




Weconnect

THE NIFT - INDUSTRY & ALUMNI NEWSLETTER

ISSUE 1 | FEBRUARY 2023



ARTIST:
GIRINATH GOPINATH



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DIRECTOR GENERAL (NIFT) MESSAGE



Dear Industry Partners and Alumni,

I am delighted to note that the National Institute of Fashion Technology (NIFT) is bringing out the maiden issue of its quarterly newsletter "Weconnect" connecting NIFT, Industry and Alumni.

This Newsletter will be a unique meeting ground that will not just keep alumni in touch with their alma mater but also provide young students to learn from and be inspired by illustrious seniors.

Through this newsletter, we look forward to keep you all posted on the progress of all the endeavours and remarkable achievements of our students, faculty, and staff. We also request each one of you to come forward and contribute to the newsletter and continue inspiring our students with your extensive experience.

We take great pride in our alumni community spread worldwide and hope you will be an active part of this newsletter. We also urge our Industry partners to submit their valuable insights and make this newsletter an interesting read for all.

I congratulate the Unit of Industry and Alumni Affairs for their efforts in putting their thoughts together and starting this newsletter that brings together the students, faculty, alumni, and the industry.

Rohit Kansal, I.A.S
Director General
NIFT, India

Dear Alumni & Industry Partners,

It is a great honour to be the editor of the maiden issue of the Newsletter "Weconnect" from the National Institute of Fashion Technology. 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 is an amalgamation of stories, insights, and experiences of our alumni, industry partners, students, and academia.

Through this Newsletter, we wish to have an active alumni network which is a true asset of this institute. It's a call to Please connect, support, and collaborate with us for work, business, and fun. We look forward to featuring stories about our alumni exploring different frontiers, driving the economic engine, embarking on the entrepreneurial journey, or passionately honing their talent in unique ways.

I also request all the industry partners contribute to the Newsletter as your views and insights will bring a lot of value to its readers. To the alumni, this Newsletter will give you a glimpse of your fellow alumni and also inspire and ignite the younger students in the manifold.

Allow me to express my heartfelt thanks to the Newsletter Editorial Board and the student team for their tremendous effort in making this Newsletter go live. A huge thanks to all the alumni, Industry partners, and faculty members for your contribution to this Newsletter, and looking forward to many more contributions to all the forthcoming issues.

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

HEAD-INDUSTRY & ALUMNI AFFAIRS MESSAGE

GIRINATH GOPINATH

Assistant Professor | NIFT Kannur

FACULTY ARTWORK



COMIC COLLECTOR

Exhibited at the 57th
National Exhibition of
Art Lalit Kala Akademi

Doodling the playful bustle of new faces, with the innocent frames of comics. While going deep into the emotional sparkle of minute experiences, witnessing a bigger world sprouting from a tiny seed, like a speech balloon. These mazy metaphors of humanity and its existence, narrated in fragments. Experiencing all the colors of tiny tales coming together to form a bigger narrative. To see the larger picture where no one color stands out, but all come together.

OM SOORYA

Assistant Professor | NIFT Kannur

FACULTY ARTWORK



Om Soorya is one of the noted Indian contemporary artists. The luminous, twilight, archetypal imageries in his works are signs of enigmatic states of mind as well as relics of historical reality. He has been widely showcasing his works nationally and internationally for many years. He has shown his works at various places, which includes Kunst Halle St.Gallen- Switzerland, Bolgano, Palermo (Italy), New York, Huston, Shanghai, Beijing, Hong Kong, New Delhi, Mumbai, Hyderabad and Kochi. He was the first recipient of FICA award (2007). His also been in Artist in residence program at The Guild New York (2007), Galleria dell'Arco ,Shanghai (2009), Switzerland (Pro Helvetia 2009). He was also a visiting artist at University of Houston (2011). He has completed his Masters in Painting from University of Hyderabad and PhD from University of Calicut. Currently working as an Asst. Professor at National Institute of Fashion Technology, Kannur.

THE MEMOIR ILLUMINATED

The light is deeply informed by darkness, suggesting its inherent ambiguity, and uncertainty about whether darkness or light will prevail.

It is never a pure, convincing light, but a light contaminated by demiurgic forces that are as eternal as it is. It is a light that's flaming up may be a flickering out-- the last efflorescence of a fading ideal.

ISSUE FOCUS

ATUL UJAGAR

Atul heads Nike's Global Sourcing operations for South Asia as Managing Director and Partner Management Director



“Trust that the Universe is always nothing but perfect”

When my Alma mater asked me to pen a personal story that would inspire NIFT students, my first draft was along the lines of my accomplishments, highs, and wins along with a few lows and failures. But after giving a deeper thought, it dawned on me that I need to share something which is much more important, something which adds value to you all as students and future professionals. So here I am, talking about a few values, principles and practices that have helped me in my career. If there is a nugget of wisdom here and a thought/behavior over there, which resonates with you, then the jobs done. So here it goes-

Atul's leadership position in regional sourcing function along with being an integral part of Nike's global apparel supply chain for the past 26 years, enables him to draw from his insights and global exposure. Atul is credited with developing strategic relationships with vendors in the subcontinent with a few of them becoming Nike's topmost strategic partners.

Atul is a 3-time "Nike Apparel Maxim award" winner. He has also been felicitated "Excellence Award for contribution to business and society" by the Hon, Textile Minister of The Govt. of India in presence of The President of India. Atul was the Chairman of AMCHAM – Karnataka chapter for the year 2011. Atul also featured in WIONs (World is One) Influential A-list 2018

Being an active sportsman, Atul ran a couple 'Half Marathons' in 2005 and 2006 but now keeps his date with Yoga and Swimming. He is also an avid golfer; He won the 'Runners up team award' of Economic Times Golf leader challenge tour in 2010. Atul has also been supporting Smiles foundation "Walking the Ramp for Champs" for the sake of underprivileged children and was featured in CNBCs 'CEOs can cook' TV show. As a tribute to his late father, he recites his father's Hindi poetry/Sher-Shayari on his YouTube channel 'Ujagars'

1 MARK

Born in Delhi, I was raised in a loving and caring family. My childhood was all play - From Cricket and tennis to flying kites and all in between. High school at St. Xavier's was when I studied very hard and ended up scoring 270 marks in PCM. The cut-off that year in Delhi College of Engineering (now Delhi Technology University)

was 271. It was by 'one mark' that I missed my dream college – so close and yet so far..... and that taught me a valuable lesson "either you're on the bus or you're not. Period. There are no in-betweens and therefore in life, one must always know one's "must-wins" and go all out for that. This failure was a big lesson and steppingstone to go "all-in" for what matters most.

BALANCE

After four years of studying Mechanical Engineering, joining NIFTs 'Apparel Merchandising and Marketing' was an outlier. Are you really sure?And in retrospect that was the 2nd best thing that happened to me in my career journey. I loved the courses at NIFT because it encompassed Management, Exports, Apparel trade, finance with a unique perspective on Apparel marketing & merchandising. Sweet.

"Draw what your name means to you" was the question asked during an introductory class at NIFT. My name, Atul, means 'incomparable; whose qualities cannot be measured' and I drew a weighing balance scale with studies, hard work, focus, spiritualism, meditation, duties and responsibilities, family on one side and partying, fun, hard-rock music, globetrotting, playing sports/being outdoors, Rum/ Whiskey/Vodka, breaking the boundaries etc. on the other. Later, it dawned on me that this little drawing would define what I really want out of what's called a 'celebration of life'. This fine balance of all

what's important, without tipping the scale on any side, remained the mantra of my life. A couple of examples of balance in my life have been that I've always taken time out for exercising – which has changed from running every morning for 15+ years to Yoga and swimming now. If there is one takeaway know that your health and well-being should be your number 1 priority. I've been committed to simple forms of exercising throughout my life – no matter what!

I've also balanced my pursuit of spiritual endeavors (can't state here as it's internal/ personal) along with a very busy work schedule. Balance your efforts towards whatever you want- be it in 24 hours or a month/year or in your life.....don't chase money, career escalations, or power alone, but holistically pursue what your heart and mind say as most meaningful to you.

THE 1ST BESTTHING

After a few years of working in Thailand and in Indonesia, I was hired by Nike in Jakarta. That event alone was the best thing to happen in my career cause after tasting that excellence holistically - in terms of work ethics, giving your best at work, respect, and dignity, treating suppliers and partners as equals, career advancement opportunities, learning and development opportunities, etc. why would one even want to go elsewhere?

I, to this day, am grateful for that.

VALUES AND LESSONS IN LEADERSHIP

When I joined Nike back in 1996, we had Honesty and Competitiveness as our core values. That resonated with me from day As I started embarking on opening our sourcing office in India for the region, selecting apparel suppliers for global needs, building a team that gave their very best to business (which was more of a mission rather than a job), I had to learn key lessons in leadership and team building. Here are a few of them-

● Leadership is about having clarity of vision on what one wants and then passionately working towards achieving that vision. I have met very many people who are just drifting along, who don't know what they want in life. Nothing wrong with that, it's just that its very likely that they won't reach anywhere. One of the starting points is to clearly know what one wants in life- in career, in various roles that one plays.... as a manager, boss, team-player, husband, son, friend, manager, fatherand rather than having your goals in your head, put them down on a piece of paper. Magic happens when a pen and a paper comes together, and you see those short/mid/long vision-aims and put them out to the Universe. Some of the goals would change over time and its OK, but let this paper be your guiding star.

● Intelligent hard work – Work smart but not long hours; Having said that, yes, in the first 10-15 years of your career, learn as much as you can and work damn hard – there is no substitute for that. But as you climb up the leadership ladder try and delegate as much as you can. I would suggest that in your 'to-do' list of the day, prioritize 25% what's most important and do that extremely well – with an approach that devil lies in details, cross the T's, and dot the I's, let the quality of this work be flawless. Delegate 50% plus of your 'to do list' to your team and trust that they would deliver on key goals and leave 25% undone. Focus on doing 'critical few' damn well.

● Build trust- Earn it" – leadership is all about building trust with your team. It's like a bank account where you first earn trust and then keep it with all your might. How does one earn and build trust? By one's actions reflecting his values and what he stands for and believes in. Always. Remember we judge ourselves with our intentions and others with their actions. Help people achieve their career goals and aspirations – be a mentor a guide and a friend to your team. At the same time, always hold the team accountable for their deliverables.

Treat others with respect and dignity. I always note how people speak to someone who is in a lower social standing than themselves – because it tells a lot about them. Last but not the least I've seen fresh, brilliant, and most innovative ideas come during an off-site event

or bonding over beers at TGIF, when teams are outside the office's four walls.

One other aspect of building trust is to be a good listener. No matter how busy I've run, I've always listened to my team and their ideas. Many a times their ideas have been much better than mineand this open sharing of thoughts and ideas this 'Medici effect' has helped me and our team grow exponentially.

● Celebrate wins together – no matter how small they are.

● A leader focuses on altering the behavior of their teammate rather than getting a specific job done, causes changing a behavior takes much longer, but once done lasts a lifetime.

● Stand up and stand for the team- especially in tough times. Have the courage to speak up for what you believe in. Leadership (especially at times when you're not in power position) is about taking a stand, provided its grounded in right values and intentions, and then defending your team. There have been countless occasions where firing someone, (as that role was being divested) was an easy choice-, but I've worked hard to find other job opportunities to retain that talent. Also, as you rise in power position, try and be kind to your team; ignore a few short comings of your team, let it be. As a coach, it is important to prioritize the behaviors that are most critical for improvement and not get bogged down by insignificant details. Avoid being overly critical or a micromanager, and instead focus on empowering your team.

Trust that Universe is always nothing but perfect.

I do hope some of the above thoughts would resonate with you and be of value to you as you all get about pursuing your own learning and careers. I wish you all the very best that life has to offer.

UMA PRAJAPATI

NIFT has been a premier institute and also the foremost pioneer for fashion education in India. I am reflecting on being a pioneer for the future as well. In today's time, being a part of the fashion industry has become worrisome. Can NIFT make Fashion a Force for change?

India has had a grand tradition of textile and workmanship for millennia. Even in today's fast-paced world, 54 million people work in the craft textile and clothing sector in the country. It has been forecasted the future of luxury belongs to handmade. One may be prompted to wonder if the future of luxury fashion belongs to our country for a reason mentioned above. The steps we take today will define the future.

Post-COVID wellness and ecology have become the focus for all of us. In this situation, what will be the state of fast fashion? Can we, as the NIFT community, take the lead on it?

Can NIFT be the lead institute as a force of change?

For the last twenty years at Upasana, I have worked in the area of conscious clothing. We have all ingredients to make conscious clothing here in India and become an example for the world.

Let's fasten the seat belt for the future!

“Future
luxury
belongs to
Handmade”

SARBAJIT GHOSE

ASIA EXECUTIVE DIRECTOR, CIEL TEXTILE

Thank you for giving me a chance to contribute to the inaugural issue of this newsletter. I would like to begin by acknowledging, the enormous contributions, made by NIFT alumni, not only in helping build our business, but also in shaping the fashion Industry, across the world.

As we step into a new year, it is a good time for us, to take stock, of where our industry is heading, and how we can navigate the future, together. I will restrict myself to that part of the industry, which I am familiar with, apparel exports, from India.

While there have been many success stories, I feel that we have failed to realise the full potential of apparel exports from India. I visit Bangladesh, and I marvel at how the economic development of the country has been propelled by the dramatic growth of the apparel export industry. So many people, especially women, have been pushed out of poverty. Despite the enor-

mous progress made across many sectors in India, alleviation of poverty and providing employment, especially to impoverished youth, remains a challenge, in India. There have been many studies and a lot of effort, in trying to identify why India has not been able to grow this sector. However, the needle has not moved, much. I do not plan to give fresh inputs on this subject.

I just feel that this group of dynamic leaders from the industry, many of whom are alumni from NIFT, have a special responsibility to make this happen. It does not matter if we are merchandisers, designers, brand custodians, or running buying houses or factories in different parts of the world. We are talented and resourceful individuals who make things happen, wherever we are.

Our generation, of leaders, in this industry, have the collective ability, and a special responsibility to change the course of the apparel export industry in India. If we feel that this is a challenge that is worthy of being pursued, let us use this form to take it forward.

To connect, email him at sarbajit_ghose@laguna-clothing.com

RESHAMANDI

Established in May 2020 and based out of Bangalore, India, ReshaMandi is India's first and largest digital ecosystem for natural fibre supply chain connecting Farm to Fashion. It is a company powered by technology in the form of a super app designed to streamline natural fibre business in India. ReshaMandi, via its business model, ensures that there is a significant social impact at the grassroots level and has brought about significant improvements in the businesses and lives of their stakeholders.

Mayank's experience at NIFT and close interaction with artists in the handlooms and handicrafts sector inspired him to launch a business venture in the natural fibre industry. He noticed glaring issues in the supply chain that resulted in financial losses for the majority of the stakeholders and also higher costs for consumers. That's where the idea of ReshaMandi came from. Along with his school friend and technology architect, Saurabh Agarwal, he created a business model that would support the development of sustainable pathways and establish a structured and process-driven natural fibres supply chain.

With a unique concept that has never been tried before, the duo embarked on an exciting journey that forever changed the contour of India's natural fibre ecosystem. Brimming with ideas for better market linkages, sourcing, procurement and more, they were determined to ORGANISE THE UNORGANISED natural fibre sector. ReshaMandi is a company that is powered by technology in the form of a super app designed to streamline natural fibre business in India and via its business model, ensures that there is significant social impact at the grassroots levels.

RESHAMANDI, in a span of 30 months since its inception, has onboarded more than 80,000+ farmers, 10,000+ Yarn Manufacturers, 8,500+ Fabric Manufacturers and 7,500+ Retailers across the natural fibres industry. It is focussed on creating long term social and economic improvements for its stakeholders in different ways. ReshaMandi's technology intervention with the help of AI, their proprietary IoT devices, and most importantly, the people-first approach have resulted in improved productivity for farmers, reduction of water usage for crop growth and also increased incomes of all stakeholder of the natural fibres supply chain. This in turn has enabled them to afford better quality raw materials, higher quality labour, fertilisers, and other essential inputs, which in turn are pushing yields even higher.

Through a holistic approach powered by groundbreaking technology, it has touched upon every pain point that was negatively impacting the stakeholders. It has mitigated problems related to market Linkages, crop yield, price fluctuations,



Building
the India's
Natural
Fibre
Ecosystem
from Farm
to Fashion



Founders

Mr. Mayank Tiwari - (CEO)

Mr. Saurabh Agarwal (CTO)



meagre pricing, insufficient cash flow, inconvenience, and low-quality raw materials. ReshaMandi has disrupted the traditional sector by providing technology that is highly scalable and includes AI-based crop disease detection, cocoon grading, and advisory services. Through the Atmanirbhar Bharat concept, ReshaMandi promotes the skill development of artisans, craftsmen, small-scale entrepreneurs and weavers to facilitate self-sufficiency.

ReshaMandi has established 30 + hubs in the states of Karnataka, Andhra Pradesh, and Tamil Nadu and yarn procurement centres in Dharmavaram and Salem. After becoming the undaunted leader in the silk-consuming states of south India, ReshaMandi expanded its operations to North India, with centres set up in Varanasi and Bhalgalpur, Nagpur and other places.

BRAND EXTENSION

ReshaMandi, with its noteworthy work and core belief-Relationships Matter, has been connecting people and lives by bringing all the stakeholders of the natural fibre sector, farmers, raw material producers, yarn manufacturers, spinners, ginners, reelers, textile retailers, fabric manufacturers and weavers, exporters, designers & corporate houses on one single unified platform. With the same conviction and determination, it has created dedicated business units catering to various needs of the stakeholders

- Ecosystem.reshamandi.com - A one-stop sourcing solution for natural fibres in the form of yarns, fabrics, apparel and home furnishings businesses worldwide. The products are also available at their physical stores in Bangalore and New Delhi
- weaves.reshamandi.com- The e-commerce (Direct to Consumer) platform that caters to end consumers, bringing them exquisite sarees from different parts of India. There is also an experience centre in Bangalore where customers can walk in for purchases.
- ReshaMudra- ReshaMandi's fintech division that provides personalised credit solutions to its stakeholders.

SILK AND BEYOND:

An ultimate destination for all things natural fibre. ReshaMandi has diversified into other natural fibres and added Jute, Cotton and, more recently, wool to its profile. It has become the world's biggest & largest natural textile partner for customers looking for sustainable solutions with the launch of its new business-to-business (B2B) platform ecosystem.reshamandi.com - a one-stop solution for fashion brands, exporters, designers, boutique owners, garment manufacturers, and more. With unique offerings like trend forecast and print forecast designed exclusively for the Indian fashion segment, ReshaMandi is changing the way traditional business houses operate.

All set for rapid growth!

With its recent entry into the international markets, including Middle East, Europe, North and South America and South East Asia, ReshaMandi hopes to contribute to the global natural textiles ecosystem and become the world's largest natural textile sourcing partner for customers seeking sustainable solutions powered by technology. Owing to the diversification of its natural fibre portfolio and overseas expansion, ReshaMandi is confident of achieving robust growth in the fiscal year 22-23.



VARSHINI RAMAKRISHNAN

PRODUCT EXPERIENCE INNOVATION

While every industry is embracing digital technology, it's critical to

rethink insurance products and digit insurance is simplifying the procedures, and how they are presented to customers in a fun and entertaining way for young adults. We ideated to merge Art and technology to create a new experience, that creates a curiosity factor for youngsters to get to know about the concept of insurance.

Technology used: Augmented Reality - A immersive technology that blends digital objects with real time world. This provides easy share-able content(attracts youngsters) and digital presence for the brand.

Design Studio	: New Folder Design
Illustrator	: Varshini Ramakrishnan
Animation & Augmented Reality experience	: Vinay Kumar
Client	: Art & Found and Digit Insurance
Merchandise Partner	: Creative Ideas Store
Purchase Link:	https://www.creativeideas.store/empdigins



Design strategy by New Folder Design



Instagram

Scan the QR code and scan the artwork to see it come alive.



Facebook

INDUSTRY INSIGHT

STRINGS ATTACHED

Raysil, Grasim industries
(ABFRL)

“ Fashion
is enigmatic.
Some of it is fast
changing. Some of it
is evergreen. Some of
it is live. Some of it is
legacy. Some of it is
art. Some of it
is science. ”

Fashion is enigmatic. Some of it is fast changing. Some of it is evergreen. Some of it is live. Some of it is legacy. Some of it is art. Some of it is science. Ralph Lauren once said, “I don’t design clothes. I design dreams.” Fashion is art – the imagination of creative and contemporary minds made real through artistic and fashionable expressions.

What brings alive this fashion? All that we learn in our Fashion Institutes. All that we conceptualize as a style. All the creative juice that we inject through colors, prints, silhouettes, painstaking craftsmanship work. But what do we really need - to bring alive this fashion more often than not? It is the Base - the Fabric. What we conceptualize our dream design on is the Fabric. What we want to create as a trend starts from the Fabric.

We can say with ease that, ‘the Fortune of Fashion is tied to Fabrics.’ Be it season or style or silhouettes, fabric is an essential part of any fashion wear. A fabric defines the look, fall, and feel of any wear. Be it woven or knitted; selection of a fabric is the start of the holy grail of a fashion creation. Today 2 things have emerged critical – the versatility and the sustainability. A lot of innovative fabrics are fast developing driven by textile engineering and use of new machines/attachments/digital techniques. This is also the ask of today’s fashionista. Each moment that we go out to buy as fashion conscious creators and consumers, we are looking for newer, contemporary, and never seen before fabrics. Yet another trend that is growing and will continue to evolve is sustainability and green fashion. World over, the desire of wearing something that does not harm our Earth is evident, desired and gradually, but firmly becoming mandatory.

But have you ever wondered how do fabrics become this innovative? How do they become this versatile? What is the magic that flows through the warp and weft of this piece of cloth that, when subject to a fashion designer’s imagination, metamorphoses into fashion – sometimes dainty; sometimes daunting?



INDUSTRY INSIGHT

The Fortune of Fashion is tied to Fabrics -

The Fate of Fabrics is tied to Fibres

and Filaments



Simply put - it is just the textile ingredient that makes it. The fibers and filaments available to mankind from nature or synthetic sources. These may be of 100% natural origin – plant or animal or synthetic and man-made. This is where we say, ‘the Fate of Fabrics is tied to Fibres and Filaments’.

As we think through, we will realize that all the properties we see in a fabric that finds ramification in a garment, are predominantly the technical aspects of fibers and filaments. Be it comfort due to moisture absorbency or flow due to its amorphous nature or strength due to inherent structure or shine and luster due to molecular cross-section; all the attributes are embedded in the fiber or the filament yarns. This world of fibers and filaments may either be the world of cotton, jute, linen from plants or silk and wool from animals. Or these may be of synthetic origin – polyester, nylon and acrylic to name the main ones. Or yet another is the world of Cellulosic – the fibres and filaments of 100% natural plant-based origin, engineered to specifications. Talking of one of the most versatile filaments of 100 percent natural origin is the story of Viscose Filament Yarns, also referred to as, Rayon. This filament yarn, commonly termed VFY, is a premium fashion yarn that the industry terms as luxury. As Karl Lagerfeld said, “Luxury is the ease of a t-shirt in a very expensive dress.” – VFY is the epitome and expression of just this. One truly has to see and feel to believe this. It is versatile. It is vibrant. It is vegan.

VFY is a filament yarn that is a 100 percent natural yarn of cellulosic origin, produced from wood pulp. This imparts skin-friendly and comfortable characteristics. The fabrics made from VFY has a superior luster, drape, and fluidity. Additionally, the brilliant colour depth, excellent softness & smoothness, high thermal protection, no pilling and anti-shredding properties make VFY one of the most sought after yarn for curating haute couture globally. It is the solution for those who desire silk from plant origin. It is a yarn that stretches in versatility from creating heirloom apparel to contemporary fast fashion. VFY creates the best of Georgettes, Crepes, Chiffons, Chinnons, Upada, Organza, Tabby, Tussar, Satin, Shantung, Velvet and diverse unique blends with cotton, silk, linen, modal etc. for apparel, embroidery & home textiles applications.

Interestingly, this VFY is also a ‘Made in India’. It is a fashion yarn India have been creating and exporting for over 60 years. We have worn them as georgettes, crepes and chiffons sarees,

dupattas and dresses that are light weight, have vivid colours and are super comfortable. We are wearing them today as light weight silks, soft weaves for western wear and heavy festive looks with embellishments.



Giorgio Armani once expressed “Elegance is not standing out but

being remembered.” Not known to many, but this Made in India VFY from Grasim Industries Limited – Raysil® is this and much more. In India, Raysil® is available across 20 deniers to 1200 deniers of bright and dope dyed yarns (600 shades with flexibility to reproduce any shade as per requirement). The product portfolio also includes air texturized yarns, double and twisted yarns, dull yarns, flat yarns, special yarns, yarns with two tone effect and many more- all within easy reach of an Indian designers, brands, and retail. A variety of daily to occasion wear woven and knitted is possible that is of 100% natural origin. Sustainability remains at the forefront for Raysil®. The manufacturing units are accredited with ISO 9001, ISO 14001(ISO 45001, SA 8000, REACH compliance, Oeko Tex certification and FSC® certified products (FSC® COC). Raysil® also has green shirt designations in Canopy (Hot Button Report), have complied with Higgs Index, is a contributor to ZDHC (zero discharge of hazardous chemicals), RCS (Recycled Claim Standard (Ver 2.0) and STeP.

As any fashion designer starts to visualize his/her imagination blossom into an immaculate style, the selection of fabric truly defines how the creation would evolve. The secret behind every rich modern day fabric – from light weight to heavy jacquards – can be curated by the versatile and green yarns like VFY, available in India, adding a new-age royal touch to all fabrics for the enigmatic quotient of fashion.



SONALI MAHTHAN



British High Commissio...



International Women's Day 2022

To celebrate International Women's Day, the British High Commissioner to India Alex Ellis hosted a Women in Science, Technology, Engineering, Medicine and Maths (STEMM) Reception at a British residence in New Delhi on Thursday, 3 March 2022.

Sonali Mahthan with K. Vijay Raghavan (left) who is the Former Principal Scientific Adviser to the Government of India, and Alex Ellis (right) who is the British High Commissioner to India. The pose of crossed arms suggests 'let's break the bias'

LET'S
BREAK
THE
BIAS

I'd like to share my story on how I illustrated my way into Government Communications at the British High Commission, with a hope that maybe someone reading this can know that no skill is ever going to be wasted once you learn or acquire it. For me, that skill is as simple as 'drawing'!

To formally introduce myself, my name is Sonali Mahthan and I am a Fashion Communication alumni from the 2013-2017 batch of NIFT Kangra. This means I graduated from this beautiful place almost 5.5 years ago with a gold medal, but it still feels like not too long ago!

After working for a year at the Fashion Design Council of India as the Graphic Designer and at Dorling Kindersley-Penguin Random House as an Assistant Art Editor for a year post FCDI, I have now been working for the GREAT Britain campaign under the Department for International Trade for more than 3 years now. My current job requires me

to create compelling artworks for all media be it print or digital for various events to promote Great Britain's capabilities to the world using design work, which is where I bring in my creativity. There was one such event which was the International Women's Day where the High Commissioner to India, Sir Alex Ellis, was hosting a reception to celebrate the Women in STEMM i.e., Science, Technology, Engineering, Medicine and Maths, which was also the theme for this year. The task was to create a backdrop for a photo opportunity with, of course, the title of the event to mark the occasion. On most days I would often head towards shutterstock, istock etc. to procure stock imagery or check into our asset-library. Looking at the urgency of the delivery, me & my team realised that it would be worthwhile to think of other ways to cut back on time of seeking approvals (note: once any backdrop is created, one needs to send it out to all parties involved or whose images have been used for a final approval in order to avoid any copyright image claim or issue). And then I thought 'why not draw one'!

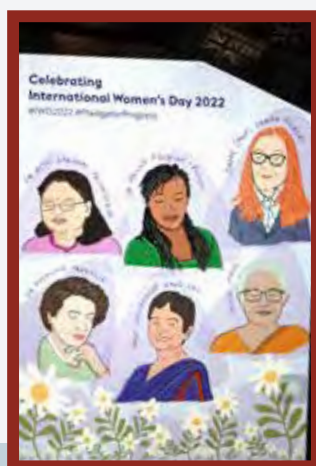
Here is when my skill came into play, that simple skill being 'doodling'. I am no Picasso, but just a mere doodler who is not afraid of going out there unafraid to try to deliver something new, even if that delivery meant an artwork for the High Commissioner's reception. I started drawing thinking to myself, the worst they'll say is NO! But to my surprise, it was very well received. It was something new for an event like this, and to see a colorful drawing as a backdrop was a refreshing change for many. It was loved

by all, so much that I now am the official Cartoonist of the British High Commission, haha!

In this world of immense competition, we often fear rejection. In fact, sometimes, the fear can get so strong and overwhelming that we often don't even share our thoughts and ideas. "We'll look like fools" is the no.1 excuse we give ourselves! But allow me to break that bubble for you - no one has the time to think about you. Because everyone is occupied with

figuring out their own lives, where is the time to think of anyone else? So go out there, look like fools, and start sharing your ideas however silly you think they might look. Because sooner or later you'll realise that you may make more money with real foolish ideas in today's time.

Signing off with just 1 more thing to say - **TAKETHAT PLUNGE!**



SAMEER BAJAJ

A SELF-MADE MAN NEEDS ONLY A SPARK TO DRIVE HIM AND A BELIEF TO CONVINCE HIM.

That's what constitutes our Star Alumni Mr Sameer Bajaj's philosophy who graduated in Knitwear Design and Technology course from NIFT New Delhi in the year 1998. Sameer's visionary mindset put him on the course the moment he stepped onto the technology and design world of Knitwear. Investing his energies, intellect, passion, and time in the formative three years of his shop floor experience, Sameer stepped into the entrepreneurial world in 2001. After that, there was no looking back.

With a meagre saving of Rs 2500/- from a last drawn salary of Rs 13000/- per month in December 2000 in industrial city of Ludhiana, and with some borrowings from his dad and cousin, his first plan was to invest in machinery to set up for a brand for knitted tees for men. So with an investment 1.25 lac rupees (including the cost of raw material), his maiden venture, KS KNITFABS, was launched in Delhi in the year 2001. Understanding that the domestic market was already aflush with reputed T-shirt brands, Sameer did not let the tasks ahead intimidate him. "If you'd ask business planners and entrepreneurship mentors who spread a lavish deck today of business plans, needless to say the bouquet of media enabled avenues of promoting & advertising in current times, mine would have certainly scored the lowest to be easily scoffed off as a doomed idea," says Sameer. And even after 22 years, his maiden venture, KS KNITFABS, now based in Gurugram, Haryana, from being a domestic manufacturer of knitted Tees to leaping into becoming a social & safety compliant manufacturer exporter. He caters to the ever so stringent European standards of quality and workmanship and continues to breed the very philosophy of People, Planet & Profit by the highest standards that it follows in creating sustainable products for planet-conscious people.

And whereas at KS KNITFABS, where Sameer's ever-enterprising team of highly skilled designers, craftsmen (hand embroiderers), and trained production personnel churn out high class women's fashion in knitwear day in and day out. His visionary approach is taking him



“

“Running a successful business doesn't always mean one has to confirm to the right project report, it sometimes only entails a focus on your goal, with blinkers on!”

”

INDUSTRY

INSIGHT

to the far corners with his own brand ventures internationally. One such is his launch of Made in India brand called KARASARA, in Singapore in 2017 under the flagship of his next venture KASA CLOTHING PVT LTD., Singapore. Brand Karasara caters to a very niche market and fashionable line of women's wear in Singapore, retailing out of popular retail giants like Isetan, Metro, OG etc.

In 2020, The onset of pandemic, Sameer was quick to create the ideal and highly efficient protective masks under the brand name KVIDA, incorporating his knitting technology acumen, he introduced the wire mesh technology of warp-knitted fabrics to enable high-end filtration and an optimum air permeability parameter for easy breathing of filtered air.

“Running a successful business doesn't always mean one has to confirm to the right project report; it sometimes only entails focusing on your goal, with blinkers on!” according to Sameer. “And why not, if you are armed with the skills through your college and industrial education, all you need is the single pointed focus on creating value which sometimes becomes an easy task if you don't let yourself distracted with impatience and short-sightedness – in other words, financial greed. A dash of self-belief, sprinkled with a firm faith in a power beyond oneself through prayers and meditation, and a never say die attitude.” This has been a potent recipe which Sameer would like the young generation to try out for a change, as according to him, success then, is the most delicious cuisine that you would have ever tasted.



SONALI SONI PAL

An alumna of NIFT Delhi, 2000 Batch & also completed M. Des from NIFT Delhi in 2010.

A graduate in Sociology Hons from Delhi University. She is a Co-Founder

of 23:23 Designs (A Social Enterprise supporting the artisanal Community and Promoting handicrafts of India). Currently, she is also the National President of WICCI Rural Tourism and Sustainability Lead and a board member of the Brands & Sourcing Leaders Association. Strategic Partnerships Manager at Reshamandi (India's first and largest B2B marketplace digitizing the natural fibre supply chain).

She is a visionary social entrepreneur with experience in building sustainable relationships for implementing social change through collaboration and market linkages for social enterprises and philanthropic communities for non-farm livelihoods. Passionate for developing and promoting crafts & artisan communities. She comes with a Unique combination of Skills in Design - Training – Business due to her varied experience in the Design and Academics industry International and National Trends

She has more than 22 years of experience working in areas of Strategic Tie Ups, Pan India Sourcing of Artisanal Products, Business Development & Market linkages, Skill Development & Capacity Building, Product Design Development & Diversification. She works closely with NIFT, NID, Pearl Academy, UID & GD Goenka University, and KR Mangalam University Fraternity. Ms. Sonali has held Principal positions with the Ministry of Rural Development, TATA Trust, SEWA Bharat, Access Development Services, and Development Alternatives. She is a Technical & Design advisor with many NGOs & Cluster groups. She is an empanelled Craft Sector Consultant with MoRD.



ALUMNI SUCCESS STORY



In 2018, Ms. Sonali Pal Co-founded her Social Enterprise – 23:23 Designs & Sourcing, with her better half Mr. Himanshu Pal. 23:23 Designs & Sourcing is a self-funded social enterprise, a Brand, a journey to bring change with the mission of connecting people to products & planet for a greater good or cause. Their mandate is “People|Planet|Partnerships.” 23:23 Designs works in the social development sector with other NGOs, SHGs, Trusts and Societies, Clusters, and Social Enterprises for support in Market linkages, Product Development and Diversification, Project Management, Skill Development & Capacity Building, Retail Management, Business Development, Education & Training.



They work in 3 verticals:

Handcrafted Artisanal Products
Skill development & Training, Education & Pedagogy, Knowledge Transmission
Sustainable Packaging Solutions & products

23:23 Designs & Sourcing presents premium handcrafted products made from rescued materials or using traditional craft techniques, an artisanal range, generating livelihoods and saving the environment. Their Specialty is that they work with the UNSUNG HEROES (clusters who have no hand-holding and have not received enough exposure to market linkages). Promoter for traditional crafts of India & developing countries, generating livelihood opportunities, especially for Rural Women Artisans. 23:23 Designs is a crusade to generate livelihoods & income generation opportunities for the marginalised community. Currently, 45 Rural and urban slum clusters are associated with them for livelihood opportunities



PEOPLE
PLANET
PARTNERSHIPS



SEE SOW - A MINDFUL CHILDHOOD



When the whole world was struck by the deadly pandemic of Covid-19, people were locked in their homes, offices were closed and schools were shut. The pandemic brought with itself a complex array of challenges which had mental health repercussions for everyone, especially children and adolescents. Kids started losing the essence of their childhood being stuck inside their own homes, with barely any social interaction and exposure with almost nil outdoor activity.

Seeing this situation, we, the Founders of See Sow- Komal Chhabria, Itisha Agarwal, Bhumika Keswani, also the alumni of NIFT realized the need of bridging this gap through conscious clothing. Being Textile Designers with varied work experiences we aligned our knowledge, skills and passion with in-depth research for over 2 years to bring to you, a one of a kind concept in interactive clothing along with the finest and softest organic fabrics. The bag of our team is filled with skill sets of copywriting, sales and marketing, precision, detailing, and great research and development. It is established that learning starts in the mother's womb itself and later the child picks majorly by observing the environment. They invariably absorb all that they are exposed to. Kids quickly adapt what they See and hence we as See Sow want to Sow the seeds of mindfulness in your mini ones. We want to stay close to your kid's hearts.

Our mission is to introduce conscious living through conscious clothing. Just like how learning numbers and the alphabet in childhood stays with us throughout, the same way learning values of gratitude, compassion among other tools of mindfulness will make a forever impact on your child. Since clothing is an integral part of everyone's daily life, it has become more important than ever to be conscious of the clothes kids wear and creating a positive impact on the kid's mental and emotional wellbeing. Our garments offer to enrich your child's journey of growing up, exploring themselves and the

world around, understand emotions, appreciate life, little things around them and their own self as well and have a sound foundation to their well being in adulthood. Our clothes are made of the finest and softest organic and recycled cotton which suits the best for the child's skin and our green planet.

The uniqueness of See Sow is that it believes in building ethical relationships with the people involved in brand building. We design each garment with great attention to color psychology, mindful therapies with the help of a clinical therapist on board. We are conscious of each choice made in raw material, low impact dyeing, printing and fair trade. We offer an exclusive range of unisex garments that can be passed on to younger siblings/cousins regardless of their gender.

We also actively conduct workshop to promote the concept of mindfulness far and wide. We are successfully listed across 6 e-commerce platforms along with country wide brick and mortar presence.

SeeSow celebrates little things of the little ones. It's a beautiful world and there are so many wonders happening around. We, through our purposeful clothing, endeavor to enhance this experience for kids. The beauty of our garments is in its playfulness. Through our one of a kind apparels, allow your child to open their mind and hearts to a fun world of mindfulness, imagination and better understanding of self.



“ ... conscious living through conscious clothing. ”



**Founders of a start-up
See Sow- A mindful childhood**

(A brand of Miniscious Pvt. Ltd, incubated and funded by National Design Business Incubator, NID Ahmedabad)

Komal Chhabria- Nift Bhopal (Textile design- 2015-2019)
Itisha Agrawal- Nift Bhopal (Textile design- 2015-2019)
Bhumika Keswani- Nift Gandhinagar (Textile design- 2015-2019)

ALUMNI BRAND STORY



From the land that wakes up to the sound of shuttles and sets peace at the roaring waves of the evening sea emerged the fashion and lifestyle label SUEE, in 2018. Being the daughters of Kannur, SUEEs founders Hiba and Krishna were not strangers to the handloom industry. Being graduates from NIFT, they had professional support and backup from their education, and this paved the way for them toward a career in handloom fashion.

It all started with their frequent visits to handloom societies during college days. Witnessing the hardships and struggles of workers in the receding industry of handling unmatched product demand and quality prompted them to do their graduation projects in this sector. The central government funded the project. This decision was, in fact, the stepping stone for their career in handloom fashion entrepreneurship. They chose a different path from the "norm"- the mundane 9 to 5 job- and instead chose the one where they could independently move up the falling handloom industry with their vast ideas and creativity, combined with the support from their teachers, family, and friends.



The initial step they took towards this career path was helping the various societies with value-added products. These products turned out to be hot sellers, illustrating the business potential and great market fit for sustainable and handmade products. However, there were glaring uncertainties that the founders faced initially. They still needed to explore their passion, brainstorm names, design logos, pool funds, develop prototypes, create designs, photograph and whatnot.

Thus, Suee was born amongst all the confusion, second thoughts, and ruckus. Finally, Member of Parliament Shri Sreemati teacher launched the brand at a fashion show put up by the founders themselves. Suee began in a small office space with an online platform. Over time, the company expanded its services from online to offline by participating in various exhibitions. The initial days saw roadblocks now and then but soon picked up by selling products through "aambal", a multi-designer store in Kochi. The office space eventually changed from a small place to a bigger one with more staff, multiple designer stores, and more fleas. Suee soon saw bridal clients seeking handloom attires for their weddings.

The company now works with numerous artisans from multiple craft clusters, tailors, designers, masters, printers, and multiple vendors. Suee now works with over 20 cooperative societies. Suee operates its sale primarily through digital platforms and has placed its merchandise in the LULU fashion store in Kochi. The company has overtime trained homemakers in hand embroidery who now earn for their contribution to Suee. Recently, the company received a grant worth 12 lakhs for innovative productization. Another milestone the company has achieved is the opportunity to style celebrities like Unnimaaya.



Design Researcher

When asked to describe my journey in the field of design thus far, I began to wonder, yet again, what the word design truly meant. I should never be able to discourse a compendium of pure truth that would sit on a shelf to be revisited every time one needs a reference for a chartered course in design education. What I can share, however, are my experiences and major takeaways from college and from my professional life so far.

Prior to stepping into the field of design, and even to this day, nearly six years later, I have pondered over what the term 'design' truly means. After much consideration, I have arrived at one minor point that I can touch upon – design is progress, a process of endless iterations that strive for the better. To me, design, especially in the Indian context, has stood out due to a culturally diverse backdrop coupled with a large population that can benefit from design solutions. This integration of culture and heritage into creative problem-solving as a design approach is what drew me towards NIFT. In a campus within the spirited city of Mumbai and amongst students hailing from various cities and countries, four years in this institute has been an experience like no other.

Our first year at college provided room for experimenting with a myriad of materials, techniques, and subjects, regardless of the chosen major. This largely aided the ability to make sense of the various creative interests one harbours before coming to design school and gradually channelizing them into a streamlined area of interest. From my second year in college, I pursued Lifestyle Accessory Design as my major and Textile Structure and Surface as my interdisciplinary minor. A strategic combination of the two can go a long way, lending a sense of personalization to the course with the permutations and combinations that one chooses.

From presentations to plays, dioramas to learning diaries, and scaled-down prototypes to life-sized displays: perhaps no form of representation of work must be left untouched after the completion of the degree. One of the most paramount learning outcomes was undoubtedly brainstorming ideas and working as a group. While individual projects help one discover and get familiar with their own process and methodologies, it is the group projects that truly teach the delegation of responsibilities, sharing and respecting multiple perspectives, and then arriving at the best possible outcome.

One such group project that comes to mind is the craft cluster visit to Bhadravati to document the terracotta craft. A week-long visit to this town in 2019 shed light on the life of the potters as they make a place for their generational craft in the modern market. Through several projects rooted in heritage, during my four years at NIFT, I have grown to deeply appreciate not only Indian but also global arts and handicrafts. Outside of assignments and field visits, it was also the collaborative efforts during the annual events of Converge and Spectrum that stand out as some of the most memorable college experiences.



My final year of the college presented me with the opportunity of exploring Design Research, which developed to be my area of interest. In 2021, my first research paper titled, 'Recreating the methodology of the past to design a better society for the future' was published as a chapter in the book 'Design for Tomorrow- Volume 3', by Springer Publication, Singapore.

The second paper, titled 'Accessibility in Shopping Spaces for People with Visual Impairment', has also been published as a chapter in the book 'Reinvigorate '22- Lifestyle Products and Accessories' in 2022 by Paramount Publishing House. In the coming year, 2023, I shall attend the 9th I'CORD (International Conference on Research into Design) hosted by the Indian Institute of Science (IISc) Bangalore, to present my research on designing blended environments in the future.

The conference proceedings, including the research paper, will be published by Springer Publication in 2023.



Four years of college culminated in an unforgettable evening with familiar faces, being surrounded by each one who has been an integral part of this journey. It was an absolute honour to have been awarded the NIFT Award for Extraordinary Service, the NIFT Meritorious Student award, Best Academic Performance Award, and the Most Commercially Viable Graduation Project Award. Following three out of four years of on-campus and the last year remotely attending classes online, the convocation ceremony was a fitting end to college.

I am currently working as a Designer in a Mumbai-based luxury brand, 'The Great Eastern Home', while also pursuing my research in the interaction and shared language between humans and objects across physical, digital, and phygital spaces. My practice involves designing interior objects, writing, illustrating, and experimenting with art and textiles.

After six years of being in the field of design, both as a student and an industry professional, it has dawned upon me that one's trajectory as a designer is non-linear and experimental - dabbling into various subjects, media, and processes and then choosing what is pertinent to one's long-term goals; all while learning how to keep multiple plates spinning at the same time. Circling back to my minor conclusion that design is progress, it must be pointed out that anything of a progressive nature can never stand still. I shall keep reiterating the question of what design truly means, with a strong certainty that my definition of the same will keep getting modified over the years. Meanwhile, I hope to continue contributing to the design fraternity, yearning to make progress in our society: progress that is seemingly a common underlying theme of all my definitions of design thus far.



D2C BRANDS

COMING OF AGE IN INDIA

It all started in 1979 when by connecting a TV to the computer via a telephone line, Michael Aldrich invented a system that later became the foundation for online shopping. Then Boston Computer Exchange in 1982, and Book Stack Unlimited in 1992 developed the first marketplaces, selling used computers and books, respectively, this was before Jeff Bezos launched Amazon in 1995, and as they say, the rest is history.

Another history is in the making now; yes, we are talking about D2C Brands, an acronym for Direct to Consumer brands. India's D2C market has been growing exponentially over the last few years and is poised to continue its growth trajectory at a minimum of 25% CAGR till 2025, and is likely to reach to a size of \$100 Bn by 2025. As of 2021, more than 800 D2C startups were operating in India. Fashion Brands account for the largest share in the D2C segment and are expected to grow to \$43.2 Bn by 2025.

Several factors, including the Covid pandemic, higher internet penetration, growth of digital infrastructure, and rise in the number of millennials, among others, have fuelled this growth of the D2C brands. I also believe it is the honesty and sincerity of the creators in creating the right differentiated products which have struck the right chords with the consumers. I sometimes feel D2C should instead be called H2H or Heart (of creator) to Home (of the consumer). Now the question is what the milestones are, what are the growth traps, what is an ideal go-to-market strategy, and how India's D2C Fashion Brands build a scalable business model. Allow me to here use the timeless 4Ps marketing model to examine these questions, in the context of D2C brands. A product that is the complete package of options, quality, design, features, packaging, and other related services makes the soul of the D2C business.

A successful D2C brand has a product that provides a unique promise and fulfills a need that a consumer always had, but either couldn't express it, or the traditional brands never listened to them. The need could be as simple as having a pocket on the left side of the dress vs. the right, or the width of the zip, or it could be a more complex one like a specific fit or size requirement based on the body type, or different products for different degree of movement- from low-intensity walks to high-intensity cardio in case of gym wear. A great product gives you an edge, which comes from constant dialogue and direct consumer feedback without any middlemen filtering it out. Finding your niche and staying true to it is the biggest success mantra. Product building is a constant process for a D2C brand, and that is the core. This should never stop, and this alone will continue to be the most critical

reason for building a successful one. Without having a differentiated enough product or diluting it as you go along will be the biggest pitfall in scaling up the D2C business

Price, by definition, is the list price, marked price, discounts, shipping costs, and reference to competitors' prices. For an online-only D2C business, in my opinion, price is just an important recruitment tool, i.e., for the consumer to try you for the first time. Surely, you cannot be completely out of sync with the category you are operating in, but this war cannot be won only with the strength of your price. Contrary to the popular practice of very high markdown scenarios in online business, those using price as the only weapon will surely bleed to death. If you play with your strength and keep recognizing and fulfilling consumer needs, then you can continue to win without getting into a price war and hence without compromising on your profitability, which is the fuel required for growth and scale-up.

Place includes distribution channels, warehouses, platforms, websites and other online presences, physical locations, inventory, and delivery. For D2C brands, this can surely be built as a competitive advantage. Here the most critical "Place" is the consumer's home, where the product reaches directly from the creator's heart.

While it is absolutely delightful for the customers to get deliveries within of 24hrs of placing an order, what really satisfies them is the package arriving at the promised date and time and having been informed about the status transparently and timely. Further, the packaging and the condition in which the package arrives are equally important. The product packaging should talk to the consumer, reinforcing the product story and emphasising the need it is fulfilling. Since there is no physical sales staff involved, this storytelling is absolutely critical. A convenient experience with a delivery partner helps to build the brand further. A professional aftersales interaction and feedback mechanism is the cherry on the cake.

Let me emphasise that D2C companies cater to people's desire for simplicity. D2C brands eliminate the hassle of researching, browsing, and choosing from hundreds of options, making shopping practically effortless. D2C brands manufacture, market, and distribute their own products without middlemen, which enables them to reduce costs, interact directly with consumers, and provide a seamless start-to-finish buyer experience. For consumers, the easy buying process is typically the distinguishing factor when choosing D2C over a traditional shop.

One critical decision a D2C brand has to take is its availability through its own website and other popular marketplaces. While own website provides a very rich curated experience and the ability to do storytelling about the product and capture consumer data and insights, a marketplace provides a ready large consumer base to test the products. To pull customers on your own website is an expensive affair; however, on the marketplace since they are doing this activity for you, the brand has to pay the marketplace commission fee.

Broadly a two-prong approach in creating a value proposition through own website and recruitment through the familiarity of existing marketplaces could be the best approach. Many D2C brands also explore building offline presence through their own stores or chain stores. Offline is a completely different skill set and comes with its own challenges. However, it helps in providing greater credibility to the brand, but the reach will always be limited versus what online can provide. Promotion, the fourth P, includes branding, content marketing, advertising, search, influencer relations, social media, PR, voice, and sales. Further, since it is online, only performance marketing or consumer feedback and data analytics have to be included here.

Since they enjoy having direct contact with consumers, D2C brands have an extremely strong influence over their brand image, reputation, associations, and marketing strategies. And the Product or the need that it is addressing is the centre of all marketing initiatives, rather than just the 'brand' in the traditional way of advertising. The product of a D2C brand has to become the perfect solution for that need in the minds of the consumer and create a natural pull for itself.

A D2C brand gets this one chance to connect with the right consumer for itself, and all the effort and spending has to be targeted towards it. The early adopter consumers, however, are the key to the success of a D2C Brand. These early adopter consumers feel that they have 'discovered' this 'new and unique' brand from the plethora of choices available in this universe and become absolute evangelists of the brand. They create referrals adding more consumers or fans if I may call them. This builds in creating the brand's long-term value and great loyalty, which eventually is what every brand strives for. In addition, for D2C brands, using influencers is a fantastic strategic marketing tool to target digital native consumers. Influencers help direct-to-consumer brands gain popularity. Their reviews help to humanize an unfamiliar brand. The content individuals provide reaches their loyal followers almost immediately. The use of influencers as part of a marketing strategy can increase consumer trust, leading to advocacy as well as protracted loyalty.

Finally, the biggest differentiator that an online-only D2C brand enjoys over traditional offline first brands is the immense data capture of the consumer. The patterns which emerge from consumer buying (or

not buying) behaviour are used to improve product creation and business performance. A fully data-driven customization strategy is the best way for a D2C brand to stand out. It helps in maximizing order value, new product launches, increasing repeat orders, and improving consumer experiences, all leading to LTV (lifetime value). The 4 Ps combine to build the 5th P, which is Profits. In my opinion, any D2C brand which wants to scale up has to do it keeping the bottom line of the business green. Consumer acquisition costs are high, and there is an inclination for the brands to push for scale without focusing on profits, which in the long run, is not sustainable. Following are some matrices that help drive it.

1. Maximize AOV; the focus of every D2C brand has to be to increase the average order value in every transaction. An assortment of product and the right behavioral nudges helps do it. Maximizing AOV will not only optimize picking, packing, and shipping costs but also optimize advertising spending in getting a consumer, especially to the website.

2. Increase Gross Margins. Initially, the D2C brand may not have the scale; hence the cost of manufacturing will be typically high as compared to a traditional successful brand. However, using multiple smart techniques, for example, in the case of apparel-fabric platforming, can help reduce the same. Further, the two critical numbers are CM1 and CM2, where

$CM1 = \text{Net Revenue} - \text{the cost of goods} - \text{warehousing costs} - \text{shipping costs}$

And

$CM2 = CM1 - \text{Technology cost} - \text{marketing cost}$

Optimizing each of the elements is critical

3. Reducing Returns. Post-delivery returns from consumers are a necessary evil of online-only D2C business; it is one of the biggest drains. How can the brands strengthen the product and provide all information in the most transparent manner to the consumer so that return percentage reduces can be the biggest game changer w.r.t. to profitability?

4. Marketing, platform commissions, and customer acquisition cost is the largest component, and all algorithms and strategies are to be created to maximize impact with the lowest spending.

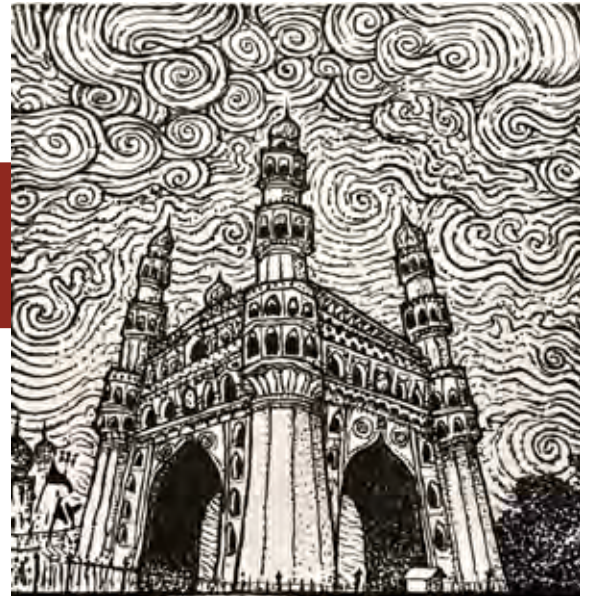
In conclusion, the D2C brand businesses are coming into their own but not without their share of growing pains. Today, they are like a young teenager and must be nurtured with utmost care. Like any teenager, they are like a breath of fresh air, full of energy and new ideas. With proper guidance and hand-holding, they can develop into really strong adults.



ALUMNI SUCCESS STORY

ROHIT SONI

Visual Harvester

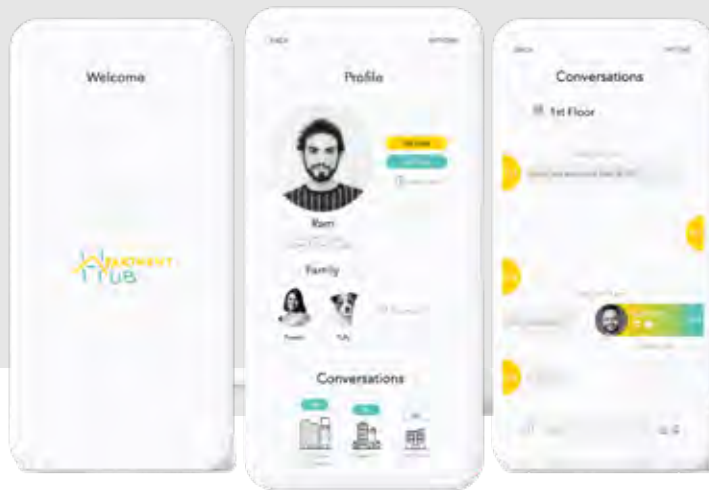


Rohit has been a keen observer of designs, visuals, colors, and patterns that have surrounded him since he was a kid. While his parents wanted him to pursue science and become a Doctor, Rohit knew arts, crafts, and design were his calling - thus leading him to the NIFT Hyderabad campus, where he graduated specializing in Fashion & Lifestyle accessory design (F&LA) 2006- 2010. His graduation project, 'I believe in Green,' was published in the Times of India. To add to it, he then went to IIT Bombay to pursue his Master's in Interaction Design between 2011- 2013.

At IIT, Rohit was placed with Samsung, where he briefly worked on its Connected Car Project, before taking up a new opportunity with NTU Singapore, a research-intensive public university, where he worked for six months, conceptualizing and designing a social radio app for the migrant community in Singapore.

His full-fledged design journey kicked off with Verchaska, a UX company in the travel industry domain, where he worked for a year. Soon after, his dream came true when he joined Microsoft in 2014- 2018.

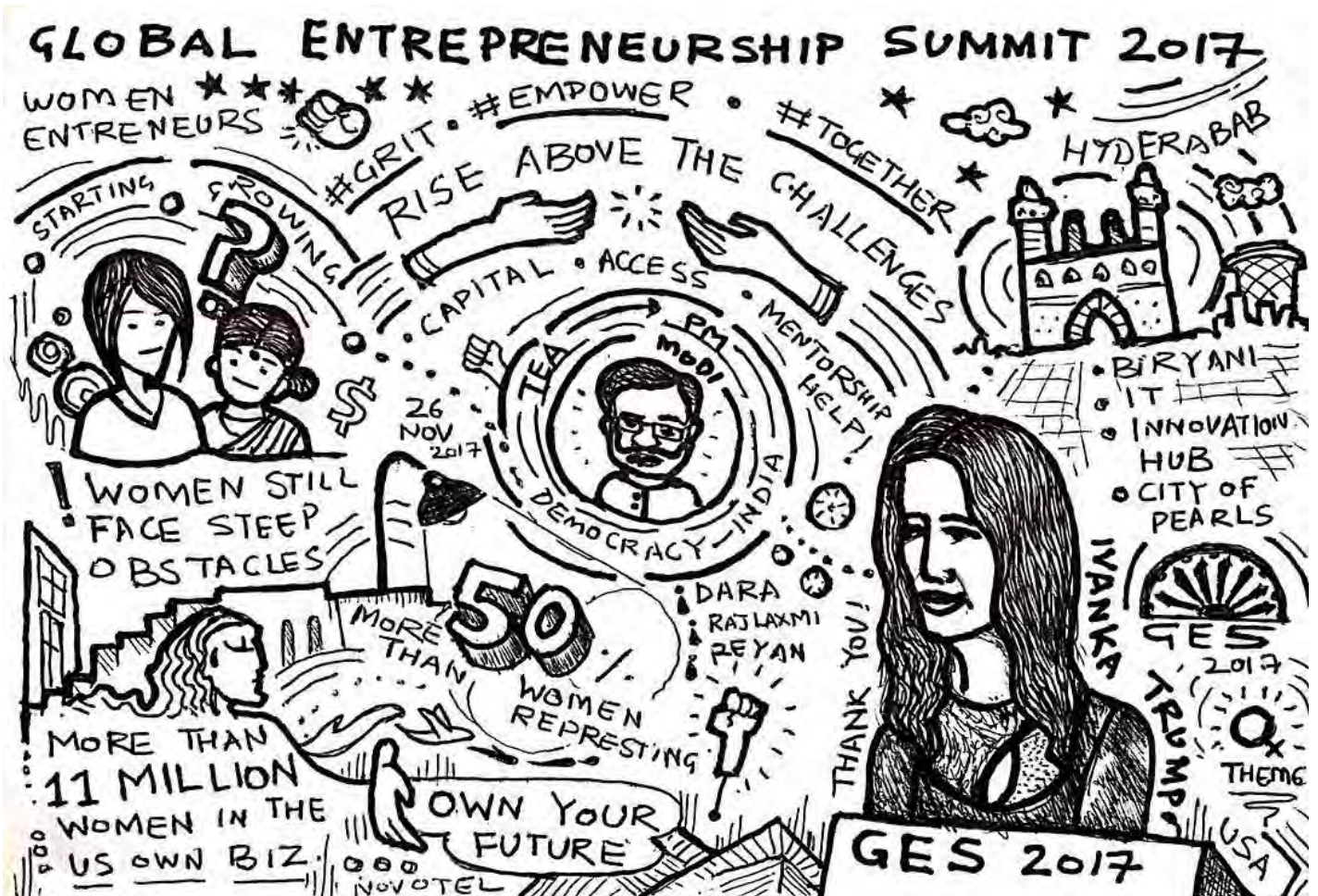




Alongside being a design professional, Rohit has a passionate love for doodling, which transpired into a full-fledged venture soon after he concluded his stint with Microsoft. He launched 'Doodle Project' in 2018, alongside building his portfolio as India's first visual harvester at rohitsoni.in, where he doodled thoughts and public speeches of the likes of Microsoft CEO Satya Nadella, amongst several other big names. Also a passionate storyteller, Rohit has conducted multiple workshops around doodling under #DoodleWithSoni, while delivering 2 TED Talks - 2016 in Hyderabad and

2018 in Bangalore and was invited speaker at UX India 2022, India's biggest conference on UX design.

Since 2020, Rohit also works as UX Design consultant for multiple startups as well as fortune 500 companies. The latest is working with the former co-founder of Google India, Lalitesh Katra, on his Bangalore-based startup, Indihood. Rohit works as the Head of UX, building a cloud to empower a layman such as a farmer to use technology to his benefit.



MOHIT ISSRANI

FLIPS BY KOBLERR

He stated how excited he had been to join his family's business since he was a young child when asked what he intended to do when he grew up. Any business, venture, or start-up is challenging to launch but maintaining the legacy is even harder. Mohit Issrani of Koblerr talks exclusively to Pearl Bansal about his journey.

I joined Loyola College in Chennai to complete my Bachelor's in Commerce. I applied for a master's program in fashion management at NIFT and achieved an AIR 65 while simultaneously receiving a campus placement offer from Deloitte, one of the Big 4. Because I wanted to expand the "Koblerr" family business and believed NIFT would be the greatest venue for it, I chose to enroll in the MFM program at Nift Chennai to follow his passion for fashion.

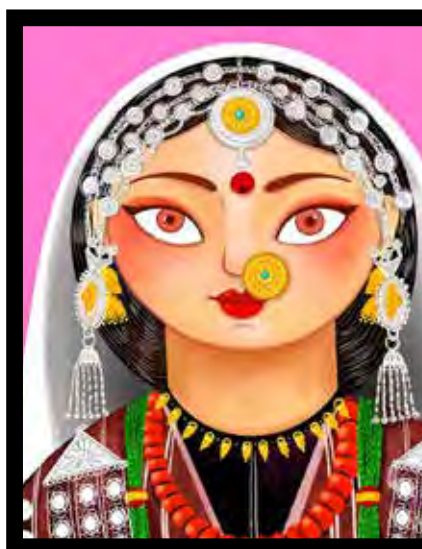
When I made the decision to start Flips by Koblerr, my goal was to create concept stores that would serve as a one-stop shop for flip-flops. I included Flips by Koblerr in my graduation project, for which I received the Best Graduation Project award. I used to visit Phoenix Marketcity, one of Chennai's main shopping malls, a lot while I was a student, and the high real estate costs linked to malls made my ambition of starting a business there seem riskier. Several firms were reducing their retail presence due to the lockdowns that were in place when the virus hit. We opened five locations in 2021, one of which was a Flips concept store in Phoenix, because I was quite positive that this was the moment to locate bargains. Even though there was still a lot of ambiguity, I struggled a bit when I first tried to implement the concept, but as they say, "when the going gets tough, the tough start moving." This has always been my guiding principle; it helped me be calm and persevere through difficult situations.

Flips by Koblerr is an extension of the identity and commitment to offering consumers high-quality products of Koblerr, a company that has been established for over 25 years. Over the following two years, Flips wants to grow the concept and eventually open at least ten outlets across South India.



“
When the
going gets
tough,
the tough
start moving
”

TANYA KOTNALA



Indian fashion designer Tanya Kotnala hails from Uttarakhand and is also a lover of textiles and visual arts. In 2015, she graduated from NIFT Shillong.

She established her multidisciplinary design business, “Bhuli Design Studio,” in 2018, after spending three years working hard in the Indian rural craft industry. Simplicity, Sustainability, and Swadesi are the three main design themes that form the foundation of the studio’s design philosophy.

Bhuli, which in many native dialects of Uttarakhand means “Little Sister,” is a company that aims to recreate and represent the Indian Cottage Industry’s essence in a contemporary, honest way.

While examining the socioeconomic issues that are causing specific design traditions and techniques to be abandoned, emphasis is placed on current practices of the traditional arts and crafts culture. The studio wants to establish a network of contemporary craftspeople who are open to the global market and familiar with all the latest design trends and technological advancements.



Tanya Kotnala is very appreciative of the advice and assistance she received from her professors and mentors at NIFT Shillong.

She believes that her early exposure to the arts and crafts culture of Meghalaya and the chance to collaborate with incredibly gifted and skillful craftspeople from the Northeast guided her design sensibility in the correct direction. She is incredibly appreciative of all the excellent experiences and design methodologies she had at NIFT Shillong during her formative years in the design sector.

Bhuli Design Studio

Founder of Bhuli Design Studio & Global Art Director for Room to Read.org

She has performed work for numerous companies throughout the globe, including Google, Adobe, Room to Read, Bazaar India, Voice of Fashion, Pratham Books, Scholastic, Ministry of Textiles, Ministry of Minority Affairs, Ministry of Women’s Empowerment, and Child Development, among others. Her aesthetic is characterised by a heavy emphasis on folk art, character, composition, and colour. She values and draws a lot of inspiration from her cultural identity.



Quirksmith was founded in 2016 by sisters Divya & Pragya Batra.



When they started Quirksmith, silver jewellery was not yet mainstream, and jewellery was seen as a mere accessory that decorates a woman. An industry that was built with women as its prime customer was ironically, run by men – primarily as a trading business, with very little design and product innovation for the last several years (except for a few large design houses).

We wanted to change that! An artist at heart, Divya wanted to create pieces that sparked curiosity and conversations. And we wanted to make women the owners of an industry that was built to serve them! With Rs 40,000 of our personal savings and dreams in our eyes, we created our first collection and showcased it at one of Bangalore's quirky flea markets. That marked the birth of Quirksmith!

What started as a passion project by two sisters is today a growing brand recognized for designs that stand out in a crowd. Our in-house team comprises over 60% women today. We've created employment for over 50 artisans and their families across India through our work. And we're just getting started!

Building Quirksmith has been an extremely fun, challenging, and fulfilling journey. As first-time entrepreneurs, we constantly learn new ways to build and scale the brand. A hunger to learn is also at the core of the culture we're trying to build at Quirksmith. As a team, we work hard, ask many questions, generate many interesting ideas over brainstorming sessions, and celebrate all the small wins along the way – because we believe that large outcomes are a function of small wins.

The last six years were just the beginning of our long journey ahead. We've got the basics right in creating a strong brand and a good community of people who love our work. The next few years will be focused on scaling the brand and reaching out far and wide to audiences across the country.



Divya is a NIFT Gandhinagar 2004 graduate with a specialization in jewelry design. She is a gold medallist of the class of 2004 and has dedicated all these years to perfecting the art of creating designs that stand out! She designed for Amrapali Jaipur in the early years of her career and headed the design studio for Fab Jewels Ltd for 10 years. She was also one of the top 3 winners at AuDITIONS 07-08 for her unique design in gold (AuDITIONS is rated as one of the most prominent gold couture competitions in the world).

Talking about Quirksmith, Divya Batra is the founder and the Creative Head.

Pragya Batra is an IIT Delhi 2007 graduate and an INSEAD 2012 graduate. She has spent the last several years in strategy & consulting and has worked with Bain & Company, India, and as the Head for Strategy and Operations (Revenue) at InMobi. She ventured into Quirksmith to pursue her common dream with her sister Divya. Pragya is the Business Head at Quirksmith.





RAKESH RANJAN

DIRECTOR OF SALES, NIKE INDIA

“If you don’t play to win, don’t play at all.”
–Tom Brady (American football quarterback)

About myself

I am Rakesh. I come from a very small city called Bodh-Gaya, having humble middle-class roots. My dad was from the teaching line (Professor & HOD), so two things were deeply imbibed in our family’s DNA: The importance of quality education & developing a deep quotient of integrity. My mom was a homemaker, so she always supported me in whatever I aspired to do.

College life

I finished schooling at a Christian convent school in Gaya and moved to Delhi to graduate with a B.Sc.(H) in Math from Ramjas College, Delhi University. I came out of the family ecosystem for the 1st time and was trying to be on my own. Initially, I was shocked by the cultural changes across states & people, but in the long run, this transformed me into an independent & extrovert person. I was good at my studies, and I scored first in my class during my college time.

Love for NIFT

After graduation, I wanted to do an MBA. I was also simultaneously networking with many of my seniors who were either pursuing or finishing their MBA. I came across two seniors who pursued their MFM (Master of Fashion Management) at NIFT. They talked about the ample retail sector opportunity and avenues that can open up post completing the course. So, I prepared for it and finally got into MFM at NIFT Hyderabad. I fell in love with NIFT, Hyderabad, from day one. The faculty members of NIFT Hyderabad were knowledgeable in their field. The institute had a great infrastructure, access to elite academic resources & overall a conducive ecosystem to learn & grow.

Be a student of life

I am a firm believer in being a student of life. After NIFT, I also completed my Executive MBA from IIM, Ahmedabad. I am also pursuing an Executive MBA in Digital Business Management from the University of Columbia. I also finished the Director development experience program at Howard university. Periodic upskilling & cross-skilling always help you to elevate your knowledgebase & expertise. And I suggest everyone be a student of life.

Love for Brands

I have always aspired to work for International Brands to understand their strategy & how big brands were built on earth. Because of MFM at NIFT, I got placements with three companies. PPO with Arvind Brands Ltd., formal campus placement with the future group, and offers from Reebok (Through my own network). I opted to work for Arvind Brands Ltd. over two international brands, Arrow & Izod.

Building a diverse career

I started off my career as Assistant product merchandising Manager. Spent four years in product management. I always want to build a diverse profile so that I have a variety of learning & growth opportunities. Post my product stint, I moved into sales function working with Multinational Giant Nike. After working at Nike, I moved to work for another multinational giant, i.e., Adidas & Reebok. Currently, I am working as *Director of Sales for Adidas India*.

My top two cents

- Be a student of life forever, and keep upskilling & cross-skilling.
- Hard work has no substitute.

My love of NIFT will continue throughout my life. I am obliged to NIFT faculty members for guiding me during & after college!

FOOTROO

Aaquib Ahmed Qureshi
Rajat Singh
Sandeep vishnoi

We are the alma mater of NIFT Jodhpur and started our journey back in 2014 with a dream to create something meaningful for our soul and society. After graduation, we decided to turn our dreams into reality.

In March 2020, we started Footroo, as a team of 4 passionate Niftians, in a small basement with two machines. Unfortunately, the COVID pandemic affected us all severely. Despite all the hurdles the pandemic threw our way, we were determined to pursue our goals. We struggled day & night because we love what we do.

The hard work and perseverance paid off as we have now grown to over 30 people and have upgraded from that basement to a decent setup of 26 machines at a good factory. We also have an online presence on major e-commerce platforms. Today Footroo is not just a dream inside our heads; it's our reality. Footroo is the official streetwear brand of quirky Niftians.

Our designs are inspired by Indian artwork and small details around us that can go unnoticed, embodied through heavy graphics and embroideries, which make them FOOTROO.

The movement we have started with our brand is a reflection of our beliefs to create a culture where Indian street art and artists get the recognition they deserve. With roots firmly planted in Indian street culture, all our products are designed and made 100% in India.

The fusion of Indian street culture with elite streetwear has never been this incredible.



UDAY SONI

Design Manager for TestBook



I first enrolled at NIFT Mumbai in 2013 as an unassuming, overweight young man who was eager to escape the monotonous job environment and return to school to earn a master's degree

and advance and develop his already-existing abilities in communication design. I had no idea how the two years that followed would shape my personality forever and make me honestly proud of who I am now. Throughout my stay at NIFT, I developed fresh, useful talents that I could use both in my line of work and in my day-to-day activities. The institute increases students' chances of developing into tomorrow's capable leaders by providing them with the necessary industry skills and motivating them to become problem-solvers.

Visit the link of video Documentary or
Scan the QR Code below

https://www.linkedin.com/posts/testbook-com_humans-of-testbook-ft-uday-soni-activity-6960909991411085312-Ekv6?utm_source=share&utm_medium=member_ios



Mr. Uday Soni
Mdes, 2015- NIFT Mumbai

Latika Uttamchandani

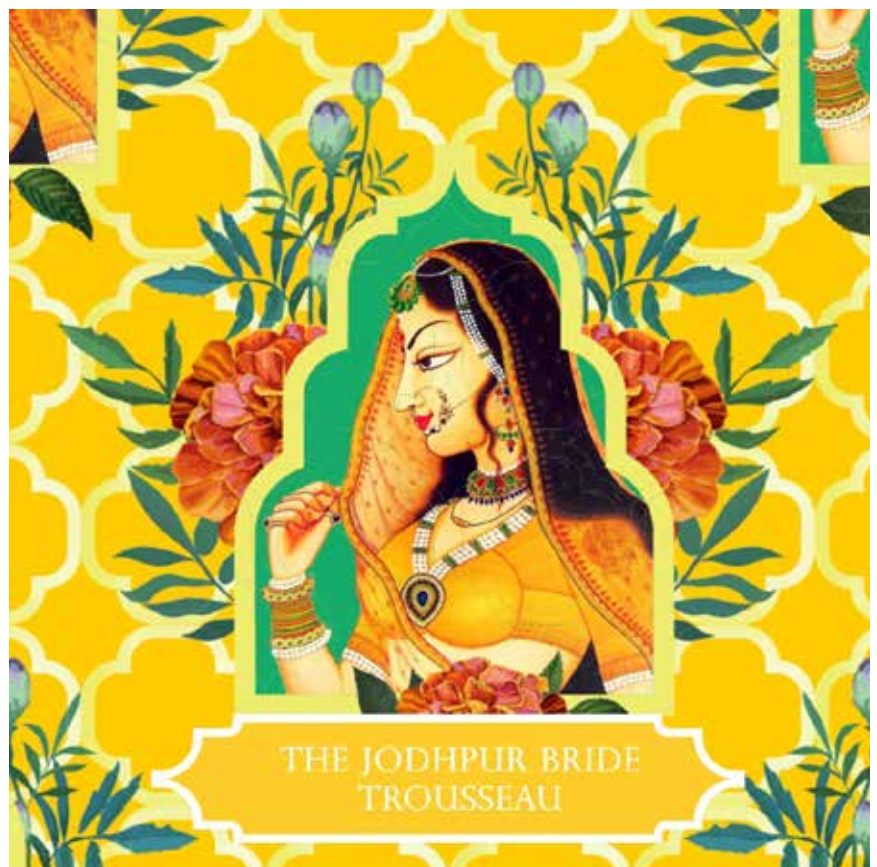
Istrika was started by Ms. Latika Uttamchandani, Khushboo Bakhru, and Kawalpreet Singh in 2018. Khushboo and Kawal are alumni of NIFT Mumbai; they pursued Knitwear design and Fashion communication, respectively, in 2009-13. The Istrikaa is a one-stop shop for Wedding and Festive gifting, covering a wide range of gifting favors such as Haldi/ Mehendi Hampers, Trousseau sets, Pooja thali, and Gift boxes,

Life is a gift; love opens it up. We at Istrikaa believe that no gift is big or small, but the ones that come from the heart are the best gifts of them all...We believe in the power of handmade. Our USP is quirky illustration prints adorned with traditional trims and everything festive!

Currently, we sell online via Instagram, our website, and WhatsApp. We are a growing family of 25k plus followers on social media.

Instagram link : <https://www.instagram.com/istrikaa/>

Website link : <https://www.istrikaa.com/>



NIFT PROJECTS

INDIASIZE – NATIONAL SIZING SURVEY OF INDIA

Globally many countries like the USA, Canada, Mexico, UK, France, Spain, Germany, Sweden, Italy, Netherlands, Thailand, Korea, China, Australia, etc., have undertaken national sizing surveys to create an anthropometric database of their respective country people to provide well-fitting garments to them. India is also facing the challenge of providing well-fitting garments to consumers as size charts used are largely tweaked versions of size charts of other countries and are created more out of the manufacturer's instinct and experience than proven scientific study resulting in fits which leaves a lot of desire. Projected returns of the garments are in the range of 20% to 40% (and are increasing with the growth of e-commerce) which is the staggering and major reason for the returns are poor garment fit. To address that issue, NIFT, under the aegis of the Ministry of Textiles, Govt. of India, has undertaken a project "INDIASize" to develop standard body sizes for the Indian apparel sector to address the prevailing disparities and inconsistencies in apparel sizing systems and provided fits. The project entails measuring more than 25000 (Twenty-Five Thousand) male and female persons between the age group of 15 years and 65 years in six different cities located in six regions of India, i.e., Kolkata (East), Mumbai (West), New Delhi (North), Hyderabad (Centre), Chennai (South), and Shillong (North-East) using human safe 3D whole body scanning technology. The study aims at standardizing the apparel size charts for the Indian apparel sector. The survey will result in the creation of a Size identification number for a customer through mapping, categorization, and defining of their body size. This will help the manufacturer to produce goods suited for the body size of the target consumer and help consumers to identify the size which will be best suited for them, resulting in a match and hence sales. Apart from apparel, the findings of the study will have ramifications across various sectors such as automotive, aerospace, fitness & sport, art, computer gaming, etc., where the insights from this data can produce ergonomically designed products that are well suited for the Indian population. Data collection for the survey is already over, and size charts are in the process of getting developed. The findings of the survey will be released in the first quarter of this year.



NIFT PROJECTS

CENTRE OF EXCELLENCE FOR KHADI (COEK)

Centre of Excellence for Khadi (CoEK) was set up at NIFT in 2021 to support KVIC under the Ministry of MSME. It is working with Khadi Institutions towards making Khadi fashionable for youth. CoEK is reaching out to a broader global audience by designing Khadi apparel, accessories, and home textiles. CoEK has a hub in Delhi and spokes in Bengaluru, Gandhinagar, Kolkata, and Shillong. CoEK, in its journey, has exhibited apparel, saris, accessories, and home textiles through various fashion shows and theme pavilions. In its endeavour to benchmark Khadi processes, CoEK has created an online dissemination Knowledge portal for Khadi to provide design directions for fabrics, home textiles and apparel.



Khadi India

C O
F K



Name of the Project: MDP Training for Employees of Zivame
Client Name: Actoserba (Zivame)
Start Date: 10.06.2022
Date of completion: 09.2022



Zivame Participants



Zivame Training

Name of the Project: EDP on Apparel Management for Employees of Modenik Lifestyle
Client Name: Modenik Lifestyle Pvt. Ltd
Start date: 20.07.2022
Date of completion: 20.02.2023



Modenik Participants



Modenik Valedictory Function

Name of the Project: Designing Uniforms for Special Patrolling Team of Women Staff and Officers of Bengaluru City Police
Client Name: Bengaluru City Police, Govt of Karnataka
Start date: 03.10.2022
Date of completion: 31.10.2022



Feedback session from local women police constables during the project

Name of the Project: Technical Partner for Coordinating the Fashion Show during the Make in Odisha 2022 Conclave - Boyanika
Client Name: Govt. of Odisha
Start date: 12.09.2022
Date of completion: 01.2023



Director NIFT Bengaluru & the Project Team



Fashion Show Using Orissa Handloom Products



Valedictory Function of the customized ToT



Name of the Project: Customized (TOT) Module on Men's plus size Shirt & Trouser Making for Master Tailors-2023
Client Name: M/S Grasim Industries Limited , Unit of Jayashree Textiles- Linen Club
Start date: 21.01.2023
Date of completion: 22.01.2023

BENGALURU



Jury Evaluation of the Trainees by Mr. Kapil, ABFRL Valedictory Function Director Visual Merchandising, ABFRL



Name of the Project: Training in Visual Merchandising: ABFRL
Client Name: Aditya Birla Fashion Retail limited
Start date: 16.01.2023
Date of completion: 28.01.2023



Classroom Session on Selling of Handloom Textiles



Classroom session on identification of Handloom products and its motifs

Name of the Project : Training program for their Sales employee in the field of Marketing and Handloom Textiles
Client Name: West Bengal State Handloom Weavers Co Operative Society Ltd. (Tantuja), Govt. of West Bengal
Start date : 04-07-22
Date of completion : 13-07-22

KOLKATA



Mr.Ronak Jain, CA teaching artisans about How GST will apply to their craft in e-commerce sector



Prof.Dr.Sameer Sood Director NIFT Gandhinagar interacting with Artisans about role of e-commerce in craft sector

Name of the Project: Workshop on E-Commerce for Craft Sector
Client Name: Indext-C (Industrial Extension Cottage)
Start date: 06.02.2023
Date of completion: 09.02.2023

GANDHINAGAR

SHILLONG

Name of the Project: USTTAD project, Woodcraft of Nagaland.
Client Name: Ministry of Minority Affairs, Govt. of India
Start date: First week of March 2017 (Diagnostic Survey started)
Date of completion: 31.07.2022 (Final workshop completed)



SRINAGAR

Name of the Project: Promotion & Development of Crafts of Ladakh
Client Name: Department of Industries and Commerce Union Territory of Ladakh
Start date: 30.06.2021
Date of completion: 31.12.2022



Name of the Project: Designing Innovative Packaging as A Branding Initiative To Enhance Buying Experience, Brand Visibility, And Value Addition For Handicraft And Handloom Sectors Of Kashmir
Client Name: IICT, Directorate of Handicraft & Handloom, Department of Industries and Commerce, J&K Govt.
Start date: 29.04.2021
Date of completion: 30.10.2022



Paper Mache Packaging

KANGRA

Name of the Project: Advanced Training Program
Client Name: ITI Pandoga
Start date: 18.07.2022
Date of completion: 23.07.2022



ITI Training Participants



ITI Training



HPKVN Exhibition



HPKVN Participants

Name of the Project: Skill Based Training Program
Client Name: HPKVN
Start date: 01.09.2022
Date of completion:29.11.2022

KANGRA



Name of the Project: Kudumbasree skill development- Ernakulam
Client Name: Ernakulam kudumbasree District Mission
Start date: 27.06.22
Date of completion: 29.06.22

KANNUR



Name of the Project: Kudumbasree skill development- Wayanad
Client Name: Wayanad kudumbasree District Mission
Start date: 20.7.22
Date of completion:24.7.22



Name of the Project : Kudumbasree skill development- Kozhikode
Client Name : Kozhikode kudumbasree District Mission
Start date : 13-10-22
Date of completion : 17-10-22

CONVERGE 2022

From December 27th to 29th 2022, NIFT Bhopal organized a three-day annual Inter-Campus Cultural, Literary & Sports annual event(CONVERGE). The event was inaugurated by Sri Mangubhai C. Patel, the Honourable Governor of Madhya Pradesh. Around 900 participants from 18 different NIFT campuses across India participated in the event to showcase their creative talents. NIFT Mumbai and NIFT Gandhinagar was declared as the runner-up among all the campuses.





Artisan Awareness Workshop 2022



Open House Session & Workshop at SAFAL VIDYALAYA



Alumni interaction with FMS students



Convocation 2022, 25.11.22

On the occasion of Constitution Day Dr K. Parmeshwaram, Associate Professor of Law, GNLU shared the history of the formation of the Indian Constitution



Convocation 2022, 25.11.22



NPL – NIFT Premier League T20 Cricket



NIFT Chennai CSR activity



NIFT, Hyderabad Convocation of 2022 batch by Dr. Tamilisai Soundararajan, Governor of Telangana, Puducherry Lt Governor



NIFT Hyderabad AD Alumni Mr. Achyut and Mr. Nadeem MD Interaction with 7th semester students



NIFT Hyderabad KD Alumni Mr Sahil Choudhary, Ms Parmi Salva and Ms Samantha Interaction with 7th semester students



A talk on Digitalization, Innovation and Entrepreneurship: Pillars of Indian Economic Growth" on 29-10-2022



Speech by Honorable Ministers



Media Coverage





Craft Bazaar 2022 showcased textiles and handcraft items from Rajasthan, Kota Doria of Kota, Tangaliya, Bhujodi and Patola of Gujarat, Handlooms of Kerala, Bamboo Craft, Hand embroidered textiles, Jewellery, Tribal Art, Channapatna toys clusters.



Convocation- Class of 2022 on on 16th December 2022



Utopia- Artfest : Artfest "Envisioning Utopia" was inaugurated by Dr.K.Vasuki, IAS along with the Director Shri Vijay Kumar Mantri, IAS, organised by Om Soorya, Assistant Professor.



Celebrations



Convocation- Class of 2022

PANCHKULA



First Convocation Ceremony 2022 of Fashion Management Studies Batch 20-22. The Chief Guest, of the event-Honourable Speaker of Haryana Vidhan Sabha, Shri Gian Chand Gupta Ji, Sh. Shantmanu Ji, IAS



Artisan Awareness Workshop from 23rd – 25th November 2022 inaugurated by Shri Mahavir Kaushik, IAS, Deputy Commissioner, Panchkula.



NIFT Panchkula RIC Team, in collaboration with the FMS department and Department of Design Space, organise an Alumni Meet and Seminar on the topic of "A perspective on Past, Present and Future of the Fashion Basics" on 4th November 2022



NIFT Panchkula organised a talk by Haryana Police women, SHO and ASI on the topic Gender Sensitization on 27th September 2022.



NIFT Panchkula students participated in Converge 2022 organized by NIFT Bhopal from 27-29 December 2022.



NIFT Panchkula celebrated Diwali with lots of pomp and show on 19th October 2022.



NIFT Panchkula organized an Open house for the prospective students from various schools in Haryana.



Hindi Pakhwada was celebrated at the NIFT Panchkula campus from 14th – 30th September 2022.

SHILLONG



During the Orientation Programme of NIFT Shillong, the following Alumni and industry persons interacted and shared their experiences with the newly joined students : Ms. Apoorva Porwal- NIFT Shillong Alumni, 2019 Graduate in Masters of Fashion Management. Assistant Manager of Mcaffeine; Ms. Kiruba Devi – Head-Category and Sourcing, Zivame.



The NIFT Shillong Alumni meet was conducted on the 14th of October, 2022. alumni attended the event physically, whereas quite a few joined online through Google Meet.



Alumni Campus Connect Activity for the Graduation Project Awareness Session

MUMBAI



The Western Zone Converge 2022 was held at NIFT Mumbai on 8th and 9th October 2022.



NIFT Mumbai carried out outreach programme to prospective candidates to spread awareness about the NIFT Admissions of 2023.



For deepening the Industry Connect further industry resource was contacted for opening the opportunities of Design competitions, business activities, industry engagements and outreach programs, Also, houses like Ethnicity and Zouk were invited to NIFT Mumbai in November and December 2022 to explore the prospects.



Artisan Awareness Workshop 2022



National Conference on Handloom and Handicrafts: Sustaining Cultural Heritage on 5-6th August 2022



Tally Training for Finance and Accounts

ALUMNI MEET

SHILLONG | 14TH OCTOBER 2022



KANNUR | 12TH NOVEMBER 2022



CHENNAI | 25TH NOVEMBER 2022



PANCHKULA | 4TH NOVEMBER 2022



PATNA | 2ND DECEMBER 2022





National Institute of Fashion Technology

**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>

Please take a moment to fill in your current details in
the following link:

<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

CAMPUS PLACEMENTS

NIFT Industry & Alumni Affairs(I&AA) unit is excited to invite industries from various sectors to participate in our upcoming Campus Placement. Our students are highly skilled and trained in fashion and design and would be an asset to any organization looking to hire talent in this field.

The Campus Placement is an opportunity for industries to meet and interview our students seeking full-time employment opportunities.

Our students have diverse skills and experience, including design, technology, and management.

The campus placement will be organized in the Month of April 2023 and our Campus Placement registration will begin in February 2023.

To register for the campus placement, please visit- <https://nift.ac.in/placements> or write to us at placements@nift.ac.in.

We look forward to your participation and are confident that you will find the perfect candidate for your organization among our young graduates.

Please get in touch with the Placement Cell of NIFT for more information Mr. Jayant Kumar (UI Industry) at +91- 92532 85413

Thank you for being so considerate, and we look forward to your participation in the NIFT Campus Placement.



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,
and 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 15th March 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!



BENGALURU

BHOPAL

BHUBNESHWAR

CHENNAI

DAMAN

GANDHI NAGAR

HYDERABAD

JODHPUR

KANGRA

KANNUR

KOLKATA

MUMBAI

NEW DELHI

PANCHKULA

PATNA

RAE BARELI

SHILLONG

SRINAGAR