

 **Bharat  
tex 2024**  
Global Textile Expo  
New Delhi | Feb 26-29

**TEXTILES  
FASHION  
SUSTAINABILITY**



REPORT

# BHARAT TEX 2024

**NATIONAL INSTITUTE OF FASHION TECHNOLOGY**



# **BHARAT TEX 2024 - India's Largest Textiles Mega Event**

## **Textiles, Fashion, Sustainability and Resilience in the Heart of India**

**BHARAT TEX 2024** – a global textile mega-event organized by a consortium of 11 Textile Export Promotion Councils and supported by the Ministry of Textiles was scheduled from February 26-29 in New Delhi. With a focus on sustainability and resilient supply chains, it promised to be a tapestry of tradition and technology, attracting the best and the brightest from the textile world.

Bharat Tex 2024 was a prominent international industry platform, featuring exhibitions, knowledge sessions, thematic discussions, Government-to-Government (G2G) meetings, Business-to-Business (B2B) networks, the signing of Memoranda of Understanding (MoUs), product launches, thematic and interactive pavilions, and various other activities. The event was designed to attract multiple stakeholders including top policymakers, global CEOs, international exhibitors, and global buyers.

Being organized at the newly opened state-of-the-art venues- Bharat Mandapam and Yashobhoomi in New Delhi, India, the mega-event featured an exhibition spread across nearly 2,00,000 sq. m area showcasing Apparel, Home Furnishings, Floor Coverings, Fibres, Yarns, Threads, Fabrics, Carpets, Silk, Textiles based Handicrafts, Technical Textiles, and much more.

NIFT played a pivotal role as the esteemed academic partner for Bharat Tex 2024, solidifying the synergistic bond between industry and academia. The institute orchestrated a diverse array of events, encompassing panel discussions, master classes, exhibitions, captivating fashion shows, and other noteworthy activities. This comprehensive report serves as a testament to NIFT's dedicated efforts in commemorating India's rich legacy and groundbreaking textile innovations showcased at Bharat Tex 2024.



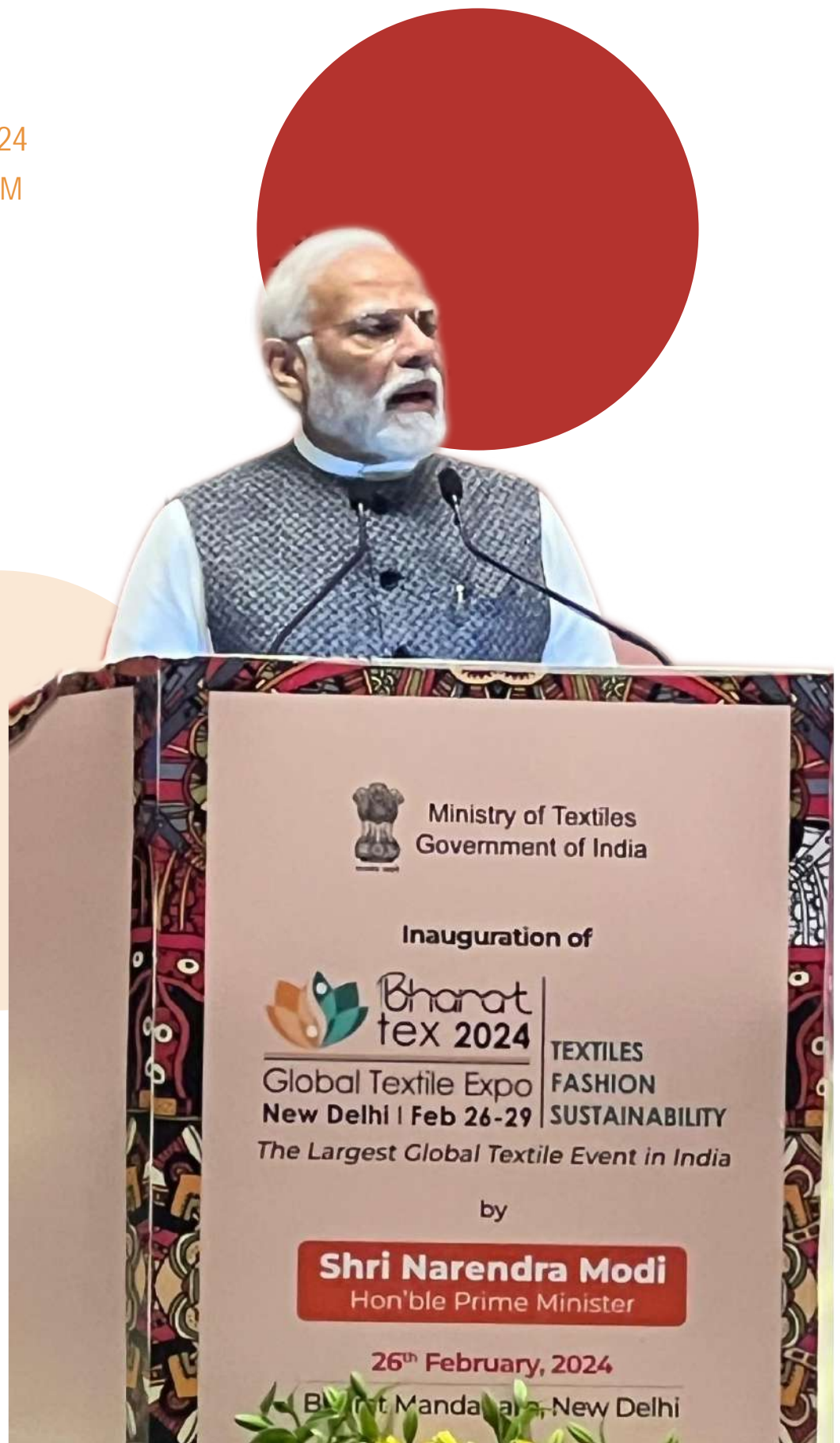
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# INAUGURATION BHARAT TEX

26 FEBRUARY, 2024

BHARAT MANDAPAM



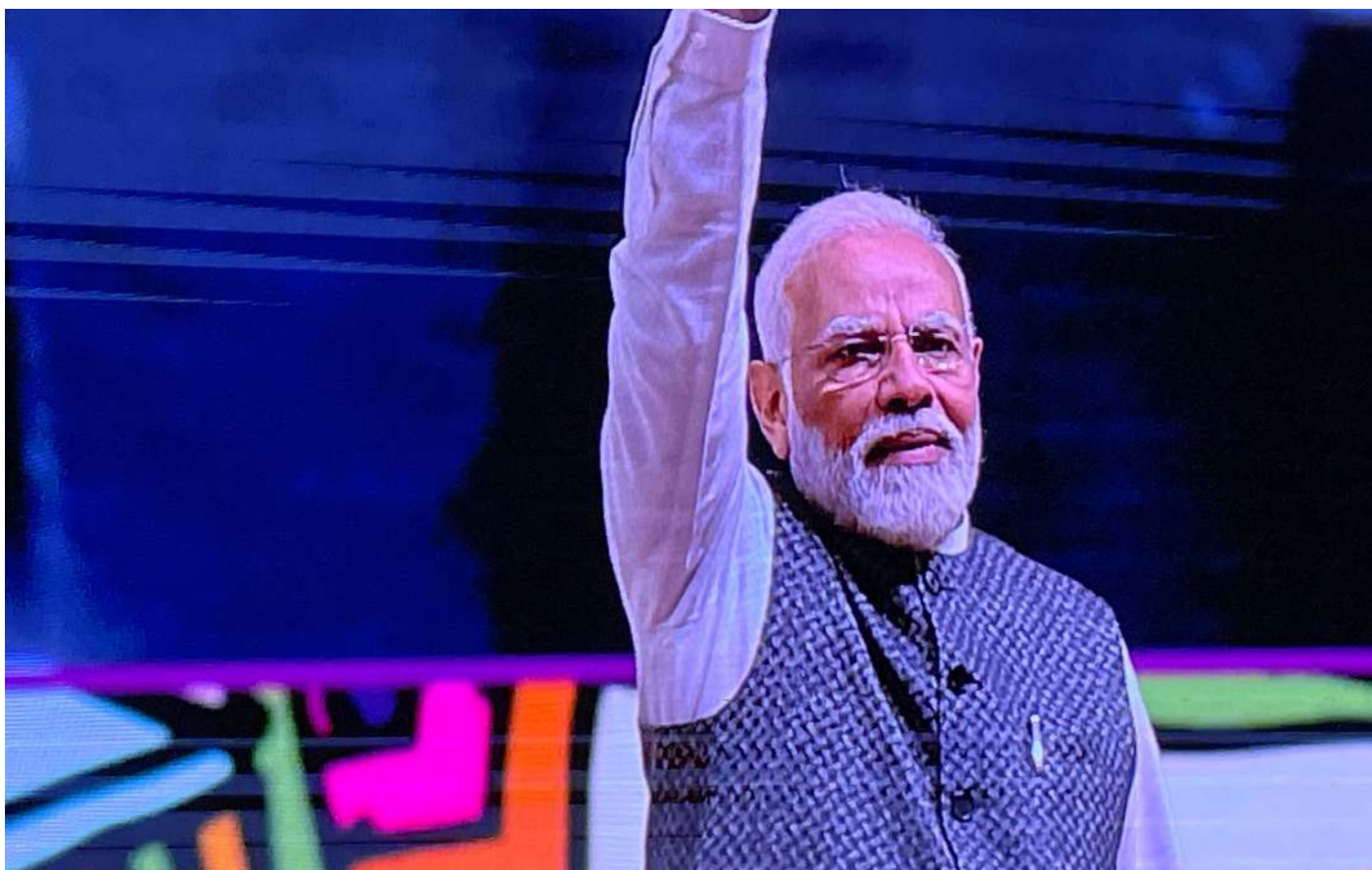


## Bharat Tex 2024: Inauguration Ceremony

The huge auditorium at the Bharat Mandapam wore a festive look at 10 in the morning as visitors thronged the long queues snaking through the elaborate security setup, braving the morning chill from 7:30 a.m. onwards. The assembled guests were veritably the who's who of the textile industry from across the globe. The hall, with a capacity of 6,000 plus, was completely jam-packed, with the MC requesting that the official staff members make space for the visiting guests! The guests represented the government, academia, textile agencies, garment exporters and manufacturers, industry heads, designers, entrepreneurs, artisans, and college students, all eager to commence their journey of discovery with this mega textile event.

As time progressed, the first ripple of excitement was felt with the presence of the **Hon'ble Minister** nonchalantly making his way to exhibit hall 14 to meet the **Hon'ble Prime Minister**. This set the anticipatory mood of the assembled guests, and with beautiful live music being played by the orchestra in the form of famous bhajans, the fever pitch was reached. The live streaming of the **Hon'ble PM Modi's** visit to look at the textile hall exhibition, along with **Hon'ble Union Minister Sh. Piyush Goyal** and **Hon'ble Minister of State for Textiles Smt. Darshana Jardosh** before entering the auditorium/hall for the inauguration, had the audience at the edge of their seats.





As the **Honorable PM** made his way to the dais, the hall reverberated with thunderous applause and chants of the Modi name, which surely resonated throughout the global textile world. The welcome address by **Sh. Piyush Goyal** emphasized the tremendous effort put into the groundwork of this mega event by the Ministry of Textiles in the past four months. The PM's vision on the 5F was being realized by connecting and streamlining the entire textile value chain through the first event of its kind at this scale organized by the Government of India. He stressed the need to strengthen the fragmented supply chain and provide an offering to the world that would propel Indian textiles onto the global stage. Despite almost 20 lakh sq. feet of space being provided at Bharat Mandapam and Yashobhoomi, there was still a demand for more space by the exhibitors, leading to phase II of the two exhibition spaces.

As the PM inaugurated the event with the showcase of a short video on the Bharat Tex, huge applause greeted him for his speech. The PM emphasized the necessity of the Bharat Tex event, noting that his vision of the farm to fiber to factory to fashion to foreign may have been heard several times in the next three days; however, it was the one connection that India had been seeking in its textile heritage. With more than 100 participating countries and over 3000 buyers from

these countries, the world witnessed the might of the Indian textile sector in its entirety, from fiber to artisans to designers to entrepreneurs. He mentioned that the buying and consumption patterns of young India were changing, and the aspirational needs of the country would undoubtedly focus on the textile industry.

Skill, speed, scalability, and sustainability were the new mantras for weaving the new textile story together so that the world could recognize India again as the leader in textiles that it once was. Utilizing humor and facts, the Prime Minister compelled the audience to look beyond the past, and into the future of opportunities, not only domestically but also in the newer opportunities abroad, that, with the use of age-old skills and aided by technology, could bring tremendous advantages to the young entrepreneurs of India in this sector. Quoting from historic architectural and other references where fashion had been depicted for different ages and functionalities, he re-emphasized that the capabilities of Indian businesses and people involved in the textile sector could show the world the best that could be achieved by collective action. The morning ended with a tremendous roar of approval from the assembled guests and the invigorating message of the nation's leader.







# LOCAL FOR GLOBAL: MAKING IN INDIA FOR THE WORLD

26 FEBRUARY, 2024

BHARAT MANDAPAM



PANEL  
DISCUSSION

Organised by  
CONSORTIUM OF TEXTILE  
EXPORT PROMOTION  
COUNCILS (EPCs)

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INSPIRED BY THE  
**5F**  
VISION  
FARM TO  
FIBRE TO  
FACTORY TO  
FASHION TO  
FOREIGN

**CRAFTING A NEW ERA IN TEXTILES**



## Panel Discussion: Local for Global, Making in India for the World

National Institute of Fashion Technology, an academic partner of the prestigious Bharat Tex, the largest textile event in India organized by the Ministry of Textiles, Government of India, hosted its first panel discussion on February 26, 2024, from 14:00 to 15:00 in Meeting Room No. 7 at the Bharat Mandapam. The topic of the panel was **“Local for global: Making in India for the world.”**

The panel was moderated by **Ms. Shefalee Vasudev, Editor-in-Chief of The Voice of Fashion.** It was graced by notable panelists including **Hemang Agrawal, Creative Director of The Surekha Group, V. Sunil, Co-founder and Creative Director of Motherland Ventures, Priyanka Modi, CEO and Creative Head of AMPM, and Bess Nielsen, CEO and founder of Khadi and Co, Paris.** These speakers underscored the importance of domestic manufacturing, the safeguarding of cultural heritage, and the establishment of a competitive edge that positions India as a significant player in the international textile industry.

Director-General of NIFT and panel president, **Ms. Tanu Kashyap, IAS,** initiated the discussion

on the imperative nature of expanding India's indigenous sectors internationally. She also noted that the adage **“local for global”** has always been applicable to India, given that the country's crafts and handloom already hold a significant international presence.

The moderator, Ms. Shefalee Vasudev, engaged the speakers with her thought-provoking questions on their ideas on **“local for global.”** It led to a brief discussion about the handloom sector's potential as a driver of economic growth and prioritizing the sustainable livelihood of weavers in the fashion industry. She emphasized creating synergy between local traditions and global markets to construct an ecosystem capable of building an industry of the same at large.

**“India is now holding soft power dominance over the world,”** as stated by Hemang Agrawal, Creative Director of The Surekha Group. He said, **“The handloom sector is gaining the right segmentation. We tended to move away from our crafts, but now we are regaining them. Craft is undeniably the soul of the fashion industry in India, and it is gradually being allocated the segmentation it deserves. However, why**



*are we expecting craftsmen and their families to depend on weaving for their livelihood? We must value the skill and not the number of people who practice it. Craft has to become aspirational enough so that people would love to embrace it."*

V. Sunil declared, *"India is hungover, proving to the West, seeking approval for its genius. The country has to stop being insecure and embrace its work with confidence! A campaign for 'Make in India Textiles' would be revolutionary; the slow change would be apparent, and India will no longer seek the validation of the world to stop being 'local!'"*

As the creative head and CEO of AMPM, Priyanka Modi re-established art by fusing traditional motifs and designs with contemporary silhouettes and shapes. She coined the phrase *"India is a cultural mosaic"* to describe her ability to accomplish this.

When questioned about the difficulties she encounters with India's cultural diversity, she responded that while it is "noisy," she manages to drown it out with her designs, as the DNA of her brands prioritizes cultural contemporary luxury.

Bess Nielsen, CEO and Creative Head of Khadi and Co., on being asked what local means to her, was quick to answer, *"Not very relevant to me*

*as I do not live here, but I am extremely proud of the label 'Made in India.'* She emphasized the right language to be used to explain to buyers the beauty of imperfections in Khadi that make the fabric feel so smooth, long-lasting, and behave so uniquely, like a piece of the family, an old friend from the wardrobe.

From exploring the fusion of traditional techniques with modern aesthetics to addressing the importance of ethical fashion practices, the conversation was both enlightening and inspiring. The panelists underscored the need for a holistic approach that strikes a balance between social responsibility, environmental stewardship, and economic growth.

The session came to a close with a recognition of India's abundant cultural legacy and its impact on the international market via diverse channels, including designers and brands that have reinterpreted established crafts.







# EMERGING INDIAN FASHION TRENDS WHICH WILL IMPACT THE WORLD

27 FEBRUARY, 2024

BHARAT MANDAPAM



## WHAT TRE



MASTER  
CLASS



# MASTER CLASS: Emerging Indian Fashion Trends which will impact the World

## About VisioNxt

VisioNxt, an initiative under the Ministry of Textiles executed by NIFT, stands as India's pioneering hybrid Trend Insights and Forecasting Lab. Fusing AI and EI (emotional intelligence), it captures the pulse of evolving trends and consumer dynamics within India's diverse culture, addressing the void of accurately comprehending the needs of an Indian consumer.

More than just a forecasting entity, VisioNxt is a strategic ally, providing indispensable insights for weavers, manufacturers, retailers, and designers. With a relentless dedication to excellence and a firm belief in the transformative power of innovation, VisioNxt is not merely shaping the future of Indian fashion; it is revolutionizing it, proudly bearing the hallmark **"Made in India."**

## Masterclass

The Masterclass was centered around identifying and exploring emerging trends originating from India that are set to have a substantial impact

on the global stage and how VisioNxt is aiding a future for Indian fashion and representation. It provided attendees with valuable insights into consumer preferences, market dynamics, and strategic interventions to capitalize on these trends. The event was graced with the presence of **Smt. Tanu Kashyap, Director General, NIFT, Dr. Sudha Dhingra, Dean NIFT, and Dr. Anupam Jain, Director Delhi Campus.**

## Agenda

- Masterclass on Trends
- India at the forefront of emerging mega-trends. #IndiaFirst & #MadeinIndia
- Encapsulation of how trends emerging in India have the possibility of impacting the world.
- Incorporation of signals and drivers, emerging colors & aesthetics, and data points
- How global as well as local retailers can take advantage of these mega directions to incorporate in their business.



## Key Highlights

### VisioNxt x Bharat Tex: Trend partner

VisioNxt stood with pride as the exclusive Indian Trend Partner collaborating with Bharat Tex 2024. This prestigious partnership not only underscored VisioNxt's commitment to promoting indigenous fashion trends but also positioned it as a leading authority in forecasting the future of Indian fashion on a global scale. Through this collaboration, VisioNxt showcased its dedication to celebrating and amplifying the richness and diversity of India's textile heritage, further solidifying its pivotal role in shaping the fashion landscape.

### Trend Walls

Throughout the expansive venue (Hall number 2,3,4 and 5), four Trends Walls were strategically dispersed, each meticulously elaborating on the pivotal trends close to the season. These informative displays adorned various halls, serving as vibrant showcases that imparted profound insights.

### Comprehensive Understanding of Trends

The session provided a thorough breakdown of the fundamental aspects of understanding trends, emphasising the importance of staying abreast of evolving consumer preferences and market dynamics.

## Categorization of Trends

Delineation of various types of trends was a key focus, enabling participants to differentiate between short-lived fads and enduring shifts in consumer behavior, ensuring businesses are well-prepared to adapt and capitalize.

### Four Pivotal Directions

The Masterclass highlighted four pivotal directions that represent significant trajectories in emerging Indian trends. These directions serve as a roadmap for businesses and creators to navigate the evolving landscape effectively.

### Key Takeaways for Strategic Interventions

By sharing these pivotal directions, the primary objective was to equip businesses and creators with valuable insights. This empowerment extends to understanding consumer personas, prevailing mindsets, and potential market segments. Participants gained key actionable intelligence that facilitates strategic interventions.

### Relevance in the Fashion and Retail Landscape

The knowledge imparted in the Masterclass holds immense value within the ever-evolving realms of fashion and retail. It provides a lens through which businesses can view current and upcoming trends, ensuring they are well-positioned to align their strategies with the dynamic market environment and the often misunderstood needs of the Indian consumer.







### Activities and Engagement

The VisioNxt team orchestrated engaging activities where attendees were provided with sensory perception flashcards aimed at eliciting insights and stimulating discussions. These interactive tools allowed participants to explore and articulate their sensory experiences, fostering a deeper understanding of emerging trends. Subsequently, the session seamlessly transitioned into an insightful Q&A segment, where attendees had the opportunity to delve further into the discussed concepts, exchange ideas, and gain valuable insights from the VisioNxt experts.

### Workshop for Trendspotters

The team of 20 student volunteers, part of the VisioNxt Trendspotter initiative, played a crucial role at the event, gaining invaluable insights into the intricacies of forecasting future trends. They received firsthand exposure to the process of mapping trends and understanding the significance of their ideas and data contributions within our model. This hands-on experience provided them with a deeper understanding of the industry and underscored the importance of their role in shaping the trajectory of fashion trends.

### Outcome

At the Bharat Tex event, VisioNxt experienced significant engagement and outreach, with over 100 attendees and the collection of 65 valuable feedback forms. Prior to the event, a comprehensive two-week pre-event content

strategy and sponsored promotion facilitated an impressive reach of over 1 million on social media platforms. The Indian representation in the intelligence presented garnered positive feedback, reinforcing VisioNxt's commitment to showcasing indigenous trends. VisioNxt's role as a Trend partner was extensively highlighted across social media channels, amplifying its presence. Within the venue, four Trend Walls adorned various halls, each representing distinct themes, further enhancing VisioNxt's visibility and impact. Additionally, the allocation of five standees dedicated to VisioNxt underscored its significance at the event. The event also paved the way for new opportunities and collaborations, with positive responses from industry members and promising prospects for future partnerships with emerging brands and designers.

### The masterclass was conducted by

**Dr. Shalini Sood Sehgal**

**Academician, Foresight expert, Professor at NIFT, New Delhi.**

**Creative Director for VisioNxt.**

**Consulted various industries and conducted trend insights workshops.**

**Dr. Kaustav SenGupta**

**Academician, Futurist, Color bio-behaviorist, AI analyst, and Fashion forecaster.**

**Insights Director at VisioNxt.**

**Consulted for various companies and supported artisans through trend insights workshops.**

# INDIASIZE

## Dialogue with Stakeholders

27 FEBRUARY, 2024

BHARAT MANDAPAM



PRESENTATION





## PRESENTATION: INDIAsize: Dialogue with Stakeholders

The **“INDIAsize: Dialogue with Stakeholders”** event was organized by NIFT to apprise the audience about the project and its objective of transformative impact on the garment industry.

The Indian apparel industry had largely been reliant on US, EU, and UK size charts modified by Indian garment manufacturers for their respective brands on the basis of their individual experiences. **Hon'ble Prime Minister Shri Narendra Modi** had emphasized leveraging our research acumen and technological know-how to conceptualize and actualize innovative systems that were specific to India. The Ministry of Textiles, Government of India, had sanctioned the project on **‘National Sizing Survey of India: INDIAsize’** to the National Institute of Fashion Technology (NIFT) to develop a comprehensive body size chart based on measurements of the Indian population, aiming to enhance the fit of ready-to-wear garments.

In order to abreast with the progress of the project, a stakeholder interaction took place on February 27, 2024, from 12:00 noon to 1:00 p.m. at Bharat Mandapam as part of the mega event Bharat Tex, organized by the Ministry of Textiles, Govt. of India. The session commenced with a welcome address by **Mrs. Tanu Kashyap, Director-General, NIFT** who encapsulated the essence of the project in these memorable words, *“This project that stands as a testament to the collaborative spirit of the Ministry of Textiles, academia, and industry partners, notably the Clothing Manufacturing Association of India (CMAI) playing a key role including overseeing and validating the project deliverables, is at the final stage of implementation. We are confident that this Indian sizing system will benefit not only the fashion and textile industry but also address the struggle of the consumer to find clothing that fits them well. The findings of this national initiative will be unveiled very soon”*.



**Professor Dr. Noopur Anand**, Principal Investigator of the INDIAsize project, presented the journey of the project from inception to the development of a comprehensive sizing system for the Indian population. Dr. Anand eloquently explained the meticulous process of collecting, collating, and applying the data to develop a body sizing system that embodied the spirit of Atmanirbhar Bharat.

Dr. Anand also highlighted the significant challenges inherent in this effort due to India's diverse demographic with varying body types. Despite these challenges, the data collection was successfully completed with the support of several organizations, the apparel industry, and a large number of volunteers. It is noteworthy that measurements were taken even during the challenging period during the COVID pandemic. She stated, *"The INDIAsize project addressed the issue of dissatisfaction with poorly fitting garments through a comprehensive national sizing survey which covered 26,324 individuals across six major cities in six regions of India,*

*utilizing cutting-edge non-contact 3D body scanning technology. This disruptive endeavor, aligned with international ISO standards, captured an extensive array of over 100 anthropometric data points per participant, resulting in the creation of body size charts for customers through mapping, categorization, and defining of their body types and sizes."*

Dr. Anand elaborated on the robustness of the survey process that ensured the privacy of participants, maintained data integrity, and adhered to ISO standards and ethical compliance, while maintaining research rigor. The Clothing Manufacturing Association of India (CMAI) had been an integral part of the project since its inception, actively participating and collaborating with the NIFT team at every stage. **Shri Mohan Sadhwani, Executive Director of CMAI**, stated that *"by standardizing body measurements for our diverse population, this initiative paved the way for the creation of ergonomically designed apparel and products, perfectly attuned to the needs and comfort of the Indian population. This*







*country-specific sizing system would enhance customer satisfaction and the prospect of amplified revenues for businesses."*

The session was attended by numerous industry representatives, including notable individuals such as Mr. Mohan Sadhwani, Executive Director, Clothing Manufacturing Association of India; Mr. Neeraj Gaur, Vice President Technical, and Mr. Govind Singh, General Manager; Aditya Birla Fashion & Retail Ltd; Dr. Rajesh Bheda; CEO and Managing Director, Rajesh Bheda Consulting; Mr. Kaushik Basu Mallick, Head Product Development & Quality Control, Raymond Apparel Ltd; Mr. Sunil Kumar, Managing Director, Techno Sportswear Private Limited; Ms. Birgitta Mantelst Jerna, Global Quality Senior Manager, Puls Trading Far East Limited; Ms. Nisha Prabhakar Khurana, Manager-Legal, Compliance & Company Secretary, H&M Hennes & Mauritz Retail Pvt. Ltd.; Ms. Anjan Kaur, Founder /CEO, BOLD & YOU; Ms. Neera Chandra, Proprietor, Lifestyle; Mr. Selva Kumar R.S., CEO, E-Land Apparel Ltd.; Ms. Nidhi Dua, Senior Director, South Asia Sourcing, Levi's; Mr. Dayal Mehta, Business Evangelist (Consultant), RiskOVER SP INC; Mr. Sanjeev, Technical Head, and other designers from Triburg; Mr. Praveen Varindani, Managing Director, & Ms. Sonali Dasgupta, Merchandise, Director, Columbia Sportswear Company; Representatives from Wazir Advisors Pvt. Ltd.; Students of NID and SGT University. The event was also attended by Campus Directors, faculty members, and students of NIFT campuses.

In the post-presentation interaction, **Professor (Dr.) Monika Gupta**, who was also a Co-Principal Investigator of this project, and other team members engaged in intensive dialogues with the participants representing various sectors of the garment industry viz., manufacturers, retailers, and designers who expressed keen interest in the project and its envisioned impact.

During the interactive session, participants raised relevant questions and shared their perspectives on the challenges and opportunities presented by the INDIAsize project. The discussions were both lively and enriching, with stakeholders offering valuable insights and suggestions for further enhancing the project's effectiveness. The enthusiastic participation of the attendees underscored their support for the project and recognition of its importance for addressing the longstanding issue of garment sizing in India. Many participants expressed their willingness to collaborate with NIFT and other stakeholders to ensure the successful implementation of the INDIAsize project. The INDIAsize: Dialogue with Stakeholders event was successful in meeting the objectives of collaboration and dialogue with industry stakeholders. The insights gained from this event would be instrumental in the project implementation and create a significant impact on the garment industry. The team extends its gratitude to the esteemed industry members for their continued support in the INDIAsize project, as well as to the members of the media, Campus Directors, faculty, students of NIFT, and participants.

# YOUNG ENTREPRENEURS

27 FEBRUARY, 2024

BHARAT MANDAPAM



PANEL  
DISCUSSION

Organised by  
CONSORTIUM OF TEXTILE  
EXPORT PROMOTION  
COUNCILS (EPCs)

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## PANEL DISCUSSION: YOUNG ENTREPRENEURS

The National Institute of Fashion Technology (NIFT) hosted an illuminating panel discussion on the theme of **"Young Entrepreneurs"** at Meeting Room Number 07 (Timings 3.30 pm to 4.30 pm), Bharat Tex 2024 BMCC Bharat Mandapam, Pragati Maidan, New Delhi.

The panel discussion aimed at unveiling the need, inspiration, driving factors, challenges and overall journey of startups in fashion and design sector. NIFT alumni were invited as panelists to portray the interesting and purposeful amalgamation of creative acumen and technical expertise for creating impactful and innovative solutions for the evolving fashion and lifestyle landscape.

The panelists were **Mausmi Ambastha - Co-founder of Zapscale, Pratik Tiwari - COO and Co-founder of Groyyo, Swati Nathani, Co-founder Team Pumpkin, and Udita Bansal, founder of trueBrowns**. The session was moderated by **Dr. Sibichan K Mathew, Professor, Fashion Management Studies and Head of Research Unit at National Institute of Fashion Technology, New Delhi**.

The program anchor, **Dr. Deepak Joshi, NIFT Delhi** proudly referred to inaugural speech of **Honorable Prime Minister Shri Narendra Modi ji**, at the Bharat Tex 2024, in which the efforts of NIFT to interweave the magic of the 5F by supporting and scaling the young talent in the field of design, management and technology, were emphasized. Celebrating honorable Prime Minister's vision of transforming India into a global design and manufacturing hub, the panel discussion was introduced as a platform to applaud the young entrepreneurs of NIFT for contributing to the pride and progress of the Indian Fashion landscape. The discussion aimed at highlighting the pivotal role of entrepreneurial ventures, not only in providing skilled manpower to design in the fashion industry, but also promoting innovation in the textile industry. The speakers in the panel discussions were young alumni of NIFT who have made a significant impact in the startup ecosystem in a shorter span of time by offering unique and innovative solutions in the field of fashion and textile value chain.



In her welcome address, Director General, NIFT, proudly admired the panel on the dais, comprising all NIFT alumni. She mentioned that NIFTians all around the world are excelling in different fields, a large number of them being successful entrepreneurs. She emphasized NIFT's role in nurturing the startup ecosystem and making it more vibrant and energetic.

The moderator, Prof. (Dr.) Sibichan Mathew initiated the discussion after thanking Director General- NIFT for setting the tone. He mentioned that entrepreneurship in India is growing in that startup India initiative, and that NIFT contributes in this endeavour significantly. He discussed the importance of all the cohorts of NIFT - design technology and management in the startup ecosystem. Referring to the inaugural speech of Honourable PM at Bharat Tex, he mentioned the importance of skill, speed and scale in the startup ecosystem. He invited the panelists to throw light on the beginning of their entrepreneurial journeys, and introduce their brands.

Udita Bansal with her digital-first retail brand in the urban ethnic wear space, thanked for the opportunity of being connected back with NIFT, from where her journey started. trueBrowns started in 2019 as a women's wear brand, and grew to become a lifestyle brand today, primarily distributed in India. The brand started its global journey last year.

Pratik Tiwari emphasizes the pivotal role of small and mid-sized manufacturers (SMEs and MSMEs) in the fashion ecosystem. He highlighted the challenges in meeting the evolving global demand for sustainable and compliant products. He stressed the necessity for manufacturers to be competitive, agile, and innovative, driven by data and technology rather than traditional "Jugaad" approaches.

Threadsol, Mausmi's first startup, began in 2012 as an AI-based material utilization solution, with the first product being IntelloCut, focusing on optimizing material in production. They expanded their product line to include IntelloBuy for sourcing. The business grew to 16 countries, ultimately being acquired by UK-based Coats in 2019. Mausmi highlighted the impact of the acquisition, not just financially, but in the empowerment of a generation of people, particularly NIFT alumni,

who have ventured into various technology sectors, fostering a lasting achievement in her entrepreneurial journey.

Swati Nathani shared her journey from NIFT Hyderabad. Today Team Pumpkin is India's leading marketing agency, primarily focusing on digital marketing with over 300 team members across India and Toronto. It has garnered accolades for their marketing campaigns. Their passion lies in facilitating digital adoption and marketing for diverse brands, from corporate giants to grassroots initiatives, aiming to connect products with consumers effectively.

In the second round of the discussion, Dr. Sibichan discussed the significance of SMEs and startups in India's economy, noting challenges they face, especially in rural areas.

Describing Groyyo's role in mobilizing these SMEs and the technological support they offer, Pratik highlighted the need for increased contributions from such businesses. He mentioned the recent shift with new hubs coming up, manufacturers shifting base, and small players emerging. They're setting up factories, involving local manufacturers, for global production. The challenge is that the focus gets limited to manufacturing, and do not think of other business functions. Here Groyyo comes into picture. It has built different modules - group consulting, wherein it helps these setups become lean, clean, smart and compliant factories, valued by customers; design, marketing, sales and finance verticals that helps small players. It also helps them in sourcing raw material and technology interventions. At present most of such companies are majorly catering to domestic players; the opportunity is massive. As on date 75 to 80% of the exports that India is doing is from US, UK and UAE. Indian companies have not even started getting into other countries. Groyyo has started working with all the modules with the manufacturers in India, around 50 small manufacturers, and also bigger companies in Bangladesh. Operations have also started in Vietnam, Cambodia, Turkey and Sri Lanka.

Dr. Sibichan acknowledged the importance of tech-enablement for SMEs, particularly in the garment manufacturing space. He highlighted the challenges of digitization and automation in the industry, recognizing the complexities



involved. He also emphasized the need to delve deeper into the tech-related obstacles faced by micro, small, and medium enterprises (MSMEs) in India's garment manufacturing sector.

Mausmi reflected on the challenges and progress in apparel technology. She recalled the early days when technology adoption was nascent. Over time, there's been a shift with increased respect for technology. The proliferation of smartphones and internet access has empowered workers and investors, leading to a surge in interest in fashion tech. She emphasized the ongoing potential and challenges within the apparel technology space, encouraging innovation and investment. Despite obstacles, Mausmi remains optimistic, highlighting ample opportunities for NIFT graduates and innovators in a field ripe for technological advancement.

Dr. Sibichan acknowledged the difficulty in educating factory-level personnel, especially with the emergence of new startups seeking plug-and-play solutions. He highlighted the role of platforms like Groyyo in addressing challenges faced by users, such as sourcing cleaner garments and marking fabrics.

Udita emphasized the crucial role of platforms like Groyyo in brand development, product quality and consistency. Udita stressed the importance of aligning product design with brand identity and complying with manufacturing standards.

Dr. Sibichan initiated discussion on importance of marketing. He emphasized the intervention of technology to solve business challenges.

Swati discussed the transformative power of digital marketing, emphasizing its democratizing effect on product accessibility and distribution channels. She highlighted the role of marketing agencies in creating demand and awareness for products, regardless of scale or locality. Through innovative content creation and e-commerce solutions, they enable small businesses to compete effectively and expand their reach. She shared success stories.

In the third and final round of discussion, Dr. Sibichan brought startup ecosystem in the talks. The startup ecosystem is evolving with important role of investor community in funding. He asked the panelists about the initial funding in their ventures, and challenges if any.

Mausmi mentioned that funding was a challenge and her initial proposals were rejected by 119 investors before her startup raised its seed round. For Pratik, funding his startup had been easier. He highlighted the importance of working in one's own field of knowledge and understanding - ***'If you're studying software, you make software, that's how it should be.'*** This creates opportunities. If somebody is creating software, technology, machinery, equipment, brands business, it has to come from the industry, Mausmi said she was lucky to meet **Mr. Narayan Murthy**, who understood



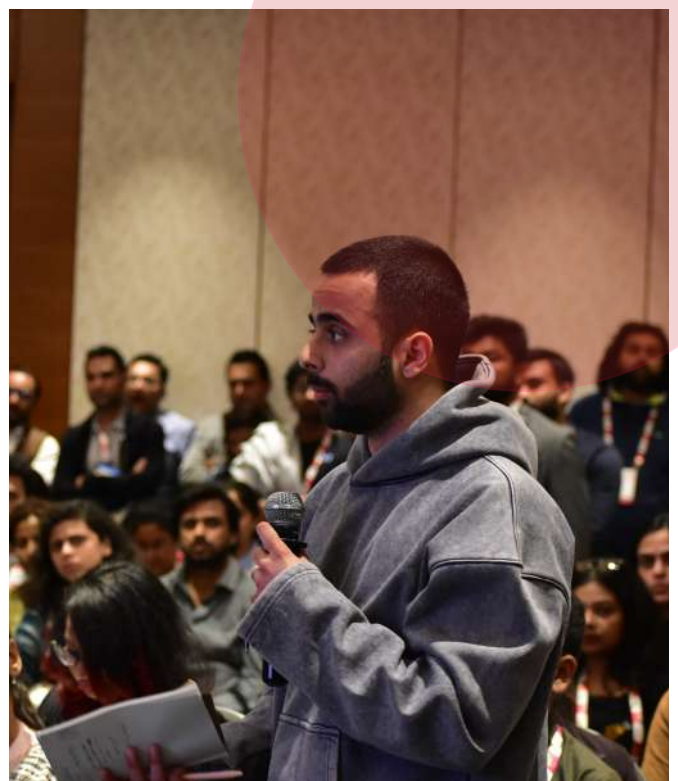
the need and importance of software solution in the apparel industry. **“One has to understand the business thoroughly!** Community connections and networking is very important for a startup to sustain and grow. Mausmi pushed her startup towards bootstrapping, and finally got brilliant opportunities.

Udita said that in business pedigree matters, but that’s not the last holding point. **‘Your startup is a reflection of what you are’** One’s own belief, commitment and inner strength is what takes business further; that is the strongest selling point. One has to go to the bottom of one’s business and know all business aspects such as finance, HR, marketing, very thoroughly.

Swati stated that things are definitely changing, fashion calendars are getting shorter, and there are multiple players operating with diverse business models. Nordstrom, GAP, ZARA, Shein, H&M, they all have different models. In a week’s time, products can be sent from China to the USA. India is much behind China, but is evolving. Indian industry has to upgrade, manage manufacturing as well as marketplace and technology. There is need of creative solutions to match the needs and lifestyles of the new-age consumers.

AI solutions are helping in all areas of business, but they never can and never will replace the human creativity. Swati mentioned that NIFTians get to learn and develop creativity as part of their curriculum They learn to adapt. All the panelist agreed with her and recognized NIFT as a critical set-off point in their entrepreneurial journeys.

Dr. Sibichan Mathew summarized the overall discussion and concluded the session. Mementos were presented to all the guests on the dais.







# SIGNING OF MOUs

27 FEBRUARY, 2024

BHARAT MANDAPAM





## Australian Connect Session

The purpose of the Australia Connect session at Bharat Tex 2024 was to explore how Australia and India can forge stronger connections across cotton, wool, and broader textile supply chains for a sustainable and prosperous future. Hosted by the Ministry of Textiles, Government of India, the panel opened with a speech by **Deputy High Commissioner Mr Nick McCaffrey**, who commented on the growing collaboration between India and Australia in the areas of cotton and wool production. Mr. Adam Kay, CEO of Cotton Australia, delivered an engaging keynote, outlining the organization's role and the Australian cotton industry's significance. He emphasized the quality and sustainability of Australian cotton and highlighted the ongoing collaboration with India. Mr. Kay's address concluded with a powerful motto: "Cotton products, grown in Australia and India, Made in India, exported to the world."

The session began with **the signing ceremony of the Memorandum of Understanding (MoU) between Royal Melbourne Institute of Technology, Australia, and National Institute of Fashion Technology, India** marking a pivotal moment in the journey towards strengthened collaboration and mutual objectives between the two leading fashion institutes. Professor Alice Payne of RMIT was invited on to the dais for the formal exchange of the signed MoU with Prof. Dr. Sudha Dhingra, Dean Academics at NIFT, in the presence of Dr. Sanjeev Malage - Head of International and Domestic Linkages; Dr. Rahul Chandra, Campus Director, NIFT Kangra; Col. Rahul Sharma, Campus Director, NIFT Patna, and Dr. Tarun Panwar, Associate Dean, Fashion Enterprise and Technology, School of Fashion & Textiles RMIT University.

The MoU signing was followed by a panel discussion which included esteemed panel members of the Indian government, a senior delegation from Australia's wool and cotton industries, and textile and fashion industry education experts from NIFT, Delhi and RMIT University, Melbourne. The presenters included Mr. Rohit Kansal, Additional Secretary, Ministry of Textiles, Government of India; Ms. Prajakta L. Verma, Joint Secretary of the Ministry of Textiles, Government of India; Mr. Nicholas McCaffrey, Australia's Deputy High Commissioner in India; Mr Adam Kay is the CEO of Cotton Australia; Mr. David Michell, Executive Director and Owner of Michell Wool Pty Ltd; Mr. Mark Grave, CEO of the Australian Wool Exchange (AWEX), an independent not-for-profit service provider to the Australian wool industry; Dr. Archana Gandhi, Professor, NIFT Delhi; Dr. Varsha Gupta, Professor, NIFT Delhi; Dr. Tarun Panwar, Associate Dean, Fashion Enterprise and Technology, School of Fashion & Textiles RMIT University; Dr René van der Sluijs, the Principal Consultant at Textile Technical Services and Professor Alice Payne, Dean of the School of Fashion and Textiles RMIT. The panel discussion was centered around the issues and challenges of sustainability in supply chains and how a free trade agreement between Australia and India could foster collaborations to make the supply chain more resilient. Both countries could work towards, 'Grow in Australia, make in India and Export to the world.' Governments, industry and academia in both countries would be required to contribute their respective expertise and assistance to make this happen.



# NIFT MOU SIGNING CEREMONY

## Introduction:

On February 27, 2024, a momentous series of Memorandum of Understanding (MoU) signings between esteemed educational institutions and organizations took place, showcasing collaboration and partnership between the respective institutions. Hosted by **Sneha Jha, Professor at NIFT Patna**, the event aimed to foster international cooperation, academic exchange, and strategic partnerships in the textile and creative sectors. The ceremony, held at MR 18 of Bharat Mandapam, saw the participation of dignitaries, academic leaders, and representatives from various institutions under the light of Bharat Tex 2024. **Smt. Tanu Kashyap IAS, DG- NIFT** took the seat for signing MoUs and was joined by **Prof. Dr. Sanjeev Malage - Head of International and Domestic Linkages** and **Prof. Dr. Sudha Dhingra- Dean Academics** on the stage.

## International MoU Signing:

### 1. Arts University Bournemouth, UK:

The first MoU was signed by Smt. Tanu Kashyap IAS - DG NIFT and Mr. Paul Gough - Vice Chancellor, Arts University Bournemouth, UK, represented by Penelope Norman - Course Leader and Senior Lecturer Digital Fashion Innovation. The aim of this collaboration is to facilitate the exchange of knowledge and ideas, fostering international cooperation between the two institutions. The goal is to enrich learning experiences through global exposure. For felicitation, Ms. Mrinal Singh, Consultant at Arts University Bournemouth was called on stage.

### 2. BGMEA University of Fashion and Technology, Bangladesh:

The partnership, signed by Md. Shafiu Islam- Chairman, Board of Trustees, BUFT BGMEA University of Fashion Technology, and Smt. Tanu Kashyap IAS - DG NIFT. This collaboration aims to address the demand for skilled professionals in the fashion and technology sectors through student exchanges, training programs, and industry internships. For felicitation, Mr. Ayub Nabi Khan, Professor and Pro-vice Chancellor, BUFT, was called on stage with other dignitaries.

### 3. Namuna College of Fashion Technology, Nepal:

This collaboration, signed by Mrs. Gyani Shova Tuladhar, Founder Principal, Namuna College of Fashion Technology, Kathmandu, and Smt. Tanu Kashyap IAS - DG NIFT. It aims to foster international cooperation and exchange between NCFT and partnering institutions, focusing on student and faculty exchanges and promoting academic activities. For felicitation, Er. Rajendra Sign - Head of department for textiles, Merchandising, and Garment Technology, NCFT, Mr. Avtar Tuladhar - Administrative Manager, NCFT, Er. Jeebeswor Lal Shrestha- Vice principal were called on stage.

### 4. Nordic Centre in India (NCI):

The partnership between NIFT and NCI, signed by Mikko Ruohonen, Chairperson, Nordic Centre in India Secretariat at Tampere University, Finland, represented by Ms. Christabel Royan - Director Nordic Centre in India, Delhi, and Smt. Tanu Kashyap IAS - DG NIFT, aims to encourage scholarly collaborations, joint education and research programs, and student and faculty exchanges over a five-year period. Signing was followed by felicitation of the dignitaries.

## Domestic MoU Signing:

### 1. Indian Institute of Management Udaipur (Incubation Centre):

The collaboration, signed by Professor Ashok Banerjee, Director of IIM Udaipur represented by Mr. Ankit - Manager of Incubation Centre, and Smt. Tanu Kashyap IAS - DG NIFT, aims to promote craft sustainability and entrepreneurship through professional growth, strategic partnership, and exchange of expertise. The partnership spans 3 years, operating on a non-financial basis with a 50:50 IP sharing ratio. Signing was followed by felicitation of the dignitaries.

### 2. Dlabs Incubator Association, ISB Hyderabad:

This partnership, signed by Mr. Saumya Kumar- Director I Venture, Dlabs Incubator association, and Smt. Tanu Kashyap IAS - DG NIFT, aims



Katmandu, Nepal



to fast-track the growth of selected startups through mentorship, market access, and funding. The partnership lasting 12 months operates as a non-financial endeavor. For felicitation, Professor Bhagwan Chowdhary- Faculty direct, I venture and Mr. Suresh Bandhi AVP partnerships I venture were called upon stage along with other dignitaries.

### **3. National Institute of Design, Ahmedabad:**

The MoU, signed by Mr. Praveen Nahar, Director of NID Ahmedabad, and Smt. Tanu Kashyap IAS - DG NIFT, aims to facilitate the sharing of knowledge, resources, and expertise at national and international levels, promoting design education and practice. For felicitation, Dr Ketan Kumar Vadodaria - Assistant Senior faculty was invited to the stage with other dignitaries.

After the signing with NID Ahmedabad, DG NIFT and Dean Academics NIFT took their seats at the center of the stage. The members of the MoU vetting Committee, Professor Rahul Chandra - Campus Director NIFT Kangra, and Colonel Rahul Sharma - Campus Direct NIFT Patna joined them on stage.

### **4. Ahmedabad Textile Industry Research Association (ATIRA), Ahmedabad:**

The collaboration, signed by Mr. Pragnesh Shah-Director Ahmedabad Textile Industries Research Association, and Professor Dr. Sameer Sood - Campus Director NIFT Gandhinagar, aims to promote entrepreneurship development, offer courses and training programs, and organize projects and outreach programs. For felicitation, Smt. Deepali Plawat - Senior Deputy Director and Smt. Jyoti Taskar- Head of marketing and sales were called on stage.

### **5. Entrepreneurship Development Institute of India (EDII), Ahmedabad:**

This partnership, signed by Mr. Rajesh Gupta, Faculty and project Director of EDII, Ahmedabad, and Professor Dr. Sameer Sood - Campus Director NIFT Gandhinagar, aims to promote mutual interests through various activities, including student, faculty, and staff exchanges, entrepreneurship promotion, and joint conferences. The partnership spans 3 years operating on a non-financial basis and entails an IP sharing pattern of 50:50. For Felicitation, Professor Piyush Sinha EDII was called on stage.

### **6. Gujarat State Handloom and Handicraft Development Corp. Ltd (GSHHDCL):**

This collaboration, signed by Smt. Parul D Mansata, G.A.S - Joint Managing Director GSHHDCL, and Professor Dr. Sameer Sood - Campus Director NIFT Gandhinagar aims to leverage expertise in education and craft sectors for the

benefit of artisans and strategic partnership. The partnership spans 3 years operating on a non-financial basis, and entails an IP sharing pattern of 50:50. Signing was followed by felicitation of the signatory.

### **7. Indian Institute of Technology (IIT), Jodhpur:**

The collaboration, signed by Professor Santanu Chaudhary- Director of IIT Jodhpur, and Dr. G.H.S Prasad - Campus Director NIFT Jodhpur aims to enhance academic collaboration through joint research initiatives, faculty/student visits, and joint supervision of postgraduate students. The partnership spans 3 years operating on a non-financial basis. For felicitation, Professor Nimish Vohra - Head of school of design, IIT Jodhpur was called on stage along with other dignitaries.

### **8. Indian Institute of Technology (IIT), Mandi:**

This interdisciplinary collaboration, signed by Professor Laxmidhar Behera, Director of Indian Institute of Technology, Mandi, represented by Dr. Atul Dhar, Chairperson SMME, and Professor Dr. Rahul Chandra - Campus Director NIFT Kangra, aims to enhance students' learning experiences and foster joint events like seminars and workshops. The partnership spanning 5 years operates on a non-financial basis. For felicitation, Dushyant Sharma - Assistant Registrar IIT Mandi was invited on stage with other dignitaries.

### **9. Indian Institute of Information Technology (IIIT), Kalyani:**

The collaboration, signed by Professor Dr. Santanu Chattopadhyay - Director IIIT Kalyani, and Shri Brijesh Deore - Campus Director of NIFT Kolkata aims to develop smart garments embedded with wearable technology for continuous monitoring of human vitals. The partnership spans 5 years, operates on a non-financial basis, and entails an IP sharing ratio of 50:50. Signing was followed by felicitation of the signatory.







## 10. Indian Institute of Management (IIM), Bodhgaya:

The MoU, signed by Ms. Vinita S Sahay, Director of IIM Bodh Gaya, and Colonel Rahul Sharma, Campus Director of NIFT Patna, encompasses various initiatives, including the exchange of students, faculty, and staff, joint academic program development, and entrepreneurship promotion. Signing was followed by felicitation of the signatory.

## 11. Indian Institute of Management (IIM), Jammu:

The collaboration, signed by Professor B.S. Sahay, Director of Indian Institute of Management Jammu, and Dr. Javid Ahmad Wani Campus Director NIFT Srinagar, aims to converge on academic and research activities, fostering the revival and realignment of local crafts for regional community development. The MoU spans 3 years operating on a non-financial basis. For felicitation, Dr. Muqbil Burhan - Associate Professor, IIM Jammu was called on stage with other dignitaries.

Before concluding the event, Professor Dr. Sanjeev Malage - Head of International and Domestic Linkages was called on stage for the vote of thanks.

NIFT Shillong has signed an MoU with Indian Institute of Entrepreneurship (IIE), Guwahati

Before concluding the event, Professor Dr. Sanjeev Malage - Head of International and Domestic Linkages was called on stage for the vote of thanks.

## Conclusion

The Collaboration and Partnership Signing Ceremony witnessed the forging of strategic alliances and the establishment of meaningful partnerships between leading educational institutions and organizations. These collaborations are poised to create opportunities for academic exchange, research collaboration, and skill development, thereby contributing to the growth and innovation in the textile and creative sectors.





## NIFT - CSB MOU SIGNING

The collaboration and partnership signing ceremony on February 28, 2024, at Bharat Mandapam, brought together industry leaders and stakeholders for a series of significant events.

Acknowledging esteemed guests, the ceremony featured a book signing, the launch of the India Tex project, and the exchange of MoUs.

Notably, **Dr. Periyasamay**, Director of Central Silk Technological Research Institute (Silk Board), and **Dr. Yathindra Lakkanna**, Director of NIFT Bangalore, participated in sealing a pivotal collaboration. These initiatives underscored a collective commitment to innovation, knowledge sharing, and strategic partnerships aimed at driving sustainable growth in the textile and creative sectors.



# SAMVAAD

## An evening breakout with NIFT

27 FEBRUARY, 2024

BHARAT MANDAPAM





## SAMVAAD: EVENING BREAKOUT WITH NIFT

**Samvaad**, presented as an event, stands as an opportunity to engage in a thoughtful sharing of ideas that respond in a way that processes adding meaning to fashion education.

**“आइए शुरु करें एक संवाद”  
“फैशन आज और कल के लिए”**

The event commenced with a warm welcome extended to **Mrs. Rachna Shah, Secretary Textile to the Government of India**, who graced the evening as the esteemed chief guest.

**'Samvaad'** unfolded with the promise of conversations and discussions that add value to our ecosystem, underscored by a poignant quote

**“अपस्तुः स्व कोऽपि कोशोऽयं वा द्यते तव भारती। व्ययतो वद्धिमायाति क्षयमायाति सन्वयात”**

The proceedings commenced with a tribute, aimed at disseminating awareness about the Prime Minister's visionary 5F agenda among the masses, emphasising Innovation, Collaboration, and the Make in India ethos.

**Professor Dr. Sudha Dhingra, Dean (Academics)**, addressed the audience by discussing the significance of the **"samvaad"** emphasising how it creates a platform for sharing thoughtful ideas. Following her remarks, she extended a warm welcome to the chief guest, **Ms. Rachna Shah, Secretary (Textiles), Government of India**, presenting her with an Angvastram as a token of appreciation. The felicitation was conducted by **Ms. Tanu Kashyap, IAS, Director General of NIFT**.









**Ms. Tanu Kashyap, IAS, Director General of NIFT** provided a comprehensive overview of NIFT's illustrious journey, underscoring its inception in 1986 and subsequent expansion to 18 centres, with the recent addition of the Varanasi campus. With pride, she noted NIFT's impressive figures: 19 campuses, 680+ faculties, 13,163+ students, and a network of 41,000+ alumni, symbolizing its vibrant community.

Ms. Kashyap delved into NIFT's academic offerings, including undergraduate and postgraduate programmes in design, fashion technology, and fashion management, alongside global exchange initiatives, PhD programmes, and continued education opportunities. She emphasized NIFT's dynamic curriculum, showcasing its adaptability and innovative approach driven by student involvement in curriculum development.

The exchange seamlessly transitioned to NIFT's commitment to talent nurturing through scholarship schemes like Sarthak and Udan,

supporting students in educational and exchange programs. Ms. Kashyap encouraged NIFT's grassroots engagement, highlighting initiatives like craft classes and collaborations with local artisans, including projects like USTTAD and the Centre of Excellence for Khadi, aimed at preserving heritage crafts and promoting sustainable design practices.

Ms. Kashyap underlined NIFT's robust industry connections through classroom projects, internships, and partnerships with leading companies, governmental bodies, ministries, NGOs, and the private sector, shaping textile design and craft preservation efforts. She discussed NIFT's global outreach, fostering cross-cultural understanding through international partnerships and exchange programmes.

In a passionate call to action, Ms. Kashyap urged alumni and industry professionals to actively engage with NIFT's initiatives and support its students. She emphasized the significance of

signing up on the 'We Connect' portal platform for seamless communication and outreach efforts. Moreover, she fervently appealed for the sponsorship of students facing financial obstacles, inviting various forms of support, including financial contributions and mentorship opportunities.

In conclusion, Ms. Kashyap expressed gratitude for the opportunity, foreseeing the ongoing dialogue as the catalyst for further collaboration and growth for NIFT and its vibrant community.



Bharat Tex proved to be the long-awaited platform for NIFT students to network with the industry, signalling a fresh start for NIFT 2.0. Utilising this platform, the interaction began with alumni and industry figures, paving the way for the initiation of 'Samvaad'.

The conversations begin with alumni figures such as Hemang, Mohit, Niraj, Nidhi, and Nihal, rallying behind the cause championed by DG Ma'am, showcasing a shared commitment to give back to their alma mater. Noteworthy suggestions surface, including Hemang's proposal to establish an endowment fund, facilitating alumni contributions. Manish Tribhuvan reflected upon the topic and

showed that this room held power and can stand strong in the times of need for students currently in their Alma mater.

Following today's Samvaad, we assert confidently

**“आज के इन्ही पलों से हमें उम्मीद है कॉकल की नींव बनेगी”.**

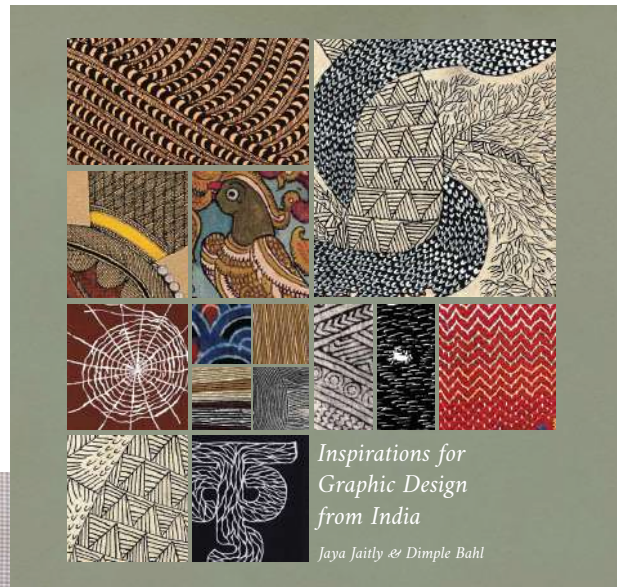
At the Samvad event, **Ms. Rachna Shah, Secretary (Textiles)** unveiled two significant books in the book launch event.



## Book launch Event

### 1. Inspirations for Graphic Design from India by Jaya Jaitly & Dimple Bahl, published by Arthshila.

This book offers a profound exploration of India's rich heritage of crafts and design, presenting a comprehensive documentation that delves into the nuanced philosophies underpinning traditional Indian visual expressions.



### 2. Stitchless Seam Standard by Prof.Dr. Prabir Jana & Dr. Anshuman Dash, published by NIFT.

This book will unlock the secrets, so far in the possession of big brands; democratise the stitchless technology and processes among small and medium enterprises; enable easy and standardised communication across the supply chain spanning educators, researchers and industry.



## Innovations

The Secretary (Textiles) extended honors to patent holders, faculty members, and alumni in recognition of their respective patents that are detailed below.

**1. A Magnetic System to Prevent Scattering of Broken Sewing Machine Needle** by Dr Deepak Panghal, Assistant Professor from the Dept of Fashion Technology, and Mr Sirfaj Ahmed NIFT -Delhi Alumni.

**2. A Needle Replacement System** by Mr Ravi Shekhar (BFT alumni, DFT, New Delhi), Mr.Shubham Tilara (BFT alumni, DFT, New Delhi) and our esteemed faculty, Dr. Prabir Jana (Professor, DFT, New Delhi), Dr. Suhail Anwar (Professor, DFT, New Delhi).

**3. Evaluating Sewing Skill of an Operator of a Sewing Machine** by Prof.Dr Prabir Jana, Dr Deepak Panghal, Assistant Professor, NIFT and Mr Dinesh Kumar, Director-Design Innovation.

**4. Self Defence wearable** by Dr Deepak Pangal, Prof (Dr.) Noopur Anand, Dept of Fashion Technology, along with students from the department- Ahmad Shazad and Priya Nishant.

**5. Production Monitoring System for Sewing Machines in a Garment Manufacturing Unit** by Prof. Pavan Godiawala, NIFT, CS Vora, MG Solanki, and PB Jhala (ATIRA)







The chief guest, **Ms. Rachna Shah, Secretary (Textiles), Government of India**, began her speech on a light note, expressing her delight at the energy, enthusiasm, and positive vibes present in the interactive session and in meeting the people in the room.

She expressed happiness at seeing NIFT alumni making the institution proud and feeling nostalgic upon hearing faculties calling out the names of their students for a beautiful dialogue, reminiscent of old times in the classroom.

To quote her, ***"NIFT is in the air"*** and even ***"NIFT is in the blood"***. She also imparted a small piece of advice, urging us to embrace the use of technology in the fashion world to navigate the digitally advanced future ahead of us.

The event concluded with a vote of thanks from **Professor Dr. Jonalee Das Bajpai, Head of Industry and Alumni Affairs**, expressing gratitude to all attendees, faculties, and volunteers.

***Samvaad - Kal aaj aur kal***

# YUGAANTAR

The timeless

27 FEBRUARY, 2024

YASHOBHOOMI



FASHION  
SHOW



## FASHION SHOW: “Yugantar: The Timeless” - A Celebration of Fashion, Heritage, and Innovation

The vibrant Yashobhumi Convention Center witnessed a spectacular display of creativity, elegance, and innovation as the much-anticipated fashion extravaganza, “Yugantar: The Timeless,” unfolded at the esteemed venue on February 27, 2024. Hosted by the National Institute of Fashion Technology (NIFT) as part of Bharat Tex 2024, the event brought together renowned designers, industry experts, and fashion enthusiasts under one roof to celebrate the rich tapestry of Indian textiles, craftsmanship, and design.

Since its inception in 1986, NIFT has been at the forefront of nurturing talent and fostering innovation in the textile and apparel industry. With a vision to promote excellence and uphold the traditional crafts of India, NIFT continues to serve as a beacon of inspiration for aspiring designers and artisans nationwide.

“Yugantar” served as a platform to showcase the evolution of style and craftsmanship, transcending boundaries and embracing the timeless essence of Indian heritage. The collection presented a mesmerizing fusion of Traditional Indian, Fusion, and Western wear, reflecting the diverse cultural landscape of the nation while incorporating modern fashion sensibilities.

The evening commenced with a warm welcome extended to all attendees, acknowledging the invaluable support of the Ministry of Textiles, Development Commissioner Handloom, and Development Commissioner Handicraft in fostering the growth and development of the textile and fashion industry in India. Their unwavering commitment to promoting handloom weaving, embroidery, block printing, and tie-dyeing has been instrumental in preserving our rich cultural heritage and empowering artisan communities across the country.

From the moment attendees stepped into the venue, they were greeted by an atmosphere charged with excitement and anticipation. The air buzzed with the chatter of fashion enthusiasts, industry insiders, and media personnel, all eager to witness the spectacle about to unfold on the

runway. The venue was abuzz with activity, with every corner adorned with stunning displays of textile artistry and craftsmanship, showcasing the rich tapestry of India’s cultural heritage.

As the clock struck the designated hour, the lights dimmed, and the music swelled, signaling the beginning of the main event. The runway came alive with a dazzling array of colors, textures, and silhouettes, as models strutted down the catwalk, showcasing the latest creations from some of India’s most prominent designers.

The auditorium was packed to capacity, with fashion aficionados jostling for the best view of the runway. The energy in the room was palpable, as attendees marveled at the creativity and innovation on display.

The event started with a special performance by the student band of NIFT Delhi “Rang,” captivating the audience with their mesmerizing talents, adding an extra layer of excitement to the evening.

The evening unfolded with awe-inspiring presentations by some of the most prominent names in the fashion industry. The concepts were expertly executed through meticulous attention to details in each ensemble and presentation:

- **Sonal Verma:** Setting the stage for an evening of elegance and innovation. The collection showcased the enchanting golden embroidered fusion wear ensembles.
- **Prashansa Shah for Reshamandi:** Pioneering India’s Farm-to-fashion digital ecosystem with a modern interpretation of classic styles. Their spring-summer 2024 collection drew inspiration from prisms, chintz, and ornamental blooms, offering a modern interpretation of classic styles.
- **Nefertari by Nefertari Joshi:** Seamlessly blending classic tailoring with contemporary flair to embrace the essence of modern femininity.
- **Anurag Jain’s Enviu:** Redefining fashion with purpose and sustainability through the collaborative efforts of Enviu.
- **Shay Studio by Shaily Gupta:** Balancing





contrasts and exploring emotional conflicts through harmonious design elements.

- **Line outline by Deepit Chugh:** Paying homage to avant-garde principles of Bauhaus principles with a celebration of geometric precision, clean lines, and contrasting details charmed the audience.

- **Rhapsody by Rachita Kapoor:** Infusing poetic rhythm and vibrant colors into each design, evoking feelings of calm and comfort.

- **Aphrodite by Nageeshwar C:** Transporting the audience into a world of mythological grandeur and masquerade.

- **Debarun Mukherjee:** Capturing the grandeur and opulence of Kolkata's Chowringhee era.

- **Fab point by Roopali Rawat:** Transforming traditional sarees into contemporary masterpieces through innovative upcycling.

- **Isha Gupta Tayal:** Infusing understated glamour and intricate embellishments into modern silhouettes.

- **Jaishelly Khanna:** Promoting inclusivity and individuality through versatile designs in white, gold, and beige.

- **Debasmita Das:** Showcasing ethnic ensembles with contemporary flair and vibrant hues.

- **Bhupesh Saini:** Upholding sustainability and heritage craftsmanship through affordable, class-apart fashion.

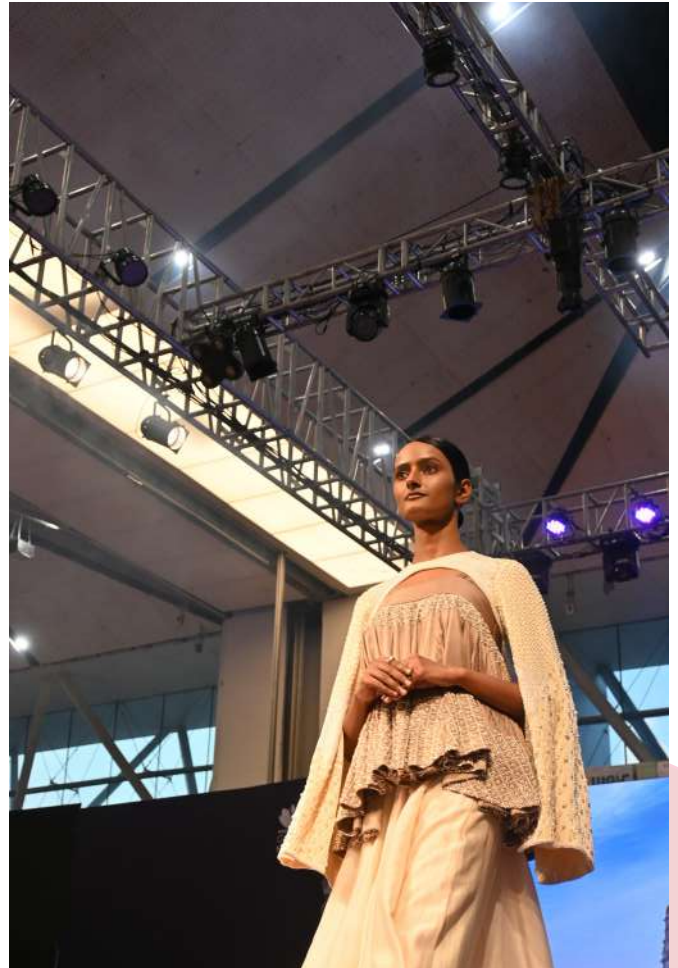
- **Joy Mitra:** "Once upon a Time" evokes nostalgia and Indian aesthetics through rich textiles and embroidery.

From traditional attire to avant-garde couture gowns, each ensemble captivated the audience with its beauty and craftsmanship.

Throughout the evening, the designers took the audience on a journey through time and culture, drawing inspiration from India's rich heritage and blending it seamlessly with contemporary design sensibilities. The audience was treated to a visual feast of colors, patterns, and textures, each ensemble more breathtaking than the last.

The show left the audience mesmerized by the creativity, craftsmanship, and innovation showcased on the runway. The evening concluded on a high note with the performance of the Dhara Dance group of NIFT.

In conclusion, "**Yugantar: The Timeless**" was not just a fashion show but a celebration of India's rich cultural heritage and the boundless creativity of its designers. It showcased the best of Indian fashion, from traditional craftsmanship to cutting-edge innovation, and left a lasting impression on all who attended. With NIFT at the helm, the event was a resounding success, reaffirming India's position as a global leader in the world of fashion.



# INDIAN WOVEN HAND TREASURES

28 FEBRUARY, 2024

YASHOBHOOMI



MASTER  
CLASS





## MASTER CLASS: INDIAN WOVEN HAND TREASURES BY BESS NIELSEN

The Kaner Hall of the Yashobhumi Convention Center was a hive of activity and anticipation on the crisp morning of February 28th, 2024. As the second day of Bharat Tex 2024 unfolded, the National Institute of Fashion Technology (NIFT) embarked on a journey to enlighten and inspire the weavers of India through a transformative masterclass. This event stood as a beacon of NIFT's unwavering commitment to nurturing talent and fostering innovation in the textile and fashion industry, a testament to the institute's pivotal role in shaping the future of Indian craftsmanship.

Behind the scenes, a dedicated team of professionals worked tirelessly to ensure every aspect of the masterclass was meticulously planned and flawlessly executed. From logistical arrangements to technical support, their unwavering dedication and attention to detail set the stage for an unforgettable experience that would resonate with attendees long after the event concluded.

At the helm of the masterclass was the esteemed designer **Bess Nielsen**, the visionary force behind Khadi & Co. in Paris. Nielsen's illustrious career spanned continents and decades, marked by a steadfast commitment to sustainability and craftsmanship. Born in Copenhagen, Denmark, her journey into the world of fashion and design began with a fervent passion for pattern making

and construction, nurtured during her formative years at the Kunst Industry School (now known as the Danish Design School).

Nielsen's insatiable curiosity and adventurous spirit led her on a transformative journey across Europe, where she honed her craft and garnered invaluable insights into the intricacies of design and textiles. Her tenure at Stockholm's Beckmann design school further enriched her understanding of form, function, and aesthetics, laying the groundwork for her future endeavors in the world of fashion.

However, it was a life-changing trip to India that served as a pivotal moment in Nielsen's career, igniting her passion for handwoven textiles and traditional craftsmanship. Inspired by the rich cultural tapestry and heritage of India, Nielsen embarked on a mission to create pieces that celebrated the artistry and tradition of handloom weaving, with a keen focus on longevity and sustainability.

As attendees filed into the Kaner Hall, the air crackled with anticipation, each individual eager to glean insights from Nielsen's vast reservoir of knowledge and experience. **Dr. Deepak Joshi**, a distinguished faculty member of NIFT, assumed the role of moderator for the event, his expertise and eloquence setting the stage for an engaging and enlightening discussion.



With her trademark swatch book in hand, Nielsen embarked on a captivating journey through the rich tapestry of Indian handwoven textiles. Each sample bore the indelible imprint of her creative genius, a testament to her relentless pursuit of excellence and innovation. From delicate weaves to intricate patterns, each fabric narrated a story of tradition and innovation, weaving together the threads of India's rich cultural heritage.

As Nielsen shared anecdotes from her journey and showcased her designs, the audience was enraptured, hanging on to her every word. Dr. Deepak Joshi's adept translation ensured that Nielsen's insights resonated with every member of the diverse audience, fostering a deeper understanding of her work and its implications for the future of Indian handloom traditions.

The masterclass culminated in a captivating fashion presentation that brought Nielsen's creations to life, immersing the audience in a sensory experience that transcended the boundaries of time and space. Her impeccable color sensibility, minimalist silhouettes, and earthy textures resonated deeply with the audience, eliciting admiration and awe.

In a gesture of appreciation, **Mrs. Tanu Kashyap, IAS, Director-General of NIFT**, and **Dr. Sudha Dhingra, Dean Academics**, presented Nielsen with a memento, a tangible symbol of gratitude for her invaluable contributions to the field of fashion and design. As Nielsen graciously accepted the gesture, the hall erupted into applause, a fitting tribute to her unwavering dedication and passion for her craft.

Among the dignitaries present at the masterclass were **Mrs. Tanu Kashyap IAS, DG, NIFT**, **Dr. Sudha Dhingra, Dean Academics**, **Dr. Shinju Mahajan, Head AAA**, **Col Saurabh Gupta, Director IT** among others. Their presence lent an air of prestige and significance to the event, underscoring its importance in shaping the future of Indian craftsmanship.

As attendees dispersed, their minds abuzz with newfound knowledge and inspiration, it was clear that the masterclass had left an indelible mark on all who had the privilege of being present. Through the tireless efforts of the NIFT team and the transformative insights shared by Bess Nielsen, the masterclass had succeeded in its mission of celebrating the timeless allure and enduring legacy of India's handwoven treasures.





# CRAFTING SUCCESS WITH HANDMADE

28 FEBRUARY, 2024

YASHOBHOOMI



PANEL  
DISCUSSION





## PANEL DISCUSSION: CRAFTING SUCCESS WITH HANDMADE

The Yashobhumi Convention Center buzzed with anticipation on the second day of Bharat Tex 2024 as attendees gathered at the Maulshree Hall on the 4th floor for a prestigious panel discussion titled **"Crafting Success with Handmade"**. The hall exuded an aura of grandeur, adorned with exquisite handwoven tapestries and traditional artifacts, setting the stage for a dialogue that delved into the intricacies of Indian craftsmanship and its intersection with contemporary design and sustainability.

The welcome note, delivered with eloquence and warmth by the moderator, captured the essence of the event. Attendees, comprising esteemed dignitaries, industry professionals, designers, educators, and students, were greeted with enthusiasm as they settled into their seats, eager to partake in what promised to be a stimulating exchange of ideas and insights.

**Mrs. Amrit Raj, Development Commissioner (Handicrafts)**, assumed the role of chairperson for the panel discussion, her distinguished presence adding gravitas to the proceedings. With over thirty years of experience in governance and program implementation within the Government of India, her leadership set the stage for a dynamic and engaging dialogue.

The introduction of the esteemed panelists was met with anticipation and applause. **Ms. Sunita Shanker**, a celebrated alumna of NIFT known for

her commitment to preserving Indian crafts, was hailed for her transformative work in empowering artisan communities. Her eponymous label, Sunita Shanker Studio, epitomized the seamless fusion of tradition and innovation, capturing the essence of India's rich textile heritage.

**Ms. Sarita Ganeriwala**, the creative head and co-founder of Karomi Kolkata, captivated the audience with her journey from a single weaver to the establishment of Karomi as a bastion of sustainable design. Her pioneering efforts in reviving traditional crafts such as Jamdani exemplified the transformative power of design in preserving cultural heritage.

**Ms. Anavila Misra**, another distinguished alumna of NIFT, was lauded for her visionary approach to fashion and sustainability. Her brand, Anavila, garnered acclaim for its distinctive blend of traditional craftsmanship and contemporary aesthetics, earning her numerous accolades and awards.

**Mr. Nitin Bal Chauhan**, an acclaimed fashion designer known for his progressive approach to sustainability, rounded out the panel with his thought-provoking insights and soul-stirring creations. His work, inspired by poignant narratives, underscored the transformative power of fashion as a medium of social commentary and change.



The panel discussion commenced with a thought-provoking dialogue on the role of design in the handloom and handicraft sectors of India. Drawing inspiration from **Mr. Anand Mahindra's** vision of a sustainable future, the panelists explored ways in which traditional craftsmanship could be reimagined and revitalized through innovative design interventions.

Sustainable practices in the handmade business emerged as a central theme, with Ms. Sarita Ganeriwala emphasizing the importance of reducing carbon footprint and promoting eco-friendly processes. The panelists delved into the symbiotic relationship between sustainable practices, consumer awareness, and demand for handmade goods, highlighting the role of artisans as custodians of cultural heritage.

Artisan empowerment emerged as a key focus, with Ms. Anavila Misra articulating the need for transparency and collaboration to ensure the holistic development of the craft sector. The panelists underscored the importance of fair wages, skill development, and community engagement in empowering artisans and preserving traditional crafts for future generations.

The discussion on digital transformation in the handmade sector sparked a lively debate on the potential benefits and challenges of leveraging digital platforms to connect artisans with a global audience. Mr. Nitin Bal Chauhan emphasized the transformative impact of digital entrepreneurship in democratizing access to markets and empowering artisans to bypass middlemen.

The session concluded with a reflection on policies, support, and government initiatives aimed at promoting entrepreneurship and sustainable practices in the craft sector. The panelists underscored the need for collaborative efforts between government agencies, industry stakeholders, and grassroots organizations to create an enabling environment for artisanal growth and innovation.

In closing, the moderator expressed gratitude to the chairperson, **Mrs. Amrit Raj**, and the esteemed panelists for their invaluable contributions to the dialogue. The panel discussion, she noted, had illuminated new pathways for creative collaboration and innovation, reaffirming the

timeless allure and enduring legacy of India's handcrafted treasures.

As attendees dispersed, their minds abuzz with newfound insights and inspiration, it was evident that the panel discussion had left an indelible mark on all who had the privilege of being present. Through the collective wisdom and expertise of the panelists, the event had succeeded in fostering a deeper appreciation for the craftsmanship, innovation, and sustainability that defined India's rich textile heritage.

The panel discussion was graced by the presence of **Mrs. Tanu Kashyap, IAS, DG-NIFT**, whose distinguished presence added further prestige to the event. Her keen interest and support for initiatives promoting Indian craftsmanship underscored the significance of the dialogue in shaping the future of the handloom and handicraft sectors.







# ATMAN: The real self

28 FEBRUARY, 2024

YASHOBHOOMI



FASHION  
SHOW



## FASHION SHOW: ATMAN, THE REAL SELF

The illustrious Yashobhumi Convention Center witnessed another day of an exquisite fusion of creativity, elegance, and innovation during the eagerly awaited fashion spectacle, **"Atman - The Real Self,"** organized by the National Institute of Fashion Technology (NIFT) on February 28th, 2024, as a highlight of Bharat Tex 2024. This event united esteemed designers, industry mavens, and fashion aficionados in a collective celebration of India's diverse textile heritage, artisanal craftsmanship, and visionary design.

Atman paid homage to the soulful diversity of India's traditional handwoven textiles. Reflecting the cultural beliefs and ethos of our nation, this collection was a testament to India's rich heritage of fabrics and crafts. From sturdy traditional fabrics to innovative modern textiles, Atman explored the dynamic intersection of tradition and progress. Joining us as we delved into the heart of India's textile legacy, celebrating its timeless beauty and enduring appeal. Participating designers included **Nitin Bal Chauhan, Samant Chauhan, Sarita Ganeriwala, Anavila Misra, Sonal Gupta, Sayantan Sarkar, Priyanka Kar, Chanchala,** and many more.

The evening commenced with a heartfelt welcome extended to all attendees, expressing gratitude for the invaluable support of the Ministry of Textiles, Development Commissioner Handloom, and Development Commissioner Handicraft

in nurturing the growth and advancement of India's textile and fashion industry. Their steadfast dedication to promoting handloom weaving, embroidery, block printing, and tie-dyeing played a pivotal role in safeguarding our diverse cultural heritage and uplifting artisan communities nationwide.

From the moment guests entered the venue, they were enveloped in an atmosphere brimming with anticipation and excitement. The air hummed with the lively exchanges of fashion enthusiasts, industry insiders, and media representatives, all eagerly anticipating the unfolding spectacle on the runway. Every corner of the venue buzzed with activity, adorned with breathtaking displays of textile artistry and craftsmanship, showcasing the vibrant tapestry of India's cultural legacy.

As the appointed hour approached, the lights dimmed, and the music swelled, heralding the commencement of the main event. The event began with a captivating dance performance by the "Dhara" the classical and folk dance team of NIFT Delhi that left the audience spellbound. Integrating the timelessness of Kathak and Bharatnatyam, Dhara infused the social richness of the Chari and the Kalbelia. This presentation, titled "Dharam," embodied the essence of tradition and progress, reflecting the cultural beliefs and ethos of the nation.



This was followed by captivating fashion show collections that continued to enthrall the audience. The runway burst to life with a dazzling array of hues, textures, and contours, as models gracefully paraded the latest creations from some of India's most eminent designers.

**Anavila Misra-** Anavila's collection captivated with its meticulous block printing and expert fabric manipulation techniques showcased on elegant linen sarees. Paired with jute rope-like slippers, each ensemble embodied a harmonious blend of traditional craftsmanship and modern design sensibilities. The collection not only highlighted the timeless elegance of the saree but also championed sustainability, making it a symbol of contemporary fashion with a conscience.

**Samant Chauhan-** The collection beautifully intertwined the artisanal mastery of Bhagalpur handwoven fabric with intricate hand embroidery techniques executed by skilled artisans. Presented in contemporary Indo-Western silhouettes, this fusion seamlessly merged traditional craftsmanship with modern aesthetics, resulting in designs that honored heritage while embracing innovation.

**Swati Kapoor-** The Soul Weave collection exuded the timeless grace of sarees and the artistry of draping, crafted from exquisite handloom fabrics. A modern touch was introduced with the inclusion of a bleach blouse, infusing traditional attire with contemporary flair and stylish sophistication.

**Luxe street by Chanchala-** Chanchala's collection showcased a blend of Indo-Western styles, incorporating beads at the hem, a touch of blue wine luxe street, ruffle detailing, sheer fabric, corset saree, and a modern silhouette with a whimsical feel.

**Vivek Patel-** Vivek Patel's collection featured unique elements such as bird-themed patchwork details, jackets with circular cuts and 3D embroidery. This pret collection was a blend of sleek, contemporary designs with stylish silhouettes

**Pinch by Sonal-** Sonal Gupta's collection incorporated distinctive elements like draped skirts, capes, intricate beadwork, and detailed thread machinery work. This suggested a focus on

sophisticated and intricately designed garments in her collection.

**Label Priyanka Kar-** The collection characterized by sequins and beadwork, floral patterns, a vibrant multicolour embroidery on pastel-coloured sheer fabric for young Indian brides. This blend suggested a contemporary and colourful fusion in her design aesthetic.

**Yoshita craft studio by Avani Pandya -** The collection took inspiration from Himachali Pattu's, the collection comprised of drape shawls, pants, check patterns, patch pockets, and pleated skirts. This suggested a fusion of traditional and contemporary styles with attention to detail and texture in her garments.

**Bandana BYB-** Bandana Kumar's menswear collection featured unique elements like fringes, pearls, mirrors, cotton fabric, pastel colors, dhoti drapes mesmerized the audience with divine enchants. This combination encapsulated a blend of traditional and modern aesthetics.

**Dhanya Sugathan-** Dhanya Sugathan's collection exuded a casual yet stylish vibe, accentuated by the playful use of stripes and a fusion of print and intricate thread work. The incorporation of handbags added an extra layer of sophistication, elevating the overall ensemble to a perfect blend of relaxed charm and subtle elegance.

**Mamta Jadhav-** Mamta Jadhav's collection presented a luxurious amalgamation of textures and materials, blending velvet with sheer fabrics like silk satin. Embellishments such as gota lace, zardozi, and pearl detailing adorned exquisite lehengas, creating a regal allure. The collection also featured sarees adorned with intricate mirror work and zardozi, seamlessly blending opulence with timeless craftsmanship for a truly breathtaking aesthetic.

**Sayantana Sarkar -** Sayantan Sarkar's collection shone with a palette of delicate pastel hues, accentuated by charming ruffle and pleated embroidery adorning both pants and jackets. The incorporation of floral patches added a whimsical touch, seamlessly intertwining intricate detailing with a soft, feminine aesthetic throughout his designs.



**Sonal Chitranshi-** The Soul Roots collection featured block prints, with a focus on a plain block-printed torso incorporating side pockets in a striking red and blue combination. Additionally, the collection included a black saree with floral details, showcasing a blend of traditional and contemporary elements in her designs.

**Chandrima Nath-** Chandrima's collection boasted a baggy silhouette, patch embroidery work, floral patterns, plain tie-dye, and an Afghan vibe. The mention of "legomutton" contributed to the uniqueness of her collection, suggesting a fusion of various styles and elements.

**Nitin Bal Chauhan-** Nitin Bal Chauhan's collection showcased intricate details such as 3D embroidery, beadwork, and placement floral motifs. The focus on the torso and back opening with off-centred design details emphasized on edgy contemporary styles.

**Karomi by Sarita Ganeriwala-** Sarita Ganeriwala's collection featured a combination of traditional Jamdani woven fabric with geometrical motifs. The collection comprised woven pants predominantly in a maroon and black color palette offering a classic and elegant take with contemporary silhouettes.

**Pratima Pandey-** Pratima Pandey's collection incorporated a white sheer fabric, adorned with floral embroidery and thread work. The addition of gathered sleeves with lacework knots suggested a focus on intricate detailing and a blend of elegance in her designs.

NIFT's commitment to preserving and promoting India's textile legacy is evident in events like **"Atman."** By bridging tradition and progress, NIFT continues to play a pivotal role in shaping the narrative of the country's rich cultural heritage.

The show reached its peak as it welcomed **Ms. Tanu Kashyap, Director General of NIFT,** and **Ms. Amrit Raj, Development Commissioner Handicrafts,** the visionary women behind the event's conception. Their presence illuminated the stage, symbolizing the culmination of meticulous planning and creative vision. The audience erupted into a standing ovation, a heartfelt tribute to the flawless execution and profound impact of the event.

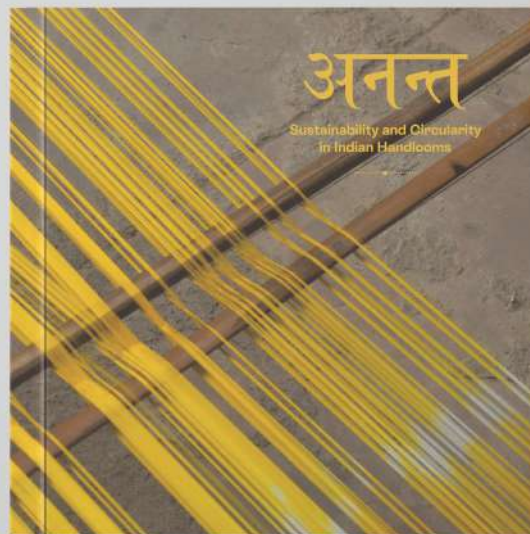
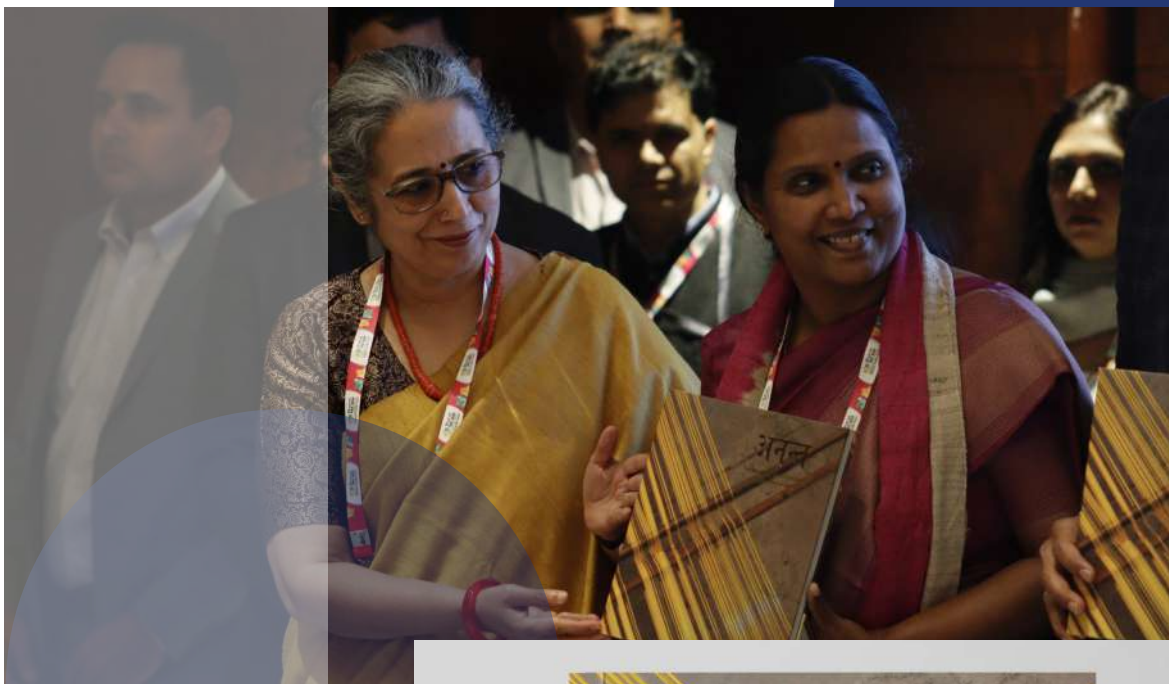


# BOOK LAUNCH

## ANANT: Sustainability and Circularity in Indian Handlooms

28 FEBRUARY, 2024

BHARAT MANDAPAM





## COFFEE TABLE BOOK

The coffee-table book titled **'Anant: Sustainability and Circularity in Indian Handlooms'**, conceptualised and designed by the National Institute of Fashion Technology and published by the Office of the Development Commissioner Handlooms, Ministry of Textiles, Government of India, was released on February 28, 2024, in the distinguished presence of the **Smt. Darshana Jardosh, Honourable Minister of State**, along with esteemed guests **Smt. Rachna Shah, Secretary (Textiles)**, and **Dr. M. Beena, Development Commissioner (Handlooms)**, among others.

Based on the premise that Indian handlooms are produced using environmentally friendly practices and raw materials while empowering their makers, the book serves as an exploration of the sustainable and ethical dimensions of Indian handlooms. By delving into the intricate processes and techniques involved in handloom weaving, the book highlights the eco-friendly nature of these practices and their positive impact on both the environment and the livelihoods of artisan communities.

The book begins with an insightful overview of Indian handlooms, highlighting the rich and diverse traditions that underline their sustainability and ethical practices. The book concludes with notes on the revival of sustainable practices in Indian handlooms and the government's support to uplift the sector and promote its rich legacy

globally. Throughout its pages, the book covers a wide range of topics, including sustainable natural fibres, natural dyeing practices, traditional tools and equipment used in handloom weaving across different regions of India, and the cultural significance of typical motifs used in regional handlooms. The book also explores traditional recycling and upcycling practices and demonstrates the growing trend of repurposing textile waste by way of handcrafted techniques by weavers and designers, giving impetus to the cause of sustainability.

Through a combination of insightful narratives and captivating visuals, the book aims to showcase the best practices of weavers and designers in the Indian handloom industry. These captivating images have been contributed by leading designers, weavers, organisations, and institutes that are dedicated to promoting sustainable practices in handloom weaving.

Authored by **Dr. Sudha Dhingra, Dr. Ruby Kashyap Sood, Dr. Dimple Bahl, and Ms. Sareekah Agarwal**, the book **'Anant: Sustainability and Circularity in Indian Handlooms'** explores various facets of sustainable Indian handlooms. The authors celebrate the inherent relationship between age-old textile techniques and sustainability, presenting a compelling vision for embracing circularity and mindful consumption in the future.





# START UPS AND DESIGNER PAVILION

26 TO 29 FEBRUARY 2024

YASHOBHOMI



## START UPS BY NIFT AT BHARAT TEX

In the bustling halls of Yashobhoomi, Hall 2, an atmosphere of innovation and creativity thrived as 16 startups, nurtured by the esteemed National Institute of Fashion Technology (NIFT), and founded by their alumni, faculties, and incubators, showcased their pioneering ideas and ventures. These startups not only symbolized the future of the industry but also served as beacons of inspiration for aspiring entrepreneurs and industry stalwarts alike. S1 to S16 (Stall 1 to Stall 16) were reserved for these startups.

**S1 -**

**Abeeyaar Design Atelier Pvt Ltd Shubangam Singh**, an alumnus of NIFT Jodhpur, Batch of 2020, co-founded this brand, Abeeyaar Design Atelier with three of his colleagues along with an NGO, Kaarigar Vaala where they worked with a lot of different artisans and got them on a single platform. As of now, they included 90 crafts and cluster Fusion Designs where they mixed and merged 2-3 crafts together to create new contemporary statement pieces. They helped artisans scale new heights in both sustainability and profitability through their circular economy processes, pioneering technological innovations, and fresh design concepts.

**S2-**

**Suee Suee** was co-founded by **Krishnaa and Hiba**, alumni of NIFT Kannur, batch of 2017. It was a social impact startup to revive the handloom industry of Kerala along with the motive to preserve the dying heritage. Suee focused on instilling new energy into the employees of the handloom Society.

**S3 -**

**Hemptiles Products Private Limited Founded by Arpit Agarwal, Hemptiles Products Private Limited** was a manufacturer of Hemp Fabrics. Hemp, a versatile and eco-friendly material, with its low environmental footprint and durability, aligned perfectly with their sustainability goals. Through a meticulous and artful dyeing process, they infused their hemp textiles with an array of vibrant, naturally derived colors.

**S4 -**

**Amounee Handloom Ventures Megha Das**, an alumnus of NIFT Kangra, was the founder and CEO of Amounee. Their primary objective was to connect the artisans directly to the urban market. Their strategy provided a digital platform where nationwide clients could conveniently establish communication and business with rural artisans. Amounee was a convenient hassle-free way to shop for authentic textiles and crafts from the most improbable places.

**S5 -**

**Apparel 4.0 Technologies Pvt. Ltd Apparel 4.0 Technologies** was co-founded by **Dr. Prabir Jana and Dr. Deepak Panghal**, who are faculty in NIFT Delhi, in the department of Fashion Technology. They provided a solution to the apparel manufacturing industry. Their flagship solution was ismart which was capable of evaluating a sewing machine operator in a very objective manner, which was also patented by NIFT.

**S6 -**

**Evoke Design Studio Shruti Rawal**, who graduated from NIFT Hyderabad, co-founded Evoke Design Studio with her mother about 5 years ago. Their purpose was to make women feel empowered while making the planet a more beautiful place every day. They used sustainable fabrics and curated their own designs, each thoughtfully incorporating surface ornamentation and high tailoring standards.

**S7 -**

**Upriver Upriver** was founded by **Mr. Baqar I. Naqvi** in 2019, who was a NIFT Delhi Alumnus. They delivered end-to-end strategy and operations support, assisting brand launches and growing brands online through the continued usage of cutting-edge technology, data-driven insights delivered by a skilled team working through streamlined processes.

**S8 -**

**Clickzy Clickzy** was founded by **Jitendar Singh**. He graduated from NIFT New Delhi in 2004. They were a fashion tech company. Their

flagship product was SiZIFI which was a smart measurement device that could connect to any system via WiFi or Bluetooth. This was 5x faster in comparison to the traditional method. There were no reading and data entry errors and the data was available real-time. It saved the cost of alterations in any garment.

**S9 -**

**Rattle and Co.** Founded by **Unnika and Yukti**, alumni of NIFT Bengaluru, Rattle and Co. was a Kidswear brand that was launched in 2017. They specialized in making hair Accessories. They also made clothes, bibs, and swaddles for kids. Their products were 100% designed and handcrafted in India. The brand partnered with artisans across the country to implement Indian craft techniques in their products such as embroidery, macrame, and crochet. The result was products that were global in their outlook yet Indian at heart.

**S10 -**

**Nyokas Technologies Pvt. Ltd. Ajay Sangwan**, an alumnus of NIFT Delhi, founded Nykoas Technologies where they built Military and medical-grade sensors for the soldiers which could monitor their health and the data could be transmitted through radio to the backend team so that they could access the health and location of the soldiers and take action accordingly.

**S11 -**

**Greenleaf Bioplastics Pvt. Ltd. Harshavardhan Reddy Sirupa** was the founder of Greenleaf Bioplastics Pvt. Ltd. In Greenleaf, they were all about Hemp. They cultivated and manufactured Hemp bioplastics which were 100% biodegradable made with plant-based polymers. They replaced Glass fiber with Hemp fiber which were carbon negative.

**S12 -**

**Abira Creations Priyanka K**, an alumnus of NIFT Gandhinagar, founded **Whebyabira** which was a design-driven, ethical fashion accessories brand mostly made of repurposed fabrics. They worked with a group of underprivileged women artisans and were committed to bringing marginalized families out of the poverty cycle and inspiring consumers to buy eco-friendly and handmade products.

**S13 -**

**The Second Life** NIFT Bengaluru's alumnus, **Rahul Khadaliya**, founded The Second Life which was inspired by the interconnectivity of the three R's ideology, reduce, reuse and recycle. Their aim was to create a sustainable livelihood through waste upcycling. The Second Life was an outcome of a conscious need to find sustainable business solutions.

**S14 -**

**Mulya Creation Alisha Mandolia**, a NIFT Chennai Alumnus, founded Mulya Creation where they created Eco Prints, as delicate flower petals were bundled and transformed into unique prints on textiles. The discarded flowers were collected from temples and then eco-printing was done on them. All fabrics used were also sustainable.

**S15 -**

**Econock Founded by Ribhav Kapoor**, an alumnus of NIFT Mumbai, Econock upcycled leather scraps and thread waste towards a functional cause eliminating the initiation of raw material processing.

**S16 -**

**SAVE AS**, a Fashion Design graduate from NIFT, Bhubaneswar, **Anshika Yadav**. They were based in Lucknow, Prayagraj, and Uttar Pradesh. They upcycled and recycled waste using different techniques into making bags and sarees. The Atrangi saree was their bestseller.



## DESIGNER PAVILION: Celebrating India's Textile Heritage and Fashion Innovation

In the heart of Yashobhumi, amidst the vibrant atmosphere of creativity and craftsmanship, lay the Designer Pavilion, a kaleidoscope of India's rich textile heritage and contemporary fashion innovation. This pavilion stood as a testament to Bharat Tex's commitment to promoting excellence in the textile and fashion industry, while also honoring the age-old traditions that defined Indian craftsmanship.

The Designer Pavilion served as a captivating tableau, where 38 distinguished designers from across the country converged to showcase their masterpieces. From seasoned veterans to emerging Gen Z designers, each stall exuded a unique flair, reflecting the diversity and dynamism of India's fashion landscape.

At the helm of this vibrant showcase were the artisans and craftsmen whose skills had been honed through generations, preserving traditional crafts such as handloom weaving, embroidery, block printing, and tie-dyeing. Through their intricate workmanship, these artisans breathed life into fabrics, infusing them with stories of culture, heritage, and identity.

The Designer Pavilion was a melting pot of creativity and collaboration, where designers seamlessly blended traditional techniques with modern design aesthetics. Visitors were treated to a visual feast of textures, patterns, and designs, each garment bearing the indelible mark of India's cultural tapestry. A special mention went to the Department of Handlooms, whose sponsorship had provided the space for this magnificent showcase. Their support underscored the importance of preserving and promoting traditional handloom techniques, ensuring that these timeless crafts continued to thrive in the modern world.

As visitors wove through the aisles of the Designer Pavilion, they embarked on a journey of discovery, exploring the intricate tapestries of India's textile heritage and witnessing the evolution of fashion through the ages. Here, tradition met innovation, and craftsmanship converged with creativity,

culminating in a celebration of India's enduring legacy in the world of fashion.

In essence, the Designer Pavilion at Yashobhumi was more than just an exhibition—it was a living testament to the resilience, creativity, and spirit of India's textile and fashion industry. It was a tribute to the artisans who infused every thread with passion and precision, and to the designers who transformed these threads into works of art that transcended borders and boundaries.

Here's a brief about each designer who showcased their work at the event:

### 1. Anavila Misra:

Anavila Misra's eponymous brand redefines the sari, blending contemporary elegance with sustainability. She pioneers the linen sari, collaborating with artisans to preserve traditional crafts while infusing modern aesthetics. Anavila's accolades include the Vogue Sari Design Award (2015), and her work has been showcased internationally, including at the Design Museum in London.

### 2. Anam Husain:

Anam Husain is a Delhi-based design studio committed to sustainability, creating one-of-a-kind artisanal wearable art products using Indian crafts such as block printing, tie and dye, and hand weaving. Founder Anam Husain aims to bring awareness about sustainability and Indian handicrafts to the world, offering unique, handmade pieces celebrating slow fashion.

### 3. Ajay Kmr:

Ajay Kmr is a renowned Costume Designer known for his work in Bollywood films like "Bajirao Mastani" and "Padmaavat". He has won awards for his costume design and has over 12 years of experience in the Film & Fashion Industry. Ajay Kmr also owns two clothing brands, specializing in menswear and womenswear.

### 4. Anurag Jain:

Anurag Jain leads The Good Felt initiative, transforming textile waste into eco-friendly felt

sheets. This circular economy model not only reduces landfill waste but also uplifts waste workers. The resulting felt sheets find versatile applications in various industries, promoting environmental sustainability and social equity.

#### **5. Avani Pandya:**

Avani Pandya is the founder and creative head of Yoshita Crafts Studio, a label working with artisans in Himachal Pradesh. With a strong background in textile design and corporate experience, Avani's brand offers handmade products sourced locally, emphasizing quality and uniqueness while supporting local communities.

#### **6. Bandana BYB Premium:**

Based in Bangalore, Bandana BYB Premium is a luxury brand specializing in exquisite kids wear. Their core values include quality, style, comfort, and craftsmanship, aiming to create a positive and memorable experience for every customer.

#### **7. Jaishelly Khanna:**

Jaishelly Khanna's brand focuses on creating playful and interesting silhouettes suitable for women of all sizes. They offer a variety of ethnic and indo-western products, particularly sought after by brides for pre-wedding festivities. The brand is soon expanding into ready-to-wear bridal wear to provide the same rich experience to plus-size brides.

#### **8. Nageeshwar C:**

Nageeshwar C is known as an avant-garde designer, celebrated for his eccentric colors, patterns, and Gothic styles in western party and red-carpet wear. Inspired by grand baroque, neo-classical, and wizardry, his clothes have graced numerous shows and adorned celebrities like Shanti People and Kavya Khurana.

#### **9. Isha Gupta Tayal:**

Isha Gupta Tayal brings understated glamour to modern women with free-flowing silhouettes and elegant drapes. Their designs blend modern cuts with intricate embellishments, catering to women of substance from various walks of life.

#### **10. Chandrima Nath:**

Chandrima Nath's brand embraces diverse arts, combining Indian craftsmanship with global inspirations. Their designs feature pastel shades, color blocking, and patchwork, reflecting a blend

of traditional and contemporary elements. Merash is a fashion brand balancing art with fashion, drawing inspiration from Arab and Middle Eastern cultures while embracing Indian craftsmanship. Their designs feature hand embroidery and zardozi work combined with Moroccan visual arts, resulting in versatile and artistic fashion pieces.

#### **11. Bhupesh Saini:**

Bhupesh Saini offers affordable, high-quality clothing blending traditional Indian craftsmanship with modern design. Specializing in luxury prêt and bespoke couture for women, the brand values sustainability, heritage revival, and empowering artisans. Their designs cater to celebrities, are exhibited in high-end stores, and actively promote fashion education.

#### **12. Chanchala Batra:**

Luxe'Street, founded by NIFT graduate Chanchala Batra, embodies elegance with versatile designs. From refined workwear exuding professionalism to casual wear offering comfort without compromising on style, Luxe'Street offers a range of clothing including shirts, blouses, blazers, pants, crop tops, lounge pants, and dresses.

#### **13. Debarun Mukherjee:**

Kolkata-based designer Debarun Mukherjee's label "Debaarun" boasts a decade-long tenure in the Indian Fashion Industry. Trained at the London College of Fashion, his expertise lies in luxury prêt and bridal wear, focusing on timeless elegance and classical fashion elements. With a strong association with leading textile design studios, Debaarun celebrates timeless classics with a global appeal.

#### **14. Debasmita Das and Sagardeep Das:**

Founded in 2021, NUD is a sustainable Indian fashion brand celebrating versatility and comfort. With a focus on slow fashion, NUD meticulously crafts each design, integrating Indian embroideries and textile arts into contemporary silhouettes. Working closely with Indian artisans, the brand maintains quality control and ethical practices from design to production, aiming to make women feel new, unique, and different with thoughtfully crafted pieces.

#### **15. Deepit Chugh:**

Founded by Deepit Chugh, a 2011 graduate from NIFT, New Delhi, the eponymous label boasts a



rich background in menswear and womenswear design. With valuable experiences at renowned companies like Triburg, Raymonds, and Aditya Birla Group, Deepit's talent has garnered international recognition. He has been a three-time finalist at the prestigious World of Wearable Art show and secured third place in the film and costume section in 2014.

#### **16. Dhanya Sugathan:**

With 25 years of experience in design, sourcing, and supply chain for international brands, Dhanya Sugathan founded Artizenery with a mission to prioritize makers and make conscious choices for sustainable production. Artizenery is a fashion house inspired by heritage textiles, crafts, and their makers. The brand collaborates closely with skilled artisans and rural communities in India, bringing their artistry and stories to life through beautifully designed and crafted pieces.

#### **17. Joy Mitra:**

Joy Mitra, a graduate of NIFT Kolkata, celebrates Indian art, history, and textiles through his design studio. Working closely with artisans and weavers, the brand revives traditional techniques such as Ajrakh printing, Banarasi weaving, Chanderi weaving, and Kanjivaram weaving. Joy Mitra's collections feature flowing silhouettes, earthy tones, and fabrics like silk, cotton, chanderi, and chiffon. Since debuting at India Fashion Week in 2008, the studio has showcased collections globally, aiming to fuse Indian craftsmanship with contemporary elegance.

#### **18. Mamta Jadhav Label:**

Founded in 2018, Mamta Jadhav Label debuted its first collection at designer Vikram Phadnis' flagship store in Mumbai. The label's signature aesthetic features intricate patchwork and Meenakari 3D hand-embroidery, balancing contemporary designs with Indian craftsmanship. Catering to modern brides and grooms, Mamta Jadhav Label outfits retail at multi-designer stores, blending innovative silhouettes with artisanal embellishments for discerning clients.

#### **19. Mayank Tiwari Saurabh Agarwal:**

Established in May 2020 and based out of Bangalore, ReshaMandi is India's first and largest farm-to-fashion digital ecosystem for the natural fiber supply chain. With a vision to become a global leader in traceable and sustainable

fashion, the company initially focused on silk and has since diversified its portfolio to include other natural fibers such as cotton, jute, and linen. ReshaMandi collaborates with over 100,000 farmers, 10,000 reelers, 17,500 weavers, and 18,500 retailers in the entire natural fiber supply chain to improve productivity, boost their bottom line, and transform the quality of their lives.

#### **20. Studio Denew by Mohan Kumar Verma:**

Founded by Mr. Mohan Kumar Verma, a multidisciplinary Maker and Design Educator and a graduate of NIFT Kangra '17, Studio Denew serves as a collaborative space for diverse thinkers and makers to drive change through design. Mr. Verma is an educator at NIFT Jodhpur, ILM University, The Design Village, and AKGEC College. He has received international recognition for leading the India pavilion at Domaine de Boisbuchet, France, and organizing the "Expressions of Wood" workshop at Bali Fab Fest with a grant from FAB Foundation Boston for the Fab Island Challenge in 2022.

#### **21. Nefertari Joshi:**

Founded in 2021, Nef's Finds has evolved from a passion project thrift store to a celebrated e-commerce brand with over 100,000 followers. The brand is committed to offering affordable and on-trend fashion without compromising ethics. Targeting women aged 18-30 in metropolitan cities, Nef's Finds offers a diverse product range, including a Bags and Belts vertical launched in 2023. With media recognition from ELLE, Grazia, and I-Diva, and celebrity endorsements from Tara Sutaria and others, the brand blends style, affordability, and sustainability, proudly made in India.

#### **22. Nitin Bal Chauhan:**

Nitin Bal Chauhan is a highly acclaimed and innovative fashion designer known for his sustainability and progressive approach to fashion. His work has been showcased at prestigious events and venues worldwide, including the Fashion For Good Museum in Amsterdam, London Fashion Week, Tokyo Fashion Week, and Jakarta Fashion Week, among others. Nitin has collaborated with renowned brands and organizations such as Walt Disney, Anthropologie, and the World Bank, pushing the boundaries of fashion and promoting sustainability.

### **23. Prama by Pratima Pandey:**

Prama, inspired by founder Pratima Pandey, epitomizes ethereal elegance with meticulously tailored garments for the modern woman. Each piece radiates a magical aura with delicate embroidery and flowing silhouettes. Ethical sourcing of natural fabrics like cotton, linen, silk, and Chanderi underscores Prama's commitment to sustainability.

### **24. Priyanka Kar:**

Priyanka Kar is the visionary founder of "Label Priyanka Kar" and "Rosa by Priyanka Kar," as well as the Co-founder of "Ajay & Priyanka." With a background in Bollywood film costume design, she brings a unique blend of creativity and practicality to her work. Label Priyanka Kar offers exquisite ensembles blending intricate design details with Indian fabrics and hand embroidery, catering to the discerning elite. Meanwhile, "Rosa by Priyanka Kar" introduces a diverse range of contemporary silhouettes using cotton Sambalpuri ikkat fabric.

### **25. Rachita Kapoor Design and Lifestyle:**

Rachita Kapoor Design and Lifestyle is a Thane, India-based design label specializing in women's ready-to-wear and bespoke clothing. Their lifestyle section focuses on home decor and macrame products, operating on the principles of zero waste and sustainability. They aim to bring out the best in individuals through comfortable and stylish designs using modern Indian textiles.

### **26. Roopali Rawat:**

Roopali Rawat merges her 20-year fashion industry experience with sustainability through Fab Point. After graduating from NIFT Hyderabad, she focuses on upcycling pre-loved sarees to redefine saree usage, emphasizing longevity and sustainability. Roopali completed courses on Circular Economy and holds a post-grad degree from the London School of Design, highlighting her commitment to sustainable practices.

### **27. Kalakrity Design Studio, Panipat by Rana Pratap:**

Established in 2015 by a NIFT '99 postgraduate from Textile Design, Rana Pratap Kalakrity Design Studio is known for developing exclusive home and floor covering collections for national and international clientele. They participate extensively in fairs and specialize in working with forecasted themes, trends, and client briefs, especially in

areas of weaving, design & development, and printing.

### **28. Samant Chauhan:**

Samant Chauhan, a Delhi-based designer, specializes in hand-woven Indian textiles, emphasizing simplicity and clean lines. His designs prioritize Bhagalpur weaving techniques, showcasing skilled artisans' craftsmanship. With a focus on an earthy color palette, the 'SAMANT CHAUHAN' label has garnered global acclaim for its unique designs and craftsmanship.

### **29. Sarita Ganeriwala:**

Karomi, which means "a deep and unified commitment to work" in Sanskrit, is dedicated to the persistent evolution of indigenous textiles. Traditional Jamdani approaches are developed into modern possibilities through the progression of motifs and colors, showcasing the brand's commitment to innovation and tradition.

### **30. Sayantan Sarkar:**

Sayantan Sarkar, the director of the label 'Sayantan Sarkar,' began his journey as a senior merchandiser in a knitwear export firm. His passion for Bengal craft forms led him to explore distinctive prêt and couture lines for men and women, showcasing the rich heritage of Bengal's craftsmanship.

### **31. Shay Studio by Shaily Gupta:**

Launched in 2023 by Shaily Gupta, Shay Studio is a premium fashion label based in Mumbai and Indore. Known for mood-lifting, edgy clothing with quiet luxury, the collections blend statement pieces and elevated classics inspired by Indian sensibilities. Shaily, a 2022 NIFT Mumbai graduate and Gold medal recipient, founded Shay Studio after her award-winning collection 'Taral.' The brand offers eclectic daily wear and modern occasion wear for global clients, reflecting Shaily's commitment to pushing creative boundaries.

### **32. Missi Maghi by Shraddha Mehta:**

Missi Maghi, inspired by tribal roots, is founded by Shraddha Mehta, who blends her expertise in soft materials and textile design with a passion for art, crafts, and textiles. With a focus on sustainability and alignment with Sustainable Development Goals (SDGs), the brand envisions a prosperous world focusing on equity, education, and sustainability. Through craft revival and diverse design projects, Missi Maghi aims to contribute to global prosperity.



### **33. Sonal Chitranshi:**

Soul Roots' signature design style is fueled by Indian culture and grassroots heritage, with a focus on studying contrasts. Founded by Sonal Chitranshi, based out of Jaipur, the brand celebrates rich Indian heritage fused with contemporary deliveries, setting it apart in the fashion landscape.

### **34. Pinch by Sonal Gupta:**

Pinch by Sonal Gupta offers contemporary Indian clothing that blends heritage fabrics and traditional techniques with modern silhouettes. Sonal Gupta, an Irwinite and NIFT Mumbai alumnus, incorporates richly colored prints, embroideries, and fabrics like Ajrakhs, Kotas, and Benarasi weaves into its collections. Passionate about celebrating India's textile heritage, Sonal aims to offer wearable, modern designs.

### **35. Rara Avis by Sonal Verma:**

Rara Avis, founded by renowned fashion designer Sonal Verma in 2012, focuses on 'Immortal Design' with handcrafted leather pieces. With a vision for global recognition, the brand seamlessly blends intrinsic Indian craftsmanship with contemporary flair, establishing itself as a unique choice for fashion enthusiasts worldwide.

### **36. Swati Kapoor:**

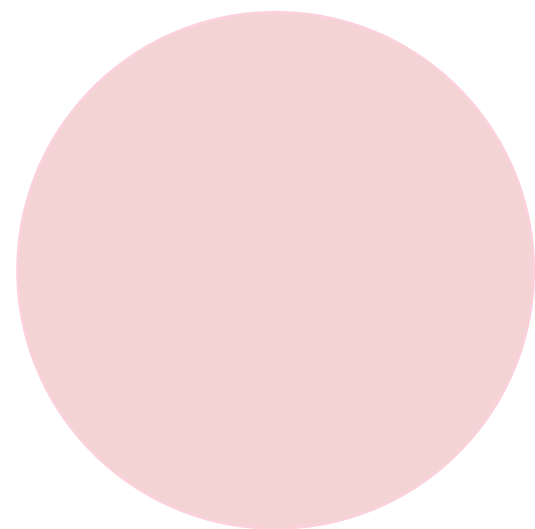
Soul Weaves, in the making since early 2016, is committed to handloom revival and storytelling through carefully sourced, ethically produced garments. Inspired by nature's mathematics and diverse flora and fauna, the label explores forms and motives using highly skilled craftsmanship.

### **37. Vivek:**

Under the label Vivek, the designer has graduated from the National Institute of Fashion Technology with accolades. Nominated as a finalist for NEXA presents 'The Spotlight 2023' In Collaboration with FDCI and Lakme Fashion Week, Vivek's designs have dressed celebrities worldwide, receiving positive reviews for his craftsmanship and style.

Each designer's unique vision and contribution played a significant role in making the event a success, showcasing the diversity and creativity within India's fashion industry. As the curtains draw to a close on the Designer Pavilion at

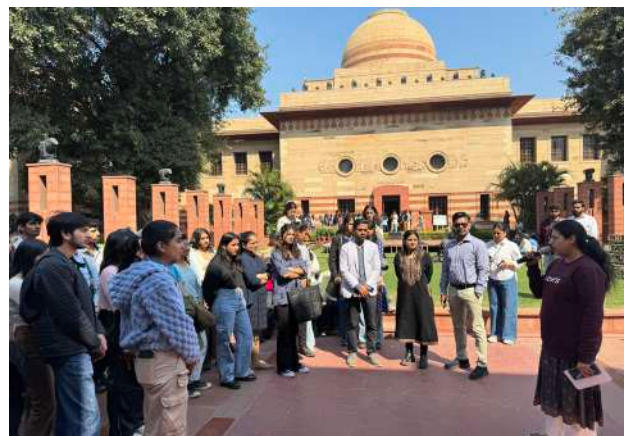
Yashobhumi, we are left with an enduring tapestry of creativity, craftsmanship, and cultural resonance. The event stands not only as a celebration of India's rich textile heritage and fashion innovation but also as a testament to the unwavering dedication of designers and artisans who breathe life into every thread. Their collective vision and passion have illuminated the pathways of tradition and modernity, weaving together a narrative of resilience and excellence in India's fashion landscape. As we bid adieu to this vibrant showcase, we carry forward the spirit of collaboration, creativity, and inclusivity, knowing that the legacy of the Designer Pavilion will continue to inspire and enrich the tapestry of Indian fashion for generations to come.



# Student participation from all NIFT Campuses

## Bharat Mandapam and Yashobhoomi

Students and faculty from all 18 campuses participated at Bharat Tex 2024. The visit was planned to give exposure to the students to the Indian textile and apparel industry. Students and faculty worked as teams for NIFT events and interacted with alumni and industry. On the last day, students from NIFT campuses also visited Kartavya Path, war memorial, PM's Sangrahalaya and National Gallery of Modern Art (NGMA).









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TEXTILES  
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**REPORT**

**BHARAT**

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