

SWAP SHOP

Swap Shop - an unique, path breaking event, conceived, planned and executed by NIFT alumnus of 2019 batch under the guidance of Prof. Dr. Divya Satyan, had taken place in the NIFT Chennai campus on 12th September 2019 for the first time as part of the 25th year celebrations of NIFT Chennai and also keeping in with the spirit of PM Modi's call for Swachh Bharat.

It was a clothing swap event conceived in accordance with the current second-hand September movement to bring awareness amongst the students about conscious consumption of apparel. As future designers and people of the apparel and fashion industry, their impact is crucial in this aspect.



COME TO THE

**SWAP
SHOP**

TO CELEBRATE
SECOND HAND
SEPTEMBER
BY SWAPPING
1 TO 3 PIECES
OF CLOTHING!

THURSDAY SEPTEMBER 12TH
DONATION SLOT 10 30 AM TO 1 30 PM
SWAP SLOT 3 PM TO 6 PM

INNER COURTYARD
NIFT CHENNAI

MORE INFORMATION ON POSTER 2!!

BRING
YOUR
OWN
BAGS



1

BRING IN 1 TO 3 PIECES OF YOUR PRE LOVED CLOTHING. KINDLY MAKE SURE THEY ARE MILDLY WORN. PLEASE NO RIPPED TORN OR STAINED ITEMS.

2

WE TAKE
WOMENS WEAR • TOPS • SHIRTS • DRESSES
SHIRTS • JACKETS
TROUSERS • PALAZZOS
MENS WEAR • SHIRTS • COLLAR T SHIRTS
• SWEATSHIRTS • JACKETS
• TROUSERS

DO NOT BRING • T SHIRTS • SHRUGS • JEANS • JEGGINGS • JOGGERS
• LEGGINGS • FOOTWEAR • BAGS • ACCESSORIES

3

SWAP YOUR CLOTHES FOR TOKENS DURING THE DONATION SLOT AT TABLES FIXED FOR YOUR DEPARTMENT. CLOTHES THAT ARE NOT DEEMED ACCEPTABLE BY OUR TEAM WILL BE REJECTED.

4

THEN SWAP YOUR TOKENS FOR CLOTHES DURING THE SWAP SLOT! DONATIONS WILL NOT BE ACCEPTED DURING THE SWAP SLOT.

SPREAD THE WORD!!

The event was well advertised using hand-made posters using old assignment sheets of students collected from different departments, as well as through word of mouth of the Class Representatives. The procedures as well as the functional details of the event too were circulated on whatsapp so as to reach every student.

The atmosphere was really electrifying and the freshness of the event as well as its purpose really enthralled the gathered audience.



During the allotted Donation Slot time of 10.30 am – 1.30 am, the inner courtyard started getting brisk footfalls as students from various departments had started depositing the clothes they wish to swap. The volunteers gave them a swap card which reflected their name, department and batch details as well as the number of items donated by them, three being the maximum one could swap. Interestingly, the swap cards were made from old unused visiting cards collected from various faculty and staff!!! The crowd was steady all throughout the donation slot period and the swap card handover too went without any hitch whatsoever, with the volunteers doing a great work with precision under the able support of the volunteer students of BFT and faculty members namely Ms. Padmapriya, Ms, Sharadawati and Ms. Geetha Ranjini.



Then came set up time slot of 1.30 pm – 3 pm. The volunteers again carried out an excellent job by promptly setting up all the swap items on tables and hangers in umpteen number of appealing ways. The set up was eye-catching and inviting. It was really refreshing to see new and out of box display ideas. By 3 pm, the clothes were ready to be swapped.

Swap Slot was scheduled between 3 pm – 6pm during which the display was kept open to swaps. All a student had to do was to bring in their Swap Cards and take back the same number of items or lesser. Swaps happened at a brisk rate and by the end of the swap time-slot, around 65% of the clothes had been swapped.



The remaining 35% of clothes that end up not being swapped were donated to New Hope and New Life Children Home, Perumpakkam and Avvai Home and Orphanage, Besant Nagar with the approval of all the participants of the event.

The very highlight of this whole event was that it was conducted purely on non-monetary basis without receiving a penny from participants AND without spending a rupee on expenses!!!! The sole purpose of the event was to create awareness and promote participation and that purpose got served. Another highlight of this event was that it didn't take up time from student's daily class schedule except for the time spent on giving and taking their swap items.



Kudos to the NIFT alumnus of 2019 batch -Anugraha, Nena, Shehnaz-who did a brilliant job all throughout the day. Their synchronised volunteering was a treat to watch and the precision with which they carried out the time-bound tasks was really a revelation.



The day ended up with a very good feel for one and all. Being a novel, first time initiative, this event was a grand success by any scale and there is every possibility of this event expanding its ambit to include more items and being organized for a longer duration. Hope the success of this event inspire more NIFTians to come up with similar creative, purposeful ideas in the coming years.

