

DECEMBER EDITION-2021

JARGON

NIFT MUMBAI QUARTERLY MAGAZINE



f JARGON



© 2021 National Institute of Fashion Technology, Mumbai





JARGON

NIFT MUMBAI QUARTERLY MAGAZINE

Compiled by

National Institute of Fashion Technology, Mumbai

Editorial Team



Dr. Anand Kulkarni
Editor in Chief

The current issue of JARGON brings literary work of faculty and students on the basis of their industry specific research work. I am sure it reaches to a large audience who not only looks at the articles as a piece of information but it leads to further research in these areas.

JARGON acts like a platform for NIFT students and faculty members to showcase their creative and literary skills. As sustainability practices and lifestyle is the need of the hour, this edition focuses on the original sustainable collection developed by the final year design students and features many more activities celebrated at NIFT-Mumbai to inculcate great value systems among students.

Dr. Anurag Kulkarni
Editor in Charge



Dr. Priya Nair
Editor in Charge

The recent months have witnessed distress upheavals in the socio-political-economic fabric of the country due to the catastrophic pandemic with far reaching implications on the fashion and lifestyle sectors which lie at the core of NIFT's academic pursuit. However, we are witnessing the initial signs of recovery and moving forward with perseverance and positive mindset anchored in shared values for building the future of our nation. This edition of JARGON celebrates all that we achieved as a team at NIFT-Mumbai despite the setbacks.

Editorial Team



Anurag Kulkarni, Editor in Chief

Extracting talent, ideas, skills from students belonging to different fields was a difficult task but finally collaborative efforts made this festive edition of JAHOON possible. I hope this edition will entertain, engage and inspire all the loving readers.

We are excited to launch this festive edit of Jaaron as the edition is being published after a well break. We bring to you a creation of all major events that took place during the past few months and we hope that you will enjoy reading this edition as much as we enjoyed compiling it.

Arshviya Patel, Assistant Editor



CONTENTS

FROM THE FACULTY DESK..... 01-10

STUDENTS' REPERTOIRE.....11-18

GRADUATION PROJECTS 2021- AT A GLANCE. .19-35

SDAC ACTIVITIES..... 36-38

CAMPUS INITIATIVES..... 39-43

NIFT MUMBAI IN NEWS.....44-48



From the
FACULTY
DESK



Dr. LIPI CHOUDHURY, Associate Professor, Fashion Management Studies Department completed her PhD on the topic "Integration of Handlooms and Handicrafts of Maharashtra in Mainstream Retail with Special Reference to Women Consumers" in July, 2021. The research for the doctoral thesis comprised of three parts: a) Questionnaire survey with women consumers, b) Questionnaire Survey with Craft Retailers (Offline and Online retailers both) and c) Focus Group interviews with artisans. The findings from the demand and supply side were seamlessly integrated into strategic recommendations for making handlooms and handicrafts more mainstream by adapting the modern concepts of marketing and consumer behaviour to the sectors.



Dr. SONALI SALDANHA, Associate Professor, FMS Department has completed PhD on the topic "Impact of Visual Merchandising on Consumer Purchase Decision : A Study for the Fashion Retail Industry in Mumbai in July 2021. The focus of her research was to understand the impact of Visual Merchandising Tools on Consumer Purchase Decision for the MBO and EBO retail outlets in Mumbai. The study includes look or appearance of the stores, Window Display, Signage's , lights, textures, presentation of merchandise, packaging, wow element, product display plans, fittings and many others.



Dr. KUNDLATA MISHRA, Associate Professor, Fashion Design completed her PhD in the area of Protective Clothing. The objective of the study was to provide new and comfortable design solutions for industrial workers, which blend safety with fashion. The target market included original equipment manufacturers and process industries' workers. The doctoral research comprised of the entire process of material selection to modelling with emphasis on creating a fashion statement with safety. The idea was to infuse style in such a way that every worker of the industrial plants look forward to wearing Protective Clothing yet keeps them safe. The key was to balance function (protection) and form (style, comfort, and wearability) within the scope of a realistic hazard assessment and risk analysis. A collection of 6 ensembles was developed for these workers using a combination of anti-microbial finish, flame retardant finish, moisture management and anti-static on 100% cotton denim.



Dr. RASHMI GULATI, completed her PhD titled "Sustainable Model for Arts and Crafts of Mumbai – A Study from Social, Economic and Environmental Perspective". The research aimed to determine the present state of Maharashtra's handicraft products, focusing on urban area of Mumbai city and Thane-Palghar district. The research proposed the creation of a workable framework of craft management to create collaborative platform for all stakeholders like artisans, Govt. handicraft sector, design institutes, designers, retail industry and end users. The study was based on exploratory, quantitative and qualitative research. The study concluded with recommendations of Sustainable Models based on the intersection of heritage craft, design, business and social impact (Cooperation + Collaboration + Coexistence).



Dr. Tanmay Kandekar, Associate Professor, Fashion Management Studies Department completed his PhD on the topic "INFLUENCE OF SOCIAL MEDIA ON PURCHASE BEHAVIOUR OF CUSTOMERS FOR FASHION AND LIFESTYLE PRODUCTS OF TIER II AND TIER III CITIES OF MAHARASHTRA" in May, 2021. The research revolves around social media marketing role's in modern competitive fashion & lifestyle industry. It studies the factors responsible for the buying decisions and compares the consumers from smaller cities with respect to their online presence. The research will help the modern marketers to design and develop the marketing strategy for small cities.

DESIGN RESOURCE CENTERS: THE WAY FORWARD FOR WEAVERS SERVICE CENTRES

ARTICLE
Prof. Dr. SHARMILA DUA
M.Des Department

Extending a helping hand to the large weaver community in the country that contribute to a considerable portion of our domestic industry & exports, the Government has initiated several projects to assist their growth. One such effort is the setting up of Design Resource Centers within Weavers Service Centers.

Weavers Service Centers were set up by the Ministry of Textiles to assist in development of the handloom sector. These Centers provide various services like product development, design intervention, preserving, documenting and revival of traditional skills, providing market support, implementing various Government schemes and policies, improving weaving technicalities and monitoring projects sanctioned under government schemes for artisan clusters across the country. At present, 28 Weavers' Service Centers (WSCs) are functioning across the country to provide technical support to the handloom weavers and other stakeholders.

The Ministry of Textiles entrusted the setting up of Design Resource Centers in

Weavers Service Centers to the National Institute of Fashion Technology (NIFT). NIFT is a leader in fashion education under the aegis of the Ministry of Textiles, Government of India. It has a Pan India presence with 17 professionally managed campuses.

In the first phase of the project, Design Resource Centers were set up in eight Weavers Service Centers, located in cities namely Delhi, Ahmedabad, Bhubaneswar, Varanasi, Jaipur, Guwahati, Mumbai and Kancheepuram. This was done with a view to build and create design-oriented excellence in the Handloom Sector. Each DRC has been conceptualized with a unique identity to depict the speciality of the region in textiles, colors, motifs, designs and looms.

Setting up of various sections like Reference Archives, Display and Exhibition space, Trends and Innovation space and a dedicated Space for conferences, trainings, workshops and Services provided by WSCs has been meticulously planned and executed. The entire collection of books, catalogues, brochures and reference material available at each WSC has been showcased in the reference archives for easy access to information. Masterpieces and exquisite samples of handlooms produced by weavers from each region are curated and displayed as inspirational guides for technique and quality of workmanship.

Each section has been envisaged as a knowledge exchange zone for weavers, design professionals, manufacturers, exporters, academicians, students and other stakeholders. The conference room space has been exclusively set up to be utilized for holding seminars, training workshops and expert sessions.

NIFT is currently working on Phase II of the project where Design Resource Centers will be set up in 10 WSCs in the following cities namely: Bengaluru, Kolkata, Hyderabad, Chennai, Kannur, Panipat, Meerut, Nagpur, Indore and Bhagalpur.



EAT. PRAY. LOVE. THE COVID COCKTAIL MIX

Dr. Lipi Choudhury- Associate Professor
Department of Fashion Management Studies

I began writing this note multiple times with multiple different introductions. But the closest parallel that I could draw for expressing my feelings at the moment was a movie that continued to stay very close to my heart ever since I watched it. Of course, one of the major reasons was Julia Roberts and her million dollar smile! (Yes, like the entire world I too am a hopeless Julia Roberts fan), but also because the message that the movie has been able to communicate so poignantly.

The central premise of the movie Eat Pray Love (2010) starring Julia Roberts based on Elizabeth Gilbert's memoir (2006) is her journey towards self-discovery. Disillusioned by the frills that have become a standard recipe that demonstrate success in the modern world, she undertakes an inward journey risking everything 'known and comfortable' to arrive at real and simple achievements that make life worthwhile and meaningful.

This is exactly what the recent pandemic has done to us as a society - Made us 'Uncomfortable', forced us to step out of our comfort zone of rigmarele straight-jacketed existence. When society at large had started believing that they have found a theorem that proves success and happiness equating them to money, means and other numerous kinds of material pleasures and everyone of us using all our God gifted and acquired talents to out-smart each other in this race, Covid forced us to take a deeper look and introspect into our life and lifestyles and evaluate the true worth of all things that we hold so dear to us.

My journey, to whatever extent I have been able to decipher my life has led to the understanding that the three most important things for my meaningful existence ripped of all the frills that I had surrounded my life with is simple. Eat. Pray. Love.

Eat:

Food nourishes the soul. From times immemorial it has been scientifically demonstrated that healthy food leads to healthy body and healthy mind. But in my routinized lifestyle pre-Covid, food had become my last priority. I had started looking at food as a basic necessity that runs the engine of my body and of course a reason to socialize and party. Erratic meal timings, empty calories and unhealthy choices. Covid taught me mindful consumption, balancing my meals for the nutritional value, making healthier choices and following strict meal timings. In the beginning it required efforts to break away from the pre-set pattern. But once it became a habit, I started realizing the positive changes it was bringing to my mind and body and my overall wellness.

Pray:

I have never been religious and I do not think it is possible in this lifetime atleast. The thought of institutionalized religious practices scares me. But the pandemic made me connect with my spiritual side. Once I started connecting with my inner self (for lack of the opportunity to connect with others- need social distancing), it sort of started de-cluttering my notions, perceptions, beliefs, fears and apprehensions bringing into clear focus the people, relationships, aspirations and dreams that truly make me happy.

Love:

It is not like there was lack of self-love pre-covid. I mean I loved dressing up, going to fancy restaurants, treating myself to exotic vacations and clicking pretty photos! But I forgot that to be able to do that for long, I need to love myself to the extent of prioritizing to work on my health. Exercise was last on my priority list and even if I had sudden flashes of enlightenment, it lasted only as short as a "Lightning" episode! Today, exercise has become a daily part of my life and I realized that time was never a reason preventing me even earlier, all I had to do was allocate 30 minutes of my Netflix time to myself or rather than just watching celebrity videos on exercise and building a knowledge base of different forms of exercise to discuss about, just do it myself. Definitely not a very difficult choice!

Journal: JOURNAL OF KNOWLEDGE ECONOMY

Title: DESIGN THINKING: CONSTRUCTION OF A MEME BASED MODEL FOR CULTURE-SPECIFIC DESIGN

Author: Dr. PALLAVI RANI Assistant Prof. F&LA NIFT Mumbai
Dr. Amrita Bhattacharjee Assistant Prof. Department of Design IITDM Jabalpur

Abstract: Designers across the globe are facing challenges to incorporate cultural elements in the design process. There is limited research from a design perspective that focuses on integrating culture in design thinking. The literature review carried out for this study indicates that there is very little systemic approach to identify and assimilate the cultural elements in the design process. Thus, the aim of this study is to construct a model for cultural- specific design based on basic units of cultures i.e., memes. The model mainly consists of three phases: identification of cultural units, evaluation as memes and incorporation in the design thinking process. The constructed model provides a new way of understanding users' need for developing culture-specific design.

Keywords: design models, design methodology, design research, design studies, culture-specific



STUDENTS' REPERTOIRE

Conference: INTERNATIONAL CONFERENCE ON LIFESTYLE PRODUCTS AND ACCESSORIES (LPA)

Title: APPLICATION OF SWARAJ IN THE DESIGN PROCESS- A STUDY INTO NIGHT SCHOOL.

Author: JOSHITA RAWAT, F&LA Design Department NIFT Mumbai VII Semester
MANALI BOUDDH, F&LA Design Department NIFT Mumbai VII Semester
SAKSHI PAWAR, F&LA Design Department NIFT Mumbai VII Semester

Abstract: Swaraj is a philosophy of self-reliance which emphasises independence at three levels; the swaraj of the individual, swaraj of the community and national swaraj. This project uses the concept of swaraj as an inspiration in the development of an empathic product. The approach to the product came through a process of thorough research into Gandhian Philosophy. This led to a deeper understanding of Swaraj and its relevance in the modern-day context.

Secondary research into Night schools emphasized their role in helping willing students in becoming self-reliant. The vision of a night school resonated with the philosophy of Swaraj at the individual level. Thus further research into Night schools was taken up to find opportunities for the applications of the same in the product development process. Sustainability and involvement of bamboo craft were looked into keeping in mind the Swaraj of the community. Since Bamboos work being an indigenous craft, will create employment and help the craft flourish.

A case study of a local night school YCMV Bantia College, Parvel, Navi Mumbai was taken up as the basis of the project. Visits to the night school were done for primary data collection where the interaction with the teachers and students expanded our understanding of the background and situation of the students. This became a crucial step in the development of a sustainable and utilitarian product with the well being and improvement of its end users as its focus. The end users are people who work during the daytime and study at night. Thus the idea of the product was to reduce the hassle between shifting from work to study. The result was a conceptual design for a multifunctional bamboo bag that could be converted into a portable desk and carry all their belongings.

Keywords: Swaraj, Night School, Sustainable, Empathy, Utility

Conference: INTERNATIONAL CONFERENCE ON LIFESTYLE PRODUCTS AND ACCESSORIES (LPA)

Title: GAME DESIGN FOR PROMOTING APPRECIATION OF LOCAL BIODIVERSITY AMONG SCHOOL CHILDREN

Author: SWARALI PANDARE, F&LA Design Department NIFT Mumbai VII Semester

Abstract: Educational game design has untapped potential to contribute to primary school children's awareness, appreciation and impression of the biodiversity and conservation of their regional flora and fauna. With the rising danger the globe's biodiversity finds itself in, there is an urgent need to sensitize the coming generations about the importance of their local biodiversity. Gamification is known to be an incredible learning aid and helps form lasting memories in the younger age groups. Theories on childhood development say that the impressions formed in the younger ages inform lasting attitudes throughout life, such as attitudes about nature conservation.

Through primary and secondary research on the games and educational modes used to introduce environmental science concepts in primary school in Maharashtra, and through interviews and surveys among primary school teachers and children of the region, the nature of EVS education, the weight of gamification in environmental science education and the resultant sensitivity to conservational topics were gauged. Emphasis on biodiversity and conservation was found lacking, as was awareness among students young and old alike. A study and exercise in toy and game design was carried out to tackle the scope in educational games for increasing awareness of conservation and biodiversity among the school children presented by this study. The game was tested on a small group of children and feedback was noted for further development. Results post game showed an increased curiosity in nature and increased observation of biodiversity. This study concludes that there is ample scope in the game and design field to encourage children to think and learn about the precious biodiversity of our planet and inspire a generation of bio-conservationists.

Keywords: Educational game design, regional flora and fauna, biodiversity, childhood development, environmental science education.

SUSTAINABLE PRACTICES OF GOA

As I walk through my land of absolute beauty, my mind harks back to the good old days when Goa thrived with creativity that went hand in hand with sustainability.

The gigantic waves of the sea, the magnificent Western Ghats and the large-hearted people of Goa welcome you with open arms. The warmth of this land is like that of the recycled blankets seen here with love. Having these blankets is one of the best ways to pass time, women engage in, after their daily chores. I have grown up observing my grandmother create intricately hand-stitched blankets with her old cotton sarees (usually referred to as 'vati'). In the first step, she cuts the well-maintained sarees into half for it to go on the outer side of the blanket. Then she puts two layers of old sarees within the outer layers to make it thicker. Running stitch is used to make concentric circles, squares, triangles and diamond patterns to hold 2-3 layers of sarees together. This blanket is called a 'Chajji'. Just like the 'gajji', smaller blankets known as 'pajji' are made using the collage making technique called 'laggaji' for the new looms. These 'pajji' are made from left over cloth of various garments.



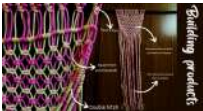
Another beautiful sustainable practice is the weaving of coconut leaf fronds into 'Malla' and 'Kanda'. 'Malla' are used as a shield for the houses from the rain, which have now been replaced by aluminium sheets in most parts of Goa. It is still prevalent in the rural parts of Goa, especially where the 'Kandli' tribes live. 'Kanda' is like a half cone, cut vertically. It was used as a raincoat in the older days and is hardly visible today.

Using banana leaves for roofing that is a sustainable practice that is now only followed on festivals. But banana leaves have a flaw; they tear easily causing the heat to spill. So people usually prefer 'Petroli' (However wearing 'Petroli' out of dried 'jaitli' leaves through a much better option is less concerning. This Goa practice is sustainable yet feasible. 'Jaitli' leaves are handwoven using the spine of the coconut palm fronds to make a plate-like structure. They are most commonly used to serve meals on Poche days and festivals.



These sustainable practices have formed the basis of Goan simple living. It is high time that we value them and try to incorporate them in our daily lifestyle. These sustainable practices are slowly dying out as the foreign lives of Goans have become basic. As the younger generation is leaving behind the homeland of Goa on a look-out for greater positions in the urban settings, it is important to teach them to value these age-old practices. It is the need of the hour to arrive at a design solution to revive and preserve these sustainable traditions.

Abhis Prabhakar IIT Design



MACRAMÉ

I truly love working on large pieces of macramé. The satisfaction you get when you finally take a step back and look at what you have created with your own two hands is worth all the hard work. Whenever I finish a macramé project I feel a sense of achievement and pride knowing that I have challenged myself in a new way and learned more from the process. Turning something as simple as a rope into a beautiful and intricate design is a skill worth mastering and learning. Macramé pieces can be used in a number of different ways from jewellery creation to large wall hangings; the possibilities are really endless.

HISTORY

Macramé has been part of art and design for many centuries. It started in the Middle East to make robes and decorations of fabric edges, sailors used it during travelling which led to the World widegrind.

MACRAMÉ IN HOME DECOR

Macramé hanging involves hangings done for walls in different shapes, layers and variety. The large and small hangings are made using various and leading techniques in different variations some intricate while others simple.

MACRAMÉ AS JEWELLERY

You may have seen an wrapped friendship bracelets around your friend's wrist. That's the most basic everyday example of macramé jewellery. Artists also include beads and wires to create variety.

SETUP

For the perfect space to make macramé you need cord, wire, scissors, adhesive pins, measuring tape, tapes and beads which is optional.

PRODUCT DETAILS

I've been fortunate to have an opportunity to learn this skill from the first subject of material studies and I'm sharing below some of the creations I made recently.

..... |Gauri Kumbhar



F P
O R
U O
N G
D R
A A
T M
I M
O E
N



THE LIGHT
OF
HAPPINESS

The world has become a race, everyone is busy rushing to achieve something. Without thinking what will happen when you achieve or get what you want?

Then what is it that you want? Are all successful people satisfied?? That's the real question. Are we even leading a life worth it? We don't even have the time to reflect on what we are doing and for what?

It's time to slow down and understand.

It's good to achieve things

but won't it be better if we achieve and we are satisfied and happy at the same time.

Which will only be possible if you are happy in the NOW with what you already have!

How to be happy now?

The simplest secret: GRATITUDE

Have gratitude for everything around!!

Let's together spread the light of happiness all around us!

..... Sanjam Chhabra FP Group E

GALLERY

Work by - by Mandini Seth, FP



"The Feathered Songbird" - by Mandini Seth, FP



Work - by Vedant, FP

Work by - Lipakshi Patil, FP



उम्मीद का धागा

सुबह की रौशनी अभी नम है बोझी।
 सब कुछ सा है
 आँखों पर नीलों ने चाहर है ओझी।
 फिर भी शकल को सिरहने छौंद
 ली है हाथों में सुई-धागे की डोर।
 मन में एक चिब उम्मीद की तरह है जागा
 ले सूनी उबलियाँ पिरौना है धागा।

चमक रहे हैं मोती, रौशनी में फीफि,
 न किरसमत से न धौके से
 वे कला कारीफ है मेहनत से सीछी।
 चुन्नी में मोती, मोती में धागा,
 सिलते सिलते वे दिन है जागा।
 जड़ाये हुए हैं आँखें बिना खाना या सोना।
 फिर भी लेकिन,
 सीता नहीं वो फटी किरसत का बोना।
 ले सूनी उबलियाँ फिर से धागा है पिरौना।

धागों में रंगिन, आँखें ये नम है।
 मेरे आँसुल में उम्मीद का धागा ही कम है।
 कहते हैं लोग, "तुम्हारे हृदय में क्या दम है"
 मैं हसकर सोचू,
 बस मेरी मेहनत का मोल कुछ कम है।
 इन धागों की उलझनों में नहीं खो गयी है पहचान।
 निरलक्ष है मैं, क्या नहीं है मेरी मेहनत का कोई परिभाषा।

क्या नहीं है मेरी मेहनत का कोई परिभाषा।

-मन्जली बंसल





GRADUATION PROJECTS 2021 - AT A GLANCE

With the outbreak of the Covid-19 pandemic, the first preemptive measure to fight the virus that happened that was directed by the medical fraternity was strengthening the immune system to increase the immunity of the body, during all phases of the virus' life-cycle.

The Indian dietary supplement market was valued at USD 3926.46 Million in FY20 and is predicted to grow at a CAGR of 17.28% until FY26, to reach USD 10,198.57 Million by FY26. Anticipated growth in the market can be attributed to growing consumer awareness about preventive healthcare, increasing purchasing power and rising cases of lifestyle diseases such as obesity, blood pressure, diabetes, malnutrition, etc. In FY20, combination dietary supplements held the lion's share in the market due to the fact that vitamin & mineral dietary supplements contain a variety of micronutrients, water-soluble & fat-soluble vitamins that help the body to function smoothly and improve mental health as well. Due to the heavy demand of these vitamins and supplements the market competition has increased in this particular sector as everyone is trying to vouch for the customer's attention.

Since the market is flooded with a lot of options, both offline as well as online. One differentiating factor is the brand identity. This project gives an overall understanding of the nutraceutical market in India and helps to understand the importance of visual brand identity and how it can impact customers' purchase decisions. The methodology employed during the course of this project is the principle of Design Thinking. To support and strengthen it, a prototype was created using trend study post which testing of the prototype was done to understand what the customer really wants and prefers while buying vitamins and how visuals impact their buying behaviour.

The final outcome of this research is a set of guidelines which have been created for creating effective brand identity of vitamin brands.

Empathy Mapping



Trend Study & Prototype



Guidelines for creating an impactful brand identity

The Gold

- 1. The Gold is a premium brand identity.
- 2. The Gold is a premium brand identity.
- 3. The Gold is a premium brand identity.
- 4. The Gold is a premium brand identity.
- 5. The Gold is a premium brand identity.
- 6. The Gold is a premium brand identity.
- 7. The Gold is a premium brand identity.
- 8. The Gold is a premium brand identity.



The Mineral

- 1. The Mineral is a premium brand identity.
- 2. The Mineral is a premium brand identity.
- 3. The Mineral is a premium brand identity.
- 4. The Mineral is a premium brand identity.
- 5. The Mineral is a premium brand identity.
- 6. The Mineral is a premium brand identity.
- 7. The Mineral is a premium brand identity.
- 8. The Mineral is a premium brand identity.



The Pearl

- 1. The Pearl is a premium brand identity.
- 2. The Pearl is a premium brand identity.
- 3. The Pearl is a premium brand identity.
- 4. The Pearl is a premium brand identity.
- 5. The Pearl is a premium brand identity.
- 6. The Pearl is a premium brand identity.
- 7. The Pearl is a premium brand identity.
- 8. The Pearl is a premium brand identity.

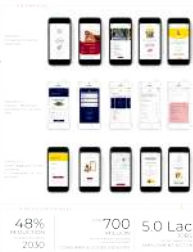


Dr. Anshu K. Singh
 Assistant Professor
 Department of Design, Indian Institute of Technology
 Kharagpur

The beginning of Human civilization has seen clothing in the form of plants and animal skins, the then sustainable option of the civilization. As the development of the societies took place, the natural options were gradually replaced by the more widely manufactured apparels that followed the linear making model. On the whole, as an industry as well as a system, Fashion is making a huge contribution towards environmental and social crises in ever-increasing ways. The industry needs a transformation to fit into the limits of Social and Environmental aspects so as to reduce its heavyweight on resources.

This research has explored the methods of applying the Circular Economy checkpoints into the Apparel industries be it menswear, womenswear or kidswear. The explorations have followed a wider approach of outcomes possible within the industrial contexts including a focus on zero waste methods. The connection between Design and Industries has taken a broader shape. The thesis, while outlining the design strategy approaches on an industrial scale, also focuses on the consumer and awareness about the Circular Economy Model that can be implemented in the industries. With consideration to the theoretical models which have been developed to address the opportunity in terms of the wider organizational activities, the models have also attempted to express the constraints, functions and behaviour of Design, while contextualizing these within the economic structure that the industries operate upon.

All the research findings and checkpoints allowed a recalibration of the industries as a whole, starting from the smaller sections and moving upon the larger ones. A fundamental shift in the Design Thinking methodology application is required to make an important shift possible.



FASHION MANAGEMENT STUDIES

DEVELOPMENT OF LUXURY INTELLECTUAL PROPERTY BY E-COMMERCE PLATFORMS:
A COMPARATIVE STUDY WITH A FOCUS ON TATA CLIQ LUXURY

MS. ANKITA ARORA

INTRODUCTION & RELEVANCE

With the growth of online streaming, shopping & communication, social media & digital marketing are emerging fields of everyday business. Having faced a global pandemic at large, we have observed the strength of digital platforms in overcoming many shortcomings during the subsequent lockdowns. With the presence of mediums like Zoom & Teams, global communication has seen a new light. It's safe to say that the future is virtual. Hence, the ongoing global digital revolution has opened another potential marketplace for the luxury industry at large. E-commerce. The e-commerce & luxury industry has seen unprecedented growth in the pandemic owing to technological advancements like AI, it is much easier to host international conferences from the comfort of your home. New avenues have opened up for all businesses alike with the onset of digital initiatives, editorial content & identification of special interest groups. New business & customer engagement opportunities come to light. Tata CLIQ Luxury, India's premium online shopping destination, aims to be the first e-commerce platform to innovate in the digital space by launching Luxury Intellectual Properties at large spanning various categories. They wish to host an online luxury conference unlike any other with an aim to bring together people from different forms of life, experts from varied professions, brand advocates & enthusiasts – creating a luxury symposium for audiences & industry leaders alike. The scope of this article is to summarize the first luxury event by TCL and a personal comparative study carried out to assess the credibility & uniqueness of the same.

OUTCOMES OF THE COMPARATIVE STUDY:

Thorough research enabled a better understanding of how such events are developed & executed
It also reflected that this is the first such initiative by an India e-commerce player

Having seen the content previously created, a fresh perspective could be played out which came as a healthy challenge
Also, studying the overall impact of such digital/ physical events proved the need for having these conversations. There is a vast audience interested in being part of these properties and engage with a wider audience.



FASHION MANAGEMENT STUDIES

MS. JANVI BAWEJA

INTRODUCTION

This primary research was conducted to engage with the high value watch buying customers and analyse the need for assisted selling programme to improve overall experience and reduce returns and increase sales. Objective was to engage with luxury watch customers (>50K) and understand their need for purchase and improve the overall customer experience. A qualitative research methodology was used to conduct this research, wherein a primary research was conducted over a period of 2 months from 12th February 21- 11th April, 21. Customers were directly contacted via phone call and response was recorded in the form of VDC (voice of the customer) to analyse qualitative experience and was recorded in an excel format to analyse the quantitative sales and returns getting placed.

KEY FINDINGS (PROBLEMS RECOGNISED)

-Product features are either missing/ not detailed on the POP and the customer wants an assurance of exact product features.

-Lack of updates regarding product delivery. Customer wants complete knowledge about on-going deals and discount.

-Delayed delivery and unsatisfactory customer experience.

OUTCOME

There was a decrease in returns and an overall better customer experience was delivered. Through this research pilot, three returns were successfully converted again to sales and customer testimonials were recorded.

LUXURY-CUSTOMER RELATIONSHIP MANAGEMENT



FASHION DESIGN



MS. ANANYA PRAVEEN

Graduation project sponsored by DC-HC

Ms. Ananya worked with the Siki Grass artisans from Bihar and developed an Avant -Garde collection inspired by their local culture. The golden craft collection focussed on bringing awareness about the craft on the global platform as well as empowering the artisans by suggesting market- appropriate design interven-



FASHION DESIGN



THE TERRAIN OF LIFE is an avant-garde collection by **MS. KANUPRIYA YADAV**.

The collection inspired by the topographical features of land draws similarities with the way of life through ups and downs. The futuristic collection used the technological advances in the fashion industry and the designer used 3D software and 3D printing techniques to realize the collection.

KNITWEAR DESIGN



MS. VEDICA VORA DESIGN COLLECTION

"Dreamer, dreamer" is an ode to the courage and optimism of the dreamer. This Design Collection is a line of Resort-wear crafted with the impact of textile waste in mind.

Using methods like Zero Waste Pattern Making and Textile Repurposing, the collection seeks to keep waste out of landfills. With joy and optimism being key drivers of consumer demand in the post-pandemic world, each piece has been created using vibrant prints and flamboyant colours. In addition, the collection has been designed to have a capsule-like appeal that is great for the traveller and also enables the wearer to take resort-wear beyond the beach!

KNITWEAR DESIGN



MS. ARGHYA RAI

Design Collection – "Saanjh," which means dusk in Hindi is an expression of art. Saanjh is a journey on its own and has a story to tell of all the suffering and healing that one went through during the tough time of the pandemic 2020. This collection is not a story of an individual but of many who were part of the circumstances. This design collection celebrates colours and the joy through the medium of fashion. A huge part of the collection involved sustainability and conscious designing which led to an organic dyeing process in vibrant colours to celebrate joy of sanity. The designs are fresh and believe in the comfort of the buyer. Saanjh is an occasional casual wear and targets everyday working women. All the pieces from the collection can easily be styled separately which gives an edge over styling.

Saanjh is the design collection aiming towards sustainability by producing hand-knitted garments where there is zero wastage involved and by dyeing natural yarns organically using natural dyes which do not harm the environment in any way. Saanjh also aims to make hand-knitted garments fashionable statement pieces in one's closet. This collection is a testament that sustainable fashion is possible without compromising aesthetics.

FASHION COMMUNICATION



MS. SALONI MHAPSEKAR

Area of work: UX design and Research

Name of the company: Tactopus, Bangalore

Tactopus connect is a goal tracking app and a learning management system. It eases the communication process and makes special needs therapy services transparent for educators and parents. Keeping them informed about their child's goal it also helps them to reach their child's goal on their pace. As part of the project I also built a screening test which helps in identify and suspect if there are any learning disabilities at early stage. It helps parents to trust the service and help their child learn on their own pace.

FASHION COMMUNICATION

MS. DEEPSHEKA SHITOLE

Name of the company: Pixalot lab

Pixalot Labs is a game art production studio that offers a full range of game art, content creation services across multiple platforms and genres. I worked as a 2D Digital Artist under one coordinator and several senior artists. I designed game assets, starting from sketching to the final rendering. This project helped to understand the visual communication. How the criteria for each image differs from how it is going to be perceived by the audience. The most important learning was the importance of ideas and their visual representation through shapes, silhouettes, form, color, and lighting.



TEXTILE DESIGN



MS. RIYA KOTHARI

Textile design Graduation project sponsored by DCHC

Pattus have been an important part of the traditional dressing of the people in Thar Desert that lies in western part of Rajasthan. Pattus are woolen blankets woven by Meghwal community of weavers in Barmer, Jaisalmer, Jodhpur and Bikaner districts of Rajasthan. The craft came to be known as Pattu weaving because the fabrics woven were narrow in width and usually called 'patti' (band) in local language.

The first collection "Beyond our village" is inspired by the people and culture of the cluster. The collection comprised of soft home furnishings which focuses on exploring natural dye and natural fibers.

TEXTILE DESIGN

MS. SAHER ALVI

Graduation Project - Ejaadi

As a textile designer, my main focus has always been on surface techniques. The aesthetics and technicalities required in the creation of a particular piece always results in a satisfactory end product. While working on the collections of bags, numerous challenges were faced and resolved. Constant feedback was required in order to complete the collection as Shades of India home to happen to have very different style and taste and this collection was quite different from the usual design aesthetics. I have come much farther from starting point of the four-month project. A realisation of my strengths and weaknesses also dawned on me at regular interval. Nevertheless bringing new insightful ideas into a working body of textiles has now become possible for me. The biggest learning as a student has been to never stop exploring as it's a necessity to the design process but also to try and become more assertive at finishing products for a future market requirement and making quicker and independent decisions.



FASHION & LIFESTYLE DESIGN DEPARTMENT

ACCESSORY



MS.TANVI GOKHALE

Graduation Project -2021

Industry/Company Name - Boingg Kids Pvt. Ltd.

Abstract: The collection of table lamps is kids focused colourful prints, creative forms and no loose parts! It acts on attractive decor items during the day. With all it's animal and geometric shapes, and a functional night lamp to drive away the monster at night.

FASHION & LIFESTYLE ACCESSORY DESIGN DEPARTMENT

Ms. NATASHA TURKAR

Graduation Project -2021

Industry/Company Name –The Great Eastern Home

Abstract- Over centuries, artists and designers have pondered over the idea of the future, drawing inspiration from prevailing social narratives of their time to envision it 'After the future' raises a questions of what lies ahead after the 'future' that was envisioned years ago through prominent movements like Art Deco, as we are already living that future. The Lifestyle accessory range is art Deco flavoured, recontextualizing the aesthetic for a hyperconnected Post pandemic society. It explored our symbiotic and evolved relationship with nature and community, after a period of social upheaval and uncertainty.



FASHION TECHNOLOGY

Ms. Saatchi Doshi

Project Title: Developing an end-to-end Traceability Platform for the Garment Value Chain

Company Name: Projekt Indigo Studio Pvt. Ltd.

There has been more awareness surrounding the unsustainable practices of the apparel industry, consumers are becoming more and more aware and conscious.

This awareness is leading brands to reconsider their practices, and make their supply chains stronger and safer for the people as well as the planet.

As consumers demand to know more about their products and how they are made, brands are trying to showcase their sustainability more.

They are utilizing various marketing strategies to execute this.

This platform aims to provide a benefit to both the brands and consumers. Creation of a platform that helps brands increase sales by avoiding green washing whilst verifying & maintaining the authenticity of data to avoid mistrust amongst the consumer is of the essence currently.



FASHION TECHNOLOGY

Mr. MANITH REDDY & MR. SHESHANK ANAND

Project Title: Development of Protective Wear for Under Ground Coal Mine Workers with an In-Built Methane Gas Detection System.

Company Name: Western Coalfields Ltd.

The purpose of the project is to minimise the effect of casualties during accidents that happens in the under-ground coal mines.

Thousands of mining accidents and injuries are reported every year.

The major causes for accidents in coal mines are methane explosions, fire, and fall of roof, ground slides or side walls, accidents closely related with loading, water leakage, and surge in gases, suffocation and explosions due to other causes.

Methane leakages are found to happen very frequently, hence identifying them is one is very important.

The project is done by designing a coverall for the coal mine workers. The fabric used in the coverall is Flame-retardant. Hence protecting them from explosions and fire flashes.

The garment has a special pocket where a small device is inserted which collects the readings of methane in the under-ground mines, once the levels of methane fall into explosion range the device alerts the worker, so he protects himself. There is a future scope to create and use multiple sensors in the coverall.



The background features a stylized figure on the left composed of overlapping geometric shapes in shades of green, blue, and purple. To the right, there are large, soft-edged shapes in light orange and pink. The text 'SDAC ACTIVITIES' is centered in a pink, outlined font.

SDAC ACTIVITIES

TALENT HUNT

A Talent Hunt was organized by the Cultural Club for the new batch on the 2nd of June 2021 where the students of the Foundation Programme showcased their talents. The show was telecasted through YouTube and the following titles were given to the winners.

"Aroza Dancer of the Year"
"Decibels Fresh Talent"
"Fresh Face of Aagah"
"Budding Artist of the Year"
"Fresh Talent of the Year"

CELEBRATION OF ENVIRONMENT DAY 2021

NIFT Mumbai organized an event for the celebration of world environment day on 05th June 2021 through the Environment club where the students of NIFT participated in various activities.

On the World Environment Day, the students participated in the "Plantation Drive" from their homes. Keeping sustainability as the theme, the following three competitions were also organized for Environment day.

1. Make-up Category
2. Sustainable decor category
3. Sustainable Fashion

NIFT Mumbai students have shown that they not only excel in fashion but also in contributing to the environment and are working towards making the fashion field sustainable.

CELEBRATION OF STORIES OF GLORY – 2021

(A Contribution of NIFT Mumbai Student Towards Covid 19 Pandemic Situation)

NIFT Mumbai decided to provide a platform to students to show their contribution toward the society during Covid 19 pandemic situation. Under this theme "Stories of Glory" was announced and asked the students to submit voiceovers and videos.

Ms Akriti Lakra(TD, Sem -3) showcased how she helped the abandoned pets left by their owners.
Ms Shruti Mishra (TD, Sem-4) showcased how she has distributed the food packets to needy people during this pandemic time.

CELEBRATION OF 'AZADI KA AMRIT MAHOTSAV'

'Azadi Ka Amrit Mahotsav' is an initiative of the Government of India to celebrate and commemorate 75 years of independence of progressive India and the glorious history of its people, culture and achievements. The Prime Minister, Shri Narendra Modi inaugurated the 'Azadi Ka Amrit Mahotsav' by flagging off 'Dandi March' from Sabarmati Ashram, Ahmedabad on 12th March, 2021. The celebrations started 75 weeks before our 75th anniversary of Independence and will end on 15th August, 2021.

Our Nation is aiming towards Atma Nirbhar Bharat by the year 2022. To commemorate this monumental occasion, NIFT Mumbai hosted various webinars, talks and presentations by Eminent Personalities, Industry Experts and NIFT Mumbai Alumni from July 1st to Aug 15th 2021.

SDAC EVENTS

JUNE 2021-OCTOBER 2021

NIFT Mumbai also announced a Poster Design Competition for all students of NIFT Mumbai with various themes to encourage the students to celebrate 'Azadi ka Amrit Mahotsav'. The winners were announced during the Independence Day celebration 2021 organised at NIFT Mumbai campus.

CELEBRATION OF NATIONAL HANDLOOM DAY – 2021

NIFT Mumbai, as part of the Government of India initiative to empower handloom weavers, works with weavers throughout the year through the structured program by involving Faculty and Students. For the 7th National Handloom day, some special activities were planned and executed by NIFT Mumbai.

Entries were invited for "Digital Poster Making". Also, a few competitions were organized for the styling of Handlooms and the following awards were given- Best Dressed in Handloom, Most innovatively styled Dress, Most Liked Entry on NIFT Mumbai Social media handle.

Eminent personalities like Ms. Jaya Jaitley, Ms. Uma Prajapati, Ms. Archana Kochhar, Mr. Salim Arif, Industry experts, Guest Faculties and NIFT Alumni shared their images and views on the importance of Indian Handloom for NIFT Mumbai on the occasion of 'National Handloom Day' and these were shared on the social media handles of NIFT Mumbai with the hashtag '#Unkar to Bespoke'.

VIRTUAL PHOTOGRAPHY EXHIBITION – 2021

The Adventure and Photography club has conducted a Virtual Photography exhibition on the occasion of Independence Day and World Photography Day (19th August). The exhibition showcased the photographs clicked by students of NIFT Mumbai based on the theme "Freedom – An expression of oneself". The exhibition was kept live from 15th August to 19th August on a virtual platform called "Art steps" so that interested student can see the exhibit.

CELEBRATION OF SHARE A SMILE – 2021

Ethics and Social Service Club of NIFT Mumbai took a much needed step and organized the "Share A Smile Programme" on 8th October 2021. The main objective of the programme is to encourage the spreading of smiles around us with tiny gestures of kindness.

The programme involves:

- 1) Preparing COVID Care Packages and delivering them to the Guards and Housekeeping Staff of NIFT Mumbai College and Hostel.
- 2) Recording their reactions and compiling a video of the same to be posted on the social media handle.
- 3) Inviting our students to make similar short videos spreading happiness and sharing them tagging @niftmumbai and using the hashtag, #ShareASmile.

WEBINAR ON 'Coping with Stress and Anxiety' (WORLD MENTAL HEALTH DAY)– 2021

Ethics and Social Service Club organized a workshop on World

Mental Health Day i.e 10th of October 2021 through an online mode.

The topic of this workshop was 'Coping with Stress & Anxiety' and it will be delivered by Huesothemind , a Non-profit organization of young citizens to address Mental Health issues of teenagers.

CELEBRATION OF GANESH FESTIVAL– 2021

NIFT Mumbai planned various activities to celebrate Ganesh Festival.

Students were asked to submit process videos through online mode where students could show "Pandav Décor" and "their version of Ganesh". The best entries from both the categories were shortlisted and showcased on NIFT Social media handle.

CELEBRATION OF GANDHI JAYANTI– 2021

NIFT Mumbai campus celebrated the birth anniversary of Mahatma Gandhi on the 2nd of October 2021. As a part of this celebration, NIFT Mumbai has planned various activities around the theme of "Mera Gaan Meri Dharohar". The details of the activities are as follows:

The members of the Student Council launched the poster on the mega theme "Mera Gaan Meri Dharohar" and the sub themes of Atma-Nirbhar Bharat, Freedom and Sustainability. A poster making competition on the theme "Mera Gaan Meri Dharohar" was also launched on 2nd October 2021.

Also, students and faculty members participated in Slogan Making, writing/reciting poetry, story-telling etc. The compila-

tion of these recordings would be telecasted through NIFT Mumbai social media handle on the International Day of Tolerance, 16th November 2021.

INNER SHE, EMPOWERING WOMEN FROM WITHIN

October is Breast Cancer Awareness Month, an annual campaign to raise awareness about the impact of breast cancer. In this regard, Ethics and Social Service Club organized a workshop on Breast Cancer Awareness by Dr. Somya Dwivedi on 21st October 2021. The workshop will be conducted through online mode.





CAMPUS INITIATIVES

NIIFT Mumbai organised Craft Bazaar on 28th & 29th October 2021, which is a platform to popularise the weavers, textiles and crafts of India. This event creates a direct opportunity for the artisans to connect with prospective customers. A total of 23 artisans from 13 different craft clusters of India participated and exhibited their creations in the Craft Bazaar 2021. The products of crafts like Kolhapuri Chappals, Karvath Kati sarees, Banjara embroidery, Mata ni Pachedi, Bagru prints, Leather puppets and lamps, Terracotta, Coconut shell craft, Batik & Kantha were exhibited. A live demonstration of Zardosi embroidery was also arranged to help the audience understand about the nuances of a handcrafted product. It was the first event on campus since the pandemic began and brought the college back to its colourful glory and set the tone right for the beginning of Diwali festival. This was achieved while following all the set protocols of Covid19. Chief Guest – Shri Ajit B Chavan, CEO – Textiles Committee along with craft experts as guests of honours – Ms. Radhi Parekh, Ms. Bhamini Subramaniam and Ms. Vishpala Hundekari inaugurated the Craft Bazaar 2021. A craft display of student work where they co-created with artisans also was exhibited on the first floor of Academic Block II. The display presented how NIIFT Mumbai students are constantly engaged in innovating and working with the artisans to ideate and develop designs that are market friendly and trendy. The event celebrated NIIFT's vision to draw inspiration from India's textiles and crafts. It was a successful event, with a footfall of over 540 visitors over the span of two days, which culminated into total sales of over Rs. 3,20,000/-. Even the alumni visited the Bazaar and looked at future collaboration opportunities with the artisans. The artisans were very happy and satisfied with the overall arrangement and the sales opportunity they got as a result of

C B

R A

Z

A

A

F

A

T

R



In spite of the challenges posed by the pandemic, internships were arranged in either virtual or combination mode for around 300 students of 8 academic departments in various leading corporate houses, start-ups, 3D printing, NGOs across varied sectors like omnichannel retail, manufacturing, export houses, UI/UX, social media marketing, healthcare, hospitality, finance, consultancy, telecommunications, motorsport etc. at both national and international level like Tata Cliq, Chanel India Pvt. Ltd, ABFRL, Future Group, Reliance Brands, Pantaloons, Nykaa, Bestseller, Tata Trent, Suditi Industries, Banswara Garments, Projekt Indigo, Radnik exports, Imaginarium India Pvt. Ltd, Novelty Furnishing, Kotak Overseas Pvt. Ltd., Shoppers stop, Marks & Spencer, Pepe Jeans, Inticede, Airtel, PhonePe, Think Design, Ashok Leyland, California Dream works, Rynox Gears, Avani, Okhai, Turian Labs, The Creative Trunk, TAOS-The Art Outreach Society, Texport Syndicate, Damilano, Aquarelle, Orient Fashion etc.

Online Campus Placements was conducted on 13th & 14th July, 2021 for PG students and from 15th to 17th July, 2021 for UG students for both 2020 and 2021 batches at NIFT Mumbai. The average package for UG students was 4.5 lakhs per annum and for PG students was 5.5 lakhs per annum for domestic placements. Over 65 % students have been placed via PPOs, Online Campus and Off Campus placement opportunities given

to students. In spite of the bleak market scenario with respect to placement, there was significant increase of 120% in the highest domestic package offered to MDes student of NIFT Mumbai who was offered a package of 20 lakhs per annum.

Summary:

Parameter	Data
Companies contacted for Placement 2021	2022
New Companies	714
Start Ups	236
Vacancies Generated By Nift Mumbai	346
a) PPO	73
b) Off Campus	145
c) Online Campus	76
d) Alumni Vacancies Generated	52

The background features several overlapping, semi-transparent shapes in shades of purple, green, and pink. On the right side, there are three stylized fountain pen nibs pointing towards the center. The text 'NIFT MUMBAI IN NEWS' is centered horizontally. 'NIFT MUMBAI' is in a bold, dark blue font, while 'IN NEWS' is in a lighter blue, outlined font.

NIFT MUMBAI IN NEWS



PROUD MOMENT FOR NIFT MUMBAI

Saisha Shinde (FD Batch 2003) designed the Finale Gown for Miss Universe 2021- Harnaaz Sandhu.



A W A R D S



Ms. Sudhruti Padhiary, a student of 3rd Semester of the Fashion Design Department, was felicitated by Padma Shri Prabhakar Maharana Sir at the Konark Art & Literature festival 2021 for Fine Arts on 31st Oct 2021.

Konark Art & Literature festival is an annual event organised by the Odia Media group in collaboration with the Govt. of Odisha. Renowned artists and literary excellencies along with budding artists come together to exhibit their artwork and have literary discussions. This year I got the opportunity to exhibit my artwork and witness an art and literature extravaganza from 30th Oct to 1st Nov 2021. Sudhruti Padhiary says: 'I was humbled and honoured to be felicitated by Padma Shri Prabhakar Maharana Sir at the event'.

NIFT Mumbai representation in KVVC Designer Competition Evaluation on 26.10.2021 at New Delhi

KVIC Designer Competition and Fashion show held on 26.10.2021 at New Delhi at KVVC at Khadi and Village Industries Commission. The evaluation for the final round of KVVC Designer Competition took place at Hotel Asoka, New Delhi on 26th October 2021 at 6.00 P.M.

An Advisory Panel under the chairmanship of Hon'ble Chairman, KVVC, Shree Vinai Kumar Saxena, Chairman, KVVC comprising of the members, Ms. Preeti Verma, Chief Executive Officer, KVVC, Dy. CEO Shri R. S. Pandey, Dy. CEO Shri S. N. Shukla, KVVC, Shri Sunil Sethi, Honorary consultant/Advisor Khadi Promotion, Sr. Professor, Dr. Bani Jha, NIFT Delhi, Prof. Dr. Kislaya Choudhary, NIFT Mumbai and leading designer Ms. Anju Modi conducted the evaluation process for the garments and accessories for the "Designer Competition for Khadi". The Evaluation was followed by the Fashion Show and cultural events.

COMMITTEE MEMBERS & EDITING TEAM

Prof. (Dr.) Sushil Raturi, CAC
Dr. Lipi Choudhury
Associate Professor, FMS Department
Ma Bhawana Dubey
Associate Professor, KD Department
Dr. Pallavi Rani
Assistant Professor, F&LA Department
Ma Shankhina Choudhury
Assistant Professor, FD Department
Mr. Somnath Mane
Assistant Professor, FC Department

LAYOUT & CREATIVE WORK

Mr. Somnath Mane
Ma Shankhina Choudhury

STUDENTS

Disha Bhattacharya, FP	Aishwarya Sarda, FP
Saniya Jog, FP	Shreya Shankhag, FP
Aami Patilkar, FP	Sanjam Chhabra, FP
Sarbhak Madani, FP	Amoli Shah, FP
Nandini Seth, FP	Amoli Salve, FP



C R E D I T S