

**Stop
violence
against
Women**
RIGHT TO EDUCATION

EQUALITY
HUMAN RIGHTS
EMPATHY
FREEDOM
HOPE
EMPOWERMENT



Together we can change our culture for the better by ending violence against women and girls, artists have a unique power to change power and attitudes, and get us thinking and talking about what matters, and all of us, in our lives have the power to set an example. Join our campaign to stop this violence.

-BARACK OBAMA



The Elimination of Violence against Women and Human Rights is identified as a global concern for which UN Women and the gatekeepers of Human Rights and Women and Child Development bodies have earmarked 16 days, i.e., from November 25 to December 10, to spread awareness against gender-based violence. In support of the global cause, the National Institute of Fashion Technology (NIFT), Kolkata, conducted a special drive to kick-off awareness campaigns and participatory events that witnessed wholehearted support and participation from students, administration, and the faculty fraternity. Apart from the internal team, NIFT Kolkata also garnered support from members of the bureaucracy and guests who joined hands towards the campaign's promotion. The guests included:

Dr. Subrata Gupta, IAS.
Additional Chief Secretary of Food and Processing
Industries and Horticulture Departmental
Government of West Bengal.

Dr. Amandeep S Grover
Director, NIFT Panchkula

Mr. Rajesh K Jha
Director, NIFT Bhubaneswar

Glimpses from the Events:

1. Hand imprints in different colors on Canvas on the theme “Be a kite to fly high”(guided by the committee members of Social Club) involving all NIFT Kolkata students, faculty, and guests are seen placing their imprints in different colors.

The first imprint was enthusiastically stamped in red by Dr. Subrata Gupta, IAS, followed by the imprints of Ms. Lalithalakshmi, IAS, Director, NIFT Kolkata, guests from other NIFT campuses and NIFT Kolkata faculty Fraternity. The students followed suit on November 25, 2022, in the central lawn area of the campus.

The different colors imprinted by hand to form the shape of a kite in the background of the sky signify freedom to imagine and dream, fulfilling dreams and desires, regardless of gender, race, or community. The amalgamation of different hand shapes and colors denotes that we are all different and unique, and together we make the world a better place. All the students actively participated in the campaign.



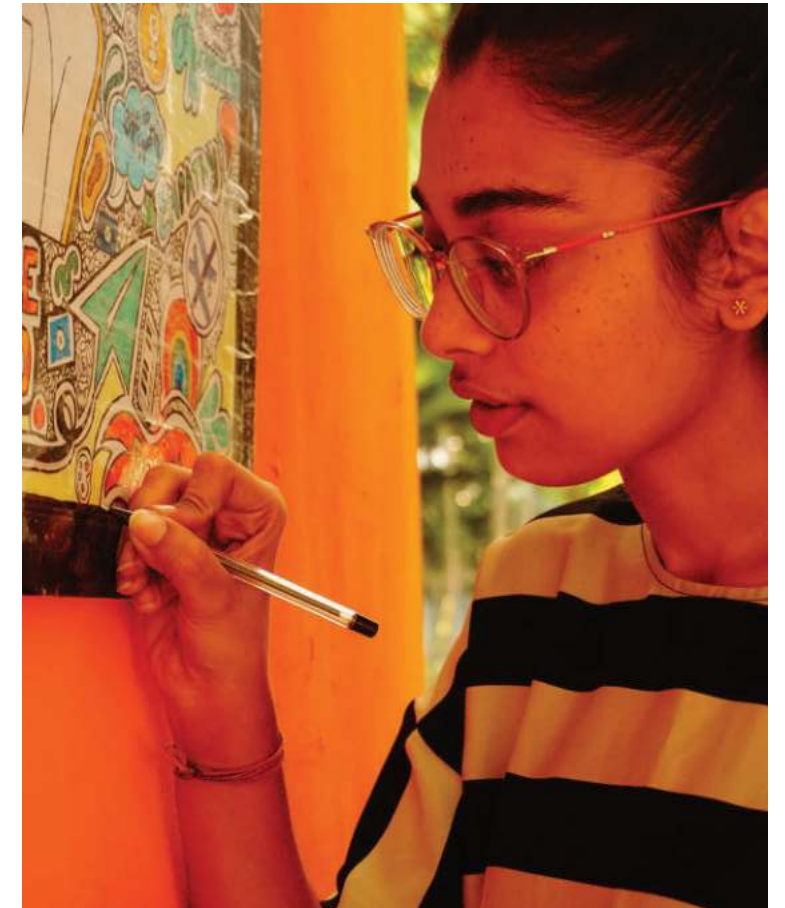


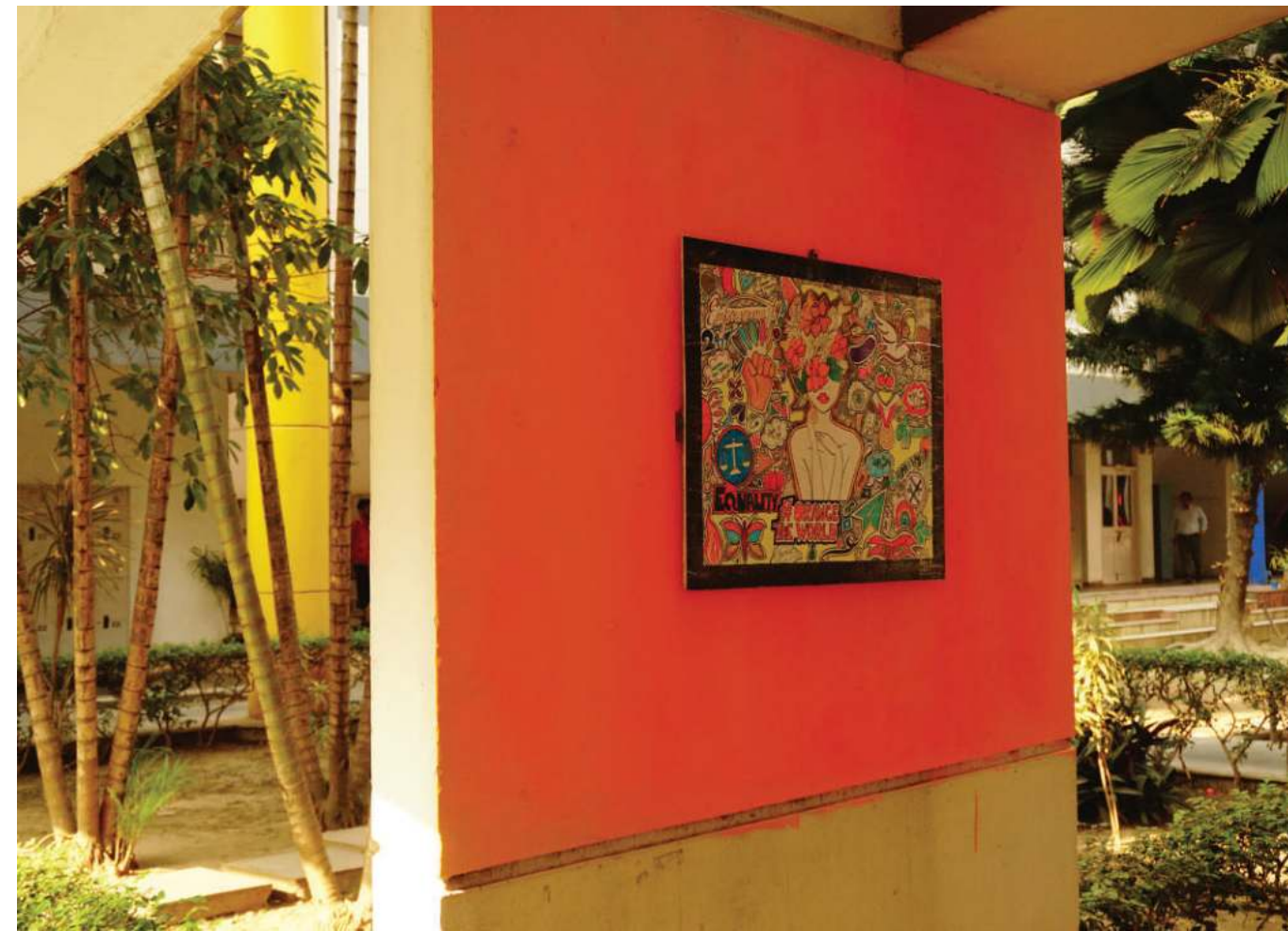
**“The Flight of Freedom
Stronger and Higher”**



2. An Installation on the theme, Weaving a World of Togetherness, was conceptualized and developed by the Textile department. Various shades and styles of scarves tied and dyed with natural Indigo color were interlaced to form a texture of a creative weaving pattern. It symbolized that all varieties of human beings, including gender, communities, languages, races, and origins, are amalgamated for a common cause, i.e., to uplift the ethos and values of humanity. The installation also reflects the message of equality, women's empowerment, the right to education, empathy, etc., as seen in the picture of the installation.

3. The third initiative was the cause-based doodle created by a student in a 2nd-year undergrad program. The doodle focussed on gender equality, indiscrimination, non-violence, women empowerment, empathy, freedom, and hope. The student also took inspiration from the UNiTE slogan #orange the world. The doodle symbolized a brighter future, free of violence. The doodle was displayed at the prominent location of the campus to promote the theme.





4. Several posters were displayed on the notice-boards across the campus, which received notable attention from the student and faculty community. The posters highlighted the purpose of both causes and also drew from UNiTE slogan #orange the world.



5. The teaser poster to give a heads up of the upcoming 16 days period observing the cause, “Elimination of Violence against Women” and “Human Rights,” were displayed days before creating sensitization among the employees and students.

6. A talk on “Gender Sensitization” was delivered by Ms. Vineetha Patnaik, a faculty member from the National University of Juridical Sciences (NUJS), Kolkata, for NIFT Kolkata students at the onset of the semester in August.



The ICC is grateful to the administration of NIFT Kolkata for extending support for the mission.

The Internal Complaints Committee (ICC) NIFT Kolkata

Dr.Ritu Malhotra, Professor
Presiding Officer, Internal Complaints Committee

Dr. Nagma Sahi Ansari, Assistant Professor
Secretary, Internal Complaints Committee

Ms. Minoo Lohani, Head - Resource Centre
Member, Internal Complaints Committee

Dr. Shikharini Majumdar, Assistant Professor,
IISWBM
External Member, Internal Complaints Committee

Ms. Shashi Nowlakha, Ambassador, Art of Living
Foundation
External Member, Internal Complaints Committee

Execution Team

Campaign conceptualization and design
Dr Ritu Malhotra, Professor
Fashion Management Studies

Special credits

Mr. Bikas Agrawal, Associate Professor
Bachelor of Fashion Technology
Social Club Faculty Advisor

Mr. Sanjib Das, Associate Professor
Leather Design

Mr. Prosenjit Bhadra, Associate Professor
Textile Design

Core Student Team

Social Club Committee - student office bearers:
Ms. Gargee Jagannath, Bachelor of Fashion Technology,
semester - V
Ms. Janvi Gulati, Bachelor of Fashion Technology, semester - III
Ms. Rashika Viz, Accessory Design, semester - III

Indigo Installation

Ms. Soumashree Das, Textile department, semester - VII
Ms. Sanhita Basak, Textile department, semester - VII
Ms. Rani Hembram, Textile department, semester - V
Mr. Rahul Ghosh, Textile department, semester - VII
Mr. Arpit Chakraborty, Textile department, semester - VII
and
Ms. Barnali Sarkar Mitra, Lab Assistant, Textile department

Cause-based Doodle

Ms. Rashika Viz, Accessory Design, semester - III

Wall painting

Mr. Isfahan Khan, Foundation program, semester - I

Posters on #OrangeTheWorld Campaign

Ms. Harshita Kinra, Fashion Design, semester - III

Photography and Document Design

Anuradha Mukherjee, Fashion Communication, semester-III