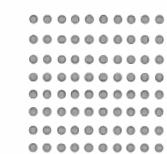




NATIONAL INSTITUTE OF
FASHION TECHNOLOGY

PLACEMENTS 2020

MINISTRY OF TEXTILES, GOVERNMENT OF INDIA



From the
**Chairman's
Desk**

रवि कपूर, भा.प्र.से.
सचिव
Ravi Kapoor, IAS
Secretary



भारत सरकार
वस्त्र मंत्रालय
उद्योग भवन, नई दिल्ली - 110 011
GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
UDYOG BHAWAN, NEW DELHI - 110 011

MESSAGE

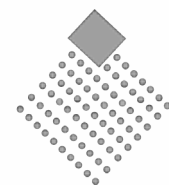
I take great pleasure in welcoming you to the campus placement of the *National Institute of Fashion Technology* (NIFT). This year brings out those aspiring graduates from the masters programme in Design and Management who will be raring to commence their professional journey with brimming confidence after undergoing through the restructured curriculum while the final batch of under graduates with academic rigor of the existing curriculum in all aspects of fashion including design, technology, arts and crafts ready for the ever-changing business of fashion.

The Placement Brochure 2020 will take you through an information tour of the existing and the restructured curriculum facilitating you to engage with best-fit intellects. Looking forward to your continuous support and participation in NIFT Campus Placement 2020.


(Ravi Kapoor)

Date: 22nd January, 2020

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LIFE AT NIFT

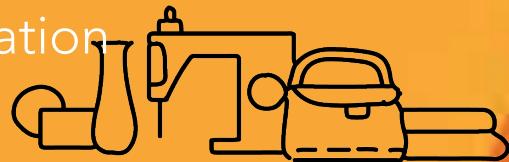
Orientation



Foundation Programme



Specialization



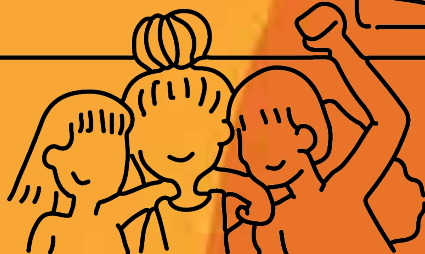
Industrial Interaction



International Exposure



Craft Cluster



Graduation Project



Convocation



OUR VISION

We at NIFT shall offer, at all our campuses, a learning experience of the highest standards in fashion pertaining to design, technology and management and encourage our remarkably creative student body to draw inspiration from India's textiles and crafts while focusing on emerging global trends relevant to the industries we serve.

We at the National Institute of Fashion Technology will:

- Provide a transformative educational environment for talented young men and women to nurture their inventive potential and to acquire distinctive skills valuable to self, industry and society.
- Offer a stimulating, modernistic and evolving curriculum that spans the vast spectrum of India's artistic heritage yet remains firmly contemporary, incorporating disruptive technologies.
- Value and celebrate cultural and individual diversity in our students, faculty and alumni, always emphasizing the power of fellowship.
- Be a global leader in the dissemination of innovative and project based pedagogies in design, management and technology for all facets of the textile, apparel, retail and accessories industries, through the promotion of rigorous and cutting edge research.
- Enable our faculty and students to have intensive interaction with educational institutions, fashion houses, start-up hubs and corporations relevant to our programmes.
- Bring forth graduates who stay committed to exacting standards of professional excellence and personal integrity.

OUR MISSION

PROGRAMMES

BACHELORS

MASTERS

BACHELOR OF DESIGN
B DES | 4 YEARS

AD Accessory Design

FC Fashion Communication

FD Fashion Design

KD Knitwear Design

LD Leather Design

TD Textile Design

BACHELOR OF FASHION TECHNOLOGY
B F TECH | 4 YEARS

BF TECH Bachelor of Fashion Technology

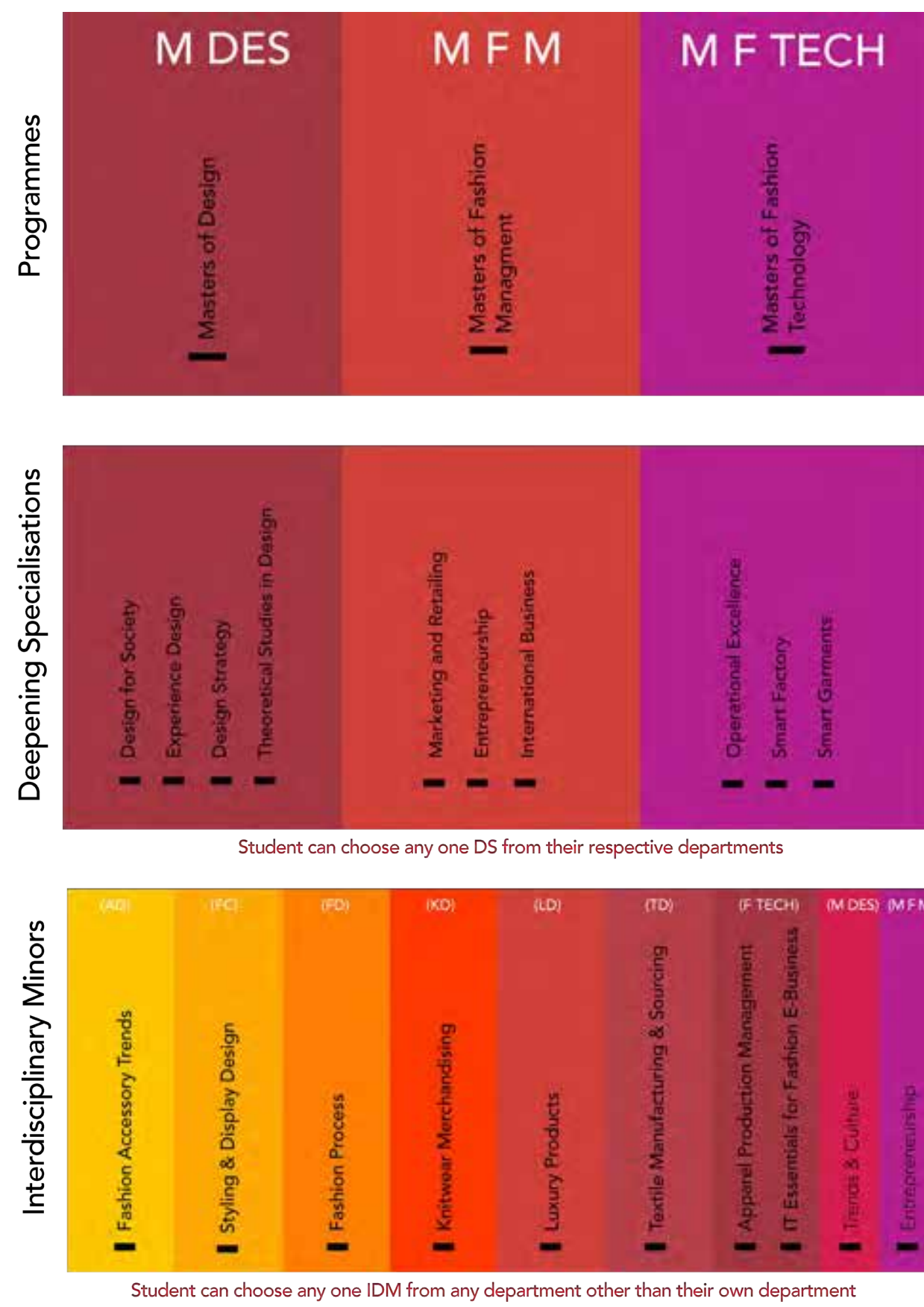
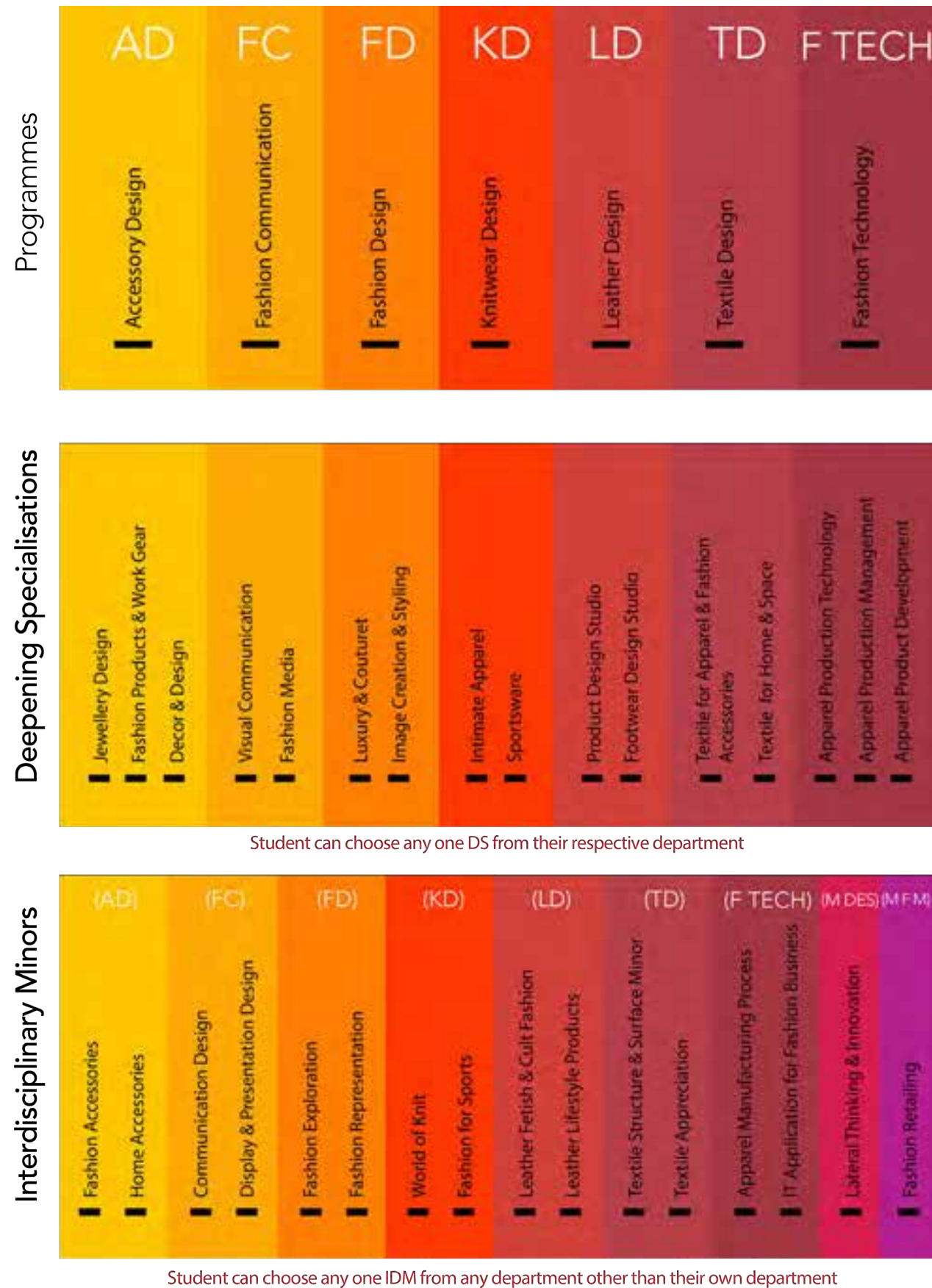
2 YEARS

M DES Master of Design

M F M Master of Fashion Management

M F TECH Master of Fashion Technology

PATHWAY COMBINATIONS





MDES

| NEW CURRICULUM |

Master of Design programme inculcates thinking towards a concept driven innovation for new business outcomes through higher research. The focus is on research in the field of design.

Sustainable Systems
Craft & Costume Studies
Space & Interactive Design
CSR

Design Research
Language of Fashion Forecasting
IPR



Design Methods Visual & Design
Culture Experimental Design

Master of Fashion Management is one of the flagship programme of NIFT. This course develops managerial talent in the fields of marketing, merchandising and retailing specifically for the fashion sectors.

MFM

| NEW CURRICULUM |

Sustainable Systems Craft & Costume
Studies Space & Interactive Design
CSR

Fashion Marketing
Global Marketing
Marketing Research
Consumer Behavior

Fashion Retail Management
Brand Management
Retail Buying & Category Retail Planning
Brand & In-store Communication
Retail Analytics
Retail Logistics



HRM
Economic Analysis
Accounting Strategic
Management
IPR
Vendor Management

Brand Sourcing Consumer Analytics
On-site Merchandising Logistics

M F TECH

| OLD CURRICULUM |

The techno-managerial Master of Fashion Technology programme provides an integrated information in the field of apparel technology and management to graduates with engineering background.

Apparel marketing & Merchandising
Costing of Apparel Quality
Management Logistic & Supply Chain

Fit & Patterns
Apparel CAD
Garment Construction

Fabric Study
Dyeing & Printing

Retail Technology
International Business
Entrepreneurship
Finance Management



Manufacturing Process
Technology for Apparel Production
Production Planing
Technology Management
Maintainance Engineering
Work Study

ERP
Web Based Data Management
Computer Integrated Manufacturing

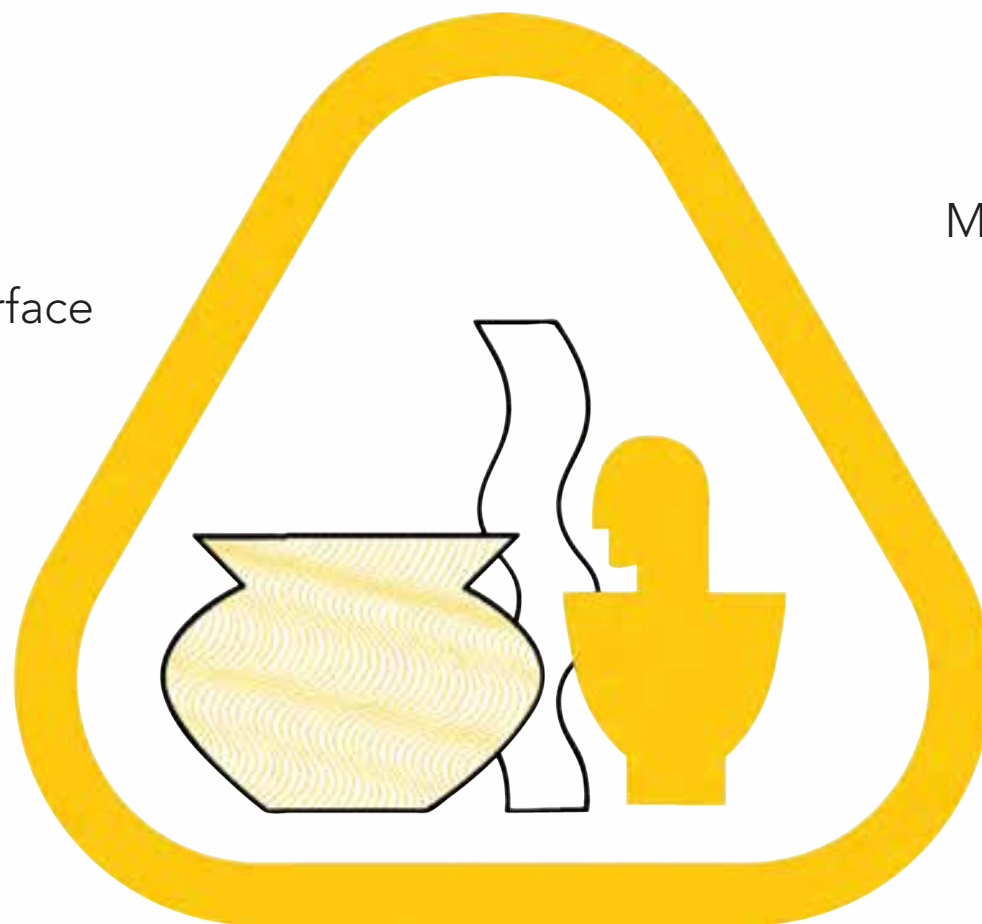


AD

| OLD CURRICULUM |

Accessory Design programme focuses on developing integrated expertise in the field of fashion and lifestyle accessories. Product range – Luxury products, lighting of fixtures, accessories for home, garden, bathroom & kitchen, toys, architectural accessories etc. Precious and costumes jeweller, silverware, giftware using precious metal.

Photography
Visual Merchandising
Marketing Consumer Interface



History & Philosophy of Design
Technical Drawing
Trend & Fashion Forecasting

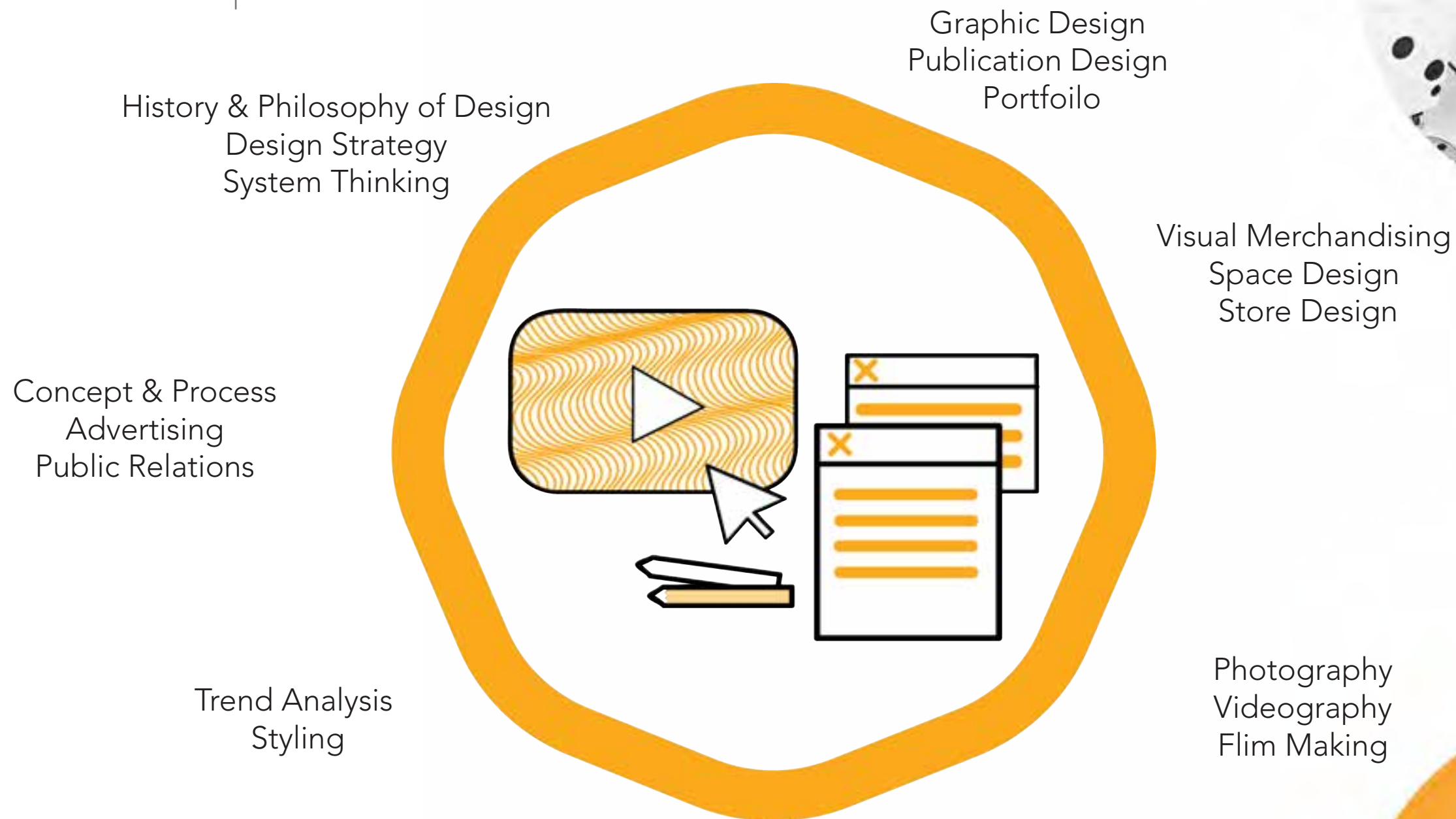
Form Studies
Material Manipulation
Technical Studies
Craft Awareness



FC

| OLD CURRICULUM |

Fashion Communication programme develops dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion & lifestyle industry.





FD

| OLD CURRICULUM |

Fashion Design focuses on design & development of apparel.
This flagship programme grooms professionals with strong
creative & technical skills.

Process Design
Presentation



History of Art & Costume
Fashion Studies
Forecasting

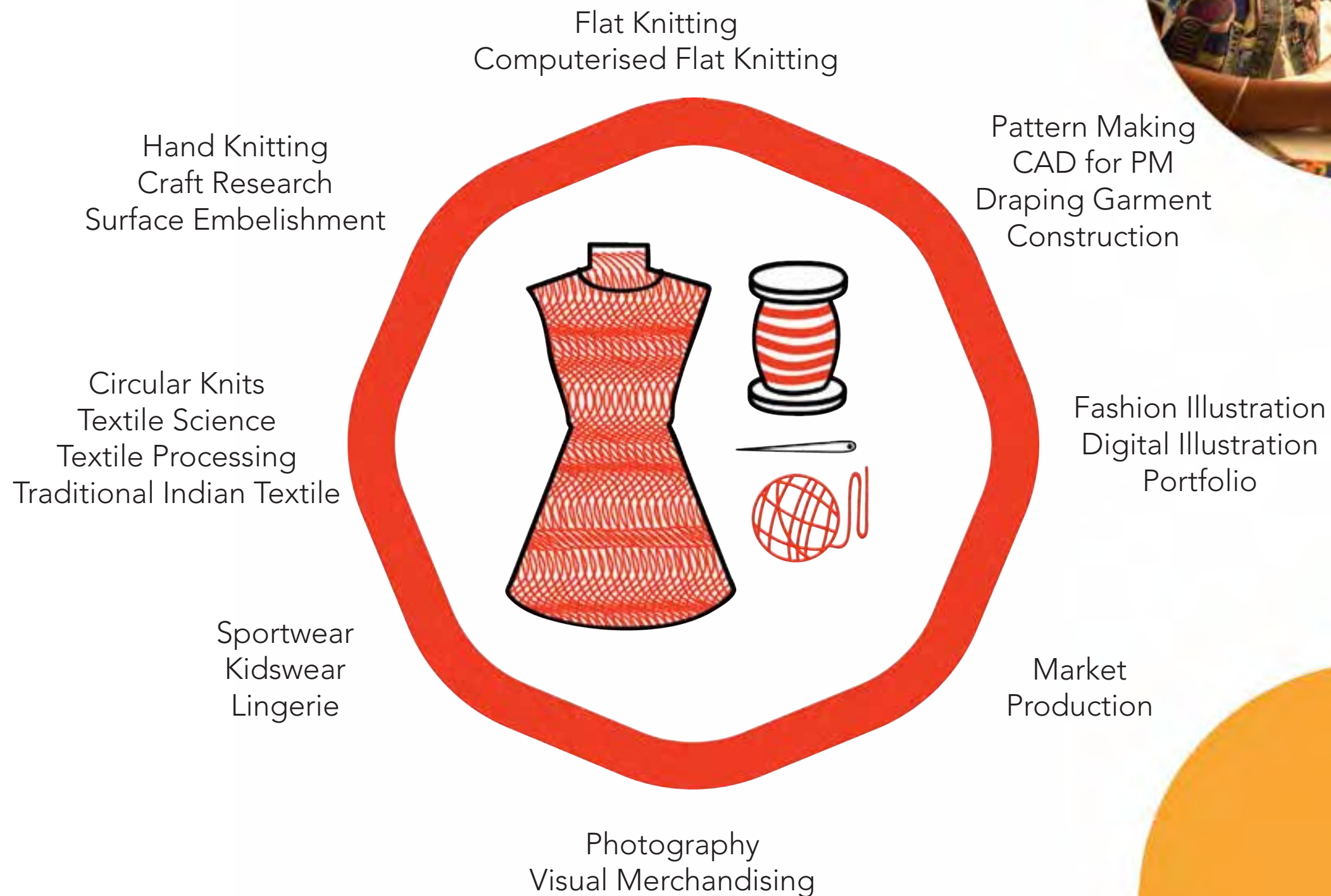
Menswear
Kidswear
Lingerie
Womenwear
Couture Design
Theatre Costume
Craft Based Design

Fashion Styling
Photography
Visual Merchandising

KD

| OLD CURRICULUM |

Knitwear Design programme addresses the need of specialised professionals for the knitwear industry globally by amalgamating knowledge and skill of design & associated technology.



Leather Design programme integrates knowledge in leather and leather-like material, and design to create professionals for the footwear, accessories and garment industries.

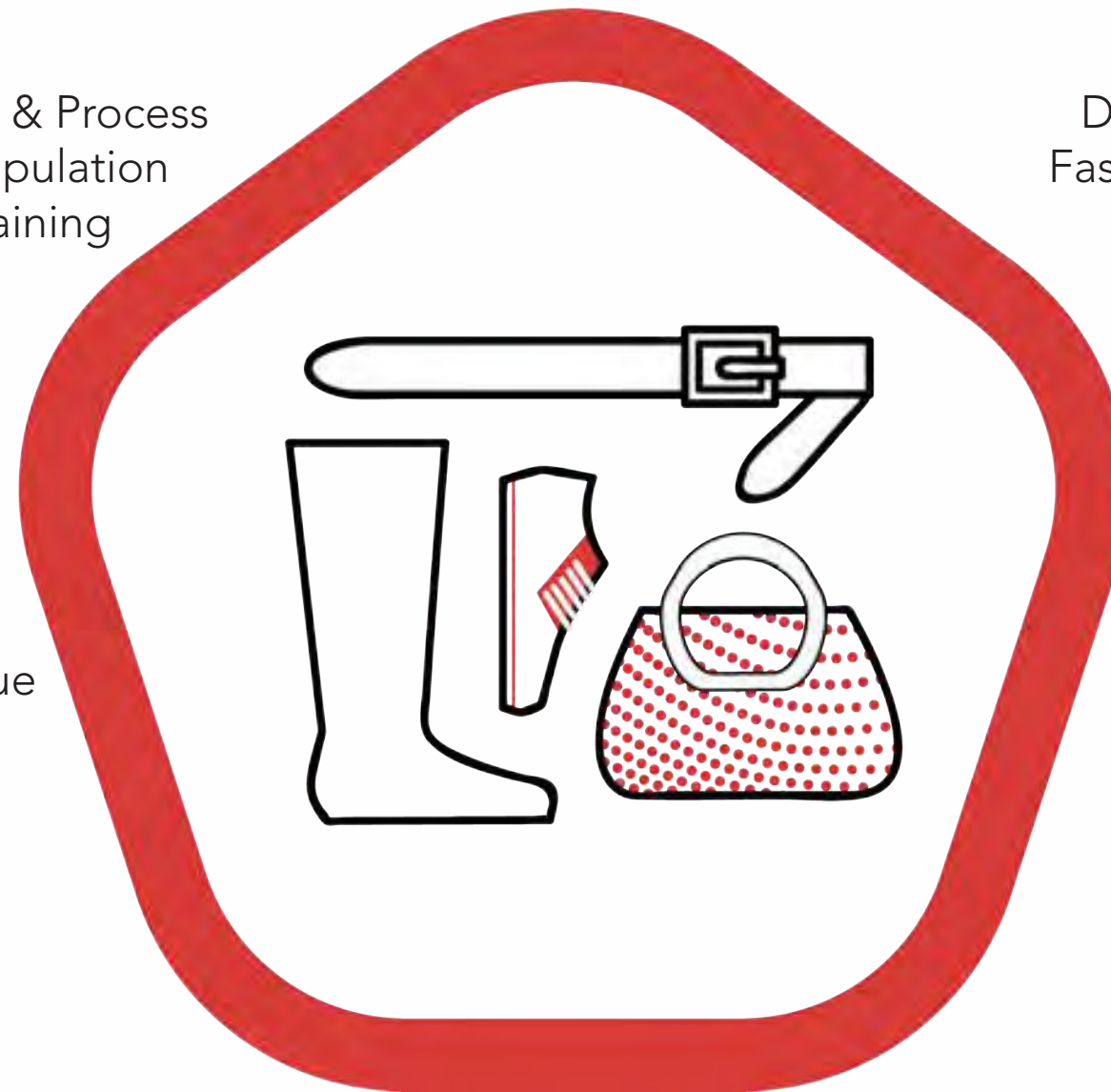
LD
| OLD CURRICULUM |



Leather Studies & Process
Material Manipulation
Tannery Training

Design Method
Fashion Illustration
Portfolio

Pattern Making
Draping
Construction Technique
CAD



Craft Research
Footwear Design
Leather Accessory
Design & Development

Marketing and Merchandising
Production Planning

TD

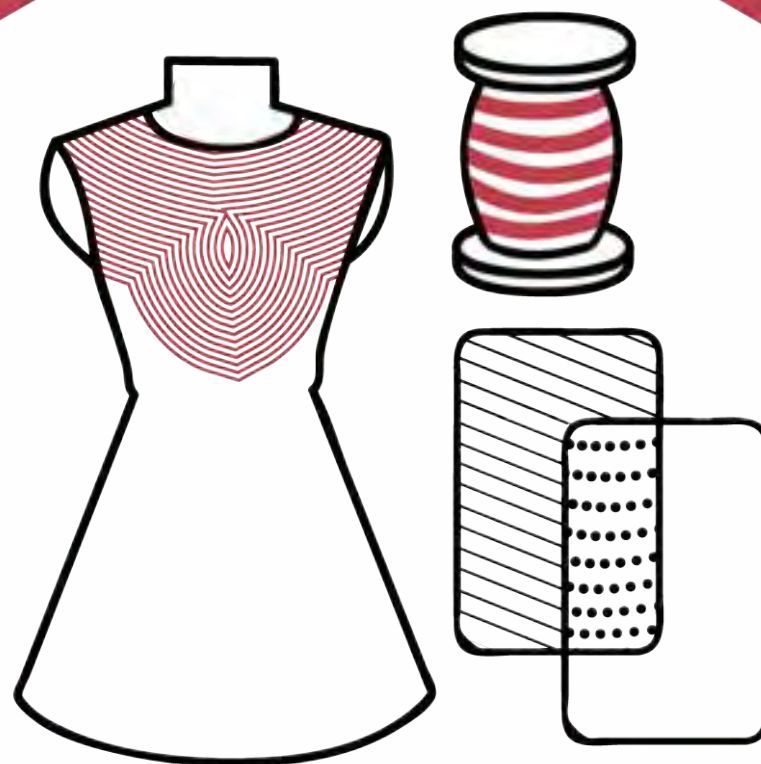
| OLD CURRICULUM |

Textile Design integrates design with technology in development of textiles for the home furnishing and garment industries.

Home
Apparel
Accessories

Print
Woven
Surface
Digital Textile

History of Art and Textile
Traditional Indian Textile
World Textile



Craft Based Design
Textile Art
Sustainable Design

Textile Science
Processing of Textile
Quality Assurance

Fabric Styling
Fashion Studies
Visual Merchandising
Marketing & Merchandising



Bachelor of Fashion Technology trains students in the fashion manufacturing business with knowledge of the latest and best practices in the sewn product industry.

B F TECH

| OLD CURRICULUM |

Machinery
Spreading & cutting
Production Planning

Fabric Science
Dyeing, Printing &
Finishing

CAD/CAM
E-commerce
Web Technology
ERP
Production Planning
MIS

Work-Aid Design
Project Management
Sustainable Production

Pattern Making
Garment Construction
Draping
Product Analysis
Apparel
CAD



HRM
Merchandising
Entrepreneurship
Joint Venture
C&R

Work
Study
Ergonomics
Plant Layout
Operation Management
Lean Manufacturing

Specification & Standards
Quality Management
Training of supervisors

PG

General Electives

| | | | |
|---|--|--|--|
|  Professional Ethics and Values | | | |
|  Critical Thinking |  Communication |  Systems thinking |  Economics |
|  Lanscaping and gardening |  Indian History of Art, Architecture and Culture |  Philosophy |  Making sense of ... |
|  Language |  Photography |  Leadership |  Yoga/Meditation Techniques |

| | | | |
|--|---|---|---|
|  Gender Studies |  Youth Culture and Identity |  Research Methodology |  Sports/Fitness |
|  Resource Management |  Personality Development |  Operations Research |  Media Studies |
|  Theatre/Dance/Choreography/ Music |  Poetry |  Sustainability Studies |  Semiotics |
|  Film Appreciation | | | |

● Mandatory
● Optional



UG

General Electives

| | | | |
|--|--|---|---|
|  Personality Development |  Communication | | |
|  Professional Ethics and Values |  World History of Art, Architecture and Culture |  Critical Thinking |  Indian History of Art, Architecture and Culture |
|  Lanscaping and gardening |  Nature/Historical Walk |  Sociology |  Economics |
|  Language |  Psychology |  Leadership |  Sustainability Studies |

| | | | |
|---|--|---|---|
|  Design Thinking |  Making sense of ... |  Research Methodology |  Sports/Fitness |
|  Photography |  Yoga/Meditation Techniques |  Semiotics |  Creative Writing/Story Telling |
|  Theatre/Dance/Choreography/Music |  Poetry |  Media Studies |  Fashion Modelling/Beauty and Make up |
|  Film Appreciation |  Cultural Anthropology | | |

 Mandatory
 Optional





RESTRUCTURED CURRICULUM | AN INSIGHT





Master of Fashion Management (MFM)

To develop world class professionals in the area of fashion management, marketing, merchandising, and retailing, to produce future entrepreneurs who are equipped with fashion product, technology, analytical and managerial skills and knowledge coupled with right industry connect.

Students undergo in-depth education in management, marketing, buying, merchandising (retail and export), retail operations, international marketing, international trade practices project formulation, Entrepreneurship and also on interdisciplinary aspect of fashion. They are exposed to creative merchandising/marketing, innovative fashion management practices, Information technology developments, cluster studies, sustainability, directions of fashion trends and business practices through field visits and industry internships.

The department maintains an active collaboration with the industry through several consultancy projects undertaken by the members of the faculty and also through the Internship and Graduation Projects, class room projects done by the students.

MAJORS

Major subjects refer to the core domain of the department. The purpose of the first semester major subjects is to prepare a firm background and foundation, on which further specializations can be built; in the area of Marketing, Merchandising, Understanding of Fabrics, Fashion materials, Research and Statistics as well as Information Technology. The understanding of these basic disciplines is further enlarged and substantiated in the subsequent semesters with subjects like Supply chain management, Omni Channel Retailing, Consumer Behavior and Neuro Marketing, Luxury Brand Management, Fashion Brand Management, Strategic and Innovation management, Big data and analytics etc. The purpose of the major subjects is to groom the students in the key areas that are necessary for a domain specific management course the "Fashion Management Studies". The progression of the subjects are such that continuity of knowledge is maintained. Self-study by the students is encouraged as part of curriculum.

DEEPENING SPECIALIZATIONS (DS)

Deepening specialization subjects are meant to allow the students to specialize in a specific area leading to a particular pathway. The areas for deepening specialization are Marketing and Retailing, Entrepreneurship and International Business. The student can choose any one area for in-depth study throughout the course.

DS 1 Marketing and Retailing

The specialization provides an opportunity to gain in-depth understanding of Customer Experience Management, E-commerce Retail operations, Omni-channel Retail, Sales and service management, Branded entertainment etc.

DS 2 Entrepreneurship

The Entrepreneurship would equip the students with the skills to understand the nuances of feasibility study, business laws, report making to setup his enterprise.

DS 3 International Business

The International Business as a deepening specialization aims to provide a nuanced understanding of the size and nature of global business, EXIM documentation, export marketing and export merchandising.

All these specialization would help the student to focus and perform at higher level.

CAREER PATHWAYS

The Marketing & Retailing specialization covers the subjects like customer experience management and retail operations, Omni channel planning and buying, E-commerce, fashion promotion mix and social media marketing, branded entertainment. This would lead to careers as retail buyer, retail planner, store manager, visual merchandiser, retail trainer, mall manager, retail consultant, brand executive, social media analyst, social media marketer, content marketing, event manager, E-commerce merchandiser, marketing and sales professional, luxury store manager etc.

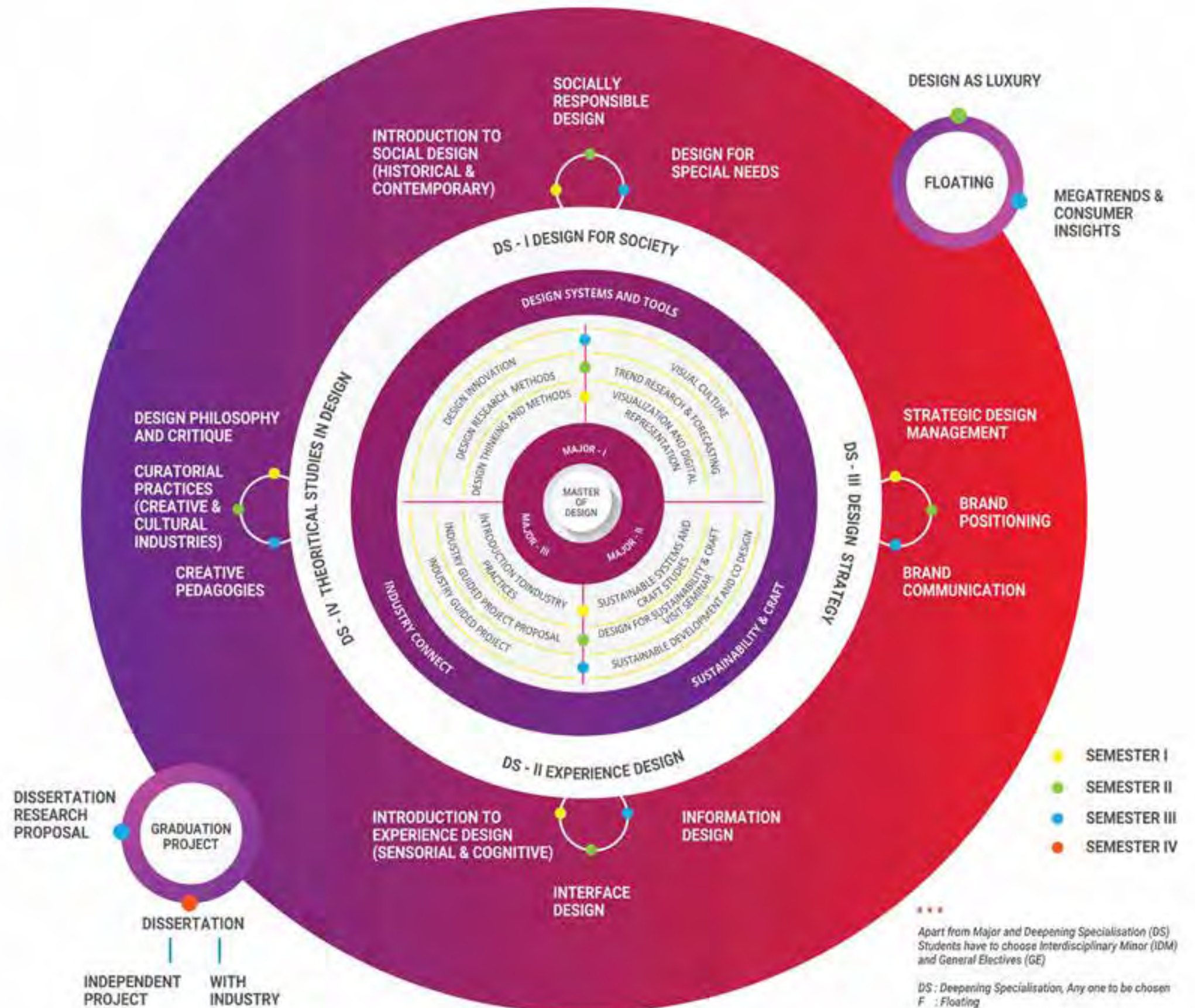
International business specialization covers the subjects like global fashion business, export merchandising and EXIM documentation, global marketing and costing and profitability. This would lead to careers as export merchandiser, buying house merchandiser, sourcing manager, logistics manager, global business development manager, sampling merchandisers, compliance officer, vendor management executive etc.

Entrepreneurship specialization covers the subjects like Entrepreneurship business models and success stories, business idea generation and feasibility testing with live projects, family business management, business plan, laws and integrated project.

This would lead to careers as entrepreneur, social entrepreneur, NGOs, academicians, cluster manager/marketer, Consultant for rural marketers.

Along with these professional subjects students are also exposed to economics, communication, leadership, organizational behavior, HRM, Business ethics, Finance & costing along with overall development general subjects like Yoga, Historical walk, Gardening, Psychology, Horticulture, Dance, Music, Languages which are selected based on interest.

Master of Design Infographics





Master of Design





Industry Connect (Part of major subjects)

MDES course is open for all design and other disciplines and hence encompass a dynamic environment of knowledge dissemination and creativity. The department has taken initiative to bring industry in the classroom as part of different subjects in the form of lecture series, live classroom projects and Industry guided project.

In 4 specializations it is envisaged that such activity is strengthened formally in the respective specialization. This activity start in the semester one in the subject 'INTRODUCTION TO INDUSTRY PRACTICES' (SEMESTER-1) by identifying and calling industry in the class for interaction; also student's field visits are organized.

A rapport with the industry is established by the department faculty and students; in order to take this further in second semester to write industry guided project proposal. This takes in to consideration the students ability, aptitude and forte, which is monitored through counseling and mentoring by the faculty, professionals and industry members.

In the next stage finalization of the actual project idea is done in the subject 'INDUSTRY GUIDED PROJECT PROPOSAL' (SEMESTER-2) which actually is conducted in the industry between summer break as 'INDUSTRY GUIDED PROJECT' (SEMESTER-3).

The nature of the project is to set the students to face real time problems or challenges faced by industry and solving them with the inputs received in the course.

After completion of the project a detailed report is prepared and shared amongst the stakeholders for future directions.

A student can continue the dissertation project in the final semester in the same direction through 'DISSERTATION RESEARCH PROPOSAL' (INDEPENDENT/ WITH INDUSTRY) IN 3RD SEMESTER AND SUBSEQUENTLY THROUGH 'DISSERTATION' IN 4TH SEMESTER.

This contentious process of 'INDUSTRY CONNECT' bring the industry, students and academia together on a platform to address the needs of the developing design and related industry.

01

1st semester

Introduction to industry practices- (with industry case studies & Lecture series)

02

2nd semester

Industry guided Project Proposals (with fares and Seminars)

03

3rd semester

3rd semester (Summer break Internship)
Industry guided project (mentored by industry members)

03

3rd semester

Dissertation research proposal' (Independent/with industry)

04

4th Semester

'Dissertation' (Independent/with industry).
Within the chosen deepening specialization

Name of subjects
in industry connect
in progression (Major-3)

The career pathways of current students

(Batch- 2018-2020) available for placement.

| Deepening Specialization | Design for Society | Experience Design | | | Design Strategy | | | Theoretical Studies in Design | | Any other related to major | Total nos. of students in center |
|--|--------------------------------------|--------------------------------|-------|----------------------|-------------------------------------|---|---|---------------------------------|-------------------|--|----------------------------------|
| Area of career pathway / Domain | Design Research/ Product Development | Space Design / Design Research | UI/UX | Marketing / Business | Augmented reality / Virtual reality | Design Research/ Strategy Design/ Product Development | Brand Communication/ Advertising Branding | System Design / Design Research | Curatorial Design | (Trends Research/Sustainability/Design Thinking etc. | |
| Mumbai | 7 | - | 9 | - | - | 2 | 10 | - | - | 1-Trend Research & 2-Sustainability | 31 |
| Delhi | - | 3 | 15 | 2 | 2 | - | 5 | 6 | 1 | - | 34 |
| Kannur | 6 | 3 | 8 | - | - | 9 | 4 | - | - | 4 -Trend Research | 34 |
| Bangalore | 8 | 8 | 7 | - | - | 9 | - | - | - | - | 32 |
| Total Nos. of students in specialization | 21 | 14 | 39 | 2 | 2 | 20 | 19 | 6 | 1 | 7 | 131 |



RESTRUCTURED CURRICULUM | AN OVERVIEW



Accessory Design

Accessory design program prepares design professionals with embedded fashion knowledge, to offer innovations across myriad platforms spanning jewellery, crafts, personal accessories, soft goods and work gear. Accessory Design program is a career based education that is relevant today and has the ability to address the changing future scenario.

Majors

Accessory Design Majors provides extensive design knowledge in a socially relevant fashion scenario. Knowledge is enhanced with conceptual understand of design as a process, material as a medium and ability to synthesize outcomes enabling them to address the contemporary needs.

The program offers the millennial students to perfect the design process through a balance of latest chic trends and a passion for hand crafted artisanal products and process. Students are creatively engaged in developing visualization skills with greater degree of digital fluency. They stand empowered with material manipulation skills with an indigenous edge of traditional techniques.

Students are enabled to articulate their individuality through their signature style accessory design collections, yet keeping it relevant to the market and industry challenges. This design collection of eclectic fashion lifestyle accessories are based on patterns stemming from a synergy of forms, colors and materials.

Deepening Specialisations (DS)

Accessory design students are empowered with a choice of deeper learning with of specific skills in form of deepening specialization that constitutes of Jewellery Design, Fashion products & Work Gear. Student can make conscious choice of any one deepening specialization. This process is well supported by the department faculty mentor attached to every student throughout his learning in campus.

DS 1 : Jewellery Design

Students gain an in depth understanding of the jewellery domain knowledge in terms of product, people and functioning. Students are equipped with traditional & technical skills in

jewellery making. They are enabled to design fashion jewellery collection with contemporary aesthetics and position them in the fashion space.

DS 2 : Fashion Products & Work Gear

The program offers the millennial students to perfect the design process through a balance of latest chic trends and a passion for hand crafted artisanal products and process across the conventional fashion accessory spectrum. Students gain an in depth understanding of the fashion accessory category knowledge in terms of fashion, form & function.

Students get proficiency in traditional & technical skills in creating the accessories they attain fluency in terms of material and process that is built on explorative experience. They are capable to design fashion accessory collection with contemporary aesthetics and position in the fashion space.

DS 3 : Decor & Design

Decor & Design: Students understand space & visualization with an opportunity mapping in living space, bedroom & bathing luxury accessories. They get to sense aesthetic & ornamentation opportunity application in the living space segment.

They get to explore the making process & products with mixed media thereby knowing the nuances of manufacturing & making of fine dining products. Design an eclectic artefact with respect to the context and design products that are in sync with environment.

Career Pathways

Accessory design students are empowered to design their combinational pathways to enter future careers with transferable skills and flexibility. Few of the career path ways envisaged are: Accessory Design, Jewellery Design, Decor design, Design thinking, Designing ideation and concept development, Design researcher, Fashion trend consultation, Accessory design solutions for both International and domestic markets, Craft based product design, Design futures etc. Students have a choice to work for both corporates and international business, students are embedded with design thinking methods and a combination of business knowhow that triggers them to start

their own design business. During the process of learning they are exposed to an array of possibilities and promising business directions. The opportunities are right there in front of them clearly giving a kick start to their entrepreneurial cravings. In the past many of them have established prominent design ventures.



Fashion Communication

In the ever-growing world of fashion, the Fashion Communication design programme at NIFT happens to be the single most cutting-edge, exciting, and increasingly essential pathway to open up in the fashion and lifestyle industry. The significance of brand identity has come to be seen on par with what the brand sells i.e., the product. Numerous prêt and luxury brands keep appearing in the Indian retail scenario, and it has become essential for each one of them to develop a unique brand identity for maximum impact and visibility. Fashion Communication has made it feasible for these brands to communicate their products, identity, and strategy, by providing a platform for these very brands.

Majors

This programme encompasses cohesive course studies, introducing the FC graduate as a Visual Design Strategist capable of providing integrated solutions, in the following major pathways: Graphic Design, Advertising Space Design, Visual Merchandising, Fashion Creatives, Fashion Photography, Fashion Journalism, Fashion Styling and Fashion Thinking,

Interaction Design and New Media Design, specific to the fashion and lifestyle industry. Graphic Design aims to prepare its graduates to have strong skills in visual design, an adeptness of visual design elements such as typography, grid systems, colour, and composition. Space Design aims to produce professionals with the ability to innovate in the vast field of space design and equip them to an exciting job of transforming physical spaces into functional, comfortable retail experiences. Fashion Creative offers sensitisation towards the development of a visual language incorporating the sense of photography, fashion writing and styling. Fashion Thinking explores the dimensions of a culture that stimulates fashion thinking and innovation, developing innate abilities to articulate assumptions and blind spots, value diversity, engage in conflict and collaboration.

Deepening Specialisations (DS)

In addition to these majors, FC students also have an option to professionally strengthen themselves by opting between the two Deepening Specialisations, i.e., either in the area of

Visual Communication or Fashion Media. Under each pathway, new areas have been incorporated to match the pace of the industry.

DS 1 : Visual Communication

One of contemporary society's most beloved art form is Visual Communication. The course would stimulate every student to expand his or her cultural experience, support a full array of still and moving images with an overall goal of fostering short film-making.

DS 2 : Fashion Media

This specialisation would enable students to be a trend spotter and fashion a journalist with the ability to bring clothing to life; putting the style in a cultural context; inspiring and informing the reader and figuring out where fashion might be heading next; be a copywriter or communication manager for the fashion industry.

Career Pathways

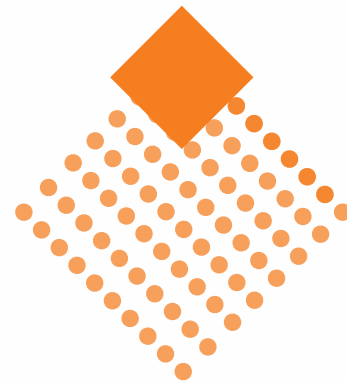
Fashion Communication graduates emerge as dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion, lifestyle industry and beyond. The fast-moving digital revolution has opened up Fashion Communication design to new disciplines that require students to excel not only in traditional design skills but also explore and design human-centred concepts and system design processes linked with information technology:

- New material i.e., experimental, combinations and futuristic
- Fashion Thinking
- Modules like Omni-channel (UX), experience design, sensory design, augmented reality, virtual experience design, artificial intelligence, have been incorporated as they are the future of the fashion and other retail industry. As new careers keep growing in the industry, there is infinite scope for the graduates of Fashion Communication to explore and expand their horizons. In the areas of branding, styling, social media marketing, photography, commercial fashion space, UI &

UX design and graphics, Fashion Communication graduates are both versatile and passionate about more areas than just one. Come graduation, the students are well versed with knowledge, concept base and skill. With some of the most prolific companies regularly seeking such talented and disciplined students, Fashion Communication remains one of the most desirable design disciplines at NIFT.



Fashion Design



A flagship program of NIFT, the Fashion Design program has played an influential role in the growth of the Indian fashion industry. In the 3 decades of its existence the graduates of the department have made remarkable presence in the Indian as well as global fashion scenario. The four-year program in Fashion Design aims to produce dynamic design professionals who can face the challenges of the ever-changing fashion industry. It also equips them with strong creative and technical skills related to the field of fashion, which empower them to adapt to an evolving fashion biosphere. The curriculum incorporates combination of experiential learning and hands-on training that enables integrated development.

The department closely works with fashion professionals to create a sensational series of design professionals to evolve a unique fashion identity universally relevant and acceptable, for a global audience. Holistic inputs on generic design with focused approach towards apparel inculcates the ability to develop and channelize creativity. The curriculum hones design sensitization, which balances global fashion aesthetics with an Indian soul. It addresses the needs of the export market as well as both couture and pret-a-porter in India, expanding and

categorizing apparel design into niche segment.

In tandem, with the industry requirements where design thinking plays a pivotal role the students are trained to anticipate and address relevant concerns and issues. Study of historical and contemporary fashion influences provide a concrete foundation for focused design interpretations and inspirations. A logical, sequential hands-on experience enables students to conceptualize design, make patterns, drape and construct garments of impeccable quality. In tune with this focus the major areas of study in the department are identified as Design & illustration, Fundamentals of apparel development, Value addition for apparel and History & contemporary fashion. This multidisciplinary approach focuses upon self-learning and independent thinking that expands perceptual perspectives that relate classroom teachings with practical learning.

In addition to the well-defined major areas of study within the department, Luxury and couture or Image creation and styling are identified as areas of deepening specialization for the students pursuing fashion design. The flexibility in choosing the specialization based on the personal area of interest adds to

the wholesomeness of the program wherein students choose to specialize in any one area.

The department of Fashion Design can well be termed the base at which the institution has built its laurels. Students gain valuable insight into the broad spectrum that Indian fashion encompasses through internships at leading fashion houses/ manufacturing units to improve knowledge and overcome the practical challenges faced. The course inculcates the traditional rural craftwork by working with indigenous rural artisans via the cluster program that intun works towards the objective of design interventions. This homogeneity is evident in the final year through the graduating fashion collections, conceptualized and constructed by the students at the Design Collection showcase.

Majors

The core domain areas of the department have been identified as Design & illustration, Fundamentals of apparel development, Value addition for apparel and History & contemporary fashion. Various subjects such as fashion design and illustration, pattern making, draping, garment construction, fabric fundamentals, sustainability crafts & fashion, history of Indian textiles, history of clothing, value addition- exports, retail, couture & pret etc., are offered under these broad areas. The subjects of study within each semester lead towards progressive learning from basic to advance levels of design and their interpretations over the 3 years of study in the department.

Deepening specializations

DS 1 : Luxury & Couture

This course examines luxury couture fashion with a focus on understanding the specific market, its design details and construction procedures. Spread over 5 semesters, students acquire Hi fashion sewing skills on suitable fabrics with application of relevant trims and embellishments for bridal, evening or occasion wear. Hand and specialty machine stitching, creative pattern cutting and fine fabric finishes applicable for creating women's and men's luxury range constitute the practice based learning under this specialization.

Students will be required to produce a learning dairy of the techniques discussed. They will leave the course with design journals focused on conceptualization, ideation, surface explorations, pattern developments, garment execution along with the complete look. This specialization envisages honing meticulous design detail with aesthetic and commercial knowhow for crafting luxury fashion products.

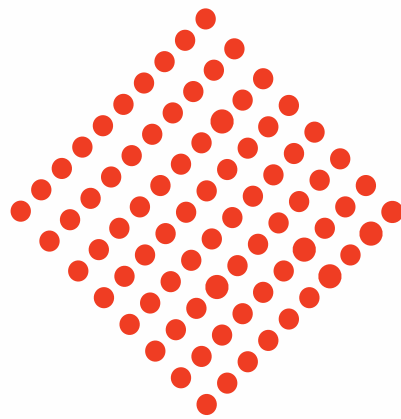
DS 2 : Image Creation & Styling

This course provides insight into the business of image creation and styling in fashion. The course progresses along the areas of fashion society and culture, celebrity styling, fashion styling & image creation, costume for performing arts & celebrity couture & bespoke fashion, over 5 semesters. It will challenge the students to work with real life instances as they learn to understand the needs of the client. The students will be exposed to professionals in the field and gain insights to practical situations. Students will leave the course with a portfolio of image building ideas which capture self-executed real/ hypothetical projects.

Career Pathways

The programme prepares students for a wide range of careers in the textile and fashion industry like mills, export houses, buying agencies, design studios, handloom and handicraft cooperatives, NGOs, home and apparel retail brands and online stores as Designers, Merchandisers, Buyers, Managers, Home/Fashion Stylists and Trend Forecasters or work independently as Entrepreneurs. The Textile Design alumni are doing collaborative and interdisciplinary work with world-leading industry partners such as Arvind Mills, elspun, Bombay Dyeing, Madura Garments, Maspar, Portico, D'décor, Trident Group, Samsung, W for Woman, Biba, Satya Paul, Triburg, Sarita Handa Exports, Shades of India, Apartment 9, Blackberrys, Fabindia, Jaypore and with designers like Sabyasachi Mukherjee, Ritu Kumar, Tarun Tahiliani, among others. Some of the alumni are successful entrepreneurs, setting trends and making great strides in the fashion world.

Knitwear Design



The Knitwear Design Department addresses the need of specialised design professionals for the Knitwear domain of Fashion Apparel & Accessories industry. The department provides students a comprehensive exposure towards designing and execution of Knitwear Fashion garments and products. The scope of curriculum encompasses multiple segments, from foundation garments to outerwear. Students are given inputs on the latest technological knowhow and detailed design methodologies to remain abreast with latest trends and forecast in fashion. The department enables students to grow as professionals who can handle all aspects of Knitwear Fashion, right from designing of fabric to product realisation.

Through four years of amalgamated exposure in knowledge and skill, a Knitwear Designer seeks to emerge with a blend of creative thinking, strong technical skills and a dynamic market orientation with respect to Flat Knits, Circular Knits and Computerised Knitting. The students acquire capabilities to work for all categories of Knitwear Apparels viz. menswear, women's wear, kids wear, active or sportswear, leisure wear, winter wear, lingerie and intimate apparels.

Majors

In the new curriculum students will learn four major subjects, one subject from deepening specialisation area, one subject from interdisciplinary minor area, one general elective subject and one optional elective subject in every semester. The major subjects offered by Knitwear programme across semesters cover the broad areas of Knitting, Flat Pattern & Construction, Fabric Technology, Illustration and Presentation Techniques. Study and practice of crafts are also given due importance in all the semesters.

Deepening Specialisations (DS)

The Department offers two Deepening Specialisation areas to choose from, by the names of Intimate Apparel and Sportswear.

DS 1 : Intimate Apparel

This specialisation aims to provide opportunity to the students to specialise in the intimate apparel segment of Knitwear. This

shall enable students to understand and practice design process through thematic approach. The students shall learn to design concepts of intimate apparel collections taking inspiration from the latest trends, forecasts, design aesthetic and renowned peer works. It further provides scopes to develop intimate apparel products by learning specific pattern designing and construction techniques. This also provides exposure to specialised fabrics and trims used for intimate apparels. The students get opportunity to plan collections according to brand aesthetics and finally be able to come up with unique, creative design for intimate apparel collections.

DS 2 : Sportswear

The Sportswear specialisation provides a unique opportunity for a knitwear design student to specialise in one of the most promising and challenging segments of the knitwear industry. The students would learn to conceptualise design aesthetics for diversified functional and aesthetic needs of different categories of sportswear. Understanding various user needs and performance expectations are important learning targets for the students of this specialisation. Students shall learn specific pattern designing, specialised material handling and construction techniques for sportswear. Distinctive design projects for casual sportswear and active sportswear provide opportunity to conceptualise specific design goals and practically execute products to fulfil performance and aesthetic requirements.

Apart from the Majors and Deepening Specialisations, the department also offers Industry Internship of 8 weeks in any Knitwear industry to develop practical knowledge in the industry. At the end of the programme, the student has the choice of undergoing a 16 weeks of Graduation Project in a Knitwear industry or to design and execute a creative Design Collection.

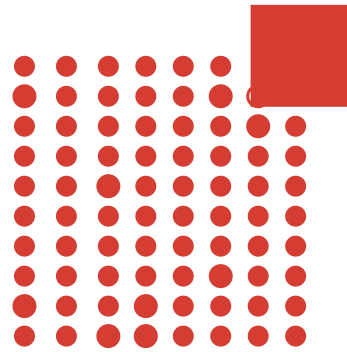
Career Pathways

Career pathways for graduates of Knitwear Design Programme are Knitwear designers for all categories, Knitted Fabric Designer, Merchandiser, Stylist, Visual Merchandiser, Entrepreneur. Knowledge and skill in knitwear fashion along with the learning from interdisciplinary minor and the

electives chosen, shall further increase the scope of becoming a multifaceted professional in various segments of fashion industry.



Leather Design



The Leather Design degree programme of NIFT is a unique programme that intends to create prepared Design Professionals and Design Entrepreneurs for Fashion Leather products, Luxury goods and allied product sectors in National and International Business. With the intent to help Nation building through the Design Professionals & Entrepreneurs, the curriculum of Leather Design programme of NIFT, with Design and Product Development as the core, caters to the different industry segments of Fashion Product sector, viz. Garments, Leather Goods, Footwear, Luxury goods and hand crafted products.

The professional expertise is developed by imparting the required knowledge, skills, creative exploration and practices built within the curriculum through four subject categories, viz. Majors, Deepening Specialisations, Interdisciplinary Minors and General Studies.

Majors

The majors across the 8 semesters provide the requisite material & product knowledge, creative, technical and hand skills and

capabilities for explorative and real time applications of learning through the main core domains/major areas running across the semesters viz. Material Studies- Leather & Non Leather, Design & Fashion Studies, Apparel Production & Ergonomics, Luxury Product Design & Marketing, Apparel Design Studio, Drawing & Digital Design and Craft Cluster Initiatives (Integration). Supported and strengthened by the deepening specialisation, the majors ensure the student's portfolio building with multi-categories of leather products and accessories which complete the apparel range. The Majors are also strengthened by the floating majors to ensure the requisite knowledge, skills and capabilities that are imparted at different levels with each graduating semester to create the necessary prepared design professionals for the industry. The whole learning of majors culminates into the Graduation Project in the final semester in the form of design collection projects either self or industry sponsored or graduation research projects sponsored by either self or industry or craft cluster or in the form of graduation research projects as per the career pathways opted by the students.

Deepening Specialisations (DS)

The B.Des.(Leather Design) programme offers two Deepening Specialisations as secondary concentration of subjects that complements the Majors and provides in-depth knowledge related to the specialised Majors that lead to focused career pathways. These subjects are mandatory and are offered from Semester III to VII assigned with 3 credits of direct contact hours and 1 credit of studio practice. The two Deepening Specialisations offered in Leather Design are: (i) Product Design Studio and (ii) Footwear Design Studio.

DS 1 : Product Design Studio

Students gain an in-depth understanding of the Product Design Studio track across the semesters. It equips a student to take forward a product story from concept to prototyping with the understanding of the classification and identification of the range of products offered across the semesters. The student, through these semesters, either designs or understands and interprets the available category of products - flat and fancy goods, small leathers goods, bags and solid leather goods. The product design or design interpretation is then translated into patterns through concepts of geometry and spatial understanding as an intermediary step towards the physical piece. Thereafter knowledge of fabrication techniques and procedures are transferred for respective product category to help students to convert the patterns into physical pieces. By the close of the track, the student is efficiently armed with the knowledge and skills required to handle the leather product category.

DS 2 : Footwear Design Studio

The Footwear Design Studio track equips the students to take forward a footwear story from concept to prototyping with the understanding of the classification and identification of range of footwear offered across the semesters. The track would see a student understand the anatomy of the foot, the different types of footwear & last, the anthropometrics involved in footwear design and construction. With broad categories of footwear with respect to gender and application/utility – male/female and formal/semi-formal/casual/sporty, this track takes a student across the semesters through the sub categories-

open, closed and complex types of footwear. The student either designs or understands and interprets available design of footwear and then translates into patterns and completes the footwear through prototyping process. By the close of the track, the students are efficiently armed with the knowledge and skills to handle the footwear category as the deepening specialisation of their career path.

Career Pathways

The curriculum of Leather Design programme of NIFT, with Design and Product Development as the core career pathway for LD graduates, caters to the different industry segments of Fashion Product sector, viz. Garments, Leather Goods, Footwear, Luxury goods and Hand Crafted products.

Besides Design and Product Development pathway, three more allied career pathways - Design Production, Design Marketing & Merchandising and Design Communication have been incorporated into the curriculum to spread the menu of career choices across the various categories of the sector. These allied career pathways are envisaged and built up through the Interdisciplinary Minors. This is to ensure that the curriculum offers various combinations with 6 fashion product sectors and 4 career pathways for the students to choose from, as per their interests and expertise.

Textile Design

From fibre to fabric, the design and development of textiles is the key to the business of fashion. The fast paced activities in the export and domestic sectors of the Indian apparel and home fashion industry demand professional textile designers who can think 'out-of-the-box' and yet adapt to the challenging business environment.

Majors

The Textile Design Major equips students with knowledge and hones their creativity and understanding of design application for the industry. Weaving, print design and surface embellishment are the core textile subjects, using both hand and digital skills, to impart an extensive and versatile training for the students. The Major builds upon the integration of creative forces of design with textile technology, and also keeps in mind the historical, social and cultural contexts in which the designers work today. Textile innovation and emerging textile technologies are an integral part of the Major.

The Major offers ample opportunity to students to create,

experiment and innovate with materials. Alongside there is also emphasis on learning specialised software in order to explore digital and non-traditional approach to design, fabric structures and surfaces. The objective is to provide hands-on experience through practical set-ups and state-of-the-art technology. The department boasts of an array of studios including weaving, textile testing, surface design and CAD.

Deepening Specialisations (DS)

DS 1 : Textiles for Apparel & Fashion Accessories

The Deepening Specialisation 'Textiles for Apparel & Fashion Accessories' will strengthen students' understanding of the apparel segment and build up their vocabulary of fashion, apparel categories, details and trimmings used in garments and accessories. The specialisation focuses on intensive fabric studies in order to equip students to select appropriate fabrics for different apparel products, and comprehend the nuances of product development including costing and sourcing for a specific product. Specific industry linked design projects

in core areas of prints, surface and weaves will provide real time experience to design fabrics for apparel and fashion accessories.

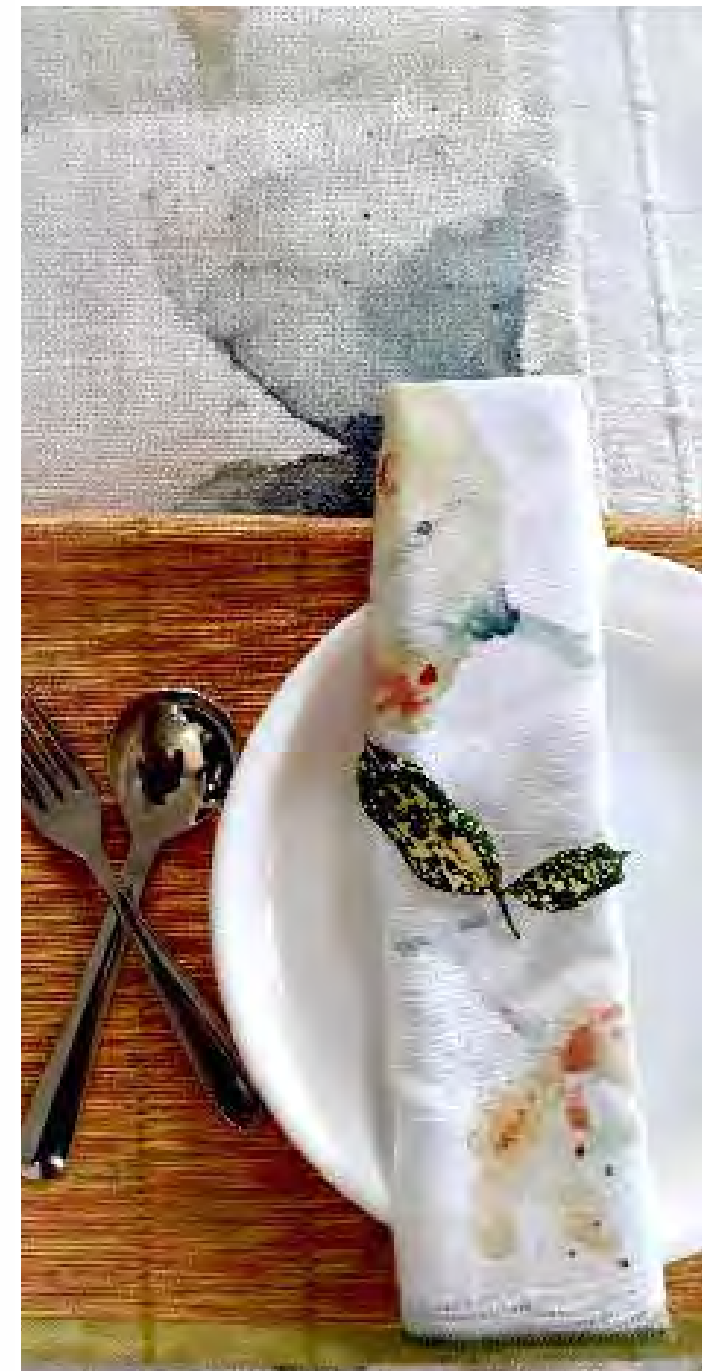
DS 2 : Textiles for Home & Spaces

The Deepening Specialisation 'Textiles for Home & Spaces' will focus on home textile products for bed, bath, kitchen and living spaces, and other interior spaces. The students will gain an understanding of regional variations in home fashion in terms of colours, motifs, patterns and sizing of products. The specialisation entails to strengthen students' knowledge of fabrics and their properties in terms of performance and aesthetics for a specific end application. The critical know-how of product development from ideation to product realisation will be addressed through industry linked projects. The students will be adept to design prints, weaves and embellished fabrics for home textiles.

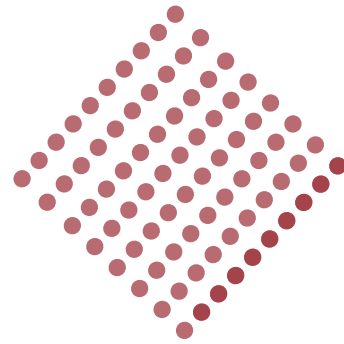
The Textile Design students undertake sponsored Graduation Project in their final year with the industry for a period of 16 weeks to develop design collections. The projects are sponsored by textile mills, export houses, home and apparel retail brands, designers or NGOs. The students are also given choice to undertake self-sponsored or research projects. The Graduation Project culminates with academic evaluation and final showcase of students' work in an annual show.

Career Pathways

The programme prepares students for a wide range of careers in the textile and fashion industry like mills, export houses, buying agencies, design studios, handloom and handicraft cooperatives, NGOs, home and apparel retail brands and online stores as Designers, Merchandisers, Buyers, Managers, Home/Fashion Stylists and Trend Forecasters or work independently as Entrepreneurs. The Textile Design alumni are doing collaborative and interdisciplinary work with world-leading industry partners such as Arvind Mills, Welspun, Bombay Dyeing, Madura Garments, Maspar, Portico, D'décor, Trident Group, Samsung, W for Woman, Biba, Satya Paul, Triburg, Sarita Handa Exports, Shades of India, Apartment 9, Blackberrys, Fabindia, Jaypore and with designers like Sabyasachi Mukherjee, Ritu Kumar, Tarun Tahiliani, among others. Some of the alumni are successful entrepreneurs, setting trends and making great strides in the fashion world.



Bachelor of Fashion Technology



The four year course in Fashion Technology is aimed to develop industry ready professionals who are trained to understand the fundamentals of apparel business and to effect change in order to match the dynamism of business scenario. The course provides executive, advanced level and strategic inputs in the field of apparel production through major, inter disciplinary minor subjects and 3 different deepening specialisations. Other subjects in the form of General Electives and Floating Majors have been included in order to enhance the overall development of students and to provide added inputs thus traversing the knowledge spectrum from academic to holistic.

From the semester I to semester V, all students are oriented towards the fashion industry, apparel production technology, pattern making and garment construction, apparel production management, apparel quality management and introductory courses in Fashion marketing, retail management, applications of artificial intelligence, technical textiles, entrepreneurship, database management for apparel business and industrial engineering among other subjects.

Majors

Apparel Production Technology major will prepare Techno-managers with expertise in the core areas of mass manufacturing of apparel viz. Apparel Technology, Production Planning, Industrial Engineering, Sustainable Production, etc.

The Apparel Production Management pathway is aimed towards imparting knowledge on the various managerial aspects and application of Information technology in apparel manufacturing business.

Apparel Product Development, starts with Engineering drawing and conversion of 3D object into 2D shape through draping techniques and goes up to development of complex product. This pathway emphasises on developing the hands on skill of the students in the area of Pattern making and Garment construction employing the best industrial practices.

Deepening Specialisations (DS)

From semester V, students who are already equipped with the knowledge of compulsory courses are supposed to choose and pursue any specialisation out of the three provided by the course as under:

DS 1 : Apparel Production Technology

This deepening specialisation is aimed to fortify the student's understanding of Manufacturing Technology, practical exercises in designing of a manufacturing set-up, with introductory inputs on Robotics and Mechatronics and their applications in the Industry. Floating specialisation in form of study of ergonomics environment, Lean Manufacturing and sustainable production add to the versatility of the student.

DS 2 : Apparel Production Management

The specialisation strengthens the knowledge of production management through advanced inputs on Quality management and executive inputs on Logistics, Data Analytics, Social responsibility and web development among others. Fashion Forecasting, Supply Chain Management and Information assurance and security as floating specialisation subjects help in cementing the knowledge acquired in this specialisation.

DS 3 : Apparel Product Development

Students who want to deepen their knowledge of pattern-making, anthropometry and sizing, solving fit issues, apparel grading and making of contoured apparel may take up this specialisation. The specialisation provides advance knowledge of aforesaid subjects. The floating specialisation subjects Garmenting (Jackets), Garmenting (Kidswear), Garmenting for contoured apparel, aim at further deepening the knowledge acquired in this domain along with giving a free hand to the design creativity of students opting for the product development specialisation.

In the final semester, students undertake their graduation project either commissioned by a business concern or on their own. The knowledge assimilated during their course of study in Bachelors of Fashion Technology finally is to be put to test

in the industry where students work on innovating processes, developing new products, providing efficiency enhancement through systematic research.

Career Pathways

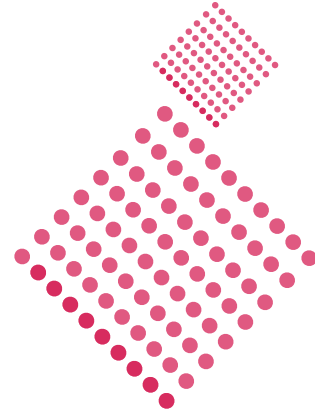
Apparel Product development: With a combination of core and deepening specialisation in this pathway, students will be able to join the industry in the areas of Sampling Room Coordinator, Technical Audit Manager, Fit Analyst, Production Merchant, Product Manager, Product Engineer etc.

Apparel Production Technology: With a combination of core and deepening specialisation in this pathway, students will be able to join the industry in the areas of Production Planner, Production Manager, Lean System Manager, Sustainable Manager, Plant Manager, Industrial Engineer, Work study Manager etc.

Apparel Production Management: With a combination of core and deepening specialisation in this pathway, students will be able to join the industry in the areas of Merchandising (production), Vendor evaluation/selection/development, quality management, Automation, application and Management of Information Technology.



Master of Design



'Master of Design' degree caters to the multi-disciplinary and dynamic nature of job profiles that seek professionals who can work in versatile environments. Research is one of the tools that empower one to take up challenges, which may emerge in contemporary complex systems. Therefore, this course builds its specialisations based on the foundation of design thinking and research practice.

Graduates of this programme would be equipped to hold key positions in large design, fashion or corporate houses in the areas of Design Thinking and Research, Craft Design, Special Needs, Publication & Graphics, Media writing & design, Lifestyle Products, User Experience & User centered design depending on the area of specialisation pursued by each student through a pedagogic structure that enables individual pathways within 4 deepening specialisations offered in the course focusing on various design industry domains.

Majors

Major subjects culminate in to areas which create the Interdisciplinary Foundation of MDES. The course unifies its core on four systems namely Trends Research & Forecasting, Design for Sustainability, Design Thinking & Innovation and Design Research. Synergetic in themselves they create the foundation on which MDES course is designed to create a 360 degree learning curve.

Grounded in ethical practices of research, students can tailor their strengths through a cross-pollination of subjects and create a niche professional space.

The course of MDES Creates a formal setting for 'Industry connect' to initiate a synergy between students Industry and Academia, through which an initiation is carried out to achieve industry project briefs, culminating into the Industry guided project. This gives each student a practical experience to take this further towards final semester in to the Dissertation project of a larger scope.

Deepening Specialisations (DS)

Students have to choose any one specialisation based on prior academic, professional background, and skills acquired. Deepening specialisations will be available subject to meeting minimum requirement of students.

DS 1 : Design for Society

Design for Society specialisation looks at design in the context of society. Today designers are working along with various agents and agencies to solve the complex social problems and are designing for social change. It also enables the students to critically evaluate the social, ethical and ecological issues in design. The students will learn theories of Social Innovation and apply them to design problems in the real world and use design for active social engagement and change.

DS 2 : Experience Design

The skill sets of designers today are not limited to creation of mere objects but include creation of services and experiences. Experience is the result of people's interaction with designed environments. The richer the experience for the user the more successful is the design. Once the students are equipped with the conceptual framework of experience design, they learn to apply it in the fields of Human Computer Interaction, User Interface and User experience, signage, ordering information, graphics and content curating. Spatial applications will range from exhibitions, museums, retail and other built spaces.

DS 3 : Design Strategy

Strategic Design Management deals with study and application of design methods and advanced processes for uplifting the industrial practices. It deals with core understanding of theories of strategy and addresses application of design beyond mere aesthetics by using analysis, critical & design thinking and creates value for identified businesses. Branding design is very much a part of the strategy today and is moving towards design driven consumer market. The course aims to orient the

students in branding and identity of products or services and address the issue how design can help capitalize on national and international levels.

DS 4 : Theoretical Studies in Design

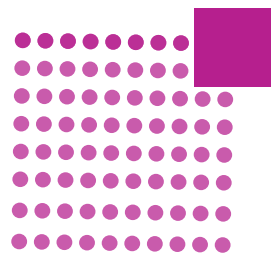
Theoretical Studies in Design trace the birth and evolution of man's design history. It critically examines this process through analytical and practical modes of enquiry. It is an interdisciplinary field that probes in the questions that have impacted design decisions towards shaping human environment over the years. It spans various fields like art and architecture, urban planning, communication, cultural studies and demographics through qualitative grounded theory approach. The curriculum attempts to ask basic questions to find the most sustainable ways of designing. The course also equip students with the skills in the emerging area of curatorial practices

Career Pathways

Career pathways in MDES are the broad professional areas emerging from the deepening specialisations supplemented by Major subjects.

Some avenues include Social Sustainable Management, Designing for special needs, Craft Design for communities, User Experience Design, Space Design - Exhibition, and Museum & Designing for commercial Spaces, Design Innovation Strategy, Consumer Insight research, Retail Design, Pure Research, Design Criticism & Academics, Media Writing; Blogging, Curation in Culture and design. Apart from the pathways mentioned above Design Innovation Practice & Innovation management, Pure and Applied Research, Trend forecasting for design & fashion industry, Systems Design & Sustainable Design practice and Forecasting are emerging careers.

Master of Fashion Management



To develop world class professionals in the area of fashion management, marketing, merchandising, and retailing to produce future entrepreneurs who are equipped with fashion product technology, analytical and managerial skills and knowledge with right industry connect.

Students undergo in-depth education in management, marketing, buying, merchandising (retail and export), retail operations, international marketing, international trade practices and project formulation, Entrepreneurship and also on an important aspect of interdisciplinary aspect of fashion. They are exposed to creative merchandising/marketing, innovative fashion management practices, Information technology developments, cluster studies, sustainability, directions of fashion trends and business practices through field visits and industry internships.

The department maintains an active collaboration with the industry through several consultancy projects undertaken by the members of the faculty and also through the internship and graduation projects, class room projects done by the students.

Majors

Major subjects refer to the core domain of the department. The purpose of the first semester major subjects is to prepare a firm background and foundation, on which further specializations can be built, in the area of Marketing, Merchandising, Understanding of Fabrics, and Research and Statistical as well as Information Technology application in it. The understanding of these basic disciplines is further enlarged and substantiated in the subsequent semester with subjects like Supply chain management, Omni Channel Retailing, Consumer Behavior and Neuro Marketing, Luxury Brand Management, Fashion Brand Management, Strategic and Innovation management, Big data and analytics etc. The purpose of the major subjects is to groom the students in the key areas that are necessary for a domain specific management course the "Fashion Management Studies". The progression of the subject is such that continuity of knowledge is maintained. Self-study by the students is encouraged as part of curriculum.

Deepening Specializations (DS)

Deepening specialization subjects are meant to allow the students to specialize in a specific area leading to a particular pathway. The areas for deepening specialization are Marketing and Retailing, Entrepreneurship and International Business. The student can choose any one area for in-depth study throughout the course.

DS 1 : Marketing and Retailing

The specialization provides an opportunity to gain in-depth understanding of Customer Experience Management, Retail operations, Omni-channel Retail etc.

DS 2 : Entrepreneurship

The Entrepreneurship would equip the students with the skills to understand the nuances of feasibility study and business laws, report making to setup his enterprise.

DS 3 : International Business

The International Business as a deepening specialization aims to provide a nuanced understanding of the size and nature of global business, EXIM documentation, export marketing. All these specialization would help the student to focus and perform at higher level.

Career Pathways

The Marketing & Retailing specialization covers the subjects like customer experience management and retail operations, Omni channel planning and buying, E commerce, fashion promotion mix and social media marketing, branded entertainment. This would lead to careers as Retail buyer, retail planner, store manager, visual merchandiser, retail trainer, mall manager, retail consultant, brand executive, social media analyst, social media marketer, content marketing, event manager, E-commerce merchandiser, marketing and sales professional, luxury store manager.

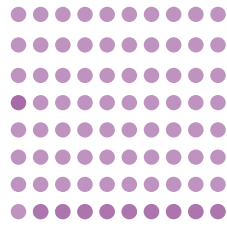
International business specialization covers the subjects like global fashion business, export merchandising and EXIM documentation, global marketing and costing and profitability.

This would lead to careers as export merchandiser, buying house merchandiser, sourcing manager, logistics manager, global business development manager, sampling merchandisers, compliance officer, vendor management executive.

Entrepreneurship specialization covers the subjects like Entrepreneurship business models and success stories, business idea generation and feasibility testing with live projects, family business management, business plan, laws and integrated project. This would lead to careers as entrepreneur, social entrepreneur, NGOs, academician, cluster manager/marketer, Consultant for rural marketers.



Master of Fashion Technology



The two year Masters course in Fashion Technology is a unique programme of study in the field of apparel manufacturing and allied supply chain in India. The course aims to develop future ready techno-managers / operation managers par excellence by adopting an analytical approach through research in innovative and disruptive technologies all the while focusing on life skills for developing socially and environmentally responsible professionals. The course is aimed at graduate engineers and technologists who are looking to diversify in the field of fashion technology by providing them domain knowledge of textile and apparel.

Students may choose a specialized realm of study, such as Operational Excellence, Smart Factory and Smart Garments wherein they will learn the technical aspects of the same. MFT classroom teaching is reinforced with regular field visits to industries present in the apparel supply chain. Students also get opportunities to experience and relate their classroom learning while undertaking internship with relevant industry. Additionally inputs of entrepreneurship and developing of business plans are provided to encourage willing students to explore the glorious path of being an entrepreneur. The program requires the student to undertake a thesis in the field of their choice to research and derive solutions by way

of collaborating with domestic and international companies utilizing classroom learning.

Students of each specialisations will study 10 core subjects, 08 subjects of deepening specialisation (DS), 03 subjects of Interdisciplinary Minor (IDM) and 06 (six) General Electives (GE) subjects over three semesters. In final semester the students will carry out their dissertation projects in their choice of areas. The students will also have options of studying maximum three floating subjects (from a bouquet of six subjects) over three semesters. The students will undergo craft cluster study for one week at the end of first semester (during winter break) and apparel internship for 8 weeks at the end of 2nd semester (during summer break).

The M.F.Tech course differentiates itself by adopting a holistic approach towards content delivery: where students will be oriented to the bigger picture first and then drilled down to the building blocks. The student will conduct additional iterative environmental and situational analysis. Encouragement to see, learn, practice and build solutions. Strong emphasis on Lab: a transformative educational environment, where students will spend lot of time analysing, experimenting in state of art lab.

Majors

The core / major subjects deal with pattern making, garment construction, technology for sewn products, quality management and apparel manufacturing which will be undertaken by all the students.

Floating Majors

Additional knowledge enrichment for willing students is imparted through them taking up floating majors for extra credit. Floating major subjects aim to introduce the students to the aspects of data science, research methods, Intellectual Property Rights, E-Commerce, International business etc.

Deepening Specialisations (DS)

From semester II, students are supposed to choose and pursue any specialisation out of the three provided by the course as under:

DS 1 : Operational Excellence

This specialization allows the student to develop capability of managing manufacturing systems which focus on Production efficiency, Lean Principles, Sustainability, Ergonomics, Quality management, Operations, Value-chain / Integrative Management etc. The course enables the student to explain the concepts of operational management in the areas of facility design, quality management, and lean applications across apparel supply chain with special focus on best practices of sustainability. The students will be able to calculate sustainability index of various apparel manufacturing processes, find out the efficiency of supply chain and standard time in apparel production and compare sustainable practices, factory layouts and supply management matrices to augment decision making capabilities.

DS 2 : Smart Factory

This specialization allows the student to develop Industry 4.0 capabilities such as Artificial Intelligence, AR/VR, Industrial Internet of Things, Big Data, Cloud Computing, 3D printing, Robotics etc. for fashion supply chain. The course enables the student to develop knowledge about cyber-physical systems like Mechatronics, IOT, etc. The subjects under this specialisation provides the opportunity to develop skills in machine learning

algorithm and process automation and enables them to develop solutions for smart manufacturing organizations integrating machines, devices, sensors and people.

DS 3 : Smart Garments

This specialization allows the student to develop capabilities in the areas of Technical Textiles, Anthropometry, 3D body scanning, 3D simulation, Smart-wearables, Stitchless garments and garments for special needs. The course enables the student to understand the application of 3D body scanning in the fields of anthropometry, sizing, manufacturing and retail and gain knowledge of technical, intelligent textiles and smart wearables. The students are equipped to use scanners to extract measurements, develop patterns, virtual garments and virtual try-ons and develop products and solutions using stitch-less joining of materials and integration of electronics.

Career Pathways

Pathway I - Operational Excellence

The students choosing this specialization will be geared to take their positions in the field of production, operations, and supply chain in managerial positions in the apparel industry to guide the setups in tune with the global requirements; The areas of Production Planning, Production Manager, Lean System Manager, CSR managers, Sustainability operations, Quality Managers, Plant Manager, Industrial Engineer are some of the identified careers.

Pathway II - Smart Factory

The students choosing this pathway will be able to garner positions in the research and industry areas where emerging technology usage and improvisation is the focus. The possible career positioning may be in Automation areas, in areas of application and management of Information Technology, Research and development in machinery and its usage, R&D in systems, data analysis for the industry etc.

Pathway III - Smart Garments

The students taking up this specialization will find positions in the areas of using varied knowledge of the product in research as well as industry focussed application of technical design and/or collaborative development of innovative products for apparel and non-apparel industry. Some identified career options may include those of Technical Audit Manager, Fit Analyst, Production Merchant, Product Manager, Product Engineer, R&D in wearable technology etc.

INTER DISCIPLINARY MINORS

AD

The new curriculum of Accessory Design offers a lot more flexibility through choice of Inter Disciplinary Minors (IDMs). This combination teaches them more than one skill and empathy to collaborate across disciplines, while also trimming the redundancy. The department offers three IDMs; two for undergraduates (Fashion Accessories & Home Accessories) and one for the post graduates (Fashion Accessory Trends).

IDMs for UG

IDM 1: Fashion Accessories

Students get to understand fashion accessory categories and their cultural context. Influence of local and global trends on accessories. They gain ability to visualize concepts for fashion accessories and choose appropriate material in realizing the prototype. They get to conceive fashion accessory design project to execute a feasible design solution and develop prototype.

IDM 2: Home Accessories

Students understand home accessories in cultural-inter personal context. They get the sense the size and structure of the home décor industry and clearly visualize the opportunity in this space. They gain skills to create visual architecture with respect to home accessories. Explore different techniques, assemblies, material combinations for home accessories. An opportunity to ideate & conceive home accessories design project based on a clear need articulation and develop tangible prototype.

IDM for PG

Fashion Accessory Trends (PG)

Students understand the spectrum of fashion accessories categories. They get to do cultural trend mapping and forecasting. Translate trends to concept development in context to fashion accessories. They are enabled to interpret trends and apply to develop user profile for a design brief. Experience a variety of materials and process that are related to accessory development. Students may conceive a fashion accessory design project to execute a feasible design solution and develop prototype.

FC

Fashion Communication offers three Inter-Disciplinary Minor subjects for the students of other UG and PG programmes. Communication Design and Display & Presentation Design for UG and Styling and Display Design for PG students.

IDMs for UG

IDM 1 : Communication Design

Students develop professional competencies in graphic, sign and symbol design, brand identity, styling, image processing and narration through a variety of print, media, and digital formats.

IDM 2 : Display & Presentation Design (UG)

In Display & Presentation Design the students will be exposed to live and hypothetical projects where they create and design for varying target markets and learn about the relationship between concept design and practical realisation. They would be able to create the right image both within and beyond the store's physical structure.

IDM for PG

Styling and Display Design

Styling and Display Design is a perfect mixed bag for styling design to produce students who are creative, with specific skills in trend forecasting, analysis, and interpretation of style and brands. They can apply these skills to the present and emerging technologies in the global fashion industry with the inputs of the image capturing through photography.

FD

Fashion Design offers three Inter-Disciplinary Minor subjects for the students of other UG and PG programmes. fashion Studies and Fashion Representation for UG students and Fashion Process for PG students.

IDMs for UG

IDM 1 : Fashion Exploration

This stream of study will enable students to comprehend, ideate and create basic fashion products. Offered along 5 subject areas this pathway enables the students develop a grasp on clothing and fashion history, techniques of developing patterns, constructing basic women's wear apparel, illustrate and identify the historical and contemporary fashion represented through cinema. The learnings gained from this stream when put to use in conjunction with the main specialisation will enable the student to conceptualize and develop basic women's wear apparel.

IDM 2 : Fashion Representation

The subjects under this stream of study focus on understanding modes in which fashion is represented. The 5 subject progression under this pathway traversing through history, illustration, fashion visage fiction, and styling enables the student to grasp the verbal and visual language of fashion. This pathway is offered to students to supplement the fashion knowledge gained from their respective specialisations to further aid in discussing and appreciating fashion represented through the medium of art, literature and cinema.

IDM for PG

Fashion Process

This pathway offers 3 courses which encapsulate and empower the students with a basic understanding of fashion within the areas of history, pattern development and illustration/ fashion image through cinema. The stream will add to the existing knowledge of the chosen specialisation and enable the students to articulate the fashion learning in tune with their area of work.

KD

The Inter Disciplinary Minor subject areas that are offered for UG students of other Department are World of Knits and Fashion for Sports and Knitwear & Merchandising for PG students.

IDMs for UG

IDM 1 : World of Knits

World of Knits aims to introduce students to the delectable world of Knitwear and helps them work with knitwear such that they are able to develop garments, accessories and home products – using both the aesthetic and tactile elements of the knit fabric. Learners at the end of this course will be able to work confidently with knits and use them as a creative medium to develop a range of fashion products. Design, Art and Aesthetics, Hand knitting, Hand flat knitting, Sustainability, Zero Waste, Recycling, Up-cycling, Customization, Versatility of knits as a medium, Yarn to Product are the highlights of the IDM.

IDM 2 : Fashion for Sports

“Fashion for Sports” is aimed at giving an orientation towards the most versatile and the fastest growing category in fashion business – Sportswear. It introduces the learner to the various components of Sportswear as a category, and draws distinction between Casual, Active, Performance sports and Athleisure. The subject also introduces the learners to parameters for selection of fabric and trims for developing Sportswear, and equips with skillsets to handle the same. Ergonomics, Performance, Functional clothing, Technical Textiles, Pattern making and construction, Stretch fabric are the highlights of the IDM.

IDM for PG

Knitwear Merchandising

Knitwear Merchandising aims to give the learners a holistic understanding of managing the specifics of the Knitwear Business. It provides inputs on merchandising the Knitwear market, technical details on product development and costing (for circular and flat knits), Target market, Fabric identification, Sizing, Pattern Making, Garment Production, Seams Finishes for Knitwear Apparels, Costing of Knits, Quality control for knits are the highlights of the IDM.

LD

The Department of Leather Design offers two Inter Disciplinary Minors for other UG programmes, viz. (i) Leather Fetish & Cult Fashion and (ii) Leather Lifestyle Products, and offers one Inter Disciplinary Minor for PG programmes, i.e. Luxury Products.

IDMs for UG

IDM 1 : Leather Fetish & Cult Fashion

As an IDM offered to other departments, the Leather Fetish track helps students of other disciplinary domains to add the leather fetish product category into their knowledge and skills portfolio thus increasing the fashion value quotient and also career options. Across the semesters, students are taken through the overview of Industry, classification of fetish product & outerwear, concepts and trends of fetish & cult fashion, Sub-culture, material understanding of leather, leather alternates & surfaces, design & prototyping process. The track would culminate with the students developing a range of fetish products and outerwear with a holistic understanding of leather application.

IDM 2 : Leather Lifestyle Products

Given its versatility and luxury lifestyle quotient, students are taken through the overview of the industry, classifications, fashion trends, leather as a material for creative & lifestyle expressions and its infinite applications. As students graduate, they would develop a holistic understanding of leather lifestyle product development that constitutes home furnishing corporate gifts and office accessories.

IDM for PG

Luxury Products

This track offered to the PG students takes one through a graduated mindset of design & design approach, heritage & storytelling, quality benchmarks, price roofing and anti-laws of marketing. A luxury orientation prepares the mind to view product as a compelling story and thereof understand the characters that build it. With this new mindset, the student is trained to approach a product with a heightened consciousness of design philosophy & its application, and supporting drivers that keep the product unique. Designing and prototyping to demonstrate understanding wind up the track.

TD

Textile Design offers three Inter-Disciplinary Minor subjects for the students of other UG and PG programmes. Textile Structure & Surface and Textile Appreciation for UG and Textile Manufacturing and Sourcing for PG students.

IDMs for UG

IDM 1 : Textile Structure & Surface

The Textile Structure and Surface minor will give an insight into the elements of textiles through a hands-on approach. The students will engage with different materials and processes to delve into the nuances of textile design, from developing prints, textile colouration by way of dyeing and printing to weaving on the loom. Further, the minor introduces students to a gamut of textiles from across the world, sensitizing them to the regional variations, in terms of colour, motifs and techniques for design inspiration. The students from varied disciplines will also get an opportunity to digitally illustrate application of their textile design ideas as per their core specialisation.

IDM 2 : Textile Appreciation

The Textile Appreciation minor will provide a comprehensive understanding of textiles and its application in different fields. The students will be familiarized to different fabrics and their end use. The minor focuses on sensitizing students to the rich textile heritage of India and enrich their minds to the vast range of traditional textiles from different parts of the world. The students will also get an opportunity to apply the elements and principles of design to ideate and express through textiles. Exploring and manipulating materials will give a direction to communicate effectively with textiles. The students will gain an insight into the global cutting-edge textile trends.

IDM for PG

Textile Manufacturing & Sourcing

The Textile Manufacturing & Sourcing minor will impart an understanding of textiles, enhancing fabric experience and assessing performance, comfort and aesthetic attributes for suitable end application. The students will examine the yarn and fabric quality parameters and learn about textile testing methods and evaluation as per global standards. The minor will draw attention to the relevance of textiles in the global economy and lay emphasis on domestic and international fabric sourcing strategies for different textile products, keeping in view costing and lead times.

F TECH

The Fashion Technology department offers four Inter Disciplinary Minor subjects for the students of other UG and PG programmes.

IDMs for UG

IDM 1 : Apparel Manufacturing Process

The Inter Disciplinary Minor (IDM) "Apparel Manufacturing Process" enables the students to understand the impact of suitable technology in achieving manufacturing excellence. It will also enable students to identify suitable technology and help them in taking business decisions.. Apparel production is one of the most challenging and dynamic domain of the apparel manufacturing chain.

IDM 2 : IT applications for Fashion Business

The Inter Disciplinary Minor (IDM) "IT applications for Fashion Business" offered by department of fashion technology offers a wide range of subjects to enable the students to be abreast of the state-of-the-art technology. This IDM makes the students understand data, its management and importance in business processes and applications and, to manage the business data and design dashboards for effective decision making.

IDMs for PG

IDM 1 : Apparel Product Management

The Inter Disciplinary Minor (IDM) "Apparel Product Management" caters to the specific requirements of the students and provided them a much needed orientation of the field of Apparel Production Management, Apparel Production Techniques and Apparel Quality Procedures and Practices.

IDM 2 : IT essentials for Fashion E-Business

The Inter Disciplinary Minor (IDM) "IT essentials for Fashion E-Business" offered by department of fashion technology offers a wide range of subjects to enable students to understand all the important attributes of fashion e-business. The students will develop skills on front end design, back end design and develop a dynamic website for fashion E-business.

MDES

Master of Design offers two Inter Disciplinary Minor subjects for the students of other UG and PG programmes. Lateral Thinking and Innovation for UG and Trends and Culture for PG students.

IDMs for UG

IDM 1 : Lateral Thinking & Innovation

This course helps identifying and honing student's own creative potential. This is done through appreciation and criticism of appropriate or inappropriate design issues and opportunities within the particular area of design. Applying lateral thinking skills while building creative confidence, this course will introduce students to different creativity theories that will lay the foundation for a strong design process understanding, and a deeper insight of the personal skills and expertise that design thinkers utilize in all phases of the design process, leading to articulation of one's own design ideas through a range of mediums including drawings, prototypes and presentations.

The possible career pathways are Visualizer, Art Directors, Storyteller, Critical Problem Solver, Design Thinker, and Design Innovator & Entrepreneur.

IDM for PG

Trends & Culture

The set of courses being offered under "Trends and Culture" will function as an umbrella within which the students will develop a critical understanding of Trends and visual culture in contemporary society and the inter-relationship within. The course will enable the students to learn the tools for identifying and capturing new trends and articulate them within the socio-cultural context, eventually applying it for a relevant market. They also get exposed to the theories of visual culture studies and visual analysis, which enables them to encode and decode the images for trend analysis and forecast. The knowledge gained would prepare the students as Trend Researchers and Forecasters.

The possible career pathways are Media analyst, Visual Semanticist, Fashion Merchandiser, Trends spotter & Visual Researcher.

MFM

FMS department offers two IDM's one for UG programme i.e., Fashion retailing and one for PG programme i.e., Entrepreneurship.

IDMs for UG

IDM 1 : Fashion retailing

This course is about head and tail of retailing. The objective of fashion retailing is maximize sales and profitability. This IDM builds and bridges gap between your creativity and markets. If the students want to be commercially successful fashion professional by starting their boutique/Retail brand, they must know the basics of Retailing, Marketing, Consumer insights and the steps of entrepreneurship. With this IDM student can enter into Marketing (retail, global), Merchandising, Buying, Researcher and become a Retail Entrepreneur.

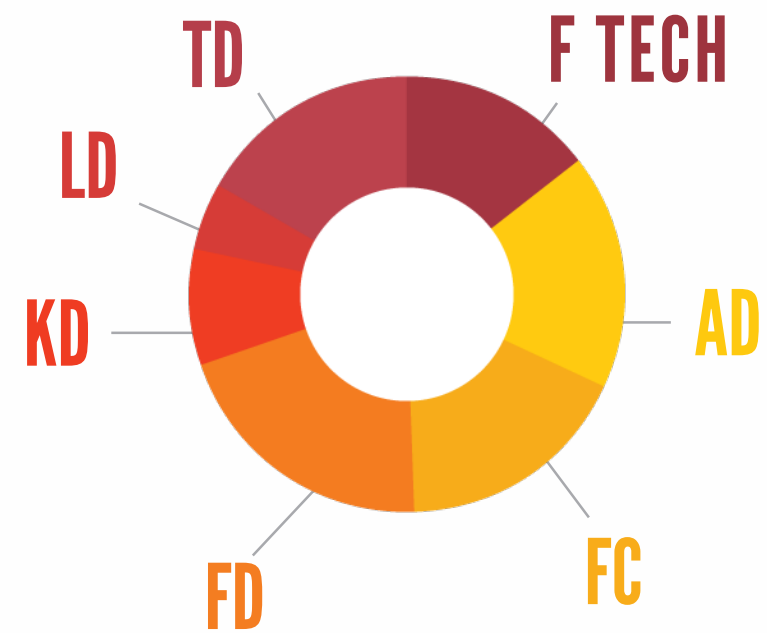
IDM for PG

Entrepreneurship

This course is about becoming job creator rather than job seeker and be on your own. Learning progressions semester wise are Level-1: Awareness about entrepreneurship, Level-2: Development of entrepreneurial skills and mind set, Level-3: Theory into practise Understanding about business environment, business models, policies and schemes, idea generation with its feasibility testing, various functional aspects of business plan. The students will develop analytical skills to evaluate the business ideas, idea identification and idea testing skills to identify the feasibility of business venture, report making skills, applied financial and marketing skills for preparing a business plan. Develop a successful business model for a feasible idea and develop a business plan and its appraisal. With this IDM student can become an Intrapreneur, a business consultant in government or private organisation, create their own business with innovative products & services in any sector, and work closely with craft clusters.

DEMOGRAPHICS

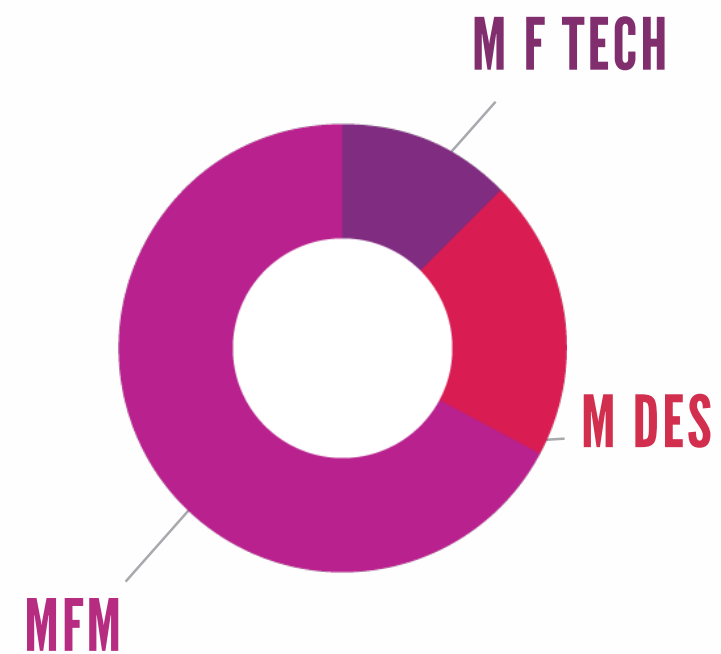
Program Wise distribution



BACHELORS

STRENGTH : 2464

| | | | |
|---------------|-----------------------|--------------------------------|-----------------|
| AD | Accessory Design | KD | Knitwear Design |
| FC | Fashion Communication | LD | Leather Design |
| FD | Fashion Design | TD | Textile Design |
| F TECH | | Bachelor of Fashion Technology | |



MASTERS

STRENGTH : 644

| | |
|-----------------|------------------------------|
| M DES | Master of Design |
| MFM | Master of Fashion Management |
| M F TECH | Master of Fashion Technology |

ACADEMIC RIGOUR

NIFT has a rigorous evaluation system which is continuous in nature.

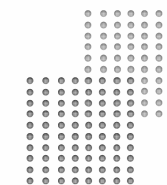
Courses are evaluated as:

1. Common Board (evaluated across campuses)
2. Process Based (evaluated within each campus for each course)

Common board evaluation is followed for subjects that are theoretical. The evaluation for process based subjects is carried out by a panel comprising minimum 3 expert jury members.

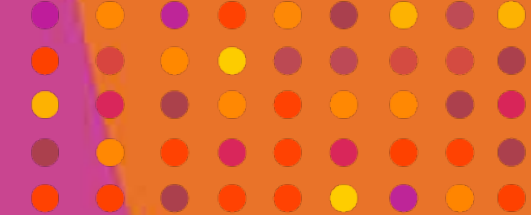
NIFT follows Relative Grading system, where the grade of a student is not representative of absolute marks obtained but instead assesses the students work as a comparative to scores received by the other students of the course.

From the academic year 2018-19 starting July 2018 NIFT has adopted a format of Majors, Deepening Specialisations, Minors and General Electives. Inter disciplinary Minors provide individuated pathways that would permit students to acquire interdisciplinary skillsets and opt for a set of subjects that complement studies in one's major or explore an unrelated area of intellectual interest. General Electives have been offered to the students to help them enhance their personality and develop interests in specific areas like Personality Development, Communication Skills, Critical Thinking Skills, Professional Ethics etc. The Craft Cluster Initiative has been integrated into the curriculum. Increased Industry interaction for students through classroom projects, internships and part transaction in Industry Environment is the focus of the restructured curriculum.

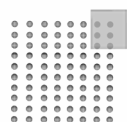




CAMPUS PLACEMENT SCHEDULE 2020



| CAMPUS | PG | UG |
|------------------------|--|---|
| P1 New Delhi | 20 th & 21 st April 2020 | 22 nd , 23 rd & 24 th April 2020 |
| P2 Bengaluru | 24 th April 2020 | 25 th , 26 th & 27 th April 2020 |
| P3 Mumbai | 27 th & 28 th April 2020 | 28 th & 29 th April 2020 |
| P4 Chennai | 30 th April 2020 | |
| P5 Kolkata & Hyderabad | 30 th April & 01 st May 2020 | |
| P6 Gandhinagar | 01 st May 2020 | |





PLACEMENT PROCESS

The National Institute of Fashion Technology has a centralized placement process. Companies can employ students from any campus or courses of the institute through two routes which are facilitated by the institute:

On Campus Placements

Companies can register for campus placements, the schedule of which is given for 2020. Upon being given a confirmed time and date, they may come to the campus for the placement procedure.

Pre-Placement Offers (PPO)

Companies can extend a job offer to students before the On Campus placement. Acceptance of the offer is considered as job placement. In order to provide fair opportunity to all, such students are not allowed to participate in the campus placement. These offers may be made on the basis of internships/ training/ projects undertaken by the students in the said company.

Eligibility Criteria for Firms for On Campus Placements

The companies visiting the campus shall match the eligibility criteria listed as under for registering to recruit through NIFT Campus Placement: A company registered under Companies Act of 1956/2013 or a multinational company or global firm having or not having its operations in India conducting business in the fashion or allied sector dealing in the design, manufacturing or distribution.

The company may fall under any of the categories mentioned below:

First Categorisation

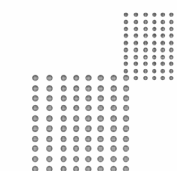
-Product Group (refer page 46)

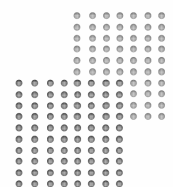
Second Categorisation

-Type of Firms (refer page 46)

Third Categorisation

-Type of skill sets/functions. (refer page 47)





PRODUCT GROUP

Garment & other sewn products

Textiles

Accessories

Lifestyle Products Services

TYPES OF FIRMS

Artists

Designers

NGOs

Export Organisations

Domestic Retail and Manufacturing
Organisations

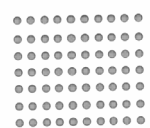
Multinational Retail Organisations

Media/ Advertising/Publication Houses

Buying Houses & Buying Agents

Business Consultancies

Start ups



INDICATIVE LIST OF TYPE OF SKILL SETS/ FUNCTIONS

- Advertising
- Buying
- Business Analytics
- CAD / CAM
- Category Management
- Costume Design
- Costume Design
- Craft Cluster
- Customer Relations
- Design Research
- E-Commerce
- Event Management
- Fashion Design
- Fashion Illustration
- Fashion Journalism
- Fashion Photography
- Graphic Design
- Innovation
- Inventory Control
- Marketing
- Merchandising,
- Warehouse Management
- New Product Development
- Production & Operations
- Public Relations
- Quality
- Research & Development
- Retail
- Sales Management
- Sampling
- Sourcing
- Space Design
- Space Management
- Store Management
- Styling
- Supply Chain Management
- Teaching
- Trend Analysis
- User Research
- Visual Merchandising



COMPANY REGISTRATION PROCESS

The Job Announcement Form (JAF), forms the primary document for communicating the details of the positions offered by the companies to the candidates. It is based on the information provided on the JAF such as the job position offered, the number of vacancies location of posting, salary Package as well as other details submitted by the companies that the date, time and venue to conduct the selection process is prepared and communicated to the companies. It is therefore, highly desirable that the form is completed in all respects.

The process of registering for On Campus placement is as under:

- Company/organization will be required to register for NIFT Campus Placements 2020 by visiting www.nift.ac.in/placements or www.cmsnift.com/placements.
- The company will need to register for the first time with details of the company like name of the company, company logo, Website, Nature of Business and Annual Turnover including all contact information. Any company that has registered before in previous years will have a valid user ID and a password and need not register again.
- New Users will be provided credentials of user Id and a password which will be sent to the mail ID as provided by the company in the registration form.
- The company then has to login using the user ID and password to fill the Job Announcement Form (JAF) online in CMS or upload scanned copy of the filled JAF downloaded from CMS
- The JAF has certain data which will be visible to all students who are interested in and eligible for appearing in campus placement. Certain data will not be made available to the students. The demarcation of data is clearly indicated in the JAF.
- Registered recruiters shall exercise their choice of Campus(es) and the preferred dates for participating in Campus Placement 2020.
- The companies would be expected to visit the allocated NIFT Campus on the date and time indicated.
- The companies interested in recruiting both Master and Bachelor students will have to visit the campus on different dates as directed in Placement 2020 Schedule.
- Registered companies shall be granted access to the student database for short listing before visiting the campus.

LEADERSHIP

Sh. Shantmanu,
Director General-NIFT

Prof. Dr. Vandana Narang
Dean (Academics)

INDUSTRY AND ALUMNI AFFAIRS UNIT

Mr. Prashanth KC
RIC Bengaluru
+91 9036364102
ric.bengaluru@nift.ac.in

Ms. Supriya Yadav
RIC Bhopal
+91 8770896476
ric.bhopal@nift.ac.in

Mr. Nand Kishore Baraik
RIC Bhubaneswar
+91 9938565972
ric.bhubaneswar@nift.ac.in

Dr. G. Krishnaraj
RIC Chennai
+91 9791191191
ric.chennai@nift.ac.in

Mr. Ranjeet Kumar
RIC Gandhinagar
+91 9687131474
ric.gandhinagar@nift.ac.in

Mr. Avinash Raipally
RIC Hyderabad
+91 9701118666
ric.hyderabad@nift.ac.in

Dr. Chet Ram Meena
RIC Jodhpur
+91 8005895013
ric.jodhpur@nift.ac.in

Mr. Pavittar Punit Singh Madan
RIC Kangra
+91 7876506828
ric.kangra@nift.ac.in

Mr. Amit Kumar Anjanee
Unit Incharge : Industry
+91 9941578033
ui.industry@nift.ac.in

Mr. Girinath Gopinath
RIC Kannur
+91 6235169731
ric.kannur@nift.ac.in

Dr. Sumantra Bakshi
RIC Kolkata
+91 7605081847
ric.kolkata@nift.ac.in

Ms. Lipi Choudhary
RIC Mumbai
+91 7715829110
ric.mumbai@nift.ac.in

Mr. Rajeev Malik
RIC New Delhi
+91 9319093465
ric.delhi@nift.ac.in

Dr. Pintu Pandit
RIC Patna
+91 9264190369
ric.patna@nift.ac.in

Mr. Amitava Chowdhury
RIC Raebareli
+91 9161641004
ric.raebareli@nift.ac.in

Mr. Amardeep Rabha
RIC Shillong
+91 9485113694
ric.shillong@nift.ac.in

Mr. Vijay Kant Verma
RIC Srinagar
+91 8278671248
ric.srinagar@nift.ac.in

Ms. Renjini G
Unit Incharge: Alumni Affairs
+91 9902032537
ui.alumniaffairs@nift.ac.in

Prof. Raghuram Jayaraman
Head I&AA
+91 8005894761
head.industry@nift.ac.in



CONCEPT, CONTENT & CREATIVE TEAM

Mr. Pratik Ghosh
RIC Bengaluru

Ms. Supriya Yadav
RIC Bhopal

Mr. K. Puneeth
M.DES Bengaluru

Mr. Sagnik Saha
AD Bhopal

Ms. Pakhi Singhal
AD Bhopal

Mr. Anurag Yadav
TD Bhopal

Mr. Anubhav Kumar
AD Bhopal

