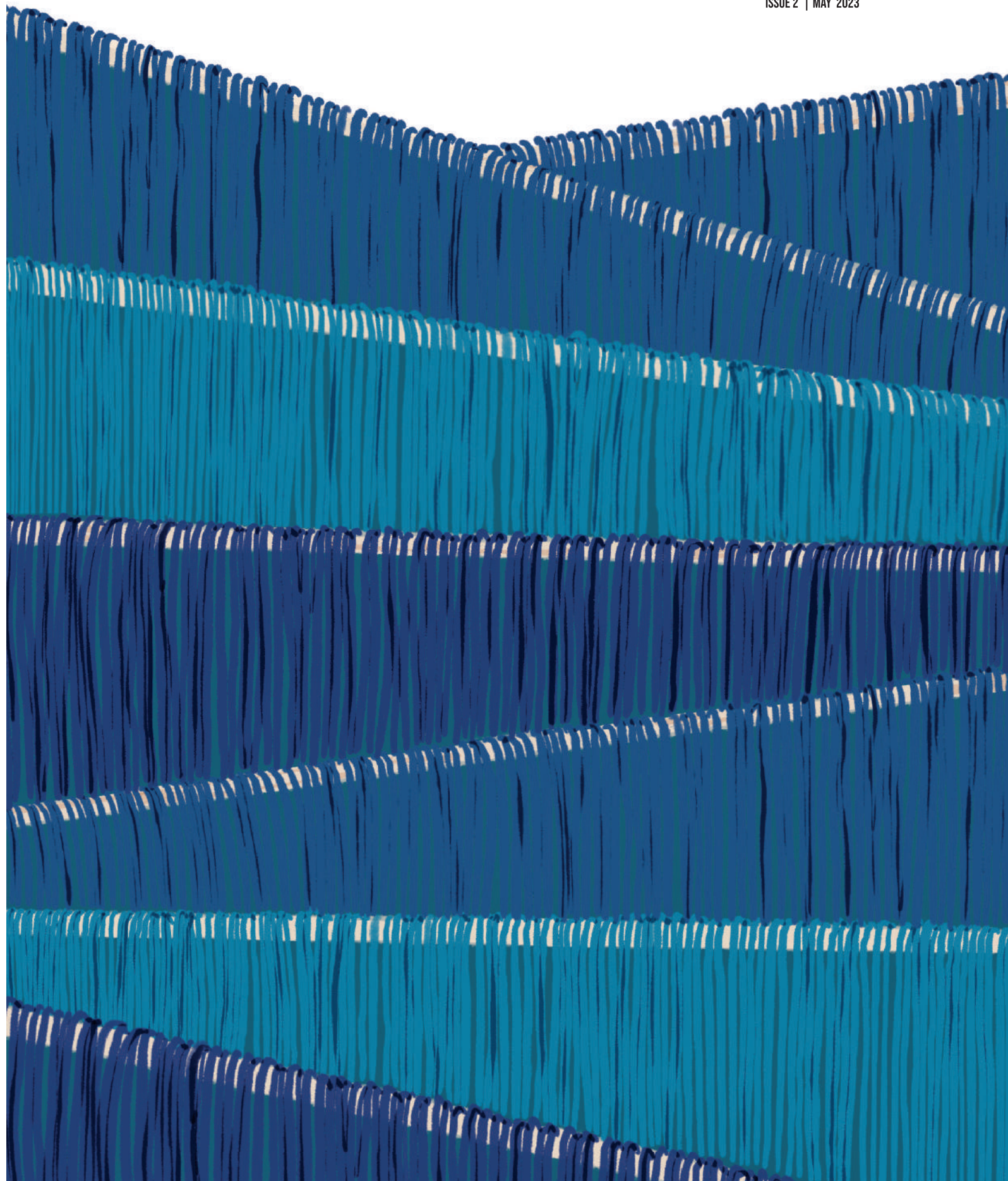




Weconnect

THE NIFT - INDUSTRY & ALUMNI NEWSLETTER

ISSUE 2 | MAY 2023





NIFT Gandhinagar Fashion Show at
Blithcron, IIT Gandhinagar

Intertwined in India's rich cultural history, the word 'indigo' itself means 'the Indian' or 'from India'. Love for this unique blue has grown to be a global phenomenon. The natural, Indian indigo has a unique richness and complexity with red and purple undertones that is impossible to recreate industrially.

This intriguing colour symbolizes creativity, imagination and wisdom. All of which can be used as a beautiful representation of the NIFT family.

Cover design by Mitali Sharma

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THE NEWSLETTER STORY
Weconnect
ISSUE 2/ MAY 2023

LAUNCH OF THE FIRST EDITION
OF THE INDUSTRY & ALUMNI NEWSLETTER



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

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

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

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

Dear Readers,

It is indeed a pleasure to present the second issue of the Newsletter “Weconnect” from the National Institute of Fashion Technology. We are thankful to all those who contributed to this issue and look forward to more, for the upcoming issues. As mentioned earlier, the heart and soul of this Newsletter are the alumni and the industry partners.

The newsletter provides a forum for industry members and alumni to discuss industry trends, insights, innovations, and achievements. The students look forward to browsing through the newsletter and having first-hand information about the industry from their seniors.

In this edition, you will find interesting industry insights and the triumphant tales of alumni who are pioneers in their respective fields. Under the Campus News column, one can glance at all the activities, stories, and achievements of all the NIFT campuses. This issue also celebrates the accomplishments of our current students who are honing their talent and slowly stepping into their entrepreneurial journey.

This is the placement season at NIFT as the Campus Placement 2023 commenced on 18th April and goes up to 6th May 2023. On behalf of NIFT, I would like to convey our heartfelt thanks for the overwhelming responses from the industry. Thank you again for showing faith in our students; we trust that they will exceed your expectations.

I would like to thank all the members of the editorial board and creative team for their dedication in putting together this newsletter. Their dedication to this project has been remarkable, and I am confident that the newsletter will inspire and motivate members of our community.

I hope you all find this issue of the newsletter engaging, and I look forward to your contribution to the upcoming issues.

Happy reading!

EDITOR'S NOTE



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

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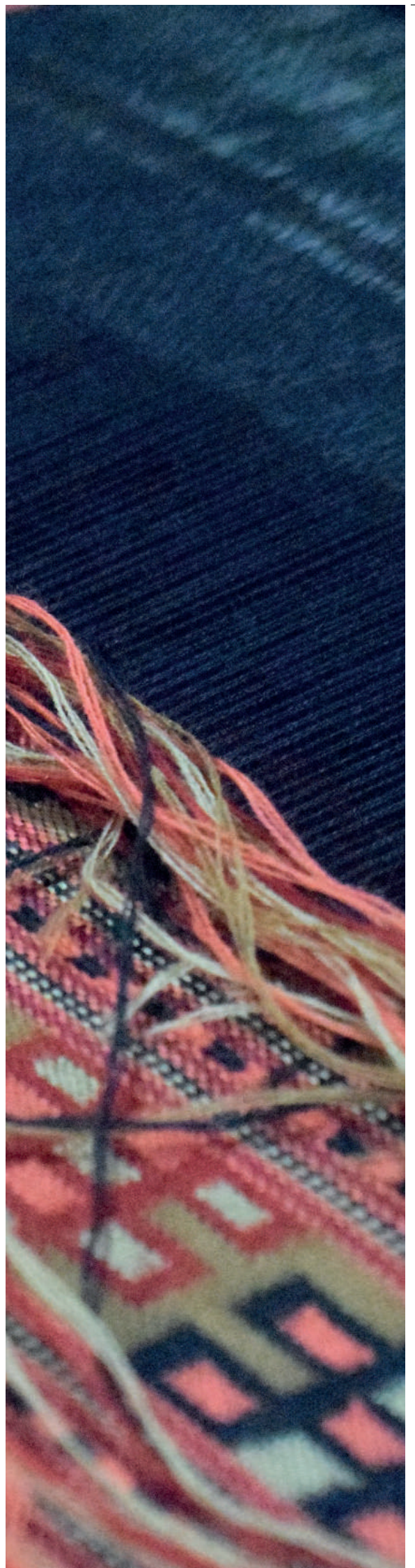
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ISSUE FOCUS

INTERVIEWING: AN ART IN ITSELF



Interviewing candidates is a crucial part of the hiring process, as it allows employers to assess the candidate's skills, experience, and overall fit for the organization.”

Ajay Takle

An Interview in person or on a video call is not just a routine process of asking questions and collecting answers. It is an art in itself, requiring domain knowledge, intuition, and a combination of skills such as Communication, Active listening, Flexibility, Attention to detail, Critical thinking, and Emotional intelligence.

Here are a few pointers from my experience that can help you conduct good interviews and select the right candidates for your organization.

PREPARATION

Acquire the domain knowledge by knowing the Job Description/Role in detail for the position one is hiring. You'll need to study the CV in detail and plan the questions ahead of time. The questions should be open-ended, well-phrased, and relevant to the topic.

COMMUNICATION

Make the candidate comfortable and create an environment conducive to open communication. Speak clearly, listen actively, and ask relevant questions. You must be aware of non-verbal cues such as body language, tone of voice, and facial expressions. Use these cues to understand the candidate's three Cs – Comfort, Communication, and Confidence.

ACTIVE LISTENING

Studying the CV while the candidate is answering is a dampener. Understanding the meaning behind the words spoken is active listening. Pay attention to the candidate's responses, ask clarifying questions, and encourage the candidate to elaborate on their answers. Active listening will help you to understand the candidate's perspective, gather more information, and identify any discrepancies in the responses.

FLEXIBILITY

Being flexible and adaptable can quickly make you adjust the interview style and questions to fit the candidate's personality, background, and experience. This flexibility can help the candidate feel more comfortable and confident during the interview, leading to more honest and detailed responses.

ATTENTION TO DETAIL

Attention to detail is critical during the interview process. This will help you spot red flags, inconsistencies, and gaps in the candidate's experience or qualifications. Additionally, you will be able to verify the accuracy of the candidate's resume and references, which can help prevent costly hiring mistakes.

CRITICAL THINKING

Critical thinking skills will help you evaluate the candidate's responses, identify discrepancies, ask follow-up questions, and dig deeper to clarify misunderstandings. These skills also help you to make informed decisions and hire the right candidate for the job.

EMOTIONAL INTELLIGENCE

Emotional intelligence is the ability to recognize, understand, and manage one's emotions and those of others. There are various methods to increase your emotional intelligence. An interviewer with a high EQ can effectively read and respond to the candidate's emotions, which can help build rapport and establish a positive connection. It helps assess a candidate's fit for the company culture and team dynamics.

To conclude, the success of the interview process depends on one's ability to extract relevant information, analyse the responses, and make informed decision in hiring the right talent. By practising the above skills, you can increase their chances of making the best hiring decisions and building a strong and successful team for the organization.

I believe every interview is a new experience and learning process for us. Interesting to wmeet new people with diverse thoughts, beliefs, and skills. It also hones our skills of reading people and intuition, which in turn helps in hiring the right fit for the organization.

Happy Interviewing!

www.srisritattva.com
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3C COMFORT
COMMUNICATION
CONFIDENCE

GO SLOW FASHION

Aparna Patel



Arishi was founded in 2000, in Ahmedabad, Gujarat, by Aparna Patel, an Engineer by education and designer by passion. It has been into sustainable slow fashion since its inception long before these words became fashion statements.

Fashion through arts and crafts of Gujarat. That's how Arishi Studio started. Incorporating all the traditional hand embroideries from Kutch. Being raised amongst Kutchhis in a small town in Maharashtra I was always intrigued by the region and its culture. Getting souvenirs from them from their visit to their native Kutchh was always a delight. One loved the vibrant embroideries and also the stories attached to each piece. Hence after completing Engineering I started getting into arts in Gujarat, having settled here for the past 27 years.

Over the years my passion for hand embroideries converted into a business that I loved to wake up to. I realised that my work not only gave me the opportunity to interact with women from all walks of life it gave me the power to empower talented women (my embroiders) to stay home and take care of it.

Interacting with women from diverse fields and educating them on the arts and crafts and why one should adopt slow fashion became another passion. Fashion, with its wide angle and broad scope, meant reaching out to people at large and passing the views to a wider audience. Fashion can and should be sustainable, and that's what we care for.

Circular fashion is the motto. The word may have been coined as recently as 2014, but we have been practicing it for a long time for our love for nature and Mother Earth.

Sourcing fabrics mostly directly from weavers by paying them fair prices, using a lot of natural fabrics like Khadi, using only handloom fabrics, creating all-weather fashion, creating with the next use in mind, using the scraps of the fabrics, restructuring, upcycling, and even redesigning old garments for clients to make current fashion relevant till they are happily given away for use by second owners.

There should be a meaningful purpose for fashion, especially since more and more people are getting aware of it, more and more people are adopting it, and more than ever before, are people getting access to it.

**CIRCULAR FASHION
IS THE MOTTO."**

It's become an instant communicable language. So what fashion speaks, the world speaks. That's the power of fashion. It's said that "You can have anything you want in life if you dress for it." So we say dress to save the earth, adopt fashion to grow towards sustainability.

Over the years, trips to Bhuj and the surroundings educated me on crafts apart from embroideries; one of them being the rich weaves indigenous to the region. It started our journey into collaborations with weavers there.

That's when we started experimenting with Kala cotton fabric, a beautiful khadi found only in Kutchh. Again an earth-loving fabric because growing kala cotton requires very less water, unlike regular cotton. Also, it's only rain-dependent, grown without pesticides and synthetic fertilizers. Hence the soil is preserved too.

Late visionary and our most respected President, Mr. Abdul Kalam, once explained the difference between hand and power loom very beautifully. He said the weaver infuses love and life into the fabric he weaves. Power loom fabric is mechanical.

Taking pride in owning a handloom creation is like owning life, so own it with pride. Creating beautiful, fashionable garments is done with love and care for all involved... Respect for artisans, clients, and, last but not least, our environment.

Striking a balance between creating trendy, fashionable garments by conscious means is an effort, all involved must strive to achieve, including everyone in the fashion.



INDUSTRY INSIGHT

REVOLUTIONIZING THE DESIGN-LED INDUSTRY

Rony Banerjee

Micro, Small, and Medium Enterprises (MSMEs) have been recognized as the backbone of the Indian economy, contributing significantly to its GDP and employment generation. The design-led industry, driven by MSMEs, is emerging as a key player in shaping the economy and providing immense opportunities for growth and development.

While exploring the scope, emerging opportunities, disruptions, and evolving ecosystems of the design-led industry in India around products, graphics, fashion, architecture, manufacturing, etc., and more with the advent of advanced technologies, AI, and augmented reality, the industry is undergoing a significant transformation. MSMEs are at the forefront of this transformation. It is leveraging customized solutions for its customers in lifestyle, fashion, and other substantial consumer-intensive segments. With the increasing demand for unique and personalized products, it is apt that MSMEs need to re-position themselves to capitalize on design-led innovation and exploit the vast potential for intensive entrepreneurship. Disruptions can transform the sector's landscape with new business models paving the way for new opportunities.

Debatable interpretations may emerge around the critical drivers of growth and development in the Micro enterprise-intensive design-led industry, the implications of the increasing demand for sustainable solutions, the challenges faced, and how they can be addressed.

MSMES DRIVING GROWTH AND OVERCOMING CHALLENGES IN INDIA WITH AI & ADVANCED TECHNOLOGIES

Sometime back, I read about VisionNXT, a computer vision platform developed by NIFT, specializing in AI-driven visual search and discovery solutions. To my understanding, it is designed with a range of tools for visual search, product recommendations, trends mapping, and image tagging based on deep learning algorithms to analyze and categorize visual data, allowing businesses to extract meaningful insights and make data-driven decisions.

I believe the platform is highly scalable and can be customized to suit the smallest design-led companies, making it an ideal solution for enterprises of all sizes, waiting to leverage design-cantered ingenuity and tap into the immense potential for energetic

entrepreneurship, reshaped by disruptions, with novel business paradigms.

The challenges for the design-led industry also include competition from more significant players, access to finance, talent acquisition, and scaling up operations. They face challenges in terms of the costs associated with these initiatives.

Micro, Small, and Medium Enterprises (MSMEs) are pivotal to the Indian economy, driving growth and development in the design-led industry. However, challenges such as competition, access to finance, and scaling operations need to be addressed to realize the industry's full potential besides technology.



GI TAGGED TEXTILE HANDCRAFTS AND GARMENT INDUSTRY: AN INTROSPECTION

*Susan Thomas, IRS
Director NIFT Bengaluru*



Ms. Susan Thomas is an IRS officer of the 2001 batch. She is an alumna of JNU, New Delhi, and the University of Oxford, where she completed her second master degree in public policy. She worked with the Income Tax Department for 17 years before moving on deputation to the Ministry of Textiles as a Director of the NIFT Bengaluru campus in 2018. She is a four-time Tedx speaker and has been featured in Shethepeopletv in their list of 40 over 40 for her content on Instagram @afsarnama, Verve Magazine, and the Hindu. She is the brain behind Bangalore Handloom Fest, The BLOOM, and curated Vignette, the exhibition of Vishwakarma textiles, at NGMA Bengaluru in August 2022.



That India has a plethora of handcraft in the textile category is a matter of great pride. But it is a greater responsibility when corporates try to take a share of that pie through their collections. It is not uncommon to see digital printed versions of a Patola or Pochampally in ready to wear that is peddled across various fashion apps and stores. The legal ramifications of using GI tagged craft names on products that are not faithful to the age-old process is lost as weavers and artisans are largely unorganized and many lack the wherewithal to take up the matter legally.

The complex art of hand tying and manually dyeing the yarns before weaving fabrics with them make Patola and Pochampally, a very prized and treasured textile craft. Under constant pressure to innovate and bring new products every season, many brands do not bat an eyelid before lifting the feathered texture of such lkats and digitally producing them in thousands of pieces.



That India has a plethora of handcraft in the textile category is a matter of great pride.



The why of it is clear as the emotive appeal of such crafts in the minds of the consumers is huge. Many are craft illiterate as to what is digitally printed and what is hand done. Even if they know, there is a certain lack of commitment to stay true to the craft because of pricing.

While a hand knotted cotton Bandhej dupatta may cost anything above 1000 rupees depending on the number and size of the knots, a digital print will not cost even half of the amount.

What is of utter dismay is the description of such products that use the craft name without any qualm. Many have often talked of describing such products as “Patola inspired” or “Bandhej inspired” which again is deeply problematic to me. The very fact that they need the craft name in the product description tag shows the need for each brand to legitimize their Indie collection. It is an admission then that one is trying to encash on the craft illegitimately.

This is why corporate responsibility and commitment to the legacy of handcraft in India becomes important.

WHAT CAN BE DONE?

Every big brand can think of a handcrafted segment that sells only genuine handcrafted pieces. As part of CSR or otherwise, big brands should collaborate with craft clusters for limited edition festive wear. It will be heartwarming to see Lifestyle or Westside joining hands with Chendamangalam cluster during Onam or a desi oon winter edition.

Accessories from Channapatna, Benaras or Bengal should be available beyond airport kiosks. Niche yet competitively priced. One can have a Bandhej with just 100 knots in a dupatta and a 1000 without compromising on the craft. But digital print passing off as Bandhej is an absolute no no. If digital print is your jam, stay true to the brand identity than piggy back on Patola or any other GI tagged craft. Strict quality control and enforcement mechanism of GI Tags at the behest of the Ministry of Textiles should be robust with an enabling policy framework.

Craft literacy and sensitivity is to be seriously invested in by the stakeholders. In Japan, artisans are accorded the status of national treasures. While our country has Sant Kabir awards and Shilpguru awards, the perception needs to be managed by education campaigns across mass media and social media. Young students should be given compulsory modules on craft at the school level itself. What SPIC MACAY did for performing arts, we need to think for handicrafts and handlooms.

Preservation of our craft legacy is a responsibility that can be done effectively only with joint efforts of all stakeholders. We must strive to fulfill that with accountability and morality in business practices.

WHAT SPIC MACAY DID FOR PERFORMING ARTS, WE NEED TO THINK FOR HANDICRAFTS AND HANDLOOMS

DIGITALIZATION AND APPAREL MANUFACTURING

*Dr. Prabir Jana,
Professor, Dept. of Fashion Technology
NIFT Delhi*



Apparel Manufacturing Industry in South East Asia again in turmoil. Apart from the uncertainties about order scenarios, the approach towards manufacturing is also changing. Manufacturers with their back against the wall are desperately trying to find the right solution to plug the loopholes in manufacturing.

No expansion in capacity and therefore all efforts are on to maximise the utilisation of existing capacity.

Many new technologies are on offer with obvious bias towards digitalisation of processes and traceability of material flow (for scoring brownie points in sustainability forums!). Solutions that are being accepted well in manufacturing are transparency and visibility of shop floor operations and wellbeing of the workforce; new jargon like MES is common. Numerous solution providers are offering end to end digitalization and dashboard visibility to the management. While the management is keen to make this a success, the first hurdle of making the digitisation process affordable and simple has already been achieved.

The next hurdle lies in whether everyone down the line wants transparency and visibility? Information is the key, and traditionally the manufacturing supervisors have managed to shield it from management and thereby establish their indispensability. This mind-set is difficult to change; more workshops are required to explain the advantages of digitalisation and transparency to the shop floor level supervisors and operators. The solution providers have to be innovative to offer win-win propositions to all stakeholders to gain quicker adoption and increased market share. Any digitization will require data capture; and any method of data capture by human intervention is susceptible to intentional or unintentional error. So, digitalization solution providers should concentrate on zero human intervention data capture. Traceability

Dr. Prabir Jana, a visionary in development, application and management of technology in apparel manufacturing, started his professional career with a private garment manufacturing enterprise in 1991. Currently he is the Shahi Chair Professor Industry 4.0 at NIFT, Delhi. During his 28 illustrious years at NIFT, he has served as Chairperson of Department of Fashion Technology, Head of Industry Linkages, Head of Information Technology and Head of Research. He has co-founded the Start-up “Apparel 4.0 Technologies Pvt. Limited” in 2022, incubated under NIFT Foundation for Design Innovation (NFDI), a Section 8 Company under Ministry of Textiles, GOI. It is one of the top six winners of the prestigious H&M Innovation award in 2022 and is also one of the sixteen winners of the ITMA 2023 Start-Up Valley Grant.

Prabir Jana is a graduate in Textile Technology from Calcutta University, postgraduate in Garment Manufacturing Technology from NIFT, New Delhi and PhD from The Nottingham Trent University, UK.

solutions are gaining momentum, both software based (blockchain technology), hardware based (DNA marker technology) and even no-brainer vanilla applications (trust based) are in the market. The industry needs more clarity on the pros and cons of each solution.

The good news is that new start-ups from outside the industry are entering the textile and apparel domain with tech solutions and funding; the bad news is there is a tech bias towards software based solutions and also VC funding is drying up. So, the tech start-ups will concentrate more on profit maximising solutions and cutting back the R&D. An exciting year ahead!

**APPAREL
MANUFACTURING
INDUSTRY IN SOUTH
EAST ASIA AGAIN IN
TURMOIL.**

FACULTY INSIGHT

FASHION FOR ENVIRONMENTAL SUSTAINABILITY:

AN EFFORT BY STUDENTS

Sanjib Kumar Das,
F&LA department,
NIFT Kolkata

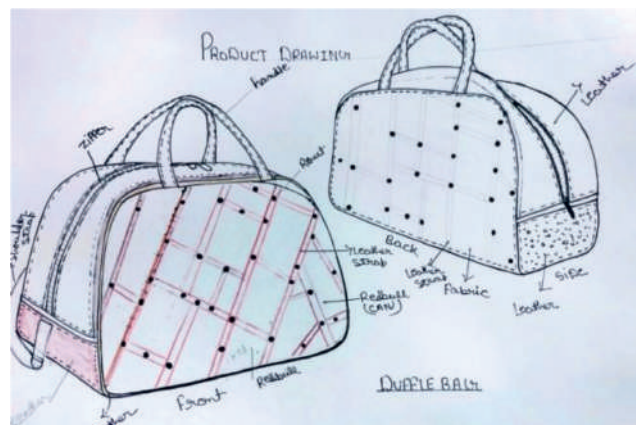


Today sustainability is not just a word but an urgent need, as growing consumerism and neglectful exploitation of natural resources have created acute instability in the fashion ecosystem and the environment.

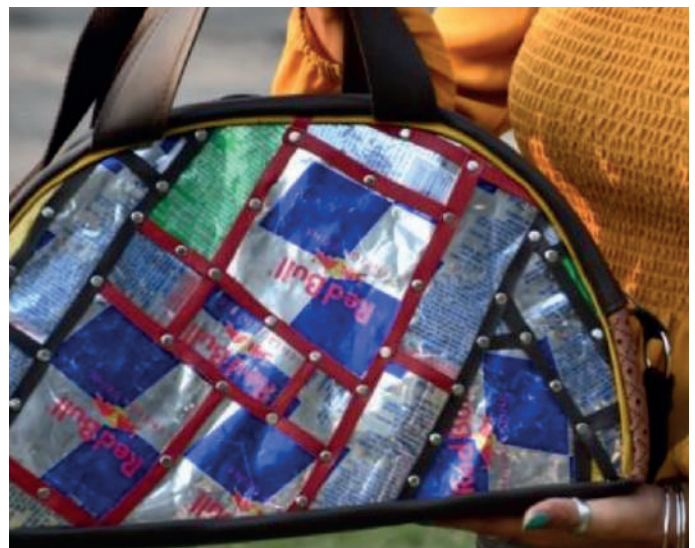
Manufacturing goods to cater to the needs and wants of people come at a price. Excessive consumption of things is challenging to “sustainability,” and the price we pay is a bleak future for the coming generations. Thoughtful consumption and responsible production can reduce the impact of manufacturing on the environment to a great extent, if not completely.

This article is a practical effort to showcase the work on up-cycling undertaken by the Leather design students in NIFT Kolkata as a part of their deepening specialization subject, “Sustainable strategies for products and footwear.” It is brilliant to see the blend of creativity, responsibility, and sustainability through the explorations done by the students while working on this project, where they were given complete freedom to express their understanding of the term ‘sustainability’ through fashion product design.

The project started with brainstorming, where they discussed the waste materials, amalgamation of the waste materials with the traditional materials, practicality of the products made out of the waste materials, commercial viability, sourcing feasibility, trends forecast, colours, themes, etc. In this process, the students came up with some out-of-box thinking, leading to some practical ideas for bag design.



*T*oday sustainability is not just a word, but an urgent need as growing consumerism and neglectful exploitation of natural resources have created acute instability in the fashion ecosystem and the environment.”



Materials used were unconventional, usually not considered to be used as the materials for fashionable goods. Some of the waste materials the students consider are X-ray films, plastic net sacks, LED wires, vehicle seat belts, soft drink cans and caps, bubble wrap, etc., based on their suitability and availability for the project. After the concepts were finalized, the students were into the job of designing their sustainable bags.

The process was rigorous; they followed each step meticulously, Starting from sketching, prototype development, and adjustments to the construction of the final sample. They focused on amalgamating the waste materials with traditional materials like fresh cloth, leather, and other accessories for true upcycling. In the end, the project was concluded with a presentation of some skilfully crafted bags created out of things like bubble wrap, X-ray films, and many more things thrown away to add up to the garbage heaps.

ALUMNI SUCCESS STORY



KARAN ARORA

**DIRECTOR / PRODUCT AND MARKETING
OPERATIONS / ADIDAS INDIA**

It was an interesting phone call that I got when I was asked to talk a little bit about my alma mater NIFT and my career journey. It took me down a really fond memory lane and gave me a chance to reflect on moments that shaped me into the person and professional I am today.

I studied at NIFT Hyderabad from 2005 – 2009 and graduated with a B.F.Tech domain. Those four years were the most exciting, enriching, and educational years of my life. I was blessed to have an industry-ready curriculum with a great pool of faculty but I am ever indebted to the value system it taught me and how that shaped me into the professional I am today.

Before moving to Hyderabad, I had spent my life only in the city of Delhi. A typical Delhi boy, NIFT was a big change in my life. At NIFT, I got to interact with people from different states, ethnicities, and value systems. It was the place that first taught me inclusivity and embracing diversity. NIFT nurtured creative thinking and gave me a platform to express myself confidently. Along with the curriculum, I tried taking part in all possible sports and extracurricular activities to learn more and completely immerse myself in the NIFT experience.

It taught me wholesome lessons in ownership when my closest friends and I got the opportunity to plan and execute the first-ever Converge in Hyderabad at the end of 2008. We won it that year. That was my perfect send-off after 4 years of Love, Laughter, and Learning.

I graduated from NIFT as a completely different person who valued respect, loyalty, teamwork, ownership, a learning mindset, and a hustling attitude. These became the fundamentals of the person I am today.

I got the opportunity to do my graduation project at Adidas India in 2009. That's where my love for fashion and sports merged into the perfect storm. I have always been a sports enthusiast, and this place felt like home. I grinded every day and tried to learn as much as I could. I interacted with people from all departments to understand how all systems and processes worked. All this hustling helped me come up with a great project which won me an award in college and got me a job offer. I officially joined Adidas in July 2009 and never left. It's funny when I tell people that I'm still at my first job, talking about loyalty. I started out in the retail merchandising department and, in 4 years, got to the level of heading it. This stint taught me a lot about the consumer journey, product, data, and people management.

After two years of leading merchandising for Adidas India, I got the opportunity to work at the Adidas HQ in Herzogenaurach, Germany, The Mothership. Through this stint, I worked with people from over 20 nationalities and learned extensively about global operations and cultural nuances. This is where respect and value for Diversity, Equity, and Inclusion were reinforced.

After coming back to India, I took up a new challenge to set up company-owned stores and ran operations for Own Retail for two years. This was one of the most challenging parts of my career but also the most enriching. This was out of my comfort zone, but I learned consumer centricity in depth as I worked directly with store teams and spent a lot of time on the retail floor.

I always wanted to build up a diverse career, and in the zeal to learn more, I took up an opportunity to join Reebok (within the Adidas group at that point) to lead the product vertical for them. Here I learned the importance of unlearning things at times. This was a fresh start to a fresh brand with a fighting attitude and competitiveness to compete with the bigger brands. This brings me to who I'm currently, the Director of Product and Marketing Operations at Adidas India. I took up this assignment eight months ago and love

RESPECT LOYALTY TEAMWORK OWNERSHIP LIFE IN A FULL CIRCLE LOVE FOR SPORTS AND FASHION

being back with Adi. Life has come back full circle. I head all Product divisions and Sports categories and work extensively on Global brand strategies and local design and creation. I think, at heart, I'm a product person who knows a little bit about everything else. 14 years into this job, I feel as excited as I was on the first day. This happens when you work at a place where your value system and the company's values and culture align. It's something that I've lived by.

Hard Skills can get you an "in," but your values will define your success.

NIFT was the starting point of my journey, and a part of me still lives in Madhapur, looking forward to becoming a professional sitting in Gurgaon today.



Apoorva Vijh's Journey to Success

2010 will always be memorable as it introduced me to the world of craft and jewelry!! The Delicate Art of silver filigree of Karimnagar had a considerable impact and opened many doors for me. The craft's deep, intricate patterns and motifs weaved a sense of belongingness and thus made my love for jewelry more apparent.

This craft led to choosing jewelry as a specialization and paved the way to work with jewelry labels such as P.C. Jewellers, Srk - Jewel Goldi, Imaginarium, and Zoya-Titan. Jewellery as an industry in India has many facets and has significantly evolved in the past ten years. Going from a traditional psyche of design to a modern panorama, the face of jewelry design in India has become more vibrant.

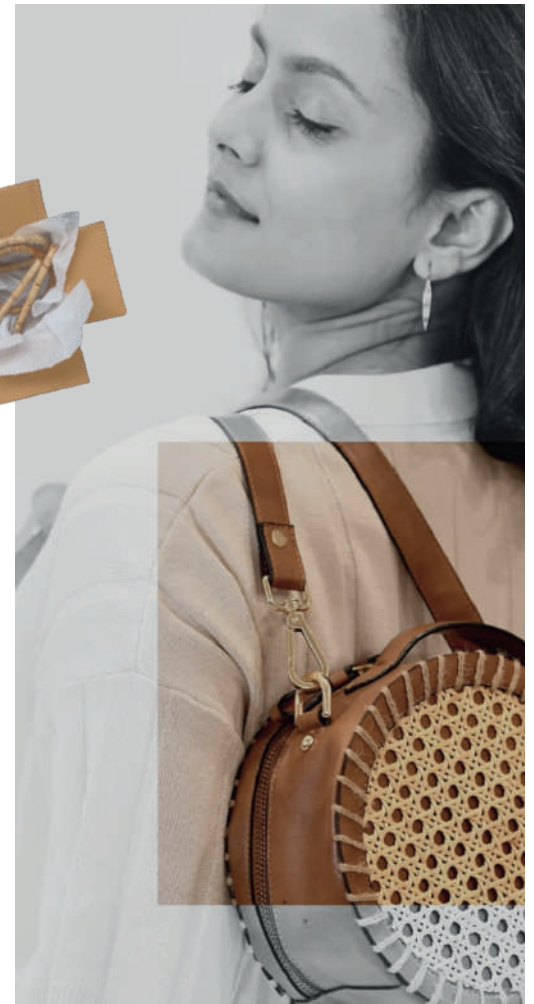
My journey of working with many jewelry labels gave me insights into design, customer relationships, and new manufacturing techniques. The first breakthrough came when our team in P.C. Jewellers could design MISS- INDIA CROWN 2013. This opportunity was great learning concerning working in a team and with an event-based design brief. As we advanced, I learned about diamonds, Gems and jewelry, and new-age manufacturing techniques. The world suddenly expanded, and

new ideas got fermented. Introduction to the world of 3D printing happened at IMAGINARIUM, where some of the most complex designs could be the day of reality! Quick and easy ways to manufacture any intricate design are a treat for a designer!

All this learning led to opening my label Arj. India, a contemporary costume jewelry brand. The brand focuses on creating lightweight gold-plated jewelry with exclusive designs representing women's personalities in today's day and age!

A swan inspired the first collection, the Hamsa collection. Swan is a representation of balance and divinity. Women have so many roles to play today, and there is a dire need to create a proper balance. A piece of jewelry as an embodiment so particular for women can also be a reminder!

A jewel can be a woman's best friend, reminding her she is precious and her beauty can't age! The craft that led to choosing jewelry inspired the following collection at ARJ.INDIA. An initiative to bring more national recognition to this beautiful craft inspired me to create a few exclusive pieces.



STAPLE EAST

Bharati Bajaj

Hello there! My name is Bharati Bajaj, and I'm a proud alumni of NIFT, Shillong MFM 2017-19. The professors that left a lasting impression on me were Dr. Arnab Banerjee, Mr. Siewspah Buhroy, and Mr. Angam Niumai - they were the foundation that helped me build my business concepts for my startup Staple East.

When the pandemic hit, I decided to help out my local artisans' community while juggling between three other projects in hand. They were struggling to make ends meet so I bought up all their dead stock and listed it on a friend's social cause-driven borrowed website. I even braved the scorching sun of July month to do some ground research and learn more about the product. From there, I picked up some new skills like product photography, social media marketing, logistics, operations, and brand building - all of which were crucial in building up my brand persona.

But that was just the beginning! With orders pouring in like crazy, I realized I needed to up my game and build my own Shopify website www.stapleeast.com (currently under maintenance) Thanks to my brilliant professors at NIFT - Dr. Arnab Banerjee, Mr. Siewspah Buhroy, and Mr. Angam Niumai - I had all the foundational knowledge I needed to make it happen.

Staple East is an e-commerce luxury brand with a cause, specializing in handcrafted home decor made from sustainable grasses like Rattan, Bamboo, Water Hyacinth, and Kauna grass. I work closely with the artisans, guiding them toward designs that are trending in the market and ensuring quality control for the masterpieces they create.

Thanks to our compelling branding and story, we've gained a lot of appreciation from customers, and our retention rate is through the roof. In fact, some of our regular customers even turn down discounts because they know the artisans need the support more. It's a testament to the trust we've built with our customers by sharing the real stories of the real people behind our products.

The best part? Our success has inspired other small businesses to purchase from the same karigars, further supporting the local community. I'm grateful that I could make a difference in my artisans' lives and am looking forward to doing more of it in the future.



ALUMNI JOURNEY

HOW NIFT HELPED FOSTER MY PROFESSIONAL TRAJECTORY

Ritika Suryawanshi



She is an Accessory Designer who has worked across multiple disciplines to bring to life design solutions. She works out of a room with some plants and her multi-colored stationery (that she uses to clutter up her room while working on her projects) and is occasionally seen working on her god-awful pull-ups on her pull-up bar.

(That's enough talking about myself in the third person)

Born in Pune to a veterinary scientist and lovely homemaker, I grew up in a super sports-enthusiastic family environment with a brother seven years older than me. We all are die-hard fans of cricket. We have watched it all – from Adam Gilchrist to Smriti Mandhana. Even after so much exposure to cricket, I never took it up as a sport (I don't know why, and I wish I did). But I played volleyball, and not to brag, but I was pretty good at it, haha. I even played for the National team.

With more things happening in between, I moved to Mumbai to pursue a degree in design at NIFT. I am lucky to be a student at the National Institute of Fashion Technology, Mumbai, where excellent teaching, rigorous coursework, and hands-on training have contributed largely to producing a few of India's top designers year after year, a reputation I hope to live up to. Apart from academic pursuits, there are plenty of takeaways from this esteemed institution that helped me grow as a designer and fostered my professional trajectory. One of my key learning experiences was the year-round celebration of festivals. These celebrations brought all the students together and created a sense of belonging. And now, when I look back at it, I realize that it was preparing us all for the real business world, where-in people from all cross-functional teams come together and work unanimously for an organization as a team.

NIFT has been promoting sports activities among students. I had been a part of many extracurricular activities while balancing them with academics throughout the four years of my graduation. And that drove me to test my potential constantly.

ALUMNI SUCCESS STORY

UNBECOMING AND LEARNING TO BE

Mahima Shekhar

“One of the key learning experiences for me was all the year-round celebration of festivals. These celebrations brought all the students together and created a sense of belonging.”

Hear out how it fostered my career performance: After graduation, I had enough projects to get an offer from Aditya Birla Fashion and Retail Limited – Pantaloons. As an Assistant Accessory Designer, I started by designing four categories of Women’s bags to then designed all eight. Once I became comfortable with my duties, I identified and developed a few high-growth products. The higher sales of these products showed growth in revenue and thus boosted my confidence. After that, I helped extend the company’s product line by introducing bags for Men and Kids. I further pushed my potential by taking up packaging and branding for some products at Pantaloons.

Balancing academics and excelling in sports throughout the four years of college made me realize the importance of consistency. The satisfaction of accomplishing everything you set your mind keeps me motivated. This zeal for accomplishment has highly influenced my career performance in the retail industry.

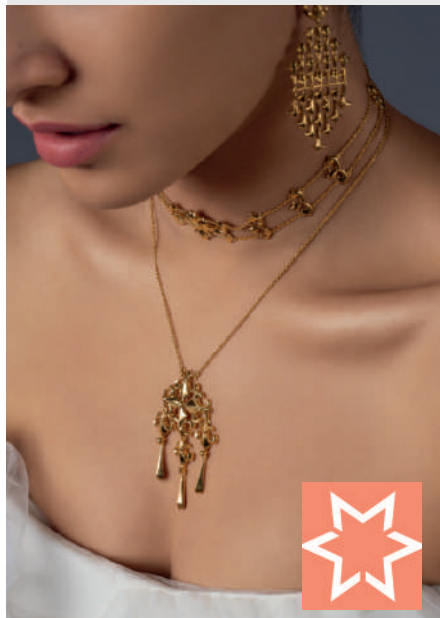
Overall, that is how being a student at the National Institute of Fashion Technology has structured my professional behavior and has enhanced my performance in a Fortune 500 company.

Hello! I’d like to share my story for when things don’t go as planned, with the hope that maybe someone reading this can know that you are where you are meant to be and where you belong. To formally introduce myself, my name is Mahima, and I am a Master of Design alumni from the 2015-2017 batch of NIFT Mumbai.

This means I graduated from my beloved Alma Mater almost six years back, but it still feels like not too long ago! Narrowly missing the NIFT call letter for counseling, I started my Design Journey in the small town of Manipal, Karnataka, with a specialized BBA in Jewellery Designing and Management, post which I had my first Industry exposure with Amrapali Jewels, Jaipur.

It was a big pandora to the learning of Gems and Jewellery Designing. Soon after which, NIFT opened its door for me one more time to pursue my Master’s. Keeping design as my focal point, I took every learning path it came my way. Working with the startup e-comm Brand Melorra, exposed me to how vital design study can be to a business. The journey just kept getting enriching with each passing day. I am always looking for new ways to explore the world through the lens of Design. I recently moved to a “Made in India” Initiative of Reliance Retail, Swadesh, which talks about Revival, Promotion, and Support of the Crafts of India.

I would like to conclude with a quote, “Maybe the journey isn’t so much about becoming anything. Maybe it’s about unbecoming everything that isn’t really you, so you can be who you were meant to be in the first place.”



PRAMAA: FALL IN LOVE WITH HANDLOOMS

Pratima Pandey

“*The brand name Pramaa is drawn from the name of the founder Ms. Pratima Pandey, which translates to wisdom and beauty in Sanskrit.*”

Pratima Pandey is a Delhi-based fashion designer who celebrates Indian handlooms. She derives her sense of fashion from her belief that clothing should be classic and represent the craftsmanship of each person involved.

Her mother's love for flowers and colors significantly influenced her to appreciate the beauty of color and fabric, reflected in her floral patterns and designs. Pratima is a triple master and has experience teaching in esteemed Institutions like NIFT & NSD. Since the onset of her journey, she has collaborated on various projects with the Ministry of Textiles (NIFT), NSD (Costume Design), Indian Air Force (women Pilot's uniform design), Bharat Petroleum (uniform design), and many more. She has also won the Grazia Young Fashion Award in the category of eco-friendly fashion.

Her passion for Indian handlooms inspired her to launch her label, Pramaa, in 2009 to realize her dream of preserving and valuing these rich textiles.

The brand name Pramaa is drawn from the name of the founder Ms. Pratima Pandey, which translates to wisdom and beauty in Sanskrit.

Pramaa is an art that beautifully weaves sustainability and craftsmanship into every garment. Each layer unfolds the magic of Indian textiles and embroidery and is created with affection. The brand represents beautiful, ethereal clothing that is lovingly tailored for modern women. Delicately embroidered, layered, flowing garments in classic silhouettes are intended to drape the feminine form in an enchanting aura.

She has also participated in numerous fashion events worldwide, including India Fashion Week, Lakme Fashion Week, Dubai Fashion Fiesta, Kenya Worldwide Fashion Week, and Premier Vision in Paris.

Pramaa has not only made its mark in the Indian market but has also successfully dressed ladies in China, the UK, the Middle East, Japan, the USA, and many other nations.

As a proponent of sustainability, she believes in keeping a clean production line, establishing long-term relationships with weaving communities, and minimizing waste. Each Pramaa work is an heirloom that encourages the following generation to fall in love with handlooms.

**BEAUTIFUL,
ETHEREAL
CLOTHING
FOR THE MODERN
WOMAN**





TANVI GOKHALE

“*When asked to describe my journey in NIFT as a design student and now as a practicing designer, it was an oddly strange and proud feeling, making me wonder how the journey had started.*”

When asked to describe my journey in NIFT as a design student and now as a practicing designer, it was an oddly strange and proud feeling, making me wonder how the journey had started. Honestly, I had chosen the design field through a process of elimination - the design world appealed to me, even when I was only beginning to get exposed to it.

I was initially under the impression that design only meant creating something new. But during my four years at NIFT Mumbai, I gradually understood that the purpose of the design was not to make only new things but rather to identify the problem precisely and find feasible & effective solutions.

The foundation year introduced us to all the Basics of Design and provided a free space for exploration, interaction, and peer learning. In my second year at NIFT, I began my specialization course, Fashion & Lifestyle Accessories Design. This course allowed me to explore project briefs ranging from home decor accessories to fashion accessories to packaging.



My interdisciplinary minor in Textile Print and Surface Design opened a new way of implementing design concepts and inspirations through the fabric as the medium. This knowledge helped me advance as a furniture and home decor accessories designer. The learnings through team projects which involved multiple brainstorming sessions, empirical research, and product development for the crafts in India, problem-solving, work delegation, time management, and most importantly, learning through each team member's unique perspective were the best teachings that I took away from college, its importance only realized once I started working in the industry.

I cherish the memories of participating in NIFT Converge, an inter-NIFT meet, visiting and competing with different campuses, preparing for all the events, and the jury and assignment workload. Having these activities to participate in truly enriched the college experience. Looking back, the bonds formed while living in the institutes' hostel, getting to know each other through the sleepless nights, and looking forward to playing some or the other sport on our cozy campus ground in the evenings are all experiences that made these four years unforgettable for me, and what makes NIFT even more special.

The pandemic had impacted our batch heavily, hitting right before our third-year industry internships - this meant that for our graduation projects in the further year, we were practically entering the industries as freshers with no prior practical experience.

But this motivated us to make the most of these opportunities available and succeed - I was awarded the Best Graduation Project Award for my Graduation Project. Though not entirely sure which field I wanted to work in after graduation, I found my calling working in the kids' sector - I currently work as a product and textile designer for a Gurgaon-based kids furniture company named Boingg!



While working here, I realized one thing - NIFT had taught me design thinking and equipped me to solve any problem, be it related or unrelated to my field, with this thought process. A couple of years working in the industry gave me clarity in deciding my master's degree specialization - I will be pursuing my master's in Service Design at the Royal College of Arts, London. This specialization will allow me to expand my design skills from designing tangible products to designing transformational solutions across various fields and enhance my products.

THE PANDEMIC HIT RIGHT BEFORE OUR THIRD-YEAR INDUSTRY INTERNSHIPS

NOTRE ÂME

Shobha Kumari



Notre Âme – ‘notre’ meaning ‘our’ and ‘âme’ meaning ‘soul’ is a label that reflects human values in a social context. Clothing is not merely a protective layer or a style statement but an extension of ourselves, our feelings, and our beliefs.

Notre Âme is a sustainable luxury brand utilizing indigenous artisanship that evoke a sense of belongingness and provide for the betterment of society in the modern world. Shobha Kumari, a Knitwear Designer from NIFT - Delhi, after working in the industry with global brands like Free People, Superdry, Next, Zara, and H&M, to name a few, realized the gap that runs deep in the fashion industry – need for conscious fashion.

Conscious fashion encompasses the values of sustainability – sustainable design, sustainable employment, and sustainable society, along with equality and inclusivity. The recent pandemic brought us closer to the reality where we saw how the artisans who are true champions of sustainability survive in the fast-paced world of fashion. The impact of dead stocks in landfills on the environment in terms of soil, water, and air pollution and its repercussions on living beings, including humans. The rights of being human irrespective of gender, caste, class or race identities are being challenged in the modern world.

NOTRE ÂME – ‘NOTRE’ MEANING ‘OUR’ AND ‘ÂME’ MEANING ‘SOUL’ IS A LABEL REFLECTING HUMAN VALUES IN SOCIAL CONTEXT



Our fabrics are sourced from surplus exports and mills, eliminating the need for new fabric manufacturing. The fabrics undergo artisanal value addition using various indigenous crafts, like kantha, tie-dye, applique, patchwork, and crochet, to create modern chic silhouettes in contemporary styles. Upcycling results in zero waste products creating harmony in design with resources.”

With experience in the industry and technical know-how of the manufacturing process to reduce the impact on the environment by decreasing the overall carbon footprint and to bring inclusivity in society, Notre Âme is born. Shobha works with a simple idea of upcycling and circular fashion to create global styles. Notre Âme focuses on human values to create its design language. Our designs reflect the idea that the body is a channel into the soul. A layer over our bodies is also in direct touch with our souls. Notre âme is a soul’s wild longing, an experience of being oneself, a thrill running in the veins. Notre âme is about letting the soul fly, deconstructing definitions that limit us, notre âme is about being us.

At Notre âme, we work to bring this balance to our community, to let them fall in love with themselves, sync with their vibe, and dive into experiencing their senses. Our designs are crafted on these values to leave a lasting touch. We aim to alleviate social disparity by bringing a gender-neutral and inclusive culture and bringing the communities into the mainstream that enable the generation of beautiful products at notre âme. Notre Âme Summer Resorts’ 23 collection is launching on Ogaan, Curato, and Pernia’s Pop Up in April.



ABHIJIT BANIK

ABC STUDIO - The Brand Lab

ALUMNI SUCCESS STORY

Abhijit Banik Creative Studio Pvt. Ltd. OPC (ABC Studio-The Brand Lab) was founded in 2015 by Abhijit Banik, an alumnus of the National Institute of Fashion Technology, Bhopal. The company started with a mission with a punchline, "Rewiring Business Root," to provide Human Centered Design Thinking, creative and effective technical product design, marketing, and branding solutions to businesses across various industries and textile domain specialties.

In the initial years, ABC Studio focused on building a strong foundation for the business. The team worked hard to establish a loyal customer base and build a reputation for high-quality work.

As the company grew, it expanded its services to include a wide range of product design and branding solutions. The team worked on various projects, including product design, brand strategy, business strategy, market research, brand creatives, logo design, packaging design, website design, social media marketing, and branding campaign needs.

Over the years, ABC Studio has worked with diverse clients, including start-ups, small businesses, and large corporations. The company has also expanded its reach by working with clients across different geographies.

Today, ABC Studio is recognized as a leading product design and branding solutions provider. The company has received several appreciations for its innovative work and exceptional service.

Abhijit Banik, the company's founder, continues to lead the team with his passion, creativity, and vision. He believes that the key to success is to stay focused on providing the best possible service to clients while constantly innovating and improving.

As a leader, he continuously acquired knowledge in technical and management studies and pursued Global MBA from Deakin University, Australia, in collaboration with IMT Ghaziabad.

As an alumnus of the National Institute of Fashion Technology, Bhopal, Abhijit feels proud to have created a successful entrepreneurship journey showcasing the skills and knowledge he acquired at the institute. He hopes to inspire and motivate future entrepreneurs to follow their dreams and achieve success in their ventures.



CRAFT & KARIGAR

APPLIQUE & THE CHAUHAN FAMILY

Kartik Chauhan

APPLIQUE IS AN ANCIENT NEEDLEWORK TECHNIQUE THAT INVOLVES ATTACHING DIFFERENT PIECES OF CLOTH TO CREATE BEAUTIFUL DECORATIVE PRODUCTS.

It has been used for various purposes, such as tents and decorative items, especially garments. The craft is practiced in India, including Orissa, Rajasthan, Bihar, and Gujarat. In this article, we will explore the story of one Indian family, the Chauhan family, who have been mastering the applique craft for generations and have been instrumental in uplifting the craft and the community that practices it.

The Chauhan family finds their roots in Karachi and Sindh, now in Pakistan. In the early 1940s, Veerjibhai Chauhan, the grandfather of Kartikbhai, would travel with his parents from his village Meghpar in Jamnagar district, Gujarat, to Sindh and Karachi in search of work. The family was impoverished, and working as daily wagers was the only way to make ends meet. After the Partition of India in 1947, the family shifted from the village to Jamnagar town in search of work. Veerjibhai tried his farming luck but was unsuccessful.

In the 1960s, Veerjibhai's eldest son, Hirabhai, his brother Tejabhai, a contractor, and his youngest brother Shankarbhai migrated to Ahmedabad. Hirabhai made a small shack of wood, where he placed a sewing machine and started stitching

clothes. He named it Fine Design Centre. However, the family continued living in a shack as earnings were insufficient to run the large household. Their traditional applique craft finally lifted the Chauhan family out of poverty, which had been in their family for generations. As a customary practice in village marriages, the bride gets five quilts from her family, made by the mother and the bride-to-be. The quilts had two layers, often patched with beautiful and old clothes that were recycled and used as a filling between the layers.

Kartikbhai Chauhan, an applique artisan turned craft developer, remembers when his father Shankarbhai had made a wall hanging of the Geeta Upadesh with applique work that hung in Hirabhai's shop. In 1976, a designer from Gurjari, the state government handicrafts emporium, came to the shop to get some clothes stitched. She admired the piece and inquired about it, which led to the craft's international exposure, through which the ideas and inspirations were communicated skillfully.

As the work grew, Shankarbhai taught the local Bunkar community women how to earn daily wages while working from their households. Many artisans were familiar with the applique work, and Shankarbhai trained the rest. With the demise of Shankarbhai in the mid-80s, Hirabhai took charge and guided upcoming generations with the beauty of applique. Hirabhai, a national award winner, is the family figure in the community and is respected all around the craft

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communities of the world. Slowly, as Hirabhai's sons and nephews grew up and took over the business, they expanded their footprint across India and abroad.

Kartikbhai, born in 1985, is one of the artisans of the Chauhan family who has dedicated his life to the upliftment of the applique craft and his community. He learned the craft from his forefather, and with the advancement of technologies and the need of the hour, he changed how the applique craft was perceived in the community. Not only he brought the families together, but he also built a network of supply and demand for more than 3000 artisans.

Kartikbhai's vision is to become the worldwide leader in preserving traditional Indian crafts and making them accessible to the global market. The Chauhan family's success story is not just about their achievements. Still, it also showcases the power of traditional crafts in uplifting communities and bringing economic prosperity to the grassroots level. The applique craft has provided employment opportunities and preserved a traditional craft on the brink of extinction.

In conclusion, the Chauhan family's journey from poverty to prosperity through the revival of traditional applique craft is a testament to the power of crafts in uplifting communities and preserving cultural heritage. Kartikbhai's efforts have brought economic prosperity to his community and helped keep traditional crafts alive in the modern era. With their continued hard work and dedication, the Chauhan family will inspire many more to follow in their footsteps and work towards preserving traditional crafts and uplifting communities.



CLASSIC CURVES

Swetha Ramakrishnan

SERENDIPITOUS DISCOVERY FOR ME TO CHOOSE B.F.TECH AT NIFT-KANNUR, AS IT ALLOWED ME TO COMBINE MY PASSION FOR FASHION DESIGN WITH GAINING KNOWLEDGE IN THE TECHNICAL AND MANAGERIAL ASPECTS OF THE FASHION INDUSTRY.

As I progressed through the program, I enhanced my natural creative abilities with a wide range of new skills and knowledge, such as pattern making, garment construction, supply chain management, merchandising, and marketing. I want to express my heartfelt gratitude and thanks to my faculties. Especially Prof.Praveen Raj for being an amazing teacher and mentor. His constant support, guidance, and motivation helped me through some of the most challenging times in my life. His willingness to listen, push me out of my comfort zone, and teach me about retail entrepreneurship had a lasting impact on my personal and professional growth. Sessions were motivating and helped me to analyze taking calculative risks & decision-making for my business progress.

My love for developing unique outfits drove me to experiment with my family event for all my relatives' attire. As planned, I was able to deliver before the event. During the COVID-19 lockdown, I started my brand, "Classic Curves by Swetha," on Instagram, focusing on customization in August 2021.

The brand received an overwhelming response from potential clients, and within a short period, the brand had already served more than 100 clients. I have teamed with an expert Mr.Ukkash with 15 years of experience in the garment industry, helping me enhance my professional connections. Meanwhile, an unexpected message was received from the client Ms.Priya & Ms.Shubhangi from Texas, USA, who was looking for someone to handle their brand's procurement to delivery. After a meeting, the team offered the opportunity to handle their business, a kids' brand named "NINA-KAI."

Managing my studies and running the business simultaneously was not easy, but I was determined to make it work with the unwavering support of my family. Handling the American kids' brand "NINA-KAI " was a huge challenge. It was not easy to take care of everything from sourcing fabrics to delivering finished goods, leaving them with time to update the Instagram page or attend to other matters.





However, the sleepless nights paid off when all the mandatory tests in America for children's clothing were successfully passed, and they shipped their SS '23 collection in March 2023. It was a moment of triumph and felt like a turning point in their business. We are currently working on next season's collection for "NINA-KAI".

Along with the fashion venture "Classic Curves by Swetha," "Allure," a new brand started with my best friend Hrithik, a Web developer. "Allure" aim is to sell the best articles in an affordable range by careful handpicks of each piece and ensure that it is of high quality with our USP.

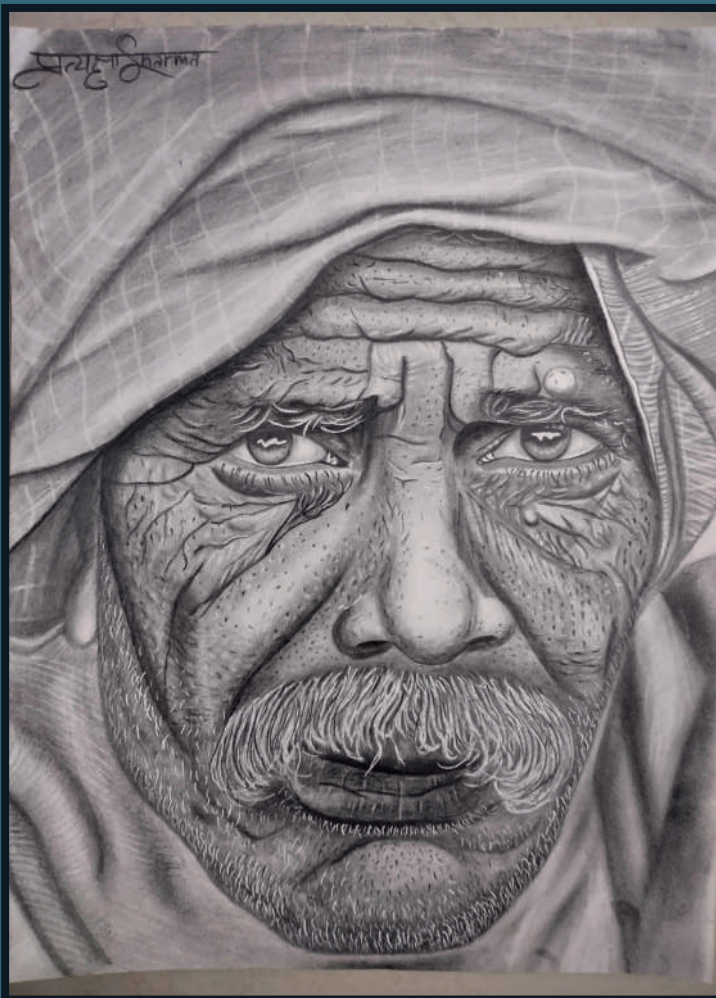
Recently, a Malaysian retailer approached us for sourcing products, and we are thrilled to have this opportunity. It's a great feeling to have our efforts recognized, and excited to expand our reach and cater to international clients.

In this journey, I have endured countless sleepless nights and faced numerous daunting challenges that pushed me to my limits. But I have refused to give up because I believe the road to success requires perseverance and consistency.

“WHEN WE FAIL TO PREPARE, WE ARE PREPARING TO FAIL.”

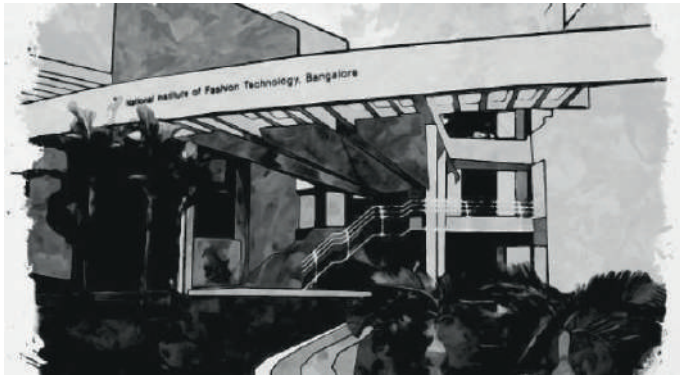
Pratyaksha Sharma

an ode *to* artisans



This sketch is a representation of our artisans. The final products that we see are the result of refinement by the hard work and exemplary skills of the workers who burnish themselves in the sun and snow alike. The foundation of fashion and textile industries is built on the pillars laid by the artisans who are often left at margins. This is an ode to our artisans.

BENGALURU



We at NIFT Bengaluru believe in exploring fashion through a multi-disciplinary lens. Even while exploring trends and disrupting models, we stay true to our creative roots as expressed in our handlooms and handicraft.

**SUSAN THOMAS, IRS
DIRECTOR, NIFT BENGALURU**

NIFT Bengaluru welcomed the new semester with a plethora of academic and cultural events, bringing in opportunities for students to expand their knowledge and skills, network, and study across disciplines.

The highlight of the evening was the Mohiniyattom performance by Dr. Honey Unnikrishnan, famed danseuse and Mohiniyattom exponent, who gave a scintillating performance. The event was attended by students, faculty, and cultural aficionados from Bengaluru.

Students and faculty at NIFT Bengaluru eagerly look forward to Bilahari, an attempt for the entire campus to get together in the morning and contemplate over a selected theme for mindful living. March saw the Department of Fashion Technology host "Mudita" – a feeling of celebration derived from the joy of others. It saw impassioned performances from the students, including classical dances, a round of mesmerising Shayari, folk dances, and the unveiling of the "Mudita shelf" - an open repository of stationary, equipment, and other requirements, voluntarily contributed for sharing by all.

Kala Udyaan, the Craft bazaar held in the campus, housed artisans from across India. Contemporary crafts like textiles, pottery, stone, bamboo, woodwork etc, got pride of place along with stalls for millet, commemorating the International Year of Millets, 2023. It was a storehouse of information for the students, providing access to conversations with the artisans, craft workshops, etc.

Amritotsav, 2023 was a true melting pot of diverse cultures, as the exchange students from Swiss Textile College (Schweizerische Textilfachschule) explored the wonders of Indian weaves, culture, and tradition.

NIFT Bengaluru has been the preferred campus for visiting students from International universities, with the campus hosting students from STF and ENSAIT regularly for over a decade. The evening saw NIFT students showcase their creative acumen as they transformed their Swiss counterparts into stunning Indian beauties, styling them with traditional

attires from Himachal to Kerala. Backstage, curious conversations abounded as the Swiss students discussed the intricate textiles and ornaments on display and eagerly learned mudras and moves of regional dance forms.

The Bengaluru campus was ablaze with talent and creativity during the annual inter-college fest, SPECTRUM 23. The two-day extravaganza, on February 15th and 16th, saw an electrifying mix of activities that left the air buzzing with energy. The event drew a massive crowd of students from various colleges across the city. The star of the opening day was the Red Bull Doodle Art workshop, led by the renowned Doodle Art World Champion, Shantanu Hazarika. This game-changing workshop gave participants a chance to learn the art of doodling and creating their very own masterpieces. Spectrum also saw the ABFRL group bringing in Raystyle, an event to showcase the drapes of the Raysil fabric, drawing enthusiastic participation from the students. The closing performance by the Indi-pop band, Oxygen on The Rocks, brought the house down, with students and faculty swaying to the rhythm of the music. The campus came alive with décor planned and put together by individual departments, with ingenious use of scrap material combined with creative thinking and flawless execution, turning the campus into a spectrum of colors.



BHOPAL



ARTISAN AWARENESS WORKSHOP

Textile Department at NIFT Bhopal hosted an annual Artisan Awareness Workshop for artisans of craft clusters across Madhya Pradesh from 20th March 2023 to 24th March 2023. Artisans from Batik of Ujjain, Maheshwari weaving, Chanderi, Block printing of Indore, Zardozi from Bhopal, Bagh prints of Bagh, and Hastashilpa Nigam from Bhopal were invited to the workshop.

The objectives behind this were to acquaint the artisans with the latest trends in design and marketing, provide craft demonstrations and interaction with students so that they can understand the challenges faced by the artisans, and help them find a solution.

On the last day of the Artisan Awareness Workshop, CRAFT BAZAAR 2023 was held on 24th March 2023 at the NIFT Bhopal campus. It provided a good platform for students, artisans, and visitors from all over the city to interact, share and learn through each other's knowledge and experiences.

SWACHHTA PAKHWADA

With the belief that cleanliness is next to godliness, NIFT Bhopal has organised 'Swachhta Pakhwada' on the campus for 15 days- starting from 1st March 2023. Several activities have been scheduled to contribute to Swachh Bharat Mission.

The fortnightly awareness drive on cleanliness called Swachhta Pakhwada ended with a note on the importance of cleanliness, sanitation, and hygiene in the surroundings and in one's life- which definitely helped in creating awareness among students and the staff for the same. The contributors were rewarded with high tea and tokens of appreciation by Lt. Col. Ashish Agarwal, Director, NIFT Bhopal.



BHUBANESHWAR



G20 SUMMIT

This year, India will hold the G20 Summit. To celebrate that, NIFT Bhubaneswar had a short program where everyone took the oath, and small steps were taken for the betterment of the future.

ARTISAN AWARENESS WEEK

It was held from the 22nd to the 24th of March. It was organized by the Department of Fashion Technology. Here artisans from various clusters were invited. This was celebrated to support the artisans, their local businesses, and the art.



CRAFT BAZAAR SPECTRUM'23

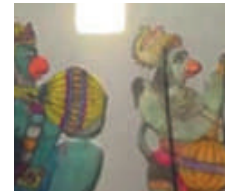
The event started with the inauguration of the Craft Bazaar. Local crafts were the main highlight of it. From Ikat, Dokra, and Pattachitra, many more handloom and handcraft products were up for sale by the artisans. It not only created awareness amongst the people but also helped the local business of the artisans.

SPECTRUM'23

This is a glimpse of Spectrum's Fashion Show, where designers were from the Fashion Designing Department. Spectrum was a 3-day event with many activities, performances, and games.



CHENNAI



WORKSHOPS



A three-day craftworkshop program was organized by the Accessory Design Department that inspired and taught the value of the long-standing art form of "Tholpavaikoothu" leather puppetry. The craft was Demonstrated by Kalaimaamani Mr. R. Muthuchandran and his team on 16.03.2023. Dr. Kaustav Sengupta, Associate Professor, Director Insights VisioNxt, was the keynote speaker in the international workshop organized by CSIR-CLRI on Trends in footwear and leather goods, Chennai. Celebrating Cancer Awareness Day, the ESSE club, in collaboration with Dr. Re la Institute and Medical Center, conducted an awareness workshop on LifeStyle Check for Cancer Prevention on 18.11.2022 by Dr. Keshavarajan MBBS., MS., Mch., Surgical Oncologist. On the occasion of International Women's Day, on 13th March 2023, Guest speaker Ms. Jothilakshmi VS. Advocate and co-founder of Simple Women Federation generously shared her time and expertise about the 'Role of Women in Social Change.'

FOUNDATION DAY



As a part of the CraftCluster initiative and NIFT Foundation Day, artisans from Toda Tribal embroidery and Kancheepuraam sarees were invited from 18th to 20th Jan 2023. The artisans were honored, marking their contributions to the craft. The NIFT Foundation Day was celebrated as FOLKVERSE, with the local traditions, people, and crafts.



STUDENT AWARDS

Anurima Pandit, President of the Literary Club, secured 1st Place in Slam Poetry at Vibrance 2023, organized by VIT University Chennai, dated 10th March 2023. Sony Daffodil of Foundation Program won 2nd runner up in the JoyTimes Fresh Face Chennai, 6th Feb 2023.



CRAFT BAZAAR



SPECTRUM

The Fashion Spectrum of NIFT Chennai under the title of MIRAGE was held on the campus from 23rd to 25th Feb 2023. With over 32+ events, around 80 institutions from the city participated in this breathtaking three-day event. The Inclusive Spectrum was one of the core events for the campus, where the Fashion Design Department collaborated with specially-abled kids for a ramp and fashion show. There were theme-based installations done as well.

NIFT Chennai Craft Exhibition Cum Sale, Craft Bazaar was held from 03rd to 5th March 2023, where artisans from Tamil Nadu - handloom and handicraft, showcased their finest creations.

GANDHINAGAR



CONVOCATION 2022

NIFT Gandhinagar hosted its convocation for the Class of 2022 on October 8, 2022. Shri. Upendra Prasad Singh (IAS), Secretary Ministry of Textiles, Government of India, was the Chief Guest of the event. Two hundred students from various streams graduated from NIFT Gandhinagar.



2ND NIFT INTERNATIONAL CONFERENCE 2023

2nd NIFT International Conference 2023 "India@100; building 'Atmanirbhar' Bharat from Farm to Fashion to Future" was held on 23rd and 24th February 2023. During the conference, MOU was signed between EDII and NIFT Gandhinagar for academic collaboration.



38TH NIFT FOUNDATION DAY CELEBRATIONS

The 38th Foundation Day celebration began on the 20th of February 2023 at Gandhinagar Campus with the "Cleanliness Campaign" and various activities were conducted.



CAMPUS BEAUTIFICATION DRIVE

Students at NIFT Gandhinagar actively participated in the Campus Beautification Drive wherein they created artworks and enhanced the look of the campus.

KHADI & VILLAGE INDUSTRIES COMMISSION (KVIC) FASHION SHOW
KVIC and NIFT Gandhinagar organised a fashion show Dharohar at Ahemdabad Riverfront on 30th march 23, involving sequences based on "Panch Pran".



AHELI KHADI" FASHION SHOW

A fashion show celebrating hand spun hand-woven khadi and an exhibition of home fashions in Khadi was organised by the Centre of Excellence in Khadi (CoEK), with NIFT Gandhinagar as the host campus.

SWACHHTA PAKHWADA

The Swachhta Pakhwada commenced with the "Swachh Pledge," administered by Prof. Dr. Sameer Sood, Director Gandhinagar, on 2nd March 2023.



BHAUMYA EXHIBITION

Bhaumya Exhibition of Gond artists of Madhya Pradesh wherein the artworks of Padma awardees women artists of Bhil; Gond tribes of Madhya Pradesh were exhibited.

BEST OUT-OF-WASTE ART INSTALLATIONS

The Gandhinagar Municipal Corporation invited NIFT Gandhinagar students to create art Installations out of waste materials collected by GMC for Gandhinagar city.



VIGILANCE AWARENESS WEEK

During Vigilance Awareness Week, an anti-corruption pledge was taken and a lecture by a police superintendent was held. Students participated in a poster making competition and performed a street play on vigilance and anti-corruption.

CRAFT DEMONSTRATION

Under Cluster Initiative, the Department of Fashion Design, NIFT Gandhinagar, organized a One-day workshop, CRAFT DEMONSTRATION, for students.



PLANTATION DRIVE

Plantation Drive to Commemorate Azadi ka Amrit Mahotsav was in line with the visionary directions of the Hon'ble Governor of Gujarat, Sh Acharya Devvrat Ji.

HAR GHAR TIRANGA CAMPAIGN

A Flag Walk was organized on the Campus in the esteemed presence of Shri Pravin Solanki, IAS, Commissioner of Cottage and Rural Industries, Govt. of Gujarat and Prof. Dr. Sameer Sood, Director NIFT Gandhinagar.



WORKSHOP ON TAX DEDUCTED AT SOURCE

NIFT Gandhinagar organised a workshop with a view to providing basic awareness towards the need and provisions of Tax Deducted at Source in prospects of Income Tax to all employees and Senior Students conducted by Income Tax Office Ahmedabad Circle on March 14, 2023.



CLEANLINESS DRIVE

The celebration of 38th Foundation Day celebration was begun on 20.01.2023 at Gandhinagar Campus with the "Cleanliness Campaign" Various activities were conducted.

ARTISAN AWARENESS WORKSHOPS

Various departments at NIFT Gandhinagar organised the artisan awareness workshops. The workshops were inaugurated by Prof. (Dr.) Sameer Sood, Director NIFT Gandhinagar.



ENTREPRENEURIAL LEADERSHIP WORKSHOP

NIFT Gandhinagar's M.Des Department organised a 3 Day workshop on Entrepreneurial Leadership from the 1st to the 3rd of February 2023. EL involves bringing people together in attaining a common good.

INTERACTIVE SESSION ON POSH

NIFT Gandhinagar conducted a session on "Prevention of Sexual Harassment (POSH)" Chief Guest Shri Anil Pratham, IPS, DGP, Gujarat, chaired the session. The Guest speaker for the POSH training was Ms. Pooja Badlani.



TOT PROGRAM ON TECHNICAL TEXTILES

NIFT Gandhinagar hosted an industry-oriented ToT program on Technical Textiles, which 14 Faculties across 17 campuses attended. Trainees were taken to the Vertical unit of M/s Arvind for practical inputs from industry across various divisions.

TEXTILE ART EXHIBITION

NIFT Gandhinagar has organised the "AADIYOGI SHIV" textile art exhibition by Ms. Sangeeta Gupta, EX. IRS officer, Inaugurated by Ms. Roop Rashi, Textile Commissioner, Govt of India.



INDUSTRY VISIT

A two day industry and fair visit to Mumbai was organised for the students of Master of Design from 12th to 14th January 2023 wherein the students visited eminent galleries, and design studios interacting with design professionals.

WASTE MANAGEMENT AND SUSTAINABILITY WORKSHOP

A workshop on the topic of Waste Management and Sustainability was organized on March 9, 2023. The workshop was conducted by Ms. Sonali Beeraka from Lets Recycle, NEPRA, Ahmedabad.



INTERACTIVE SESSION ON STARTUP

NIFT Gandhinagar organized an Interactive Session on Startup and Technology. The speaker for the session was Mr. Parth Devvariya, Founder and CEO, GFutureTech Pvt. Ltd.

HAPPINESS DRIVE

The environment club of NIFT Gandhinagar organised a "Happiness drive" on the 74th Republic Day. Happiness Drive, an event where the 'old is new' was the concert for underprivileged people.



INTERACTIVE SESSION ON IPR

NIFT Gandhinagar organized an Interactive Session on Intellectual Property Rights in the Creative Economy. The speaker for the session was Mr. Krupalsinh Dabhi, IP Manager, Gujarat Student Startup and Innovation Hub (i-Hub).

HYDERABAD

LITERARY AND DRAMATICS CLUB

The Literary and Dramatics Club of NIFT Hyderabad successfully conducted 8 events for Spectrum'23, namely, What's in the Box, Toon Tank, Bollywood Quiz, Backstory Writing, Mic Drop, Guess Who, War of Words, Duet Improv. Participants from other colleges of Hyderabad also indulged in these competitions. These events took place over the course of 3 consecutive days and belonged to the areas of literature, dramatics and art. The following is a detailed report of each of these 8 events.



FILM AND PHOTOGRAPHY CLUB

The Film and Photography Club started working on the pre-production of a promotional video for Spectrum by the beginning of January. The club secretary took responsibility for it and developed a concept, storyboard, and direction. The shoot was done within two days, and the crew consisted of 25 people, including the cast. The crew consisted of people outside the club too. The shoot was completed successfully, and the post-production work started immediately.

FPC was also collaborating with the official magazine of NIFT Hyderabad, MERAKI. Our club was responsible for almost all the editorial shoots.

ESSE CLUB

ESSE Club added a valuable dimension to Spectrum 2023 and helped inculcate values of social responsibility and compassion among the NIFT Hyderabad community. Also incorporated elements of social service and compassion into the event. The club organised various initiatives to give back to society. The annual Khwhishein was prominent among them. For the Khwhishein instance, we conducted a donation drive to collect essential items for the underprivileged sections of society, including food, clothes, and other necessities. The club also partnered with Thanal, an NGO, to conduct a clothes donation drive for the homeless, which received an overwhelming response from the NIFT Hyderabad community.



SOCIAL MEDIA CLUB

The social media club was responsible for covering all the events of SPECTRUM 2023 for the stories, reels and posts of all our social media platforms.

SPORTS AND ADVENTURE CLUB

Basketball boys, carrom, volleyball boys, 8 ball pool, chess, 8 ball pool.

CULTURAL CLUB

The cultural club managed eight major events during the whole 3-day long Spectrum, which different people from different colleges all over Hyderabad enthusiastically took part in and won many prizes. Our club got over 100+ entries, and many enthusiastic people were present to showcase their talent on stage. Below is the list of programs conducted by Solo Singing, Solo Dance, Duet Singing, Duet Dance, Battle Of Bands, Spectrum Icon, Styling Competition, and Group Dance.

CAFETERIA CLUB

The Cafeteria club of NIFT Hyderabad conducted 3 events for Spectrum'23: No flame cooking, Mocktail making and Guess the Ingredient. Participants from other colleges in Hyderabad also indulged in these competitions. These events took place on the first day of Spectrum'23 and were based on food preparation and presentation. The following is a detailed report of these events: No Flame Cooking, Mocktail Making, Guess the Ingredient.

CAMPUS NEWS

JODHPUR

NIFT Jodhpur provided design interventions in Ari-Tari, Leather & Wooden, Mojari Clutser, Jodhpur & Pattu Weaving (Kadua Village) which belong to the SC community and Pattu Weaving, Bhojasar village which belong to ST community



CRAFT BAZAAR

The Craft bazaar was organized on 3rd and 4th of February 2023 at Maheshwari Bhavan, Jodhpur for Providing the platform to the artisans to display and market their products. The 02 days activity witnessed total 19 Craft clusters where artisans from all over the country. The Craft bazaar received witnessed the sale of more than 7 lakh Rupees, where some of the artisans got the orders of their products in bulk.

CONVOCATION

The convocation 2022 total of 188 students of the graduate batch 2018-2022 of NIFT Institute Jodhpur was organized on 10 February. In which Honorable Governor Shri Kalraj Mishra and Professor Sudha Dhigra, Dean Academics were present as chief guests. With whose efforts 188 students of the institute were awarded degrees and gold medals.



INTERNATIONAL DELEGATION VISIT

A 56 members International Delegation comprising of judicial officers from 30 countries under the aegis of NLU & MEA visited NIFT, Jodhpur on 1st march 2023. The program was inaugurated by Campus Director Dr. G.H.S. Prasad, Phd by felicitating the members of the delegation with bouquets and stalls. The representatives inspected the fashion world and fashion technology works at NIFT Jodhpur and the delegation members appreciated the fashion innovations of the institute and provided various suggestions.



SPECTRUM '23

Spectrum 2023 was organized by NIFT, Jodhpur on 24 and 25 February 2023. In which the students of the institute and the participants of various educational institutions of Jodhpur were celebrated with joy. Mr. Ravindra Upadhyay was the chief guest of the program. Various sports competitions, cultural programs were organized by the students in NIFT Spectrum 2023. In which the winners were awarded by the chief guest & the campus director. The program ended with a melodious presentation of Rajasthani folk music by Ravindra Upadhyay



KANGRA

SWACCHATA PAKHWADA

NIFT has always been a responsible institute towards the environment by working hard to preserve it and one of its fruitful efforts is the Swacchata Pakhwada Program held at NIFT Kangra from 1st to 15th March 2023.

SPECTRUM 2023

Spectrum Fashion Show: CYBORG

An ultimate runway experience showcased by the students of NIFT Kangra celebrating fashion with a futuristic eye by using various material and applications. Spectrum was held from 2nd to 4th March 2023.

HPKVN PROJECT

NIFT Kangra conducted a course for the third batch of "Clothing Manufacturing Technology" of the Himachal Pradesh Kaushal Vikas Nigam (HPKVM).

Up till now, NIFT Kangra has mentored and coached more than 80 trainees and has assisted numerous individuals in obtaining job prospects and bettering their future in the fashion sector.

FOUNDATION DAY

To commemorate the Kangra school of painting as a part of the 38th NIFT Foundation Day, an exhibition was organised at NIFT Kangra where artists Shri Dhani Ram and Shri Rajeev Kumar showcased their work. The event was inaugurated by Shri Aakash Dewangan, IRS, Campus Director, NIFT Kangra.



KANNUR



NIFT FOUNDATION DAY

National Institute of Fashion Technology, Kannur, celebrated the 38th Foundation Day of NIFT on Friday, 20th of January 2023. The first NIFT Campus was set up on 1986 January 22nd at Hauz Khas, New Delhi. Today NIFT has 18 Campuses across the country. As part of the celebrations, the faculties, students, and staff members joined the 'Walkathon' led by Col. Akhil Kumar Kulshrestha, Campus Director, NIFT, Kannur. Sapling plantation, Design Exhibition by Departments, rangoli competition, debate competition, and various cultural events was also conducted.



REPUBLIC DAY

The 74th Republic Day Celebrations was held at 9.00 AM on the Campus. The tricolor, the memoir of our unity, freedom, and prosperity, was hoisted by Col. Akhil Kumar Khulshreshtha, the Campus Director, followed by his Republic Day message.



SPECTRUM 2023

The chosen theme for NIFT Kannur's Spectrum of 2023 was 'Aikyam' - the convergence of all students at this prestigious institute. A two-day Spectrum was celebrated on Campus on the 3rd & 4th of March with various Sports, Cultural, Literary, and ESS Club activities. Dept of Fashion Communication won the overall championship in Spectrum 23.



BUTTON MASALA WORKSHOP

A 3-day workshop by Mr. Anuj Sharma took place on the campus where the students learned about absolute zero waste 'button masala technique.'



MUMBAI

KALA GHODA ARTS FESTIVAL 2023

NIFT Mumbai participated in the nine days Kala Ghoda Art Festival scheduled from 4th - 12th February, 2023 in the Kala Ghoda area of South Mumbai. The fest attracts over 150,000 people from the city and beyond.



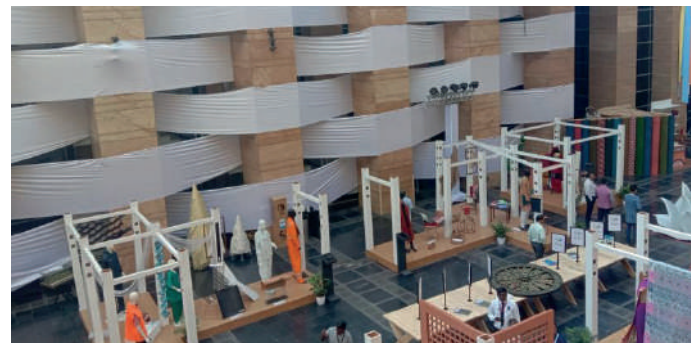
CONVOCATION OF THE BATCH OF 2022

The NIFT Mumbai Convocation Ceremony for the 2022 batch was held on 24th February 2023 at the NIFT Mumbai Campus. The Convocation ceremony was inaugurated by Shri. Piyush Goyal, Hon'ble Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles. Smt. Rachna Shah, IAS, Secretary (Textiles), Ministry of Textiles & Chairperson-BOG-NIFT, Shri.Rohit- Kansal, IAS, Additional Secretary, Ministry of Textiles & Director General – NIFT, Prof. Dr. Sudha Dhingra, Dean (Academics) – NIFT were the Guests of Honour for the event. The event was attended by senior state/ central Govt. officials, Ms. Meher Castelino – First Femina Miss India and eminent fashion journalist, industry fraternity, NIFT officials and Faculty, Guest Faculty, graduating batch 2022 batch, and their parents.



G-20 EXHIBITION

As per the directives from Ministry of Textiles, Govt. of India, CCIC Ltd. in collaboration with NIFT Mumbai conducted G20 Exhibition on the theme "Textiles of India" at Grand Hyatt hotel, Mumbai from 28th to 30th March 2023.



FASHION SPECTRUM 2023

NIFT Mumbai conducted Fashion Spectrum, the annual cultural fest of NIFT from 31st March - 1st April 2023, with the theme "Indian Odyssey."



AADIYOGI SHIV

NIFT Mumbai organised Aadiyogi Shiv, 'A Journey in Cosmic Indigo' - An Exhibition of textile paintings by Ms. Sangeeta Gupta, an artist, poet, and filmmaker from 2nd March 2023 to 16th March 2023.



CAMPUS NEWS

NEW DELHI

FOUNDATION DAY

Foundation day was celebrated with much fanfare at NIFT Delhi Campus. The celebrations included a photo exhibition covering NIFT across the years and enthusiastic performances by the students.



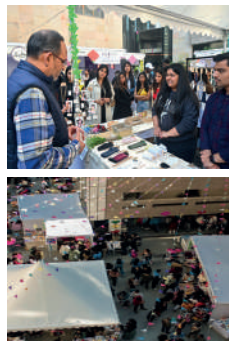
REPUBLIC DAY

The celebrations were made special as the tableaux of the Ministry of Tribal Affairs based on the theme of Eklavya Modern Residential Schools (EMRS) had the uniform and logo designed by faculty of NIFT Delhi.



SUNDAY BAZAAR

The very first NIFT Sunday Bazaar with products from our young entrepreneurs and recent alumni saw huge response leading to major sales for our students. The day was filled with fun, food, live music and lots of shopping!



SPECTRUM

The students celebrated Spectrum with full enthusiasm. We also saw some major influencers and leading dance experts attending the event leading to a lot of excitement amongst the students. The Fashion show with the theme Metanoia was a big hit.



CRAFT BAZAAR

Artisans from all over the country showcased their products during the crafts bazaar. The two-day bazaar witnessed huge footfall leading to substantial sales for the artisans. A fashion show by the students was organized showcasing the products of the artisans. An Artisan Awareness workshop was organized to develop new technical skills and communicate new ideas amongst the artisans.



EXHIBITIONS

NIFT Delhi Team organized two very-well received exhibitions for the Ministry of Women and Child Development for G20 at Agra and Thiruvananthapuram on the theme of Women's Empowerment from grassroots to entrepreneurs with the notable inclusion of digital skilling. The exhibition at Agra was inaugurated by Hon'ble Minister of WCD Smt. Smriti Zubin Irani and at Thiruvananthapuram by Hon'ble Minister of State of WCD Dr. Mahendra Munjapara.



PANCHKULA



SWACCHATA PAKHWADA

Swachhta Pakhwada was initiated by Nift Panchkula from 1st to 15th March. A cleanliness drive was conducted in the campus area in which Director Prof. (Dr.) Amandeep Singh Grover, Joint Director Mr. Deepak Rana, faculty members, and staff joined to keep the Nift Panchkula campus clean and green.



FOUNDATION DAY

NIFT Panchkula started NIFT's 38th Foundation Day celebration with cleanliness drive and Tree Plantation as plants aid in making the environment better. Our first step is to save the environment and fulfill our motto of Green campus, Clean campus



WOMEN'S DAY

On the occasion of International Women's Day, Prof. (Dr.) Amandeep Singh Grover, Director, NIFT Panchkula, and Mr. Deepak Rana, Joint Director, NIFT Panchkula, honored the women staff and faculty members of NIFT with a token of recognition for their work in the organization.



EXPERT VISIT

Mr. Marc Robinson, one of India's First Male supermodels, visited NIFT Panchkula Campus on 3rd March 2023 and interacted with fashion students and faculty members.



SPECTRUM

A glimpse of the Fashion Show organized by Fashion Designing students in the Nift Panchkula Spectrum 2023.



The Craft Bazaar during Spectrum was inaugurated by the Chief Guest, the Honourable Speaker of the Haryana Legislative Assembly. He congratulated NIFT Panchkula for becoming one of the gems of Panchkula; he also added that NIFT Panchkula had become a platform for all artisans to connect with people.



CRAFT BAZAAR

Craft Demonstration Workshop was conducted by FD Dept. at NIFT Panchkula for two days from 1st to 2nd March '23. The Workshop on Zardozi craft was conducted to enhance the understanding of the craft, materials, and its processes.



पंचकूला की नगर राजभाषा कार्यान्वयन समिति (नराकास) का 23 जनवरी, 2023 को अपराह्न 03.00 बजे, छमाही बैठक हुई डॉ. अमनदीप सिंह ग्रोवर, निदेशक, निफ्ट, पंचकूला भी इस बैठक में सम्मिलित हुए। निफ्ट, पंचकूला से सुश्री भारती पाहुजा, सहायक प्रोफेसर को हिंदी निबंध प्रतियोगिता में तृतीय पुरस्कार एवं श्री वीरेन्द्र शुक्ला, सहायक (प्रशासन) को शब्द ज्ञान प्रतियोगिता में तृतीय पुरस्कार प्राप्त हुआ

PATNA

The vibrant Patna campus is ever buzzing with activities. The year began with successfully completing the project NIFT- SIDBI Joint Intervention in Crafts of Bihar. A total of 150 participants, 30 each in five crafts, namely - Tikuli, Sikki, Sujani, Baavanbuti, and Cotton weaving, were imparted training for 40 days in broad areas of design intervention, product development, market dynamics, and market linkage. NIFT Patna campus witnessed the change of leadership with Col. Rahul Sharma taking charge of Campus Director from Prof (Dr.) Sanjay Shrivastava on 19th of January 2023. Col. Rahul Sharma, Director of NIFT Patna campus, appreciated the work of all, including the security personnel and staff members of the Patna campus, by distributing a token of appreciation during the Republic Day celebrations on the 26th of January 2023.

NIFT SPECTRUM '23

The annual cultural event of NIFT was organised at the Patna Campus from the 24th to the 26th of February 2023. The campus witnessed a lot of visitors ranging from students from various schools and colleges, parents, socialites, bureaucrats, politicians and senior army officials.

CRAFT BAZAAR '23

Was also organised along the Spectrum. It featured an array of crafts from the traditional artisans, craftsmen, alumni and students of NIFT. Some of the crafts put up for exhibition were: Mithila painting, Manjusha art, Sikki craft, Tikuli art, Sohrai, paper mache, metal wear, Block printing, Khatwa, Sunjani, Bavaanbuti and Bhagalpuri weaving.

BIHAR DIWAS '23

Was celebrated at NIFT Patna campus by organising a three-day Textile Exhibition cum Workshop sponsored by the Department of Art, Culture and Youth, Government of Bihar, from 22nd to 24th March 2023. Hon'ble Minister Shri Sumit Kumar Singh, Science & Technology, Government of Bihar, inaugurated the event.



Bihar Diwas Closing Cerimony on 24th March 2023



Fashion Show during Spectrum 2023



Chhau Dance during Bihar Diwas 2023



Yarn to Garment Installation during Bihar Diwas'23



Hon'ble Minister of Industries-GoB, Sri Sameer Kumar Mahaseth, felicitated by Col. Rahul Sharma Director NIFT Patna



Dr. Badshah Miyan (left) conducting Bandhni Workshop

RAEBARELI



MAGNANIMOUS CAMPUS

NIFT Raebareli stretched over acres, this campus has it all, from the huge Academic Block to the small coffee shop having everything you're craving, from the compact Administrative Block to the Canteen where you'll find groups, sitting together, creating memories that would last a lifetime, from the Hostels to the Residential Block and Staff Quarters, it has its hands stretched to embrace everyone.



GRADUATION SHOW 2022

A total of 143 graduating students of both UG and PG from five different departments of NIFT Rae Bareli showcased their Graduation Work in the 12th Graduation Project Show held on 29th May 2022 at Golden Blossom Resort, Faizabad Road, Lucknow.



CONVOCATION CEREMONY 2021

Shri U.P. Singh Ji, Secretary (Textiles), attended the convocation ceremony of the graduating batch 2021 of the National Institute of Fashion Technology (NIFT), Raebareli



GLOBAL CONNECT

NIFT Raebareli students are studying in FIT, USA, as a part of the exchange program. This initiative provides an excellent opportunity for NIFT students selected for the exchange programs to interact with students from various geographies, encouraging them to broaden their vision and understand different cultures. The students have participated in exchange programs at Swiss Textile College, Zurich, Switzerland, and NABA, Milano from NIFT Raebareli.



DUDHWA NATIONAL PARK

Students and faculties of the Fashion Communication Department, Rae Bareli, visited Katarniya Ghat in Dudhwa National Park, Lakhimpur Kheri, Uttar Pradesh. The three-days Photography Outbound was planned to enrich students with photographic skills.



ALUMNI MEET 2022

NIFT Raebareli organized the alumni meet on 21st October 2022, where NIFT alumni shared their experiences and learnings with the current students. During this meeting, alumni also talked about the expectations from the fresh graduates.

SHILLONG

REPUBLIC DAY



NIFT Shillong celebrated Republic Day with the hoisting of the flag by our director, Mr. Shankar Kumar Jha, followed by the national anthem, speeches, and performances to commemorate the day.

FOUNDATION DAY



An event held in the amphitheater of the NIFT Shillong Campus to celebrate the 38th foundation year of NIFT.

ATRANG



A intra college event held by NIFT Shillong to welcome students to the new campus post Pandemic

SPECTRUM



An inter-college event held by the NIFT Shillong Campus after a two year COVID hiatus, which included a myriad of fun exhibitions, events, and competitions.

KOMOREBI: DANCE OF LIGHT & SHADOW

FRESHERS DAY



A welcoming event for the students of batch 2022- 2026 held in the NIFT Shillong Campus

CRAFT BAZAAR



A craft initiative program held by NIFT Shillong to support local artisans of the North East and spread awareness of the textiles and crafts prevalent in the region.

INDIA SIZE



The survey aimed to create a comprehensive database of body size measurements of Indian men, women, and children to develop a standardized size chart for clothing

SRINAGAR



NIFT Srinagar Campus organized a two-day Artisan Awareness Workshop to create awareness among the artisans pertaining to the latest design developments, market trends, and branding, besides the use of social media platforms for the development of their business. During the two-day awareness workshop, a detailed discussion was held wherein the experts and students of design from NIFT Srinagar shared information about different aspects meant for the development of handicrafts. The participating handicraft clusters were Tilla, Aari, Tweed, Sozni, Sakhta, Naqashi, Crewel embroidery, etc.

On March 24th, 2023, Boutique Trainers and Staff of Chinar Kashmir (NGO) visited the NIFT Srinagar campus for their exposure and learning.



ALUMNI MEET



NIFT BENGALURU - 21 JANUARY 2023

NIFT Bengaluru celebrated its 38th Foundation Day by hosting an Industry and Alumni Meet named 'Room of Ideas.' The event focused on the potential in Digital Recalibration and Sustainability First. The interface between industry and academia sparked a fruitful discussion on several intriguing concepts, such as circularity and the integration of technology in design education. Furthermore, the industry leaders emphasized the importance of Purpose-Driven Talent in the modern age, which emphasizes the alignment of an employee's values and aspirations with those of the organization.

NIFT JODHPUR - 27 JANUARY 2023

Alumni Meet-2023 was organized by RIC Mr. Dipraj Sinha in the leadership of campus Director Prof. Dr. G.H.S. Prasad on 27th January, 2023. In which the chief guest was Mr. Prem Kumar Gera, I.A.S (Retd.) & interacted with students and alumni and many cultural programs took place. Alumni also participated in it. Many competitions also took place. Chief Guest, Campus Director, Joint Director, CAC & RIC of NIFT, Jodhpur addressed by on this occasion.



NIFT KANGRA - 4 MARCH 2023

Reminiscing their golden days, the alumni of NIFT Kangra shared their experiences and gave a glimpse into their lives while having a great time on campus during the Alumni meet. The event was held on 4th March 2023, a day after the Spectrum celebrations on campus, giving the alumni a chance to relive the fest as well.

NIFT DELHI - 17 MARCH 2023



The alumni meet 2023 organised by New Delhi campus on 17th March 2023 was a resounding success. The meet was conducted at India Habitat Centre which received an overwhelming response from our esteemed alumni where notable alumni like Samant Chauhan, Upasana Bhakuni, Sameer Bajaj, Niraj Singh, etc. were present.

The evening started with a warm welcome to all the attendees by Director Delhi Campus, followed by an engaging panel discussion on the topic "Fashioning the Future with Threads of the Past."

The discussion was led by the founding members which include Ms. Asha Baxi, Dr. Dalrie O Koshy, Mr. S. Ramalingam and alumni of the founding batches including Mr. Devangshu Datta, Mr. Satish Nayak and Mr. Kevin Nigli moderated by Prof. Dr. Prabir Jana,

who shared their experiences and insights on how NIFT has been addressing the needs of the fashion industry while staying true to its rich heritage.

The panellists delved into the challenges faced by the industry and NIFT has been instrumental in providing direction to the industry for the future. The discussion was thought-provoking and provided valuable insights into the fashion industry.

The panel discussion was followed by a delightful dinner, which provided an opportunity for the alumni to reconnect with old friends and make new ones. The event was a perfect blend of nostalgia, networking, and learning.

RENDEZVOUS'23 - NIFT MUMBAI 1 APRIL 2023

NIFT Mumbai conducted its Alumni meet - Rendezvous'23, on 1st April 2023. More than 150 NIFT alumni attended the meet. Alumni of the last three decades attended the alumni meet and cherished the moments of their coming back to the NIFT Campus. Along with alumni of NIFT Mumbai, alumni of other centers also attended the Alumni meet. The meet started in the afternoon and included interactions of Alumni with each other and their faculties. The evening was a moment of fun and nostalgia wherein the alumnus shared their thoughts about their time at NIFT, recollected the stories, wrote their feelings, and toured all over the campus, remembering their college times. As a tribute to their presence on the day at campus, their written inscriptions were carried on the ramp by the students of NIFT Mumbai in the finale of the Fashion show.



ACHIEVEMENTS

GANDHINAGAR



EDUCATION LEADERSHIP AWARD 2023

NIFT Gandhinagar Campus has been conferred the "Education Leadership Award" 2023 in the ET Ascent Business Leader of the Year 2023 award ceremony held in Mumbai on 17th February 2023. NIFT Gandhinagar has been acknowledged for adopting a systematic approach that would holistically address academic excellence and other criteria, improving academic standing.



AZADI KA AMRIT MAHOTSAV HACKATHON

NIFT Gandhinagar students had an incredible experience during the 36-hour long Grand Finale of the Azadi Ka Amrit Mahotsav hackathon held at Navrachana University, Vadodara



FASHION SHOW PANACHE AT BLITHCHRON

NIFT Gandhinagar Students stirred the stage in IIT Gandhinagar securing second position in Fashion Show Panache at Blithchron, the Annual cultural fest.



MILITARY STATION BEAUTIFICATION

23 students volunteered to create Graffiti / Mandala Art at Gandhinagar Military Station. The artwork done was appreciated by senior Military dignitaries who visited the station during Defence Expo 2022.



CONVERGE 2022

NIFT Gandhinagar bagged the first runner up trophy in the converge 2022 at NIFT Bhopal. Gandhinagar stood second amongst the 18 campuses of NIFT. Prof. Dr. Sameer Sood, Campus Director, congratulated the students, SDAC and activity club Coordinators for the historic win.

ACHIEVEMENTS

MUMBAI



Prof. Dr. Pavan Godiawala, Director NIFT Mumbai, receiving the Rajbhasha Shield



Joint Director, NIFT Mumbai, Shri Khushal Jangid, receiving the certificate and memento

RAJBHASHA PURASKAR

NIFT Mumbai campus was awarded the Rajbhasha Shield by Town Official Language Implementation Committee (TOLIC) Navi Mumbai in the 36th meeting held during the year 2021-2022, in which NIFT Mumbai campus achieved 3rd position for 'Best Official Language Implementation'

OTHER ACHIEVEMENTS

- Dr. Pallavi Rani, Assistant Professor, on behalf of NIFT Mumbai, won the third prize in the 'Hindi Kavya Path Pratiyogita' on 05.01.2023 organized by Central Goods and Services Tax and Central Excise Commissionerate, Belapur, under the aegis of Official Language Implementation Committee Navi Mumbai.

- Dr. Rupa Agarwal, Professor has presented a paper on the topic of "Tactile Abstraction of the visually impaired – An Empathetic Approach" in 9th International Conference on Research into Design on 10th January, 2023.

- Ms. Sushama Saitwal, Associate Professor, Department of Fashion Communication(FC) department delivered a lecture on "Design intervention in Handicraft sector" in Handicrafts Seminar cum Workshop at Pune on 19th January 2023

Dr. Rashmi Thakur, Assistant Professor invited by the "Trade Commissioner of Canada in India" on 04/01/2023 at Trade Commissioner office, to the brief regarding the 2 weeks FIA underwent at Myant Inc., Toronto, Canada in Nov-Dec 2022 and explore R&D collaboration support.

- Prof. Dr. Rupa Agarwal chaired the session of application of Design Knowledge in the practice in the 9th International Conference on Research into Design on 10th January, 2023. Mr. Nitin Kulkarni, Associate Professor & Link CP M.Des. conducted a workshop on "Design Intervention in Handicraft Sector" organized by Development Commissioner Handicrafts at Kolhapur on 9th January, 2023. This was a part of one day seminar cum workshop for handicrafts of Leather

BHAVYA SWACHHATTA SPARDHA 2022

NIFT Mumbai campus was awarded the IIIrd rank in the School/College category, honored with a Certificate and a memento with a cash Prize of Rs. 3000/- in the "Bhavya Swachhatta Spardha 2022" as a part of Swachh Bharat Abhiyaan.

CRAFT, EMBROIDERY AND BAMBOO CRAFT.

Mr. Niteen Rangdal, Asst. Prof., TD Department had participated in 62nd Maharashtra State Art Exhibition 2022-23. His work of art has been selected and displayed in this exhibition during 10th to 17th January 2023 at Jehangir Art Gallery, Mumbai.

PUBLICATIONS

Dr. Rashmi Thakur, Assistant Professor published an article titled "E-textiles-enabled wearables for healthcare" in Apparel Resources on 4th January 2023. (<https://apparelresources.com/technology-news/retail-tech/e-textiles-enabled-wearables-healthcare/>)

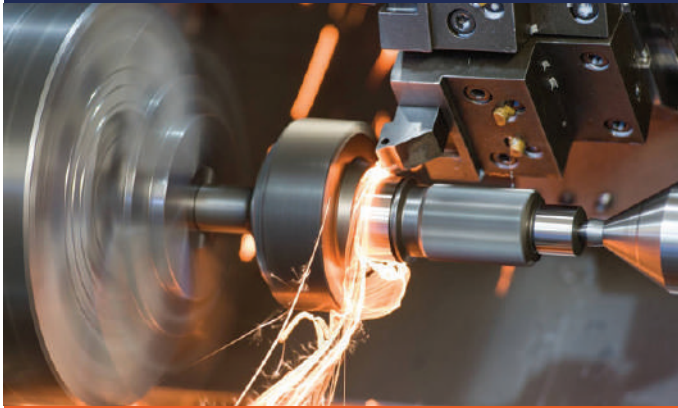
PATENTS

Dr. Harish Kumar Banga, Assistant Professor, AD Department, granted the Design patent on "Sun Tracking Solar Panel" The Patent Office, Govt. of India on 19th January 2023

ACHIEVEMENTS

SRINAGAR

EVOLUTIONARY OPTIMIZATION OF MATERIAL REMOVAL PROCESSES



Edited by

**Ravi Pratap Singh, Narendra Kumar,
Ravinder Kataria, Pulak Mohan Pandey**



LIST OF PUBLICATIONS

Singh, Ravi Pratap, Ravinder Kataria, Himanshu Bisht, Narendra Kumar, and Mohit Tyagi. "Study on Welding Parameters in TIG Welding of Incoloy-800: An Investigation with Designed Experiments and ARAS Method." In *Advances in Modelling and Optimization of Manufacturing and Industrial Systems: Select Proceedings of CIMS 2021*, pp. 209-233. Singapore: Springer Nature Singapore, 2023.

BOOK PUBLISHED

- Singh, Ravi Pratap, Narendra Kumar, Ravinder Kataria, and Pulak Mohan Pandey, eds. *Evolutionary Optimization of Material Removal Processes*. CRC Press, 2023.

- Dr. Rupa Agarwal, Professor has presented a paper on the topic of "Tactile Abstraction of the visually impaired – An Empathetic Approach" in 9th International Conference on Research into Design on 10th January, 2023.



One of the biggest groups in India practices the folk and tribal painting style known as Gond, which is named after them. The word "gond" is derived from the Dravidian phrase "kond," which means "the green mountain." In this image, the animals can be seen unwinding while observing the birds playing.

Soumya Garg, MFM, NIFT Bhubaneswar



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

CALLING ALL NIFTIANS TO RECONNECT WITH THEIR ALMA MATER

COME BACK TO THE FOLD AND
UPDATE OUR ALUMNI DATABASE
WITH THE LINK BELOW:

<https://tinyurl.com/niftalumndata>

This will enable us to keep in touch, update you on relevant news and events, and help you connect with fellow alumni. Your participation is crucial to keeping our alumni community thriving. Thank you in advance for your time and support!

Industry & Alumni Affairs Unit



Scan QR code to visit link



CALL FOR CONTRIBUTIONS

Calling all Industry Partners and Alumni!

We are excited to announce that we are now accepting submissions for our next edition of the "Weconnect - The NIFT- Industry & Alumni Newsletter".

Our Newsletter aims to bridge the gap between the Institute, alumni, and industry by featuring articles, essays, and other content that highlight the work and achievements of our Industry Partners, and alumni, as well as their perspectives on industry trends and developments.

We are looking for contributions from industry partners and alumni on various topics such as career advice, industry insights, entrepreneurial ventures, research, and more. Your contributions will help our readers stay informed about the latest industry developments and showcase your accomplishments and share your valuable insights with our readers.

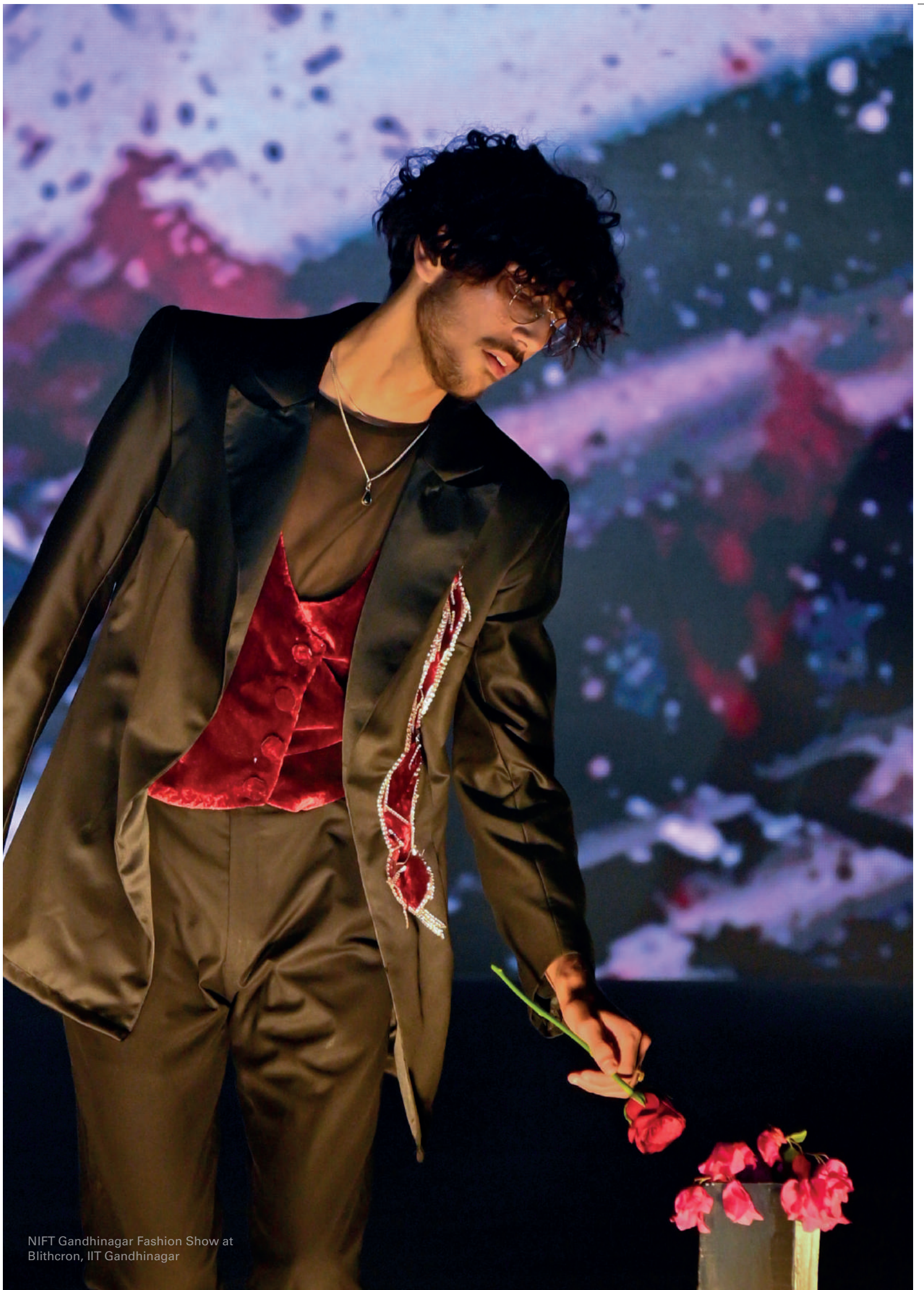
For contributing, please email us at ui.alumni@nift.ac.in,

For more information please contact the Unit In-charge Alumni Affairs office:
Mr. Ranjeet Kumar (UI Alumni Affairs) at +91-9081810141.

The deadline for submissions is **30th June 2023**.

We look forward to reading your submissions and featuring them in our next edition of the "Weconnect- The NIFT - Industry & Alumni Newsletter".

Thank you for your continued support!



NIFT Gandhinagar Fashion Show at
Blithcron, IIT Gandhinagar



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

BENGALURU

BHOPAL

BHUBANESHWAR

CHENNAI

DAMAN

DELHI

GANDHINAGAR

HYDERABAD

JODHPUR

KANGRA

KANNUR

KOLKATA

MUMBAI

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