The exhibition was open for all students and public. A special talk with the six quilt artists was held for the Foundation Students who were

exposed to the idea of material exploration, technique, skill and aesthetics. Along with this, NIFT Chennai also celebrated the HO events such as Samvidhaan Diwas, Jan Jatiya Diwas and Vigilance Awareness Week. In all the events, the campus had organized for various faculty and students activities and competitions including painting, caricature, photography and poster making. These events not only encouraged the fraternity, but also provided a platform for creative expression –it fostered a deeper understanding and appreciation for the unique traditions of our nation's cultural diversity.



# Daman

## Royal Reception for NIFT Daman's 2<sup>nd</sup> Batch

The second batch of fashion students at NIFT received royal reception during their induction program. The students were welcomed with great enthusiasm to the 18th campus of NIFT in Daman, which commenced last year.

Dr. Arun T, IAS, Secretary of Health & Family Welfare, UT Administration, inaugurated the orientation program. He urged the students to make the most of the numerous tangible and intangible facilities available at the campus, encouraging them to embrace every opportunity for growth. Mr. Shivam Tiotia, Director of Technical & Higher Education, asked the students to adopt a proactive approach in building their careers in the fashion industry.



The program also witnessed the presence of Mr. Kiran Bandari, Director of ECO Fashion, who represented the textile industry. He extended his full support to the students for industry visits and mutual learning experiences. Campus Director Mr. Sandeep Sachan, Sanjay Kumar (Principal, Government College), and Students Development Activity Cell Coordinator Dr. Rahul Kushwaha addressed gathering.



## Conduct Fashion Shows ! based on Khadi says Prime Minister Narendra Modi

Prime Minister Narendra Modi urged the fashion students to make Khadi a fashion statement of the campus. He suggested conducting Khadi fashion shows and promoting the work at college cultural fests.

The G-20 University Connect event was a landmark initiative aimed at fostering collaboration among prestigious Indian institutions at the national level. Despite being a relatively new campus, this program has firmly established NIFT Daman on the central stage of India's fashion education landscape. It symbolizes the institution's journey from a small textile hub in the central coastal region of India to an integral player in the national fashion industry. As part of the G-20 University Connect program, NIFT Daman organized competition for college students from the Union Territory. This initiative was designed to raise awareness about the G-20 and its significance in shaping global policies and priorities.



## NIFT Daman Integrates Practical Learning at Retail Mall and Textile Market

NIFT Daman students has embarked on a practical learning approach that seamlessly blended classroom education with real-world experience. The field trip took them to the Retail Mall in Surat, where they explored retail strategies and consumer behavior across various brands. This hands-on approach aimed to bridge the gap between theory and practice in the field of marketing and retail.

Textile Design under graduates visited a wholesale textile market, HTC-2 Market, gaining insights into the supply chain elements of brick-and-mortar retail models. According to the Head, Department of Fashion Management Studies, P. Vidhu Sekhar, who led the team said that the initiative reflects NIFT Daman's commitment to producing industry-ready professionals with a comprehensive understanding of the fashion and design sector.



# Gandhinagar



### Swachhata Hi Seva

The campaign was celebrated from 15th September to 2nd October this year under the joint aegis of DDWS & MoHUA. The students elevated the campaign to new heights through their innovation and crafting remarkable selfie wall using waste materials.

### IIMA Student Delegate Visit

On October 12th, 2023, as a part of the A-league program 15 students from IIMA Visited NIFT campus Gandhinagar. The visit created a bridge between two academic powerhouses, between management and design. The students also interacted with Prof. Dr. Sameer Sood, Director, NIFT Gandhinagar and shared their experience at NIFT campus



### Plastic Bank

With the leadership of Prof. Dr. Sameer Sood, Director, NIFT Gandhinagar, Plastic Bank was created at NIFT Gandhinagar Campus on 1st October, 2023, to redefine the value of plastic waste. NIFT Gandhinagar is setting up collection centers where NIFT Family can deposit plastic waste for proper disposal and recycling.



### Director's Article in Divya bhaskar in all editions

A thought provoking article by Prof. Dr. Sameer Sood, Director NIFT Gandhinagar was published in Divya Bhaskar (all editions of Gujarat).



### Girls' Hostel Building Makeover & Classroom Transformation

NIFT Gandhinagar girls' hostel building received a fabulous makeover with whitewash and painting and Accessories Design Department Classroom converted plain walls into remarkable hubs of artistic expression as the part of special campaign 3.0.

### Open Mic Night

The 'Literary Club' of NIFT Gandhinagar organized an amazing vibrant event "OPEN MIC" on 13th October, 2023. The platform was open for artists, poets, musicians, and performers of all kinds to showcase their talents and creativity.



### Meeting with the BSL Association

Prof. Dr. Sameer Sood, Director, NIFT, Gandhinagar visited the Central Office of Brands and Sourcing Leaders (BSL) Association and met the top management team of BSL as well as Fab India, Triburg, Alliders and AI Global.

### Panel Discussion

As part of "Khadi Mahotsav" – a panel discussion on 'Importance of Swadeshi and Significance of Khadi for Young Generation' was held on 17th October 2023.



### Rasotsav- A Navratri Celebration

On 20th October, 2023, the enchanting evening commenced with a soul-stirring Aarti led by Director Prof. Dr. Sameer Sood. 'Imbue,' the dance team of NIFT Gandhinagar, enthralled the audience with a mesmerizing performance, followed by the garba night for all students.

### Convocation 2023

The Convocation ceremony for the graduating batch 2023 was held on 27th October 2023. Shri Rohit Kansal, IAS, Additional Secretary, Ministry of Textiles & Director General, NIFT was the Chief Guest for the event. A total of 184 UG and 82 PG students were conferred degree certificate and awards to the award winning students.



### Khadi Mahotsav

On 27th October, 2023, a celebration of Mahatma Gandhi's 154th birth anniversary, NIFT Gandhinagar showcased Khadi Exhibition, a handwoven cotton cloth, as a powerful tool for India's economic and political freedom.

### Artisan Awareness Workshop

On November 2, 2023, Prof. Dr. Sameer Sood, Director NIFT Gandhinagar and Shri Vasamsetty Ravi Teja, I.P.S., Superintendent of Police, Gandhinagar, Gujarat jointly inaugurated the Artisan Awareness Workshop organised by FMS department NIFT Gandhinagar.



### Vigilance Awareness Week

NIFT Gandhinagar observed Vigilance Awareness Week, from 30th October to 5th November 2023, under the thought-provoking theme: Say no to corruption; commit to the Nation." Shri Vasamsetty Ravi Teja, IPS, S.P., Gandhinagar, honored the event as Chief Guest and Speaker on 2nd November 2023.

### Deepotsav

Deepotsav 2023 at NIFT Gandhinagar was celebrated on November 10th, 2023 with great enthusiasm, lighting up the campus with traditional lamp and fostering a sense of togetherness.



### A student of NIFT Gandhinagar got selected under UDAAN scholarship program

Ms. Khyati Sharma (BFT-5) student of NIFT Gandhinagar got selected under UDAAN scholarship program for Semester Exchange Program at École Nationale Supérieure Des Arts Et Industries Textiles.

### Celebration Of "Constitution Day" and "Janjatiya Gaurav Divas"

On 24th November, 2023, Shri Birsa Munda, was honored with flower petals and garland, to celebrate "Janjatiya Gaurav Divas". NIFT Gandhinagar administered the Oath to its staff, faculty, and students as part of Constitution Day.



### The Director of NIFT Gandhinagar featured in Fiber2Fashion Magazine

Prof. Dr. Sameer Sood, the Director of NIFT Gandhinagar featured in Fiber2Fashion Magazine. The article discovers the factors that drive NIFT Gandhinagar to attain higher levels of accomplishment.

### NIFT Gandhinagar Celebrated तूल-वस्त्र-वेद

With the warm presence of Textile Commissioner of India, Mrs. Roop Rashi and Founder and National General Secretary of BSL Association, Mr. Raman Dutta, NIFT, Gandhinagar curated a spectacular showcase of India's premier cotton collection तूल-वस्त्र-वेद on 7th December 2023.



### Open House Event

On 21st November, 2023 at NIFT Gandhinagar, welcomed 55 students of SGVP International School, Ahmedabad. The Open house event included informative session, workshop, campus tour and Q&A session to provide a detailed view of NIFT's programs.

### The National Skill Conclave

Prof. Dr. Sameer Sood, Director of NIFT Gandhinagar was honoured as the key speaker at the National Skill Conclave, The National Skill Conclave on "Industry 4.0: Redefining Education to ensure Employable Skilled Workforce" held in Gujarat on November 30, 2023.





# Hyderabad

## GI Day @ Hyderabad October 06, 2023



NIFT Hyderabad and Development Commissioner Handlooms & Textiles jointly organized a conference “Dharohar” securing and fostering traditions to discuss the prevalence, promotion, and progression of Geographic Indication (GI) in India on 06-10-2023. The main purpose of this event is to review the GI Registration of Handloom and Handicrafts of India and its impact on preservation of craft authenticity/originality, process, livelihood generation and extension of market opportunities.

## Alumni Meet 2023:



NIFT Hyderabad organized its much-anticipated Alumni Meet

with a theme of “Threads of Time” on October 14, 2023. The Alumni Meet saw an impressive number of registrations, with a total of 357 alumni signing up for the event. This remarkable response reflected the eagerness of the former students to engage with their alma mater. Of the registered attendees, 211 alumni were present at the venue, making it a highly successful turnout.



## NIFT Graduation Ceremony- Convocation 2023 successfully conducted on 23<sup>rd</sup> of Dec 2023:



**Converge 2023** is being hosted by NIFT Patna in December 2023, NIFY Hyderabad has won 2 gold, 8 silver and 5 bronze medals.



Dr.K.K.Babu, Assistant Professor & RIC Presented a paper on “Design and Development of 3D printed PLA blocks for Textile Printing” at ICTN 2023, IIT Delhi, New Delhi along with Ms. Srivani Thadepalli, Associate Professor, BFT on 13<sup>th</sup> of December 2023.



# Jodhpur

## TEDx NIFT JODHPUR

aimed to inspire and enlighten attendees in just 18 minutes per talk, making it a resounding success.

TEDxNIFT Jodhpur's inaugural event on December 5, 2023, marked a milestone as the first TEDx event in NIFT's history, drawing an audience of 100 attendees and 150 staff from various institutions including NIFTJ, IITJ, AIIMSJ, and NLUJ. Themed 'KSHITIJ: Where Experience Meets Innovation', it showcased talks spanning diverse subjects like design, technology, art, education, politics, astrology, and brain sports, encouraging young minds to initiate meaningful conversations and sparking innovation. Notably, it was the first event to bring together all four national institutes in Jodhpur. With a panel comprising speakers of national importance, the event



### Highlights of the Design Symposium



The International Design Symposium held on November 2<sup>nd</sup> and 3<sup>rd</sup>, 2023, at NIFT Jodhpur focused on "Leveraging Creativity For Innovation: Role Of Design Research." It gathered national and international experts to discuss design, research, and practice. The symposium aimed to foster critical discussions, share methodologies, and promote collaboration for innovation. Through presentations, and panel discussions, participants explored innovative design practices across industries and disciplines.

### Khadi Fashion Show



As part of Khadi Mahotsav 2023, the Fashion Design Department organized a Fashion Show on 25/10/ 2023, with the theme "Azad Dhage" focusing on modernizing Khadi. Nine collections were showcased, each depicting the journey and evolution of Khadi through ages. Dr. G.H.S. Prasad, Director of NIFT Jodhpur, and Dr. Madhabananda Kar, Executive Director of AIIMS Jodhpur, graced the event. The students' creativity and hard work were praised, with collections like Chaap, Prayasurupa, and Aarambh presented. Sponsored by Ms. Geetanjali Soni Studio, Sanjay Studio, and Union Bank of India, the show highlighted fusion and modernization of Khadi in modern silhouettes.

DESIGNED BY: AROHI KESARWANI (FC)



# Kangra



## ICON 2023

NIFT Kangra hosted the International Conference on Sustainable Design Practices, named ICON. It was held from November 25<sup>th</sup> to 27<sup>th</sup>, 2023. The event brought together international and national experts and delegates to engage in discussions on sustainable design practices.



## SWACCHATA PAKHWADA

The Swachhata Pakwada was organized on October 1, 2023, to commemorate Mahatma Gandhi's vision of a clean and hygienic country.



## Blood donation camp

A Blood donation camp was organized in collaboration with local hospitals on 10 October 2023. Our faculty, staff and students community came together for this cause.



## Vigilance awareness week

Empowering Minds, Ensuring Integrity. Vigilance Awareness Week on 30<sup>th</sup> of October 2024 was observed to promote a culture of honesty, transparency, and ethical behaviour. Together, the idea to build a stronger and more conscientious community was promoted.





# Kannur

## NIFT Kannur Converge 23



NIFT Kannur team participated in Converge 23 hosted by NIFT Patna. The team was led by SDAC Ms Shangrela ma'am and Mr Ezhilanban



## Hon'ble Minister visit to NIFT Kannur Campus



Thiru Anbil Mahesh Poyyamozhi, Hon'ble Minister for Education, Government of TamilNadu and Thiru. R.Sudhan, Member Secretary, Tamil Nadu Model School, Govt.of Tamil Nadu, visited the NIFT Kannur Campus on December 14, 2023.



## Expert Lecture by Dr. Shipra Gupta

The Fashion Management Studies Department, NIFT-Kannur hosted an exclusive research event featuring Dr. Shipra Gupta, Associate Professor of Marketing at the University of Illinois, titled "Exclusive Research Event on Fashion Sustainability and Consumption,"

## NIFT Foundation Day



NIFT 39th foundation day at Kannur campus was celebrated on 22<sup>nd</sup> January 2024

# Campus News

## Mumbai

### **“Threads of Freedom”**

NIFT Mumbai organized a talk on the topic “Threads of Freedom” conducted by Ms. Majula Jagatramka, Director, VAITARNA to introduce the art of Hand Spinning to the students on 3rd October 2023.



### **Khadi Fashion Show**

NIFT Mumbai organized a Khadi Fashion Show - “Spinning Stories of Inheritance” as part of the Khadi Mahotsav 2023 on 6th October 2023.



### **Durga Puja**

On the occasion of Durga Puja, NIFT Mumbai celebrated Agomoni (Durga Puja) on 11th October 2023.



### **Adventure Day**

Adventure Day 2023 was celebrated by organizing a trek to the Karnala Fort and Bird Sanctuary on 15th October 2023.



### **Garba Night**

NIFT Mumbai organized Garba Night (Navratri) on 18th October 2023 where the students celebrated the festivities with Eco-friendly decorations in the campus.



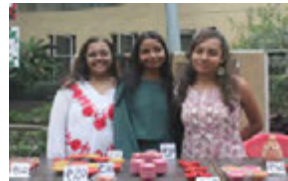
### **Joy of Giving week**

NIFT Mumbai celebrated the Joy of Giving week in collaboration with Goonj NGO from 10th to 31st October 2023. Students, faculties and staff donated their belongings for the needy.



### **Eco Diwali Mela**

NIFT Mumbai organized Eco Diwali Mela on 7th and 8th November 2023. The event featured stalls by students showcasing handmade accessories, clothing, thrift items, food, natural henna mehndi and games. ‘Jewellery making workshop from waste fabric’ and ‘Clay workshop’ was also organized.



### **Diya Painting workshop**

Ethics & Social Service Club organized and conducted a Diya Painting workshop for the children of Girija Welfare Association (NGO) on 10th November 2023.



### **Janjatiya Gaurav Divas**

NIFT Mumbai celebrated the 3rd Janjatiya Gaurav Divas 2023, on 23rd November with a photo exhibition titled “Warli”.



The exhibition featured a series of photographs that offered a glimpse into the ancient and culturally rich Warli craft practiced by the Warli tribe in Maharashtra.

### **The 38th half yearly meeting of the Town Official Language Implementation Committee (TOLIC)**

The meeting was held on 28th November, 2023 in which Prof. Dr. Pavan Godiawala, Director NIFT-Mumbai was honoured with the ‘Official Language Shield’ for the excellent implementation of the Official Language in the campus. Mr. Khushal Jangid, Joint Director was awarded with the second prize for “Samanvay Hindi Essay Competition” organized by the Directorate of Construction Services and Estate Management.



### **Convocation 2023**

NIFT Mumbai’s Convocation Ceremony of the graduating batch of 2023 was held at NIFT Campus on 9th December, 2023. The Chief Guest for the ceremony was Sh. Dhruv Sitwala, Billiards Player and Ms. Archana Kochhar, Fashion Designer, was the Guest of Honour. Total 315 students of NIFT Mumbai (236 UG and 79 PG) were conferred with Undergraduate and Post Graduate Degrees.



### **‘One Bharat Sari Walkathon’**

NIFT Mumbai organised ‘One Bharat Sari Walkathon’ on 10th December 2023 at the MMRDA Grounds BKC. Smt. Darshana Jardosh, Minister of State for Textiles

and Smt. Poonam Mahajan, Member of Parliament - Lok Sabha together, with Shri Piyush Goyal, Hon'ble Union Minister, launched the Mumbai Edition of ‘One Bharat Sari Walkathon’. This event supported women’s empowerment and brought together women to support the Indian textile industry in order to highlight our country’s beautiful fabrics and weaves.



### **NIFT Foundation Day**

NIFT Mumbai celebrated the Foundation of NIFT on 22nd January 2024 with warmth and gratitude towards the visionaries who played part in the long journey of NIFT.



On this day Alumni from the seniormost batches of NIFT were invited and felicitated.



Thereafter, they shared their stories with the students and faculty followed by the Kite flying activity on the rooftop.



The alumni interacted with students as well as faculty and also enjoyed the recreational activities and cultural events on field.





# New Delhi

## Foundation Day



Foundation Day 2023 was celebrated on 22nd January, named 'NIFT-Dharohar : Excellence Through The Year' as an ode to 39 years of creativity, innovation and academic excellence. While Team Aarambh commenced the event with their street play, Team Rang, Dhara and Salt elevated the event with their respective performances. The event was graced by industry experts, faculty, alumni and students. The highlight of the day was an enlightening panel discussion, where the first dean of NIFT, Ms. Asha Baxi and illustrious Alumni meandered through their experiences as we celebrated the journey that defines us.



## IPR'S by NIFT Delhi

"The Needle Replacement System"

Mr Ravi Shekhar, Mr Shubham Tilara, Dr. Prabir Jana, Dr. Suhail Anwar

"Evaluating Sewing Skill of an Operator of a Sewing Machine"

Dr. Prabir Jana, Dr. Deepak Panghal, Mr Dinesh Kumar

"Implementing Blockchain Technology in Automated Teller Machine (ATM) based Electronic Voting Machine"

Dr. Amit Kumar Tyagi, Dr. Vinita Jindal, Dr. Prashant Singh, Mr Dhyanendra Jain

## Lohri



On the evening of 15 January, 2024 The Cultural Club of NIFT New Delhi organised the Lohri function. The sound of the dhol made everyone put on their dancing feet. Everyone adorned themselves with bright colourful clothes, gathered around the bonfire and enjoyed performances by Dhara and the punjabi community of NIFT. As the flames arose, the mellowness spread across the crowd and joyful cheers began. The festival unfurled a new sense of zeal amongst everyone. Just like that NIFT celebrated Lohri.

## Collective

The Literary Club and The Film and Photography club organised the Autumn Collective, 2023 on 29th November, adding a much needed ornament to the kund, a bonfire. The bonfire set the perfect environment for writers, poets and singers to showcase their talents. With the flames adding to the bright smiles that lit our faces up, the collective was one of the purest moments of wholesome camaraderie this year, as songs and laughter promised to burn brighter than the fire itself.



# Panchkula



For the celebration of Khadi Mahotsav from 2nd October - 31st October, NIFT Panchkula campus had invited Mr. Ashish Satyavrat Sahu, well known as "Khadiwala Designer", to display his collection of Khadi products and apparel and had an interactive session with students and faculty members.



NIFT Panchkula was privileged to receive a distinguished guest, Mrs. Rachna Shah, IAS, Secretary, Ministry of Textiles, Government of India, on the 28th of October



Dr. Vishu Arora, Associate Professor M.des and Mr. Vinod Bhatia, Assistant Professor, Mdes along with CE coordinator Dr. Sonali Srivastav meticulously organised its first outreach program on curatorial practices from December 4th to 8th.



## CAMPUS NEWS PANCHKULA



Open House session for St Teresa Convent School was conducted on 27th December 2023. Students were informed about the infrastructure facilities and resources available at NIFT, Panchkula.



We are proud of the champions who brought home the medals. We are beyond thrilled and excited to be announced as the hosts of Converge 2024.



Workshop on transforming waste into artistic treasures for Foundation Batch was organized, which is led by the esteemed Prof. S. K Kushwaha, Chairman of the Department of Fine Arts at Kurukshetra University.



NIFT Panchkula organized an Interactive Session on Cyber Crime awareness by ASI Mr. Didar Singh and Constable Mr. Sunil Kumar with the support of Haryana Police, on 11th October 2023.

# Patna



Mr Rajendra Arlekar, Governor of Bihar awarded the Degree Certificates during Convocation 2023

## NIFT Patna Major Events

**Convocation** for the Class of 2023 was held on the 3<sup>rd</sup> of November 2023 wherein 216 graduating students received their degrees. Mr Rajendra Arlekar, Governor of Bihar awarded the Degree certificates. Mr Rohit Kansal, DG NIFT and AS MoT, GoI, Prof. Dr. Sudha Dhingra, Dean-NIFT, Prof. Dr. Shinju Mahajan, Head Academic Affairs, NIFT graced the occasion. Colonel Rahul Sharma, Director NIFT Patna presented the Annual Report. Graduating students were all excited, their parents and guardians felt a sense of pride during the triumphant occasion.



Ms Tanu Kashyap, DG NIFT felicitated Mr Vivek Kumar Singh, Development Commissioner, Government of Bihar during the inauguration of Converge'23 on the 27<sup>th</sup> of December 2023

NIFT Patna hosted the most coveted event of the year **Converge**, during 27<sup>th</sup>- 29<sup>th</sup> December 2023. The three day extravaganza witnessed more than 1000 selected students from all of the 18 NIFT Campuses participating and competing in various sports, cultural, literary, and social events.

A 3-day **Outbound Workshop** was conducted for all the students of NIFT Patna during Nov-Dec'23.



Smt Jaya Jaitly addressing the students

As part of NIFT Patna **Expert Lecture** Series, **Smt. Jaya Jaitly**, the President and Founder of Dastakari Haat Samiti who is also an Activist, Author, and Art & Craft Curator, strategically innovating the growth and livelihood of Artisans and Craftspeople for over 4 decades, visited NIFT Patna to deliver a lecture on the topic- Promoting Crafts for the Future on the 23<sup>rd</sup> of November 2023. Live streaming of the session was done on the NIFT Patna YouTube channel for the benefit of all the stakeholders.



Classical Dance Performance by students

The 39<sup>th</sup> NIFT **Foundation Day** was celebrated on the 22<sup>nd</sup> January 2024 with a host of cultural and literary performances in the central Hall at the NIFT Patna Campus. ■



# Raebareli

## Convocation



Canon India Pvt. Ltd. conducted a photography workshop with the third-semester students from the Department of Fashion Communication where they taught about different elements of the camera and their uses along with indoor and outdoor photography demonstrations.



NIFT RAEBARELI conducted its 12<sup>th</sup> convocation where 139 students from 5 departments (Fashion Design, Leather Design, Fashion & lifestyle Accessories, Fashion Communication & Master Of Fashion Management) participated. Total 17 medals and awards were distributed on 9<sup>th</sup> of November 2023.

## SUTKIRTICHAKRAM

A Fashion Show to promote our indigenous fabric known as Khadi was organized by NIFT Raebareli students during the Khadi Mahotsav 2023. All the garments made in Khadi fabric were designed and prepared by Khadi Karigars.

## Canon India Workshop





# Campus News

## Shillong

### SWACHHTA HI SEVA (OCTOBER 2)

NIFT Shillong Campus with its teachers, faculties and students, celebrated the campaign of Swachhta hi Seva on 2<sup>nd</sup> October under the leadership of the institute's Director Shri Shankar Kumar Jha. With the theme of Garbage free India, a cleanliness drive was organized in and around the campus premises.



### ESSAY WRITING COMPETITION (OCTOBER)

In the month of October NIFT Shillong held an essay writing competition on Mahatma Gandhi's vision of swachhata. The competition saw healthy competition and immaculately worded pieces that highlighted the importance of cleanliness. The winners of the competition, First- Kanya Kumar (AD), Bishwanath Das (FP) and Ayushi Laxmi (FP), Third- Pritha Chanda (FC) were duly prized for their work.



### DURGA PUJA (OCTOBER 11)

Goddess Durga's coming was celebrated in the Campus on 11th October 2023 in a joyous event of dance and merriment. Dances of various forms from across the state were performed by the students to welcome the goddess and invoke her blessings. With traditional games and songs, the students and teachers expressed their happiness and pride as a beautiful festival of red and white came to life in the green hills of Shillong.



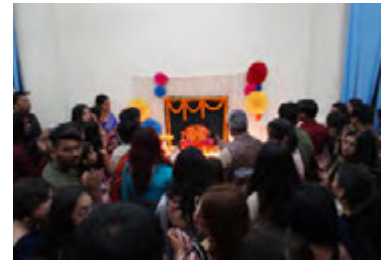
### KHADI MAHOTSAV (OCTOBER 31)

NIFT Shillong, in collaboration with Center of Excellence Khadi and Ms. Juhi Pandey, hosted the Khadi Mahotsav on October 31st. A thought-provoking panel discussion on "Khadi in North East India," featuring prominent speakers delving into the fabric's academic, artisanal, and societal significance. The panellists included Shri Shankar Kumar Jha- Campus Director, Dr Lisa Pachau, CC-FC (I/C) and Assistant Professor, FD department, Sanjeeb Kakoty - Prof IIM Shillong, Vanney Nongrum - Designer Meghalaya, Rituraj Dewan - Founder Director 7Weaves Assam and Ms Aurineeta Das, Associate Professor & CC- TD. It was complemented by a captivating fashion show, "La Tynrai," which showcased four remarkable Khadi collections which seamlessly blended tradition and innovation.



### DIWALI CELEBRATION (NOVEMBER 12)

In the month of November, NIFT Shillong celebrated Diwali with great fervour through songs and dance by and for the students. The event included a DJ night that allowed the students to wash away their tiredness and worry as they jumped, bobbed and danced to the grooving music. The colorful festivities illuminated the campus with joy and happiness.



### HINDI WORKSHOP (DECEMBER 2023)

A successful Hindi workshop cum training program was conducted on campus for employees of the Institute. Enthusiastic participation marked the event's success, reflecting the commitment of all participants towards learning and development initiatives.



### MAKAR SANKRANTI (JANUARY 14)

Makar Sankranti was celebrated on 14th January in the Campus marking the beginning of the new semester. The programme consisted of dance and songs along with poetries and stand-ups by the students. Later on, everyone gathered at an empty area near the Resource Center Parking for a bonfire, to celebrate Lohri. The event fostered a sense of camaraderie and cultural unity among all participants.



### 39<sup>th</sup> NIFT FOUNDATION DAY

On 22nd January, NIFT Shillong along with campuses across India, celebrated the 39th NIFT Foundation Day. The event commenced with the plantation of a sapling followed by speeches from the Director, Shri Shankar Kumar Jha, and the SDAC, Dr Natalie Diengdoh. The events included an outdoor Photography exhibition, a Debate competition, dances by our students and band performed by the winners of the 2023 Converge. The campus director also felicitated all students that had participated and brought honours to the campus in the past year. The day concluded with a vote of thanks from the Ethics & Social Service Club Adviser, Mr. Sujit Kumar Mohanty followed by the National Anthem.



# Srinagar

## NIFT FOUNDATION DAY '24

NIFT Srinagar organized a grand celebration of the 39th Foundation Day of NIFT on 22nd January, 2024. The event which was presided over by Dr. Javid Ahmed Wani, Director, NIFT Srinagar, felicitated three artisans namely Iqbal Hussain Wani, Abdul Majeed Dar, Abdul Gaffar Sheikh who made remarkable contributions in the field of craft. The chief guest of the event was Mr Zubair Ahmad, Director, Indian Institute of Carpet Technology, Srinagar. A debate on the contributions of NIFT, Swatchatha/cleanliness drive, and special lighting decoration of the campus were also done as part of the celebration.



## ARTISAN AWARENESS WORKSHOP

Empowering Artisans Through Knowledge and Interaction. A 3-Day Artisan Awareness Workshop was conducted at the campus where Sozni, Kani, and Pashmina artisans collaborated with MFM Semester 3 students, exploring the world of marketing & design. Together, they embarked on a journey to elevate their craft. Faculties & external experts led various sessions on different aspects of design & marketing. The concluding ceremony was graced with the presence of Dr. Javid Ahmed Wani, Director.

## CONVERGE

NIFT Srinagar shined at Converge 2023 in NIFT Patna, displaying remarkable success in cultural, sports, and academic events. Janvi (FP) won two Gold and two Bronze medals in sports, reflecting the institution's athletic prowess. The Quiz team secured Gold, while the institution earned a Bronze in Battle of Bands, Face Painting, and a gold in Carrom. This collective achievement demonstrates NIFT Srinagar's commitment to excellence in all fields.



## Viksit Bharat debate



NIFT Srinagar held a panel discussion on "empowered Indians" Under Viksit Bharat @ 2047 campaign. The discussion witnessed participation from faculty members Mr. Shashi Ranjan and Mr. Vineet Kumar joined by students Mr. Shahrukh Ahmad and Mr. Shreyas. Discussion was moderated by Dr. Yasir Ahmad Mir



# NIFT Converge

## NIFT Converge

An annual event usually held in the last week of December where the best from all the NIFT campuses compete in various sports, cultural, literary, and social events.

Some snapshots from the most anticipated event of the year “NIFT Converge 2023”, held during 27<sup>th</sup>-29<sup>th</sup> December 2023 at Patna.





# PLACEMENTS 2024

NIFT CAMPUSES	PG	UG
NEW DELHI	22nd & 23rd April 2024	24th, 25th & 26th April 2024
BENGALURU	29th April 2023	30th April & 2nd May 2024
MUMBAI	3rd May 2024	6th & 7th May 2024
CHENNAI	9th May 2024	
KOLKATA	10th May 2024	
GANDHINAGAR	10th May 2024	
HYDERABAD	10th May 2024	

For further information, please write to:

**Mr. Jayant Kumar**

Asst. Prof. & UI-Industry

E-mail id: [ui.industry@nift.ac.in](mailto:ui.industry@nift.ac.in)

Mobile: +91 9253 2 85413





**National Institute of Fashion Technology**

Ministry of Textiles, Government of India

Bengaluru | Bhopal | Bhubaneshwar  
Chennai | Daman | New Delhi  
Gandhinagar | Hyderabad | Jodhpur  
Kangra | Kannur | Kolkata  
Mumbai | Panchkula | Patna  
Raebareli | Shillong | Srinagar

WECONNECT / ISSUE 05  
[www.nift.ac.in](http://www.nift.ac.in)

