



NATIONAL  
INSTITUTE  
OF FASHION  
TECHNOLOGY

MINISTRY OF TEXTILE,  
GOVERNMENT OF INDIA

# PLACEMENTS 2021

CLASS OF 2020  
CLASS OF 2021



# MESSAGE FROM SECRETARY, TEXTILES

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22<sup>nd</sup> April, 2021

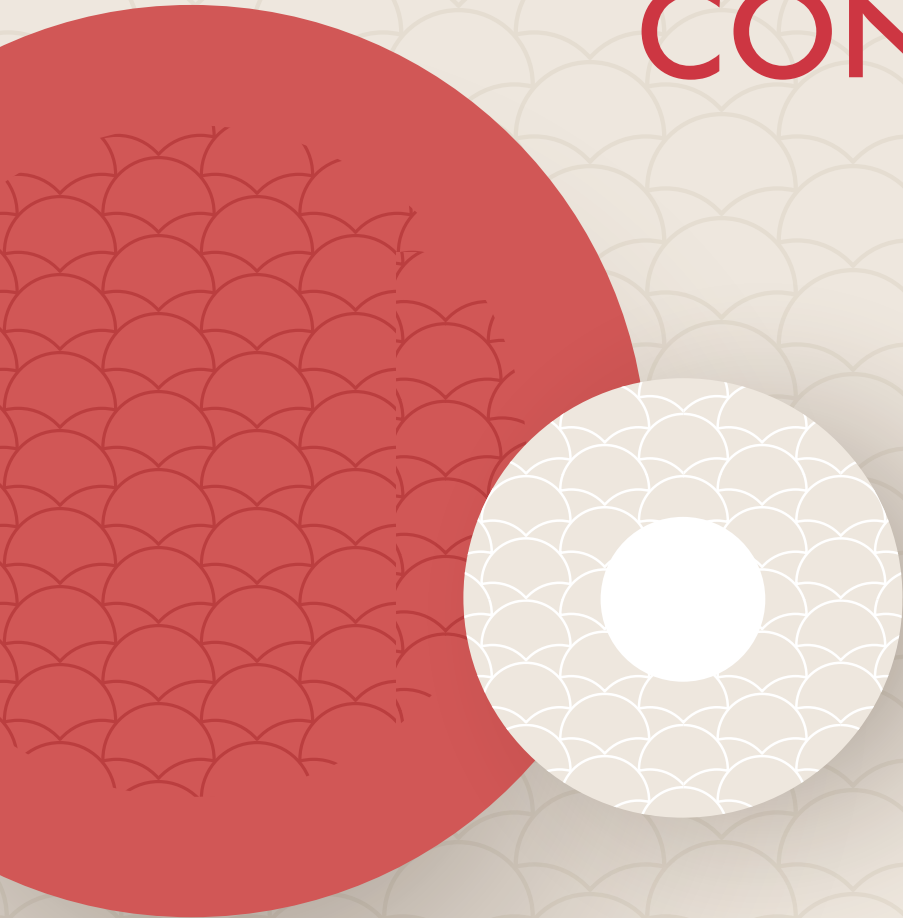
## **MESSAGE**

I take great pleasure in welcoming you to Campus Placement 2021 of the National Institute of Fashion Technology (NIFT). As a first in all times, which has become normal during this unprecedented pandemic situation, we present to you candidates from the Class of 2020 and Class of 2021. As always, NIFT presents aspirants who are geared up to embark their specialized expedition with the confidence ascertained through the academic rigor in all facets of fashion. This Placement Brochure will provide comprehensive information to assist you to identify and engage best-fit intellects. Looking forward to your continuous support and participation in NIFT Campus Placement 2021.

  
(U.P. Singh)



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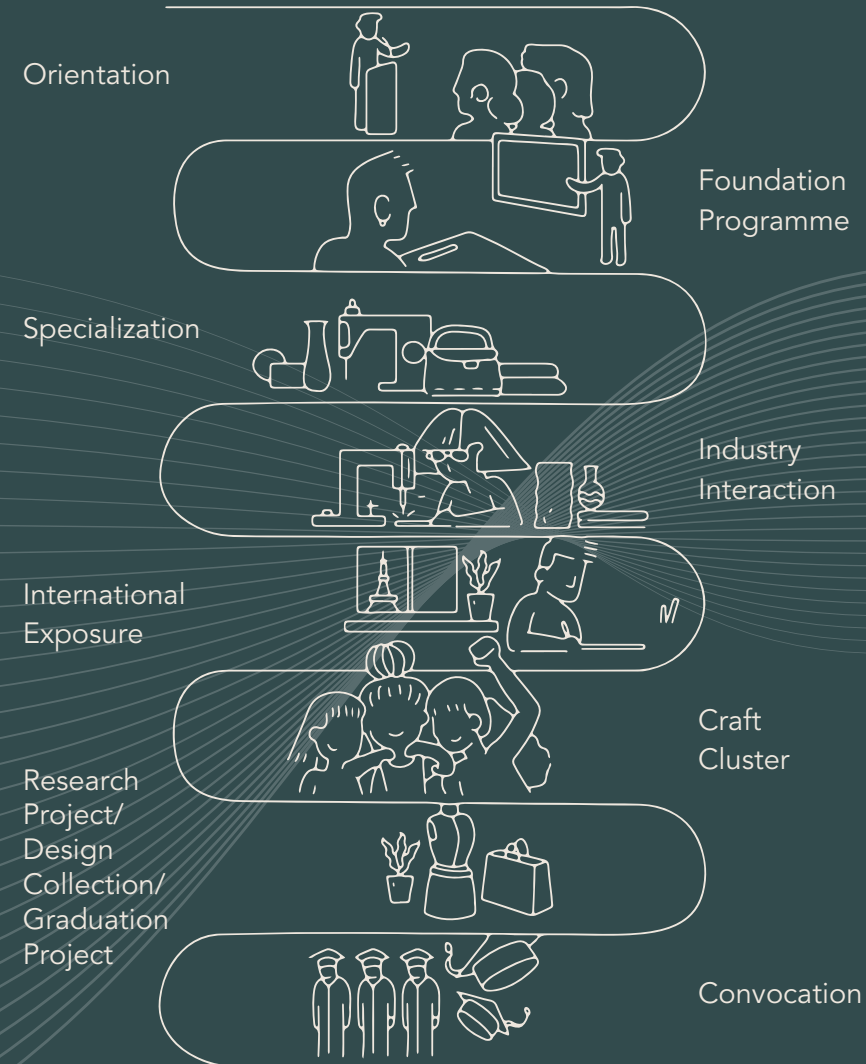
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# LIFE AT NIFT



## OUR VISION

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

Provide a transformative educational environment for talented young men and women to nurture their inventive potential and to acquire distinctive skills valuable to self, industry and society.

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

## OUR MISSION

# PROGRAMME

## BACHELORS

BACHELOR OF DESIGN  
B DES | 4 YEARS

AD Accessory Design

KD Knitwear Design

FC Fashion Communication

LD Leather Design

FD Fashion Design

TD Textile Design

BACHELOR OF FASHION TECHNOLOGY  
B F TECH | 4 YEARS

B F TECH Bachelor of Fashion Technology

## MASTERS

2 YEARS

M DES Master of Design

M F M Master of Fashion Management

M F TECH Master of Fashion Technology

# UG PROGRAMME

# ACCESSORY DESIGN

## MAJORS

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

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

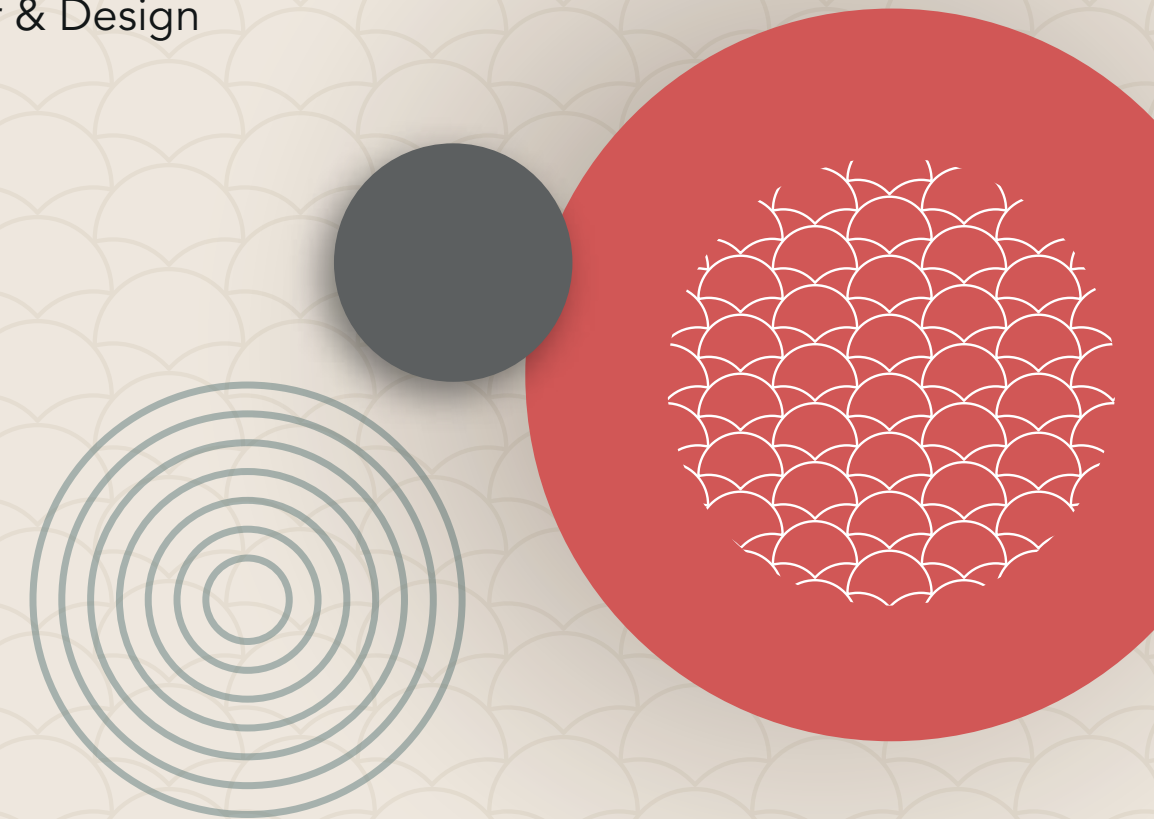
Students are enabled to articulate their individuality through their signature style accessory design collections, yet keeping it relevant to the market and industry challenges. This design collection of eclectic fashion lifestyle accessories are based on patterns stemming from a synergy of forms, colours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

## DEEPENING SPECIALIZATIONS (DS)

DS 1: Jewellery Design

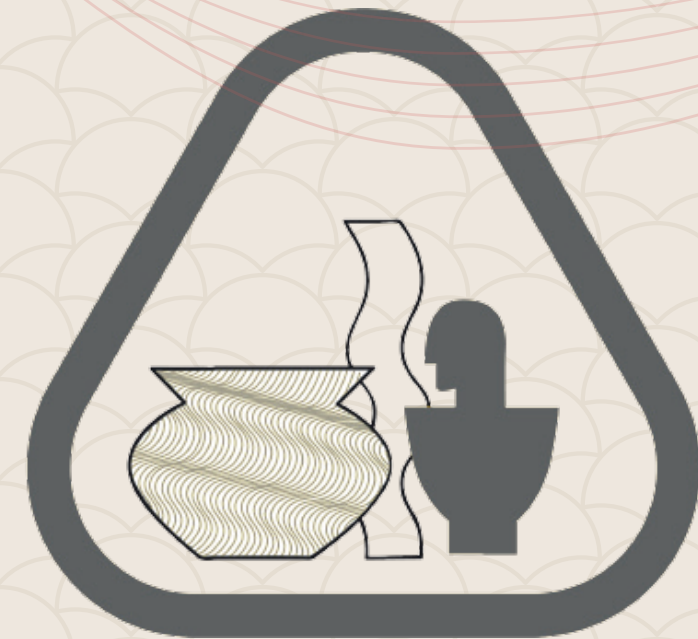
DS 2: Fashion Products & Work Gear

DS 3: Decor & Design



## CAREER PATHWAYS

Accessory design students are empowered to design their combinational pathways to enter future careers with transferable skills and flexibility. Few of the career path ways envisaged are: Accessory Design, Jewellery Design, Decor design, Design thinking, Designing ideation and concept development, Design researcher, Fashion trend consultation, Accessory design solutions for both International and domestic markets, Craft based product design, Design futures etc. Students have a choice to work for both corporates and international business, students are embedded with design thinking methods and a combination of business know how that triggers them to start their own design business. During the process of learning they are exposed to an array of possibilities and promising business directions. The opportunities are right there in front of them clearly giving a kick start to their entrepreneurial cravings. In the past many of them have established prominent design ventures.



# FASHION COMMUNICATION

## MAJORS

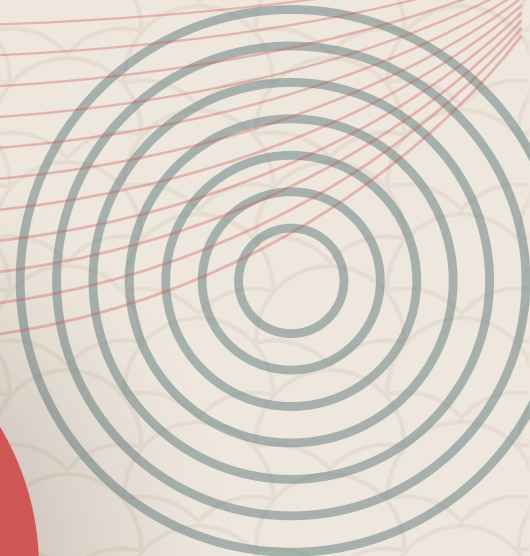
This programme encompasses cohesive course studies, introducing the FC graduate as a Visual Design Strategist capable of providing integrated solutions, in the following major pathways: Graphic Design, Advertising Space Design, Visual Merchandising, Fashion Creatives, Fashion Photography, Fashion Journalism, Fashion Styling and Fashion Thinking Interaction Design and New Media Design, specific to the fashion and lifestyle industry. Graphic Design aims to prepare its graduates to have strong skills in visual design, an adeptness of visual design elements such as typography, grid systems, colour, and composition. Space Design aims to produce professionals with the ability to innovate in the vast field of space design and equip them to an exciting job of transforming physical spaces into functional, comfortable retail experiences. Fashion Creative offers sensitisation towards the development of a visual language incorporating the sense of photography, fashion writing and styling. Fashion Thinking explores the dimensions of a culture

that stimulates fashion thinking and innovation, developing innate abilities to articulate assumptions and blind spots, value diversity, engage in conflict and collaboration.

## DEEPENING SPECIALIZATION (DS)

DS 1: Visual Communication

DS 2: Fashion Media



## CAREER PATHWAYS

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

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

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



# FASHION DESIGN

A flagship program of NIFT, the Fashion Design program has played an influential role in the growth of the Indian fashion industry.

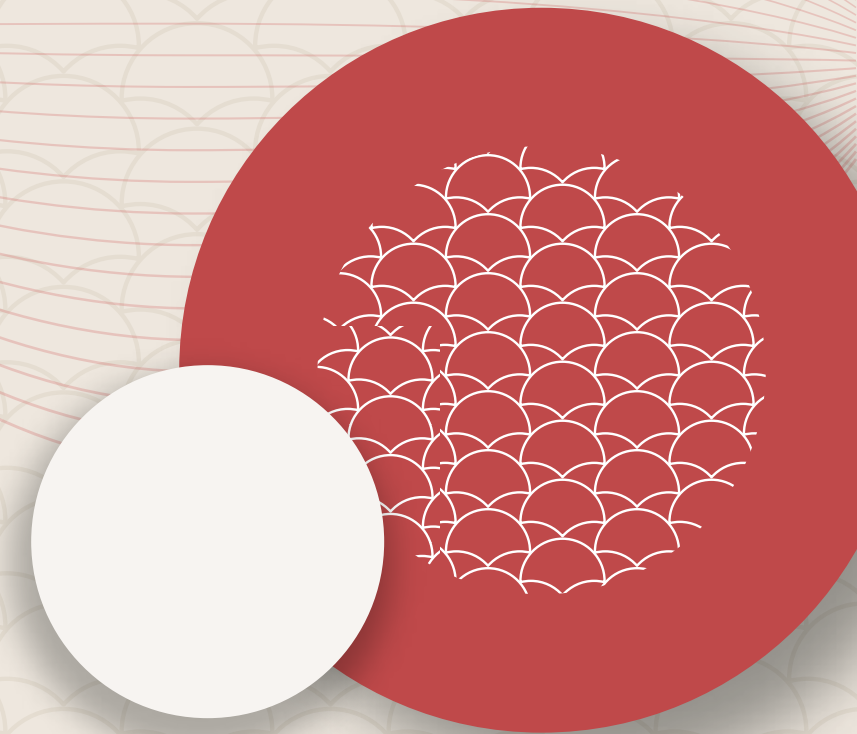
## MAJORS

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

## DEEPENING SPECIALIZATIONS (DS)

DS 1: Luxury & Couture

DS 2: Image Creation & Styling



## CAREER PATHWAYS

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



# KNITWEAR DESIGN

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

## MAJORS

In the new curriculum students will learn four major subjects, one subject from deepening specialisation area, one subject from interdisciplinary minor area, one general elective subject and one optional elective subject in every semester. The major subjects offered by Knitwear programme across semesters cover the broad

areas of Knitting, Flat Pattern & Construction, Fabric Technology, Illustration and Presentation Techniques. Study and practice of crafts are also given due importance in all the semesters.

## DEEPENING SPECIALIZATIONS (DS)

DS 1 : Intimate Apparel

DS 2 : Sportswear



## CAREER PATHWAYS

Career pathways for graduates of Knitwear Design Programme are Knitwear designers for all categories, Knitted Fabric Designer, Merchandiser, Stylist, Visual Merchandiser, Entrepreneur. Knowledge and skill in knitwear fashion along with the learning from interdisciplinary minor and the electives chosen, shall further increase the scope of becoming a multifaceted professional in various segments of fashion industry.



# TEXTILE DESIGN

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

## MAJORS

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

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

## DEEPENING SPECIALIZATIONS (DS)

DS 1: Textiles for Apparel & Fashion Accessories

DS 2: Textiles for Home & Spaces



## CAREER PATHWAYS

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



# LEATHER DESIGN

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

## MAJORS

The majors across the 8 semesters provide the requisite material & product knowledge, creative, technical and hand skills and capabilities for explorative and real time applications of learning through the main core domains/major areas running across the semesters viz. Material Studies- Leather & Non Leather, Design & Fashion Studies, Apparel Production & Ergonomics, Luxury Product Design & Marketing, Apparel Design Studio, Drawing & Digital

Design and Craft Cluster Initiatives (Integration). Supported and strengthened by the deepening specialisation, the majors ensure the student's portfolio building with multi-categories of leather products and accessories which complete the apparel range. The Majors are also strengthened by the floating majors to ensure the requisite knowledge, skills and capabilities that are imparted at different levels with each graduating semester to create the necessary prepared design professionals for the industry. The whole learning of majors culminates into the Graduation Project in the final semester in the form of design collection projects either self.

## DEEPENING SPECIALIZATIONS (DS)

DS 1 : Product Design Studio  
DS 2 : Footwear Design Studio



## CAREER PATHWAYS

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

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



# BACHELOR OF FASHION TECHNOLOGY

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

## MAJORS

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

The Apparel Production Management pathway is aimed towards imparting knowledge on the various managerial aspects and

application of Information technology in apparel manufacturing business.

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

## DEEPENING SPECIALIZATIONS (DS)

DS 1 : Apparel Production Technology  
DS 2 : Apparel Production Management  
DS 3 : Apparel Product Development

## CAREER PATHWAYS

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

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

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



# PG PROGRAMME

# MASTER OF DESIGN

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

## MAJORS

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

## DEEPENING SPECIALISATIONS (DS)

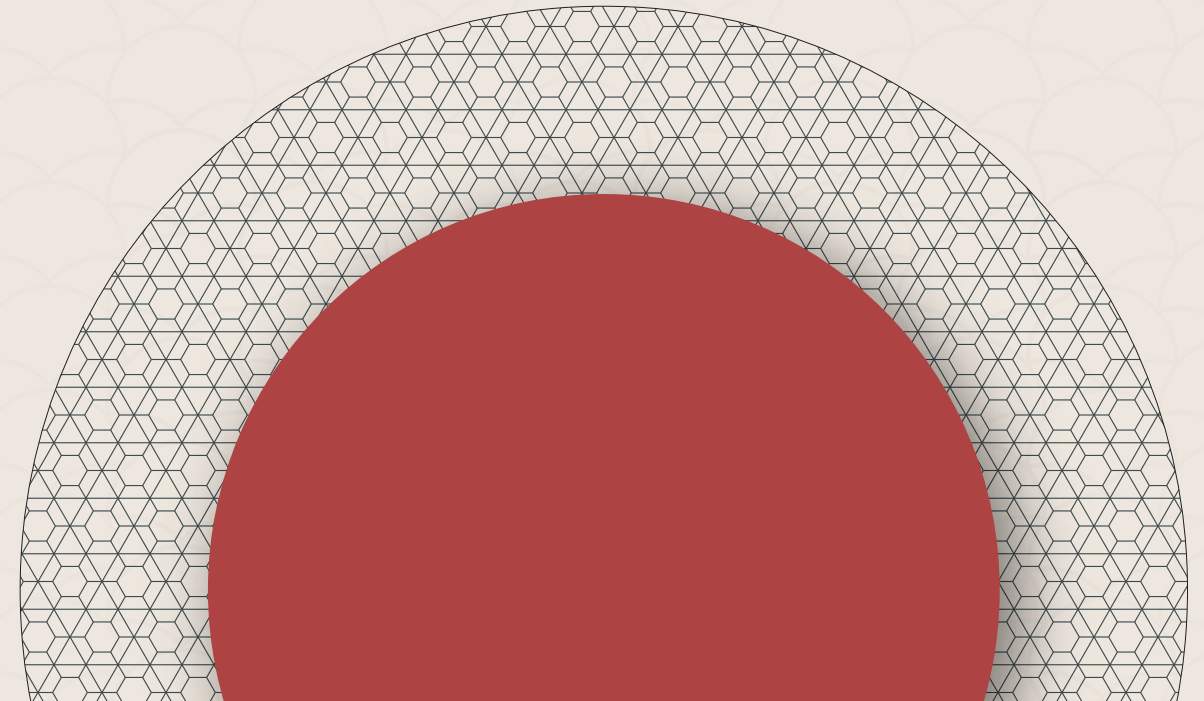
Students have to choose any one specialisation based on prior academic, professional background, and skills acquired. Deepening specialisations will be available subject to meeting minimum requirement of students.

DS 1 : Design for Society

DS 2 : Experience Design

DS 3 : Design Strategy

DS 4 : Theoretical Studies in Design



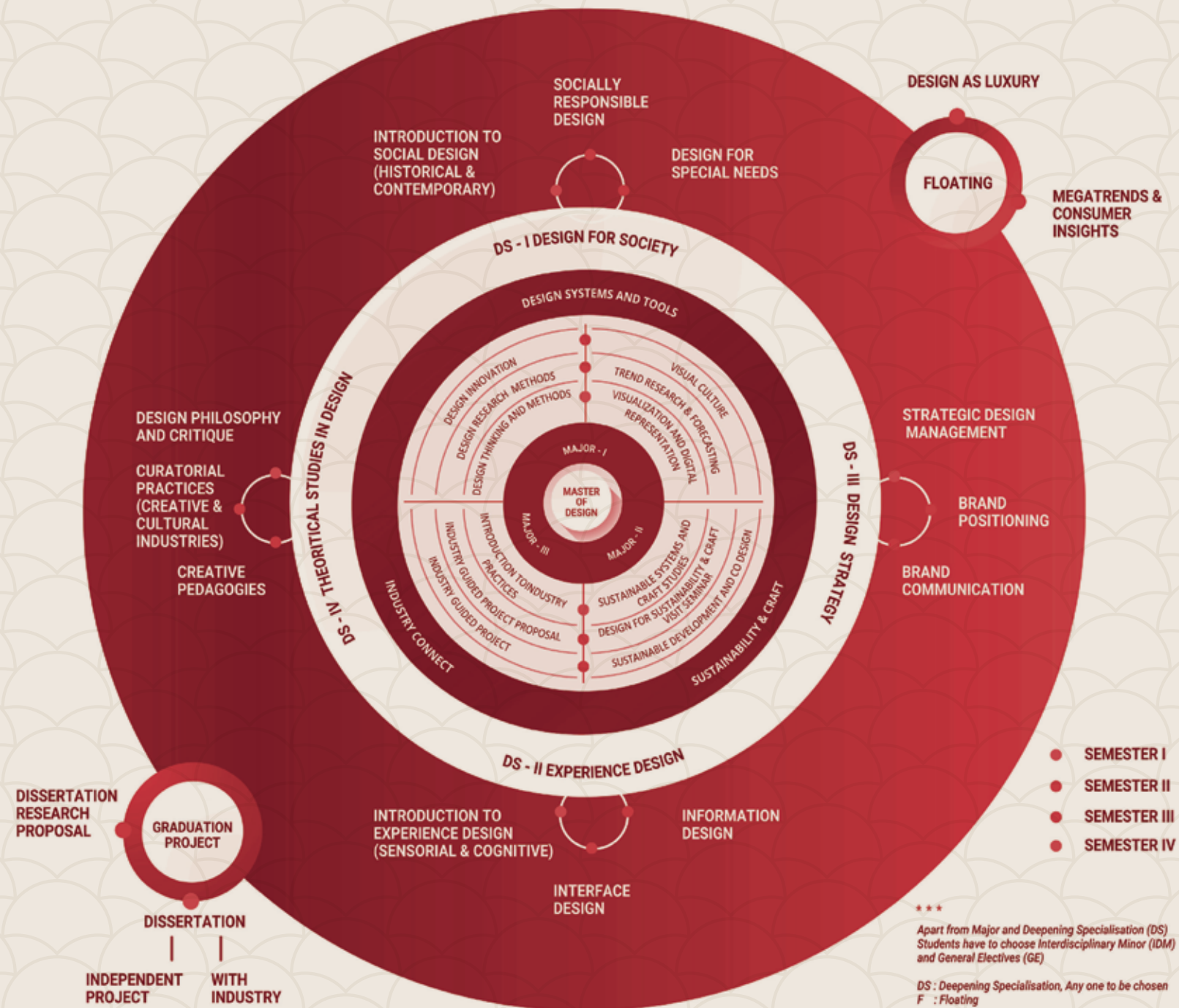
## CAREER PATHWAYS

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

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



# MASTER OF DESIGN





# INDUSTRY CONNECT (PART OF MAJOR SUBJECTS)

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

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

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


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

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

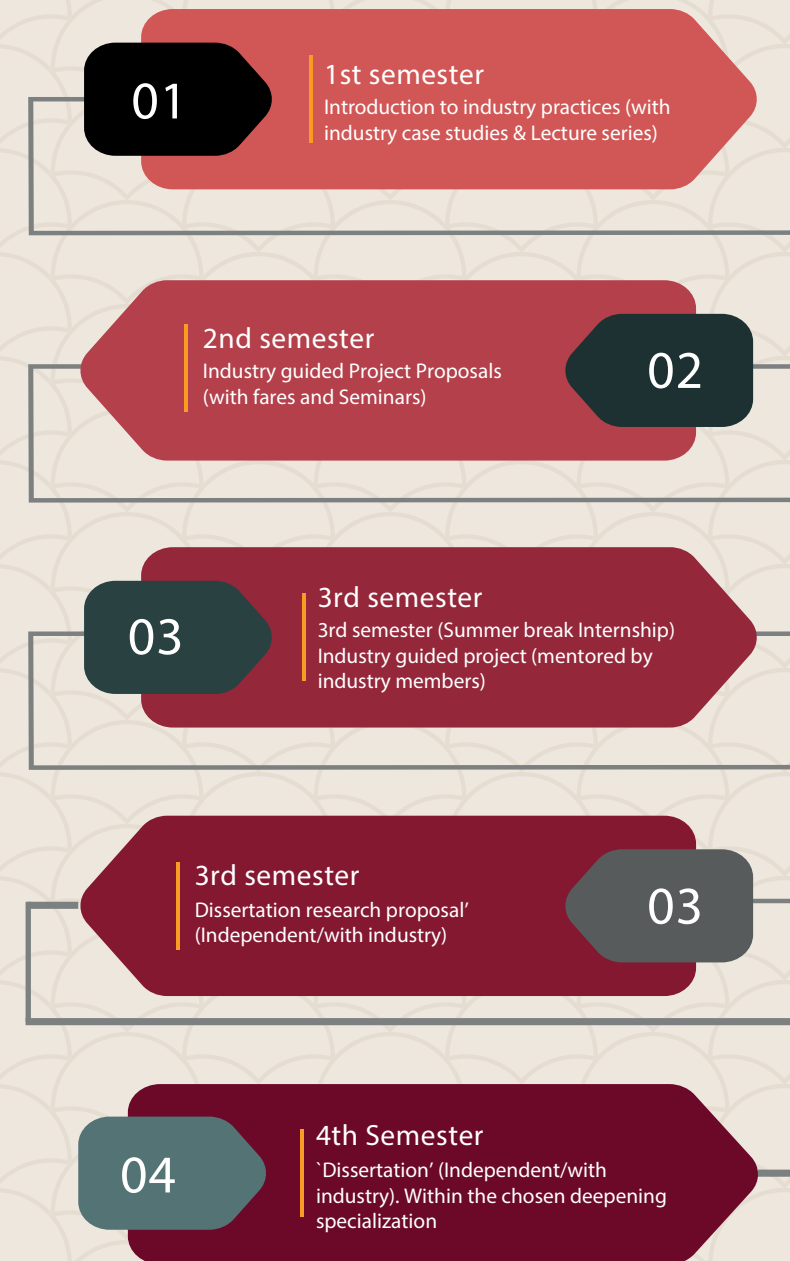
After completion of the project a detailed report is prepared and shared amongst the stakeholders for future directions.

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

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



# NAME OF SUBJECTS IN INDUSTRY CONNECT IN PROGRESSION (MAJOR-3)



# MASTER OF FASHION MANAGEMENT

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

## MAJORS

The purpose of the first semester major subjects is to prepare a firm background and foundation, on which further specializations can be built, in the area of Marketing, Merchandising, Understanding of Fabrics, and Research and Statistical as well as Information Technology application in it. The understanding of these basic

disciplines is further enlarged and substantiated in the subsequent semester with subjects like Supply chain management, Omni Channel Retailing, Consumer Behavior and Neuro Marketing, Luxury Brand Management, Fashion Brand Management, Strategic and Innovation management, Big data and analytics etc. The purpose of the major subjects is to groom the students in the key areas that are necessary for a domain specific management course the "Fashion Management Studies". The progression of the subject is such that continuity of knowledge is maintained. Self-study by the students is encouraged as part of curriculum.

## DEEPENING SPECIALIZATIONS (DS)

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

DS 1 : Marketing and Retailing

DS 2 : Entrepreneurship

DS 3 : International Business

## CAREER PATHWAYS

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

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

Entrepreneurship specialization covers the subjects like Entrepreneurship business models and success stories, business

idea generation and feasibility testing with live projects, family business management, business plan, laws and integrated project. This would lead to careers as entrepreneur, social entrepreneur, NGOs, academicians, cluster manager/marketer, Consultant for rural marketers.



# MASTER OF FASHION TECHNOLOGY

The two year Masters course in Fashion Technology is a unique programme of study in the field of apparel manufacturing and allied supply chain in India. The course aims to develop future ready techno-managers / operation managers par excellence by adopting an analytical approach through research in innovative and disruptive technologies all the while focusing on life skills for developing socially and environmentally responsible professionals.

Students may choose a specialized realm of study, such as Operational Excellence, Smart Factory and Smart Garments wherein they will learn the technical aspects of the same. MFT classroom teaching is reinforced with regular field visits to industries present in the apparel supply chain. The program requires the student to undertake a thesis in the field of their choice to research and derive solutions by way of collaborating with domestic and international companies utilizing classroom learning.

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

The student will conduct additional iterative environmental and situational analysis. Encouragement to see, learn, practice and build solutions. Strong emphasis on Lab: a transformative educational environment, where students will spend lot of time analysing, experimenting in state of art lab.

## MAJORS

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

## FLOATING MAJORS

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

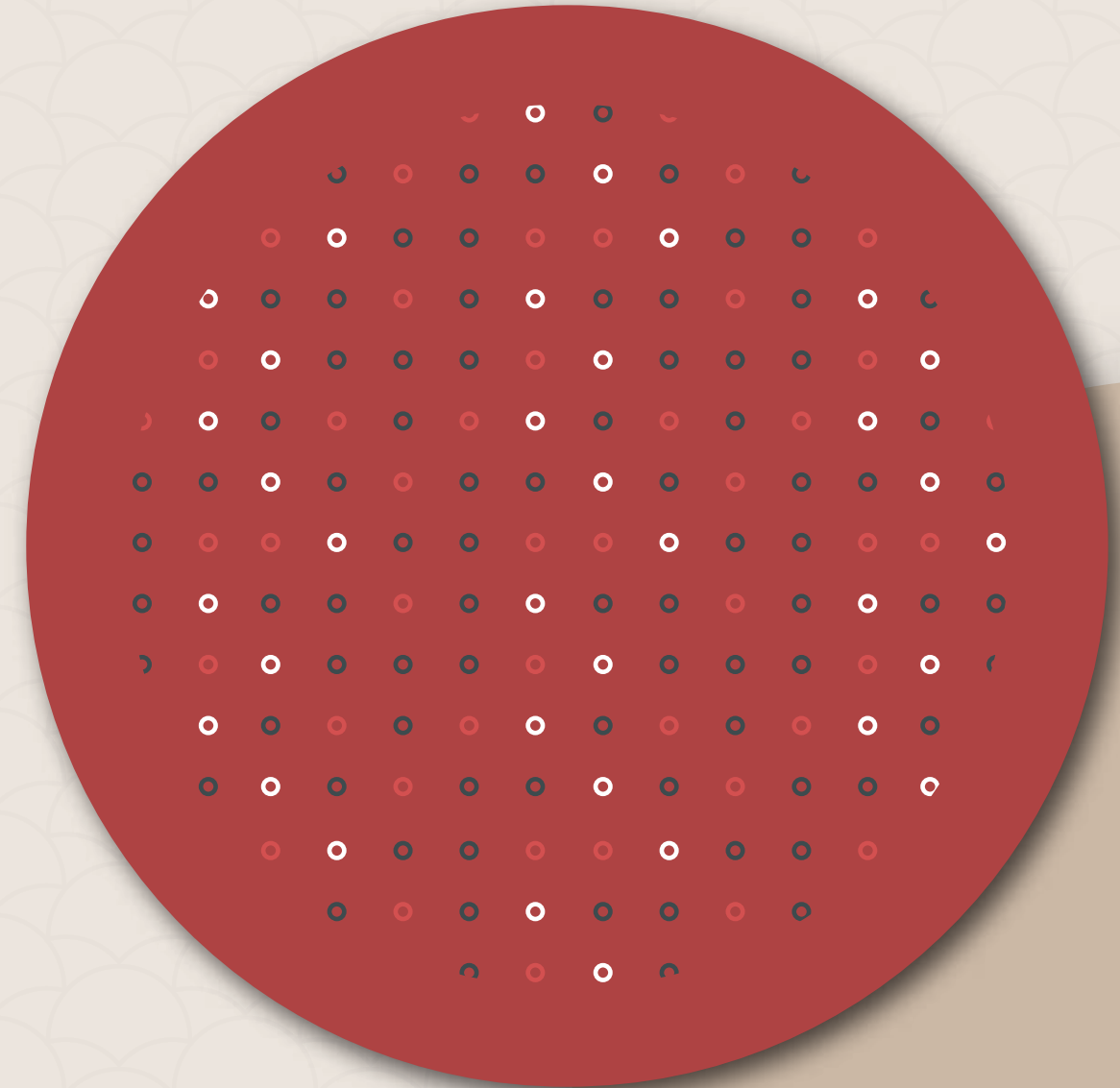
## DEEPENING SPECIALISATIONS (DS)

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

DS 1 : Operational Excellence

DS 2 : Smart Factory

DS 3 : Smart Garments



## CAREER PATHWAYS

### Pathway I - Operational Excellence

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

### Pathway II - Smart Factory

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

### Pathway III - Smart Garments

The students taking up this specialization will find positions in the

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



# UG

## GENERAL ELECTIVES

● MANDATORY  
● OPTIONAL



Personality Development



Communication



Professional Ethics and Values



World History of Art, Architecture and Culture



Critical Thinking



Indian History of Art, Architecture and Culture



Design Thinking



Making sense of...



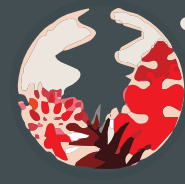
Research Methodology



Sports/Fitness



Landscaping and Gardening



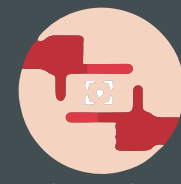
Nature/Historical Walk



Sociology



Economics



Photography



Yoga/Meditation Techniques



Semiotics



Creative Writing/Story Telling



Language



Psychology



Leadership



Sustainability Studies



Theatre/Dance/Choreography/Music



Poetry



Media Studies



Fashion Modelling/Beauty and Make up



Film Appreciation



Cultural Anthropology

# PG

## GENERAL ELECTIVES

● MANDATORY  
● OPTIONAL



Professional  
Ethics and Values



Critical Thinking



Communication



Systems Thinking



Economics



Gender Studies



Youth Culture and  
Identity



Research  
Methodology



Sports/Fitness



Landscaping and  
gardening



Indian History of Art,  
Architecture and Culture



Philosophy



Making sense of...



Resource Management



Personality  
Development



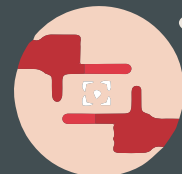
Operations Research



Media Studies



Language



Photography



Leadership



Yoga/Meditation  
Techniques



Theatre/Dance/  
Choreography/Music



Poetry



Sustainability  
Studies



Semiotics



Film Appreciation



# INTER DISCIPLINARY MINORS

# AD

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

## IDMs for UG

### IDM 1: Fashion Accessories

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

### IDM 2: Home Accessories

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

## IDM for PG

### Fashion Accessory Trends (PG)

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

# FC

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

## IDMs for UG

### IDM 1 : Communication Design

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

### IDM 2 : Display & Presentation Design (UG)

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

## IDM for PG

### Styling and Display Design

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

# FD

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

## IDMs for UG

### IDM 1 : Fashion Exploration

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

### IDM 2 : Fashion Representation

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

## IDM for PG

### Fashion Process

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

# KD

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

## IDMs for UG

### IDM 1 : World of Knits

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

### IDM 2 : Fashion for Sports

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

## IDM for PG

### Knitwear Merchandising

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

# LD

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

## IDMs for UG

### IDM 1 : Leather Fetish & Cult Fashion

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

### IDM 2 : Leather Lifestyle Products

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

## IDM for PG

### Luxury Products

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

# TD

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

# B F TECH

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

## IDMs for UG

### IDM 1 : Textile Structure & Surface

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

### IDM 2 : Textile Appreciation

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

## IDM for PG

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

## IDMs for UG

### IDM 1 : Apparel Manufacturing Process

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

### IDM 2 : IT applications for Fashion Business

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

## IDMs for PG

### IDM 1 : Apparel Product Management

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

### IDM 2 : IT essentials for Fashion E-Business

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

# MDES

Master of Design offers two Inter Disciplinary Minor subjects for the students of other UG and PG programmes.

## IDMs for UG

### IDM 1 : Lateral Thinking & Innovation

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

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

## IDM for PG

### Trends & Culture

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

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

# MFM

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

## IDMs for UG

### IDM 1 : Fashion retailing

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

## IDM for PG

### Entrepreneurship

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

# PATHWAY COMBINATION

## INTERDISCIPLINARY MINORS

■ FASHION ACCESSORIES	AD
■ HOME ACCESSORIES	
■ COMMUNICATION DESIGN	FC
■ DISPLAY AND PRESENTATION DESIGN	
■ FASHION EXPLORATION	FD
■ FASHION REPRESENTATION	
■ WORLD OF KNIT	KD
■ FASHION FOR SPORTS	
■ LEATHER FETISH & CULT FASHION	LD
■ LEATHER LIFESTYLE PRODUCTS	
■ TEXTILE STRUCTURE AND SURFACE MINOR	TD
■ TEXTILE APPRECIATION	
■ APPAREL MANUFACTURING PROCESS	B F TECH
■ IT APPLICATION FOR FASHION BUSINESS	
■ LATERAL THINKING & INNOVATION	M DES
■ FASHION RETAILING	MFM

## DEEPENING SPECIALISATION

■ JEWELLERY DESIGN	
■ FASHION PRODUCTS AND WORK GEAR	
■ DECOR & DESIGN	
■ VISUAL COMMUNICATION	
■ FASHION MEDIA	
■ LUXURY & COUTURE	
■ IMAGE CREATION AND STYLING	
■ INTIMATE APPAREL	
■ SPORTS WEAR	
■ PRODUCT DESIGN STUDIO	
■ FOOTWEAR DESIGN STUDIO	
■ TEXTILE FOR APPAREL & FASHION ACCESSORIES	
■ TEXTILE FOR HOME & SPACE	
■ APPAREL PRODUCTION TECHNOLOGY	
■ APPAREL PRODUCTION MANAGEMENT	
■ APPAREL PRODUCTION DEVELOPMENT	

## PROGRAMMES

■ ACCESSORY DESIGN	AD
■ FASHION COMMUNICATION	FC
■ FASHION DESIGN	FD
■ KNITWEAR DESIGN	KD
■ LEATHER DESIGN	LD
■ TEXTILE DESIGN	TD
■ FASHION TECHNOLOGY	B F TECH

## INTERDISCIPLINARY MINORS

■ HOME ACCESSORIES TRENDS	AD
■ STYLING & DISPLAY DESIGN	FC
■ FASHION PROCESS	FD
■ KNITWEAR MERCHANDISING	KD
■ LUXURY PRODUCTS	LD
■ TEXTILE MANUFACTURING & SOURCING	TD
■ APPAREL PRODUCTION MANAGEMENT	B F TECH
■ IT ESSENTIALS FOR FASHION E-BUSINESS	
■ TRENDS AND CULTURE	M DES
■ ENTREPRENEURSHIP	MFM

## DEEPENING SPECIALISATION

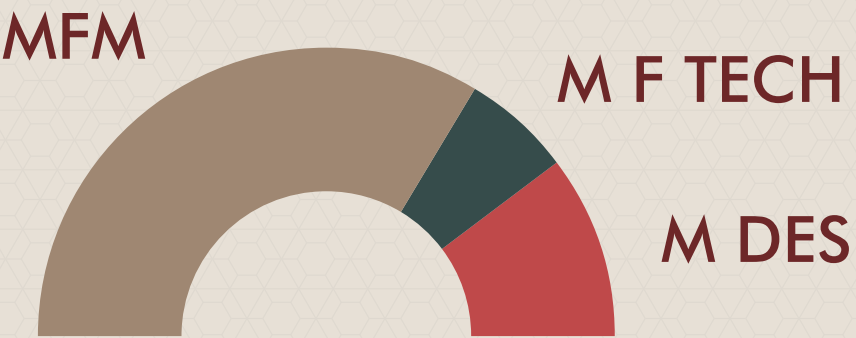
■ DESIGN FOR SOCIETY	
■ EXPERIENCE DESIGN	
■ DESIGN STRATEGY	
■ THEORETICAL STUDIES IN DESIGN	
■ MARKETING AND RETAILING	
■ ENTREPRENEURSHIP	
■ INTERNATIONAL BUSINESS	
■ OPERATIONAL EXCELLENCE	
■ SMART FACTORY	
■ INTERNATIONAL BUSINESS	

## PROGRAMMES

■ MASTERS OF DESIGN	M DES
■ MASTERS OF FASHION MANAGEMENT	M F M
■ MASTERS OF FASHION TECHNOLOGY	M F TECH

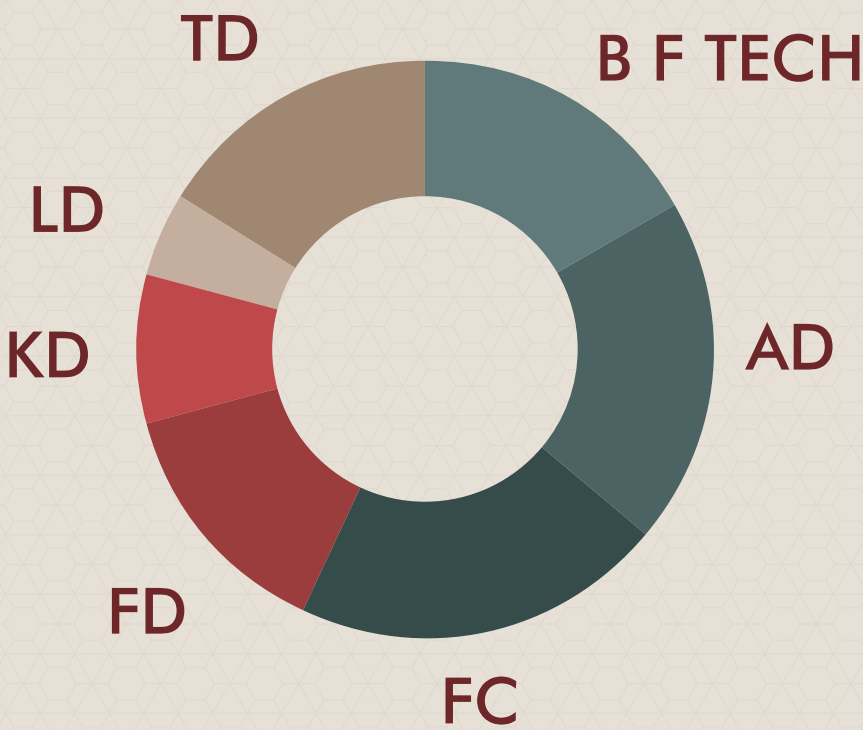
# DEMOGRAPHICS

## Program-wise Distribution



M DES	Master of Design
M F M	Master of Fashion Management
M F TECH	Master of Fashion Technology

Masters  
Strength: 707



Bachelors  
Strength: 2582

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

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

Courses are evaluated as:

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

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

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

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

# ACADEMIC RIGOUR

# CAMPUS PLACEMENT SCHEDULE 2021

CAMPUS	PG	UG
New Delhi (5 days: first 2 days for PG, followed by UG for next 3 days)	05th-06th July 2021	07th-09th July 2021
Bengaluru (5 days: first 2 days for PG, followed by UG for 3 days)	08th-09th July 2021	12th-14th July 2021
Mumbai (5 days: First 2 days for PG, followed by UG for next 3 days)	13th-14th July 2021	15th-17th July 2021
Chennai, Gandhinagar	19th July 2021	20th July 2021
Hyderabad, Kolkata	22nd July 2021	23rd July 2021
Bhopal, Kannur, Panchkula	26th July 2021	
Bhubaneswar, Patna	27th July 2021	

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

### On Campus Placements

Companies can register for campus placements, the schedule of which is given for 2021. Upon being given a confirmed time and date, they may choose hybrid, virtual or On-Campus placement for further going through the placement procedure.

### Pre-Placement Offers (PPO)

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

### Eligibility Criteria for Firms for On Campus Placements

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

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

First Categorization

- Product Group (refer page 41)

Second Categorization

- Type of Firms (refer page 41)

Third Categorization

- Type of skill sets/functions (refer page 42)

# PLACEMENT PROCESS

## PRODUCT GROUP

Garment & other sewn products

Textiles

Accessories

Lifestyle Products Services

## TYPES OF FIRMS

Artists

Designers

NGOs

Export Organisations

Domestic Retail and Manufacturing  
Organisations

Multinational Retail Organisations

Media/Advertising/Publication Houses

Buying Houses & Buying Agents

Business Consultancies

Start ups

# TYPE OF SKILL SET/FUNCTIONS

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

# COMPANY REGISTRATION PROCESS



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

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

- Company/organization will be required to register for NIFT Campus Placements 2021 by visiting [www.nift.ac.in/placements](http://www.nift.ac.in/placements) or [www.cmsnift.com/placements](http://www.cmsnift.com/placements).
- The company will need to register for the first time with details of the company like name of the company, company logo, Website, Nature of Business and Annual Turnover including all contact information. Any company that has registered before in previous years will have a valid user ID and a password and need not register again.
- New Users will be provided credentials of user ID and a password which will be sent to the mail ID as provided by the company in the registration form.
- The company then has to login using the user ID and password to fill the Job Announcement Form (JAF) online on CMS or upload scanned copy of the filled JAF downloaded from CMS.
- The JAF has certain data which will be visible to all students who are interested in and eligible for appearing in campus placement. Certain data will not be made available to the students. The demarcation of data is clearly indicated in the JAF.
- Registered recruiters shall exercise their choice of Campus(es) and the preferred dates for participating in Campus Placement 2021.
- The companies would be expected to visit the allocated NIFT Campus on the date and time indicated.
- The companies interested in recruiting both Master and Bachelor students will have to visit the campus on different dates as directed in Placement 2021 Schedule.
- Registered companies shall be granted access to the student database for short listing before visiting the campus.

## LEADERSHIP

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Director General-NIFT

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Connect

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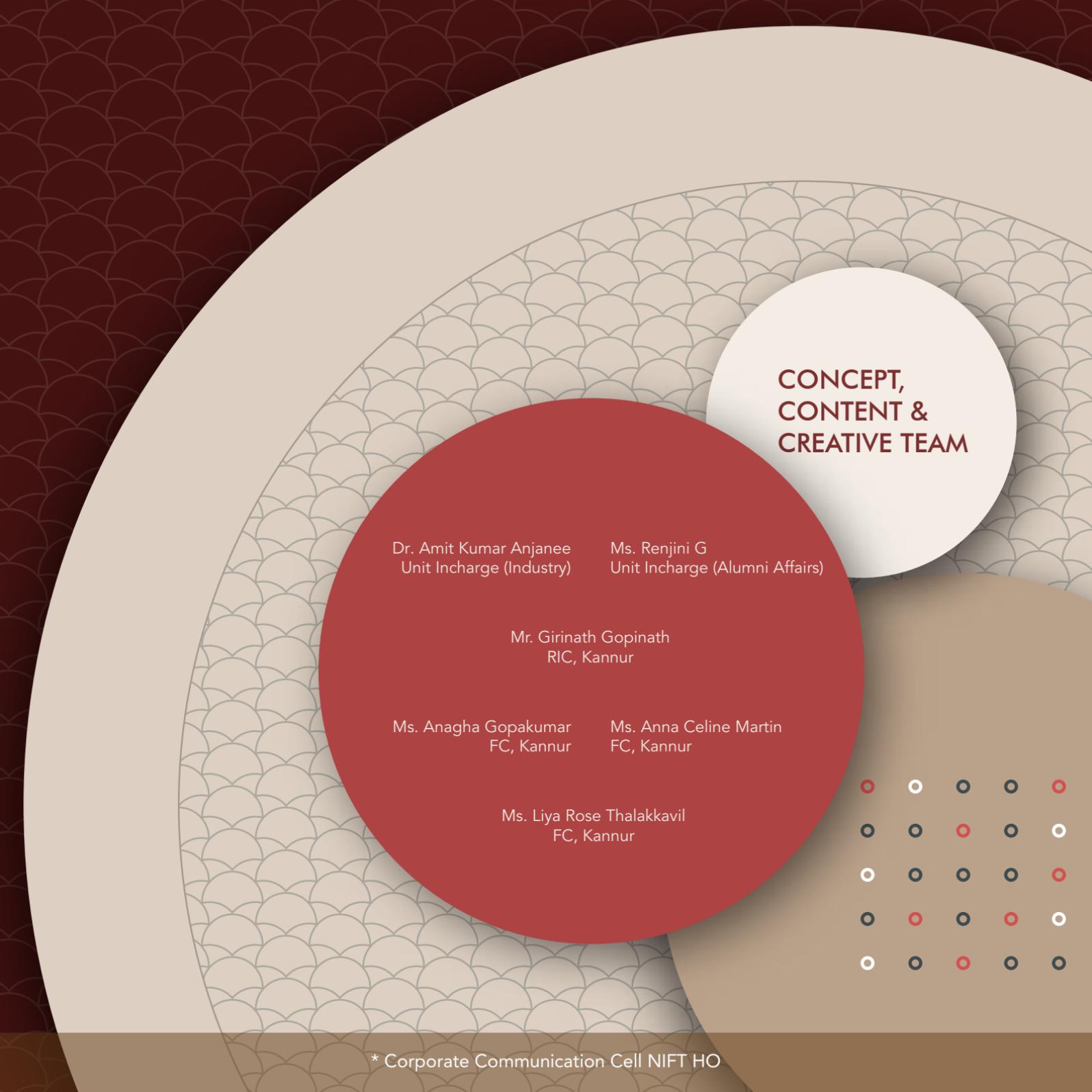
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# IMPORTANT LINKS

2020

2021

1. NIFT Website Placement link:  
**<https://nift.ac.in/placements>**
2. Link for Existing User:  
**<https://www.cmsnift.com/placements>**
3. Link for New Company registration:  
**[https://www.cmsnift.com/pages/cms\\_forms/placement\\_company\\_regis.aspx](https://www.cmsnift.com/pages/cms_forms/placement_company_regis.aspx)**
4. Link for Job Announcement Form:  
**<https://www.cmsnift.com/placements>**



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CONTENT &  
CREATIVE TEAM**

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Ms. Renjini G  
Unit Incharge (Alumni Affairs)

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