



# NIFT PLACEMENT 2026





## MESSAGE FROM THE DIRECTOR GENERAL

It is a pleasure to welcome you to NIFT Campus Placements 2026, at a time when the fashion, textile, and design industries are undergoing profound structural transformation—driven by new economic policies, expanding global market access, sustainability imperatives, and rapid technological change.

With over four decades of leadership in fashion education, NIFT today stands at the intersection of design excellence, manufacturing depth, and strategic management capability. Our alumni network, now exceeding 45,000 professionals worldwide, occupies leadership roles across global brands, export houses, manufacturing enterprises, retail organizations, technology firms, and policy institutions reinforcing NIFT's role as a long-term talent partner to industry.

Recent policy initiatives, including the Union Budget's focus on manufacturing, exports, and skilling, along with expanding opportunities in the European and international markets, have created new demands for talent professionals who understand not only design and aesthetics, but also supply chains, sustainability compliance, digital integration, and global business dynamics. NIFT's academic framework has evolved consciously to meet this moment.

Our graduates are trained to operate in complex, real-world environments, combining creative thinking with technical competence and managerial insight. From apparel and textiles to lifestyle, retail, digital design, and emerging creative economies, they bring with them a deep understanding of India's craft heritage while being fully aligned with global industry standards.

This placement season represents more than recruitment, it is an opportunity to engage with a generation of professionals prepared to contribute from day one, adapt quickly, and grow with your organization in an increasingly competitive global landscape.

We value the enduring partnership of our industry collaborators and alumni, and we look forward to another successful placement season that strengthens the bond between education, industry, and innovation.

**Tanu Kashyap, IAS**  
**Director General, NIFT**



## MESSAGE FROM THE DEAN (Academics)

It gives me great pleasure to welcome our industry partners, recruiters, and alumni to **NIFT Campus Placements 2026**.

The fashion, lifestyle, and design ecosystem is navigating a defining phase—marked by accelerated technological integration, heightened sustainability imperatives, evolving consumer behaviour, and increasingly globalised value chains. In such a landscape, organisations are seeking professionals who are not only creatively proficient, but also analytically grounded, adaptable, and industry-ready from day one.

At the National Institute of Fashion Technology, academic excellence is inseparable from relevance. Our programmes are continuously reviewed and strengthened through close engagement with industry, ensuring a robust integration of design thinking, technology, management acumen, sustainability frameworks, and experiential learning. This approach equips our students to operate with confidence at the intersection of creativity and commerce.

The strength of this model is reflected in our alumni community—now over 45,000 professionals—who contribute across apparel manufacturing, exports, luxury and retail, digital platforms, sustainability and supply-chain transformation, consulting, and global fashion enterprises. Their leadership across sectors stands testimony to the rigor, discipline, and adaptability that define a NIFT education.

The Class of 2026 enters the workforce at a pivotal moment. Through intensive industry engagements, live projects, internships, graduation collections, and cross-disciplinary learning, this cohort has been trained to balance innovation with execution, creativity with compliance, and local insight with global perspective. They are prepared to contribute meaningfully, take ownership, and grow with organisations in a dynamic business environment.

We deeply value the continued trust and collaboration of our industry partners and alumni, whose engagement strengthens our academic ecosystem and enhances student preparedness. I am confident that the graduating cohort of 2026 will meet industry expectations with professionalism, resilience, and a strong sense of purpose.

I look forward to a productive and successful placement season ahead, and to strengthening our shared journey of shaping the future of the fashion and design industry.

**Prof. Dr. Noopur Anand**  
**Dean, Academics, NIFT**



## MESSAGE FROM THE HEAD INDUSTRY

### **Dear Esteemed Recruiters,**

It is my privilege to invite you to NIFT Campus Placements 2026, where our graduating cohort stands ready to infuse fresh innovation and expertise into the dynamic Indian fashion and apparel industry. This placement season underscores NIFT's enduring role as a bridge between academia and industry, fostering talent that drives sustainable growth and global competitiveness.

For over three decades, NIFT alumni have shaped the Indian fashion landscape and left indelible marks on international markets. From pioneering India's luxury fashion weeks to establishing sustainable sourcing practices adopted industry-wide, NIFT alumni consistently demonstrate their capacity to innovate and lead at national and international levels.

Today's NIFT students arrive equipped with cutting-edge capabilities that directly address your organization's evolving needs. Trained in AI-driven design tools, 3D garment visualization, and data analytics for trend forecasting, they bridge creative vision with technological execution. Their proficiency spans digital pattern-making, virtual sampling that reduces development costs, sustainable material innovations, and omnichannel retail strategies. Whether implementing blockchain for supply chain transparency, leveraging AR/VR for customer experiences, or optimizing production through IoT and smart manufacturing, our students transform technological advancement into competitive advantage. The creative problem-solving, design thinking, and aesthetic expertise of NIFT students transcend fashion boundaries. Our graduates have successfully contributed to automotive design, hospitality brand experiences, e-commerce platforms, FMCG packaging strategies, film and entertainment, and technology firms humanizing digital products. Their ability to understand consumer psychology, visualize concepts, and execute with attention to detail makes them valuable assets in retail, advertising, luxury goods, wellness, lifestyle brands, and any industry where design influences consumer choice.

India's fashion sector has surged, with textile and apparel exports showing remarkable resilience into 2026. Recent Free Trade Agreements with the EU, UK, and advancing US-India trade negotiations have significantly expanded market access for Indian apparel, positioning the nation as a key global supplier amid shifting supply chains. These developments amplify demand for agile, globally-minded talent precisely what our students represent.

We eagerly anticipate your participation to discover these exceptional professionals who will propel your organizations forward. Together, let us shape the future of Indian fashion and beyond on the world stage.

**Dr. Manoj Tiwari**  
**Head - Industry & Alumni Affairs**

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## THE INSTITUTE

The National Institute of Fashion Technology is a pioneering institute and leader in the sphere of fashion, which takes pride in having the ability to integrate knowledge, traditional arts, contemporary thought, academic freedom, innovations in design and technology and creative thinking to continuously upgrade its curriculum to address the ever changing needs of the world. Offering an Industry/Academia interface that provides a leading-edge learning experience for the students, helps in building an intricate and profound understanding about the industry and its whereabouts. The rich history of standing at the pinnacle of fashion education for more than three decades stands as a testimony to its focus on key core values where academic excellence has been nurtured. NIFT marks itself as a beacon for many determined and passionate professionals as they get transformed to be the epitome of torchbearers in the field of Fashion. The National Institute of Fashion Technology (NIFT), was set up in 1986 under the Ministry of Textiles, Government of India, and is a Statutory Institute governed by the NIFT Act 2006. Bringing in a spectrum of aesthetic

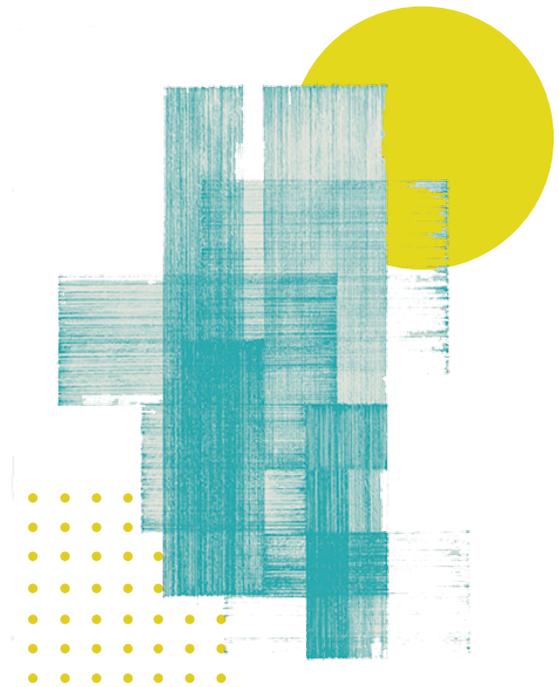
and intellectual orientations, the early instructors and pedagogues included leading progressive scholars from the Fashion Institute of The Institute Technology, New York, USA. Academic inclusivity has always been at the forefront in the expansion plans of the institute. NIFT today has unfurled its wings throughout the expanse of the country through its 19 professionally managed campuses. The National Institute of Fashion Technology provides a conducive environment to its students from different parts of the country to achieve their highest potential through the programmes offered. Since its very inception, the institute has provided a firm foundation in fashion education in the domains of Design, Management and Technology to proudly become synonymous with excellent fashion education in India. Since inception, NIFT has imparted knowledge and equipped students with skills that have constantly raised and set the standards in the fashion field.

The in-house faculty of NIFT is drawn in from a distinguished group of intellectuals who put forth a sense of dynamism creating a pathway to effective learning.

Pupul Jaykar Hall at NIFT, headquartered in New Delhi is a reminiscence of many educational thinkers and visionaries who have been instrumental to the institute's road map to success. NIFT regularly strengthens its academic strategy with relentless efforts, making the institute spearhead the driving force that empowers and supports nation-building whilst providing energetic, keen and enthusiastic youth with the world-class fashion education that ingeniously blends knowledge & critical independence and creative thinking.

At NIFT, we constantly endeavour to guide the fashion scenario of India and even take our vision to the global levels. As is the requirement for any good curriculum, the syllabus and taught modules are reviewed regularly to meet the current and future demands of an industry that thrives on transformations and changes. NIFT announces the Admissions 2026 with an updated and restructured curriculum with enhanced creative potential and flexibility truly ahead of the era. The key features are the concept of Majors and Minors, specialisations within the programme, and a basket of General Electives to choose from, leading to inspirational and beautiful pathways.

This premier institute has always been committed to excellence and brilliance. The vision to embrace challenges and emerge victorious while being the principal change makers has only helped in setting the highest academic standards. NIFT continues to strive to be nothing but the best, yet again announcing admission for the new batch of young minds in 2026.



## OUR VISION

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



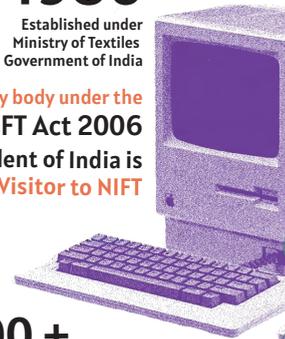
# THE NIFT ADVANTAGE

Pioneer in  
Design  
Education  
in India

Established in  
**1986**

Established under  
Ministry of Textiles  
Government of India

Statutory body under the  
NIFT Act 2006  
President of India is  
Visitor to NIFT



Future ready  
Curriculum

Pan India Presence  
20 Campuses

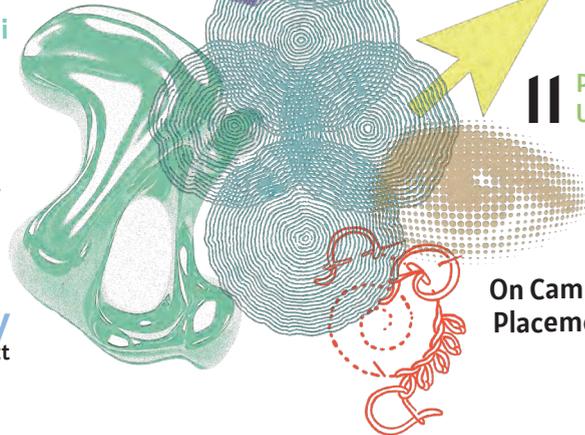
45,000 +  
Alumni

Global  
Connect

11 Programmes  
UG, PG, Doctoral

Industry  
Connect

On Campus  
Placement





## OUR MISSION

● ..... ●  
We at the National Institute of Fashion Technology will:

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

# THE CURRICULUM

**Programme Structure :** NIFT has adopted a format of Majors, Deepening Specialisations, Minors and General Electives. Interdisciplinary Minors provide individuated pathways that would permit students to acquire interdisciplinary skill-sets and opt for a set of subjects that complement studies in one's major or explore an unrelated area of intellectual interest. General Electives have been offered to the students to help them enhance their personality and develop interests in specific areas like Personality Development, Communication Skills, Critical Thinking Skills, Professional Ethics etc. The Craft Cluster Initiative has been integrated into the curriculum. Increased Industry interaction for students through classroom projects, internships and part transaction in Industry Environment is the focus of the restructured curriculum. The contact hours have been recalibrated to 25 hours per week, giving increased time for studio practice and self-study to the students. Standardisation of credits across all programmes and all semesters has been undertaken.

**New and emerging areas** across disciplines integrated into the curriculum:

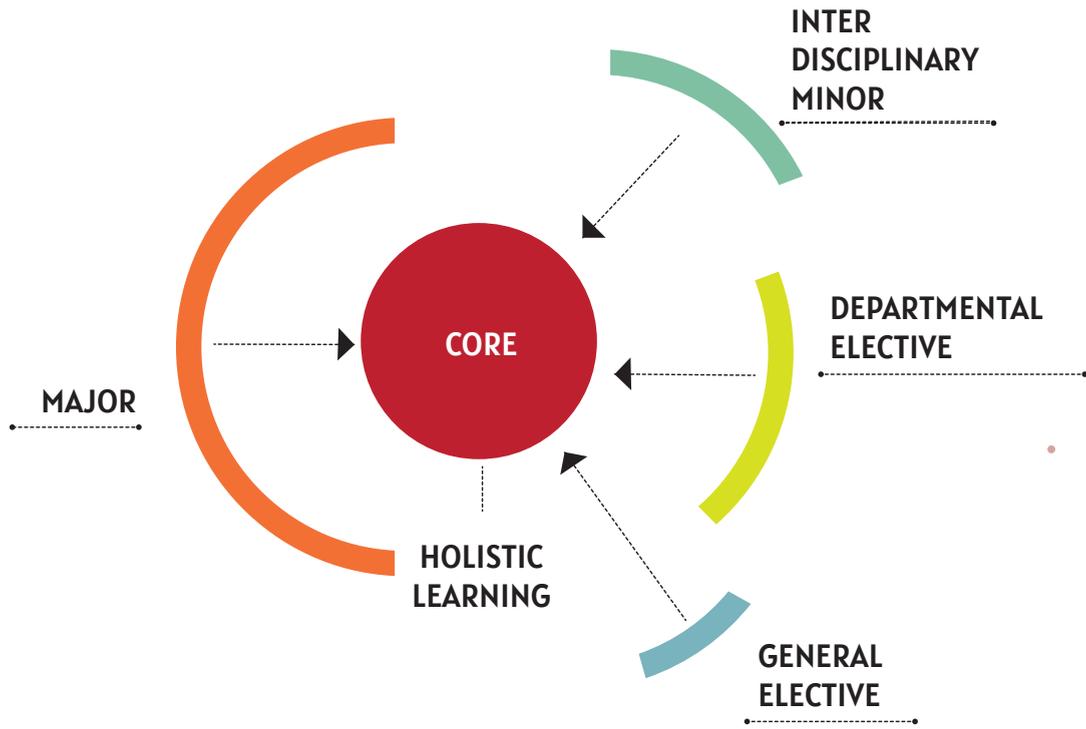
## Artificial Intelligence

- Internet of Things
- Designing Ergonomic Environment
- Advanced Apparel Manufacturing management
- Big Data and Business Analytics
- Fashion Thinking
- User Experience, Sensory Design
- Augmented Reality, Virtual Experience design
- Head Gear Design
- CAD 3D & Contemporary Manufacturing
- Couture Jewellery
- Travel & Outdoor Gear Design

## Design for Society

- Smart Jewellery
- Smart Textiles
- Active Sportswear, Bespoke Menswear, Wearable Technology
- Shapewear & Seamless Garments on Computerized Knitting
- Optitex for Virtual Prototyping
- Surface Embellishment: Digital Embroidery, Laser, 3D Printing
- Design Strategy

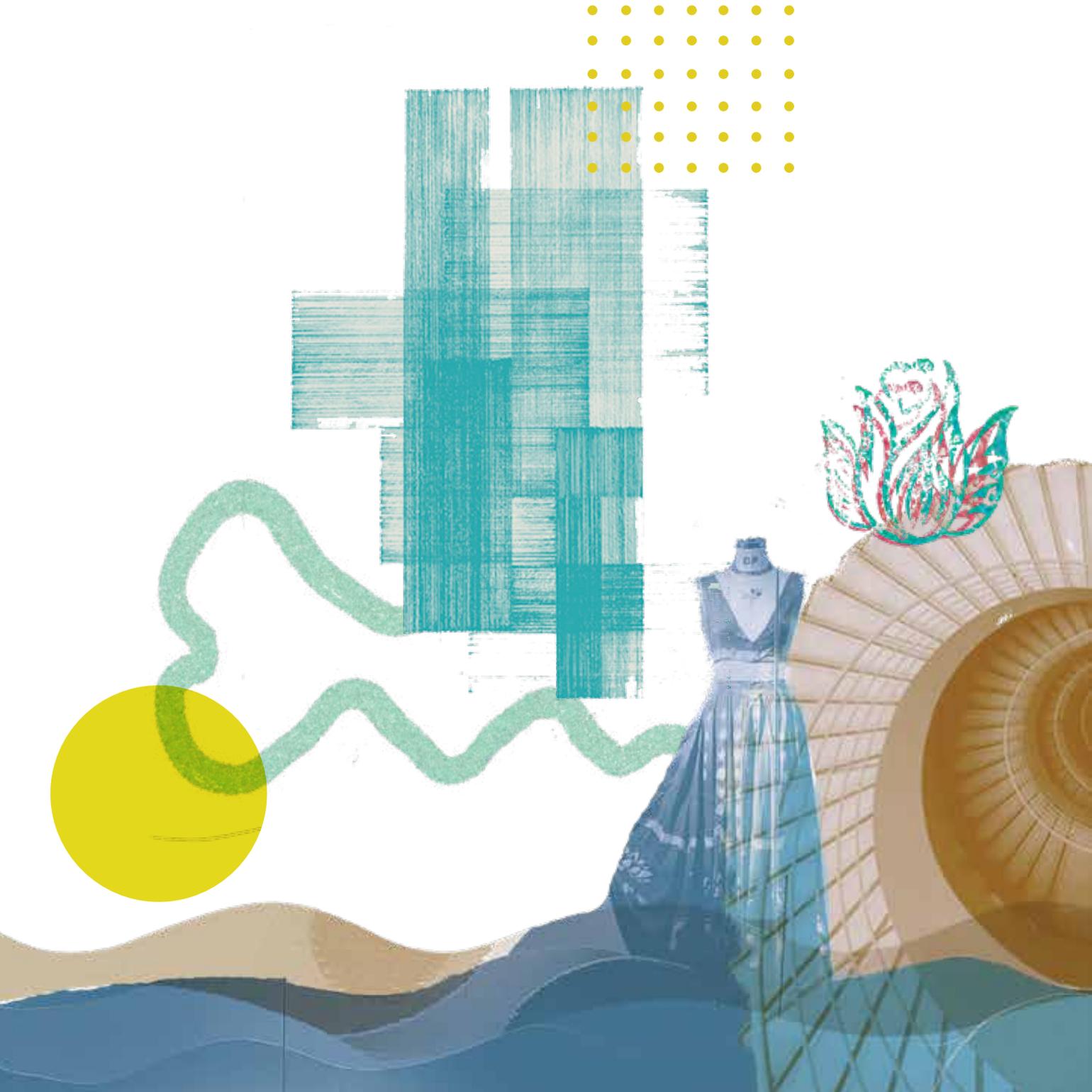




**GRADUATE PROFILE**



**CAREER PATHWAY**



# PROGRAMMES OFFERED

## BACHELOR

Bachelor Programmes  
B.DES 4 YEARS

FC	Fashion Communication
AD	Accessory Design
FD	Fashion Design

KD	Knitwear Design
LD	Leather Design
TD	Textile Design
FI	Fashion Interiors

Bachelor Programmes  
B.FTECH 4 YEARS

B.FTECH	Bachelor of Fashion Technology
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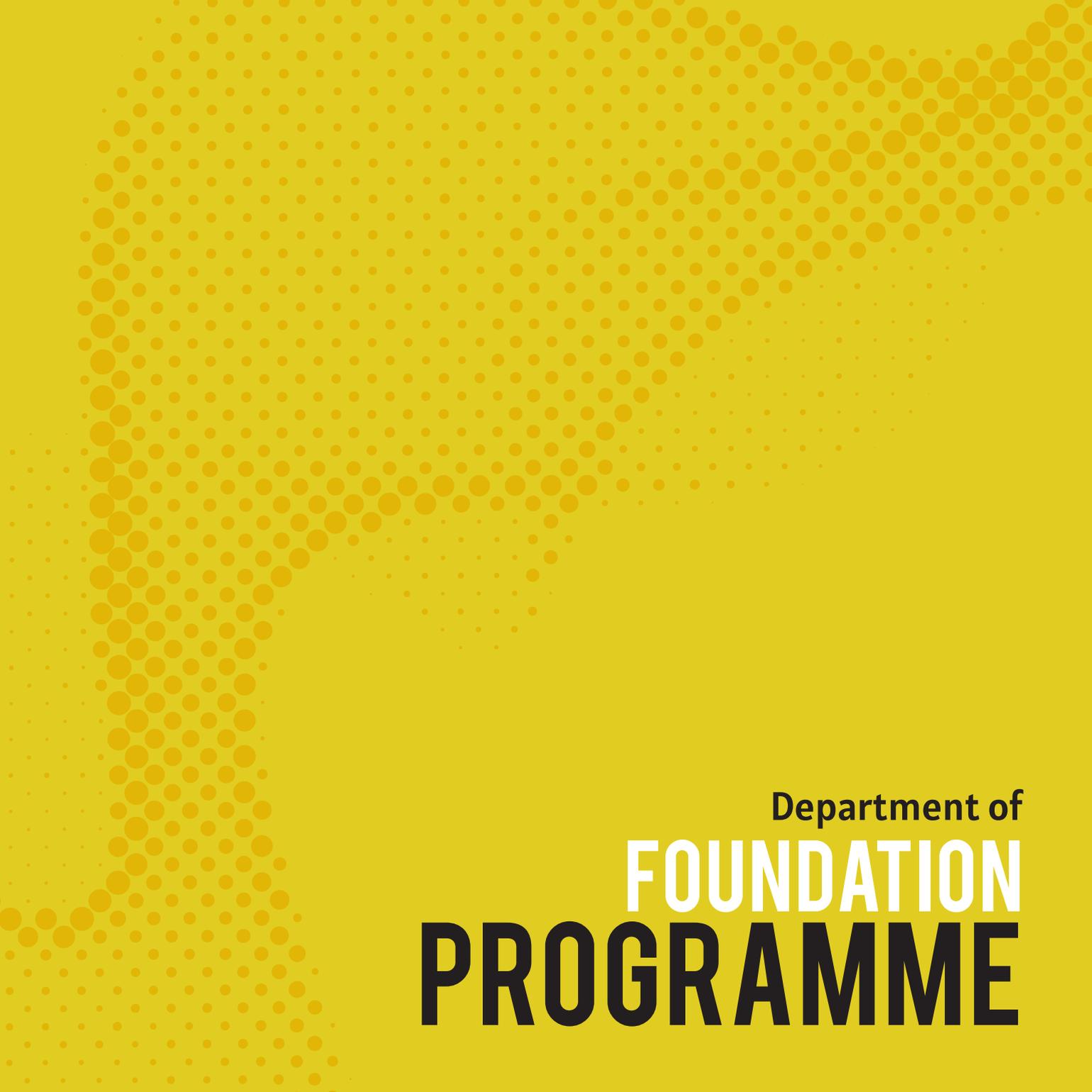
## MASTER

Master Programmes  
2 YEARS

M.DES	Master of Design
MFM	Master of Fashion Management
M.FTECH	Master of Fashion Technology

## DOCTORAL

Ph.D	Doctor of Philosophy
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Department of  
**FOUNDATION**  
**PROGRAMME**

## FOUNDATION PROGRAMME

The Design & Technology education at NIFT, commences with a two semester Foundation Programme. The programme is designed to foster creativity, sensitivity and skills to form a strong foundation. The students are sensitized towards Design & Technology fundamentals, to enrich conceptual creative thinking and create an awareness of the fashion business. The programme aims at encouraging students to explore their interest through a broad range of activities and courses.

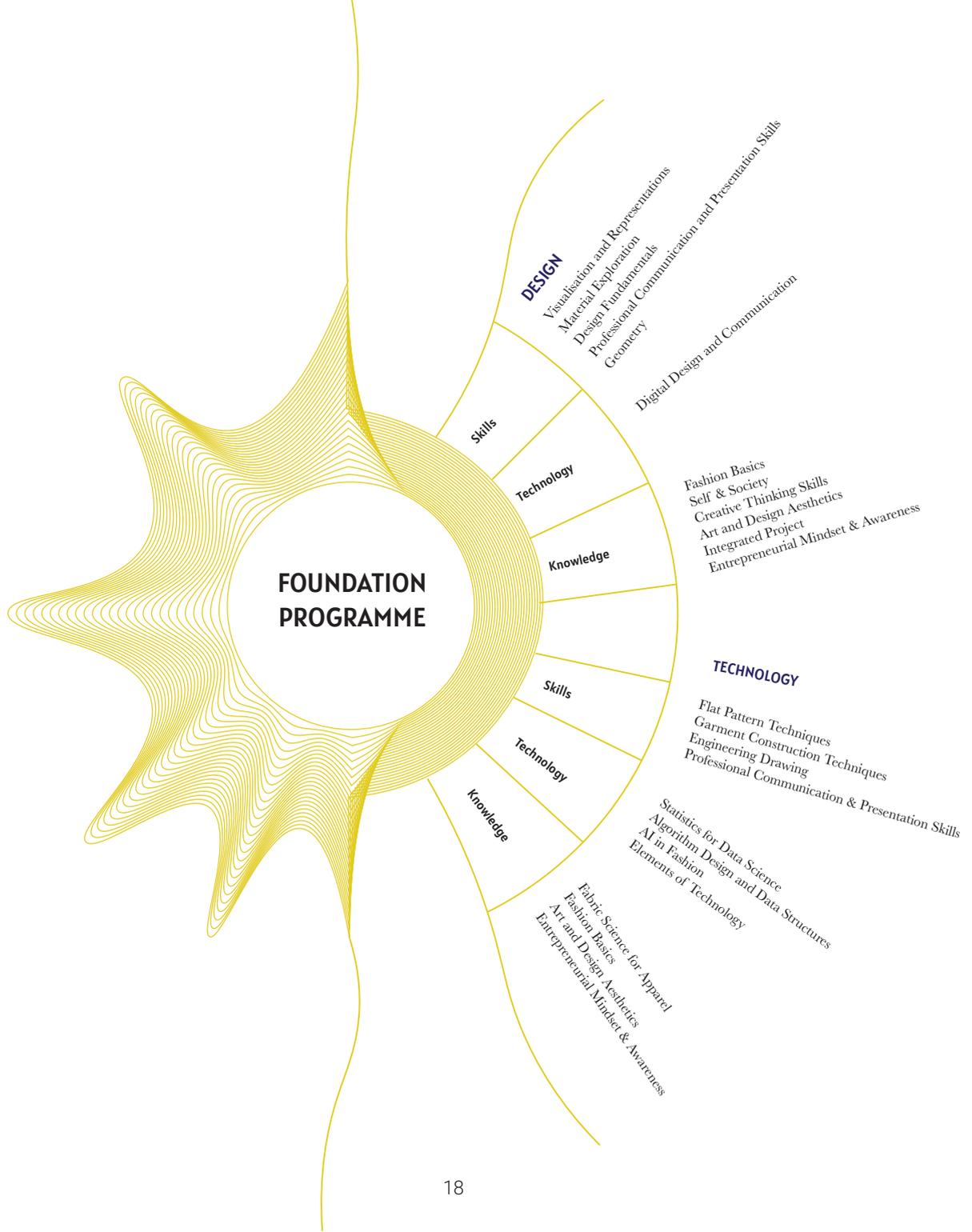
Students are offered a range of options for developing skills in specific area to develop their individual strength through engagement with lectures, workshops, field visits and projects. Students can build their areas further through number of electives offered to them during their foundation period.

The main objectives of the programme are:

- To orient students towards multi-disciplinary nature of design.
- To provide an enhanced environment for creative thinking and integrated learning.
- To ensure a fundamental and common approach for the fashion industry in consonance with the needs of the industry.
- To provide uniform fundamental knowledge and skill competencies generic to Design and Technology disciplines.

The Design and Technology core encompasses a strong integrated skill and knowledge base essential to the fashion industry. An overview of apparel industry provides inputs on the socio-economic, traditional and cultural aspects of the industry, which would lead to ideation, conceptualization and communication. Exploration with various material and study of general and material science enhances basic understanding and appreciation of manufacturing processes leading to product realization. The intricacies of design, through various courses for learning essential skills for development, process and realization are included as part of the Foundation study. To sensitize Foundation programme students to our socio- cultural ethos, self and society has been included in the Foundation programme. Students will observe the relationship between the people and their environment to understand their co-existence and co-creation.

The Design aesthetics courses will address the essential socio-culture perceptions and contexts. Envisioning and inculcating ethical and aesthetic values lead to the understanding and expression of physical, psychological, professional and ergonomic concerns. The students will be given an opportunity to develop their skills in the preferred areas.







Department of  
**FASHION**  
**COMMUNICATION**

## **B.Des**

# **FASHION COMMUNICATION**

In the ever-growing world of fashion, the Fashion Communication design programme at NIFT happens to be the single most cutting-edge, exciting, and increasingly essential pathway to open up in the fashion and lifestyle industry. The significance of brand identity has come to be seen on par with what the brand sells i.e., the product. Numerous prêt and luxury brands keep appearing in the Indian retail scenario, and it has become essential for each one of them to develop a unique brand identity for maximum impact and visibility. Fashion Communication has made it feasible for these brands to communicate their products, identity, and strategy, by providing a platform for these very brands.

### **Majors**

This programme encompasses cohesive course studies, introducing the FC graduate as a Visual Design Strategist capable of providing integrated solutions, in the following major pathways: Graphic Design, Advertising Space Design, Visual Merchandising, Fashion Creatives, Fashion Photography, Fashion Journalism, Fashion Styling and Fashion Thinking, Interaction Design and New Media Design, specific to the fashion and lifestyle industry. Graphic Design aims to prepare its graduates to have strong skills in visual design, an adeptness of visual design elements such as typography, grid systems, colour, and composition. Space Design aims to produce professionals with the ability to innovate in the vast field of space design and equip them to an exciting job of

transforming physical spaces into functional, comfortable retail experiences. Fashion Creative offers sensitisation towards the development of a visual language incorporating the sense of photography, fashion writing and styling. Fashion Thinking explores the dimensions of a culture that stimulates fashion thinking and innovation, developing innate abilities to articulate assumptions and blind spots, value diversity, engage in conflict and collaboration.

### **Deepening Specialisations (DS)**

In addition to these majors, FC students also have an option to professionally strengthen themselves by opting between the two Deepening Specialisations, i.e., either in the area of Visual Communication or Fashion Media. Under each pathway, new areas have been incorporated to match the pace of the industry.

#### **DS 1: Visual Communication**

One of contemporary society's most beloved art form is Visual Communication. The course would stimulate every student to expand his or her cultural experience, support a full array of still and moving images with an overall goal of fostering short film-making.

## **DS 2: Fashion Media**

This specialisation would enable students to be a trend spotter and fashion a journalist with the ability to bring clothing to life; putting the style in a cultural context; inspiring and informing the reader and figuring out where fashion might be heading next; be a copywriter or communication manager for the fashion industry.

## **DS 3 : Digital Communication**

This next generation specialization would enable the students to be a part of the exponentially growing IT industry in India and its influence and impact on various sectors of the fashion industry as well. The Global digital industry is moving towards interactive and intuitive design rapidly and this deepening course would enable to catch up with its pace. Fostering the knowledge and skill of information design and architecture, the students will also learn how to make interface design inclusive for the

## **DS 4 : Fashion Styling**

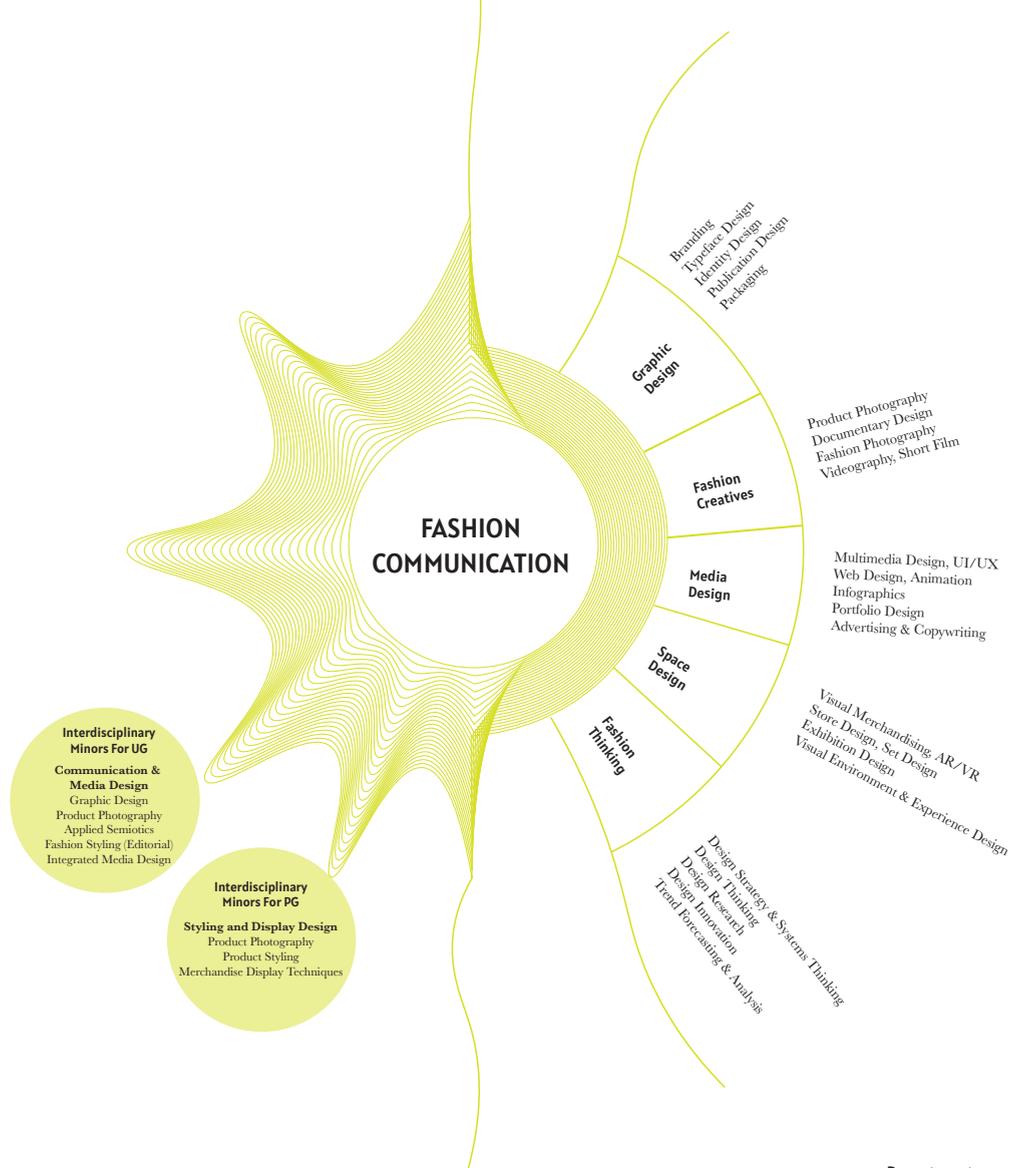
Styling is one of the most sought after career in communication domain. This specialisation will prepare students to take on various genre of fashion styling and cater to the myriad of requirement of the industry starting from social media to television and OTT platform. Further it explores area of curation styling which is at its nascent stage in India but has a strong global demand. This DS expands the horizon of styling to lifestyle and personal experiences as well, therefore catering to the holistic need of the contemporary consumer.

## **Career Pathways**

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

- New material i.e., experimental, combinations and futuristic
- Fashion Thinking
- Modules like Omni-channel (UX), experience design, sensory design, augmented reality, virtual experience design, artificial intelligence, have been incorporated as they are the future of the fashion and other retail industry.

As new careers keep growing in the industry, there is infinite scope for the graduates of Fashion Communication to explore and expand their horizons. In the areas of branding, styling, social media marketing, photography, commercial fashion space, UI & UX design and graphics, Fashion Communication graduates are both versatile and passionate about more areas than just one. Come graduation, the students are well versed with knowledge, concept base and skill. With some of the most prolific companies regularly seeking such talented and disciplined students, Fashion Communication remains one of the most desirable design disciplines at NIFT.



- Department Electives**
- History of Design
  - Illustration Techniques
  - Curation for Fashion
  - New Media Content
  - Public Relations
  - Game Design
  - Visual Culture Study
  - Data Visualisation
  - Moving Images & Editing
  - Story Telling & Narratives
  - Packaging and Environmental Graphics (Sustainable)
  - 2D Animation & Motion Graphics



Department of  
**FASHION  
DESIGN**

## **B.Des FASHION DESIGN**

Fashion Design has been the flagship programme of NIFT and has played an influential role in shaping the Indian fashion ethos through generations of successful entrepreneurs and designers who lead the industry through their creative and business acumen. Over the last 35 years, it continues to create a resource pool of multi-faceted graduates who address the challenges of the dynamic industry by leveraging the transformative capacity of design in fashion and allied areas, creatively and responsibly. Adequate opportunities are offered to each student to envision and develop design abilities by encouraging questions, reflection and experimentation in order to discover one's unique aesthetic bent of mind. Original interpretations balanced with real-world learning generates fashion that addresses current human needs with a future-facing vision. The overarching objective of the department is to enable integrated development of future professionals so that they contribute to the directional

growth of the apparel industry through a global outlook with an Indian soul. This is achieved by a triple-pronged approach towards fashion education through periodic dynamic curricular changes, technical experimentation and collaborative linkages with the industry. With focus on the specific requirements of the industry in couture, prêt-a-porter, exports, niche segments and handcrafting sectors, the curriculum develops through defined pathways from the second to the fourth year.

## **Majors**

The Fashion Design Major subjects follow pathways for sequential and seamless learning to equip students with integral knowledge and technical skills with focus on current industry realities as well as emerging sectors. Fundamental disciplines and modern intersections introduce the basics and progressively expand the boundaries of fashion design. Creative ideation finds practical expression through core subjects that include Design and Illustration, Apparel Development with Pattern Making, Draping and Garment Construction as core components, History and Contemporary Fashion, and Value Addition for different industry segments. Historical references, contemporary socio-cultural issues and envisaged fashion futures guide design expressions. A combination of manual, technological and digital inputs enable development of skill competencies that are necessary to actualise designs in different categories for specific market segments. Specialised design software programmes support concept ideation and presentation techniques. The department has Pattern Making, Draping and Garment Construction labs, art room and multi-purpose studio that facilitate purposive learning outcomes.

In the final semester, the Fashion Design students have a choice of undertaking either industry-based Graduation Project sponsored by export houses, retail brands, designers, NGOs, or a Design Collection based on a self-articulated brief. In addition, there is an opportunity to

undertake a craft-based Design Collection sponsored by the Ministry of Textiles. The Graduating Collections are showcased in an annual exhibition.

## **Deepening Specialisation (DS)**

### **DS 1: Luxury and Couture**

The deepening specialisation on 'Luxury and Couture' addresses the growing luxury and bridge-to-luxury segments in India. The course over 4 semesters advances from Overview of luxury in fashion, Heritage couture – women, Bespoke – men and Creative Pattern making. It cultivates an understanding of luxury markets, heritage, trends and nuances within the sector with focus on design for the emerging and affluent class of customers. Crafting luxury apparel for women and men includes the identification and selection of suitable fabrics, application of specialised techniques for couture bridal, evening and occasion wear. Creative Pattern cutting is about innovative fabric manipulation to create experimental structures. Garment construction includes referencing and revival of the handmade as well as expert sewing on specialty machines and fine finishing skills with the application of relevant trims and embellishments.

### **DS 2: Fashion Intersections, Image and Styling**

The track on Fashion Intersections, Image and Styling traverses the pathway from the seeding of Celebrity culture and Photography (sem 4) for fashion dissemination, extending to Fashion Styling Image & Visual Communication (sem 5) as a natural progression to design, Sustainable Fashion & Presentation (sem 6) incorporating the salient principles of sustainability, Zero Waste Patternmaking to visuals for website/ social media, to Occasion wear and custom fashion for Women (sem 7) which targets the high-end custom fashion segment. In incorporating the most relevant areas with an eye to future opportunities, this pathway creates added scope of employability for the Fashion Design students.

### **DS3 : Global Retail Fashion Business**

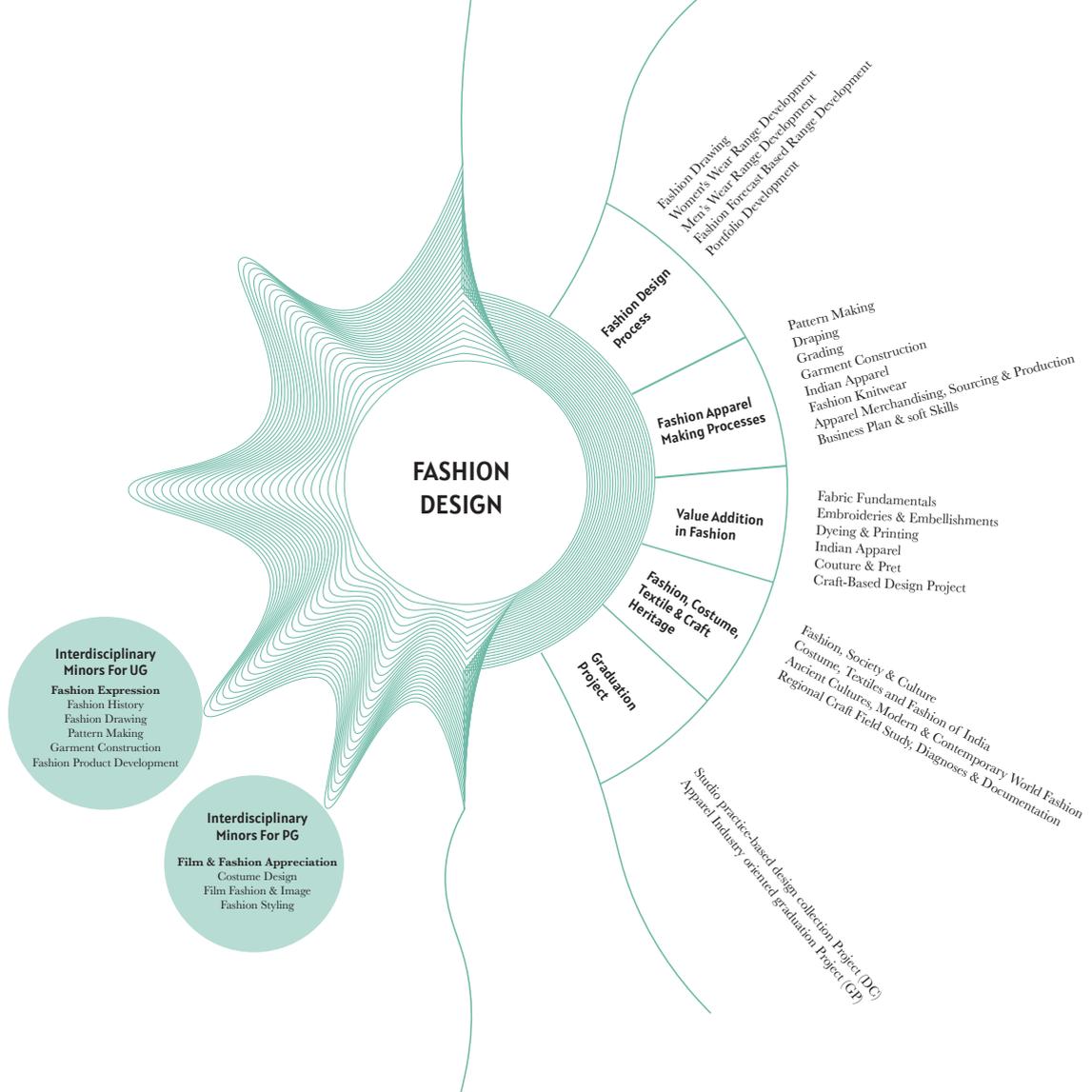
Global retail business is changing fast and with it arises the need for its stakeholders to reorient themselves - this deepening specialization focuses on the growing and evolving consumer needs and hones the creative & analytical skills of the students- to create and engage in changing narratives of the global retail scenario from the front end, product and to set up of an entrepreneurial venture. The students get a holistic understanding of the functioning and the designing of the retail fashion business. The DS progresses with an understanding of Global Fashion Business in semester 4 to Fashion Merchandising & Store Atmospherics in semester 5. It addresses Sustainable & Artisanal Fashion in semester 6 and Inclusive Fashion in semester 7.

### **DS4 : Fashion Innovation and Intuitive Clothing**

Indian Textile and Apparel Industry is becoming highly urbane, scientific, and innovation-driven adapting new types of fibers, innovation, technologies, and design thinking. Post-pandemic global market scenario reflects changing trends and growing consumer mindsets and demands, where technology has been repositioning the textile and apparel industry on the frontier of innovation and value creation. Designed heavily on encouraging designer-led innovation, a critical approach to design thinking and new technologies that will be shaping Industry 4.0, understanding of new age materials, engineering and manufacturing, digital and scientific paradigm. This pathway will focus on training new age fashion designer who is able to work in a transdisciplinary structure with understanding of Technical Textiles for Intuitive Clothing in semester 4 and it leads to understanding and handling of Adaptive Clothing and Wearable Technology in semester 5 with learning targeted to Human Centered System Thinking for Fashion in semester 6 and finally addressing requirements to Fashion Innovation & Functional Clothing in semester 7.

### **Career Pathways**

The Fashion Design programme imparts a spectrum of multidimensional inputs to capacitate the graduating batch for pursuing career options in accordance with their aptitude and choices. Graduates find employment opportunities with fashion designers, in-house design teams of textile mills, export houses, buying agencies, retail sector, design studios in the couture, bespoke and ready to wear segments for women, men and children. Some of the notable employers are fashion designers Sabyasachi Mukherjee, Rajesh Pratap Singh, Ritu Beri, Gaurav Gupta, Amit Agarwal, Suket Dhir, Manish Arora, Rahul Mishra, Anita Dongre, Manish Malhotra, Abu Jani Sandeep Khosla, Tarun Tahiliani, Rohit Bal and others; export and buying houses such as Shahi Exports, Orient Craft, Span India, Modelama, Li & Fung, Triburg, and Impulse; retail sector employers include Reliance Retail, Raymond, Aditya Birla Fashion and Retail Ltd., Taneira, Landmark, TCNS, Pantaloons, Good Earth, Blackberry. There are opportunities with textile mills with in-house design labels such as Arvind Ltd. and Raymond Ltd., and NGOs working in the crafts sector. E-commerce platforms like Amazon, Myntra, Ajo, Tata CLiQ and First Cry; trend forecasting companies such as WGSN and Patternbank, digital and virtual fashion design consultancies offer creatively challenging career options. The department strongly encourages entrepreneurship. While several graduates have their own fashion labels, some also branch out as independent fashion stylists for individual clients, events and fashion shows. Costume design for cinema, television and theatre is another niche area. There is scope for design consultants in fashion and allied areas of exhibition design and scenography, content writers, bloggers, and freelance fashion illustrators. After years of industry experience, some alumni return to academics to pursue teaching.



**Department Electives**

- Systems & Sustainability in Fashion
- Fashion & Celebrity Styling
- Fashion Photography & Digital Documentation
- Heritage Couture Women
- Technical Textiles
  - AI in Fashion
- Creative Pattern Making
- Performance Clothing
- Design for Film & Theatre
  - Denim Wear
  - Kids Wear
- Digital Fashion & E-Commerce



Department of  
**FASHION & LIFESTYLE**  
**ACCESSORY**

## B.Des

# FASHION & LIFESTYLE ACCESSORIES DESIGN

Fashion & Lifestyle Accessories Design programme prepares design professionals with embedded fashion knowledge, to offer innovations across myriad platforms spanning jewellery, crafts, personal accessories, soft goods and work gear. Fashion & Lifestyle Accessories Design programme is a career based education that is relevant today and has the ability to address the changing future scenario.

### **Majors**

Fashion & Lifestyle Accessories Design Majors provides extensive design knowledge in a socially relevant fashion scenario. Knowledge is enhanced with conceptual understand of design as a process, material as a medium and ability to synthesize outcomes enabling them to address the contemporary needs. The program offers the millennial students to perfect the design process through a balance

of latest chic trends and a passion for hand crafted artisanal products and process. Students are creatively engaged in developing visualization skills with greater degree of digital fluency. They stand empowered with material manipulation skills with an indigenous edge of traditional techniques.

Students are enabled to articulate their individuality through their signature style accessory design collections, yet keeping it relevant to the market and industry

challenges. This design collection of eclectic fashion lifestyle accessories are based on patterns stemming from a synergy of forms, colours and materials.

### **Deepening Specialisations (DS)**

Fashion & Lifestyle Accessories Design students are empowered with a choice

of deeper learning with of specific skills in form of deepening specialization that constitutes of Jewellery Design, Fashion products & Work Gear. Student can make conscious choice of any one deepening specialization. This process is well supported by the department faculty mentor attached to every student throughout his learning in campus.

### **DS 1: Jewellery Design**

Students gain an in depth understanding of the jewellery domain knowledge in terms of product, people and functioning. Students are equipped with traditional & technical skills in jewellery making. Students are enabled to design fashion jewellery collection with contemporary aesthetics and position them in the fashion space.

### **DS 2: Functional Fashion Accessories**

The programme offers the millennial students to perfect the design process through a balance of latest chic trends and a passion for hand crafted artisanal products

and process across the conventional fashion accessory spectrum. Students gain an in depth understanding of the fashion accessory category knowledge in terms of fashion, form & function. Students get proficiency in traditional & technical skills in creating the accessories. Students attain fluency in terms of material and process that is built on explorative experience. Students are capable to design fashion accessory collection with contemporary aesthetics and position in the fashion space.

### **DS 3: Decor & Design**

Decor & Design: Students understand space & visualization with an opportunity mapping in living space, bedroom & bathing luxury accessories. They get to sense aesthetic & ornamentation opportunity application in the living space segment. They get to explore the making process & products with mixed media thereby knowing the nuances of manufacturing & making of fine dining products. Design an eclectic artefact with respect to the context and design products that are in sync with environment.

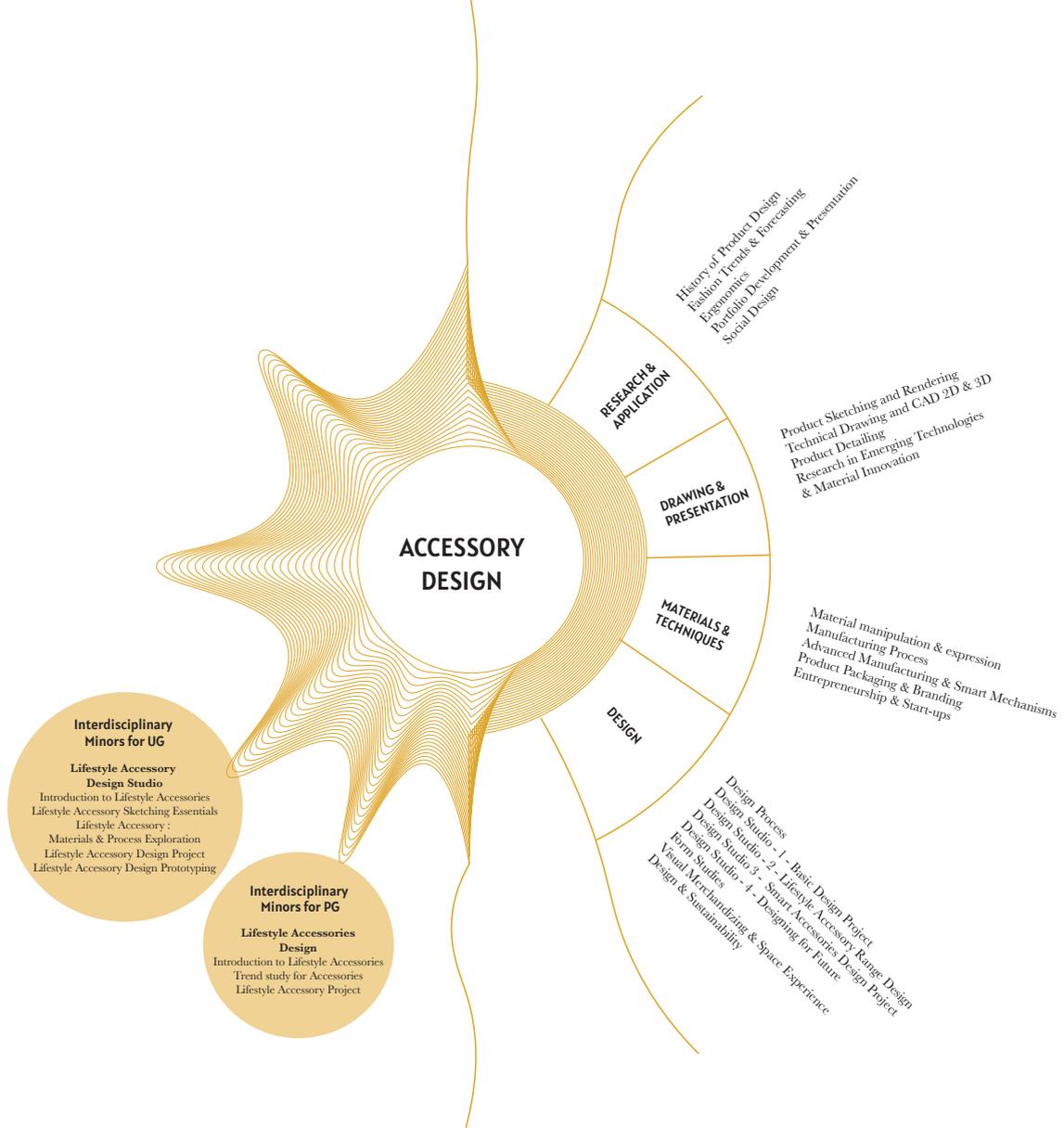
### **DS 4: Product Experience Design**

This specialization offers a comprehensive understanding of methods and techniques of industrial design leading to interpret consumer needs and applications to design

products. It deals with user experience, ergonomics and interface related to product design. The subject deals with the nuances of industry requirements of product design like manufacturing and technology, specification and detailing, visualisation and representation of the same.

### **Career Pathways**

Fashion & Lifestyle Accessories Design students are empowered to design their combinational pathways to enter future careers with transferable skills and flexibility. Few of the career path ways envisaged are: Accessory Design, Jewellery Design, Decor Design, Design thinking, Designing ideation and concept development, Design researcher, Fashion trend consultation, Accessory Design solutions for both International and domestic markets. Craft based product design. Design futures etc. Students have a choice to work for both corporates and international business. But, students are embedded with design thinking methods and a combination of business knowhow that triggers them to start their own design business. During the process of learning they





Department of  
**FASHION**  
**TECHNOLOGY**

# BACHELOR OF FASHION TECHNOLOGY

The four year course in Fashion Technology is aimed to develop industry ready professionals who are trained to understand the fundamentals of apparel business and to effect change in order to match the dynamism of business scenario. The course provides executive, advanced level and strategic inputs in the field of apparel production through major, inter disciplinary minor subjects and 3 different deepening specialisations. Other subjects in the form of General Electives and Floating Majors have been included in order to enhance the overall development of students and to provide added inputs thus traversing the knowledge spectrum from academic to holistic. From the semester I to semester IV, all students are oriented towards the fashion industry, apparel production technology, pattern making and garment construction, apparel production management, apparel quality management and introductory courses in Fashion marketing, retail management, applications of artificial intelligence, technical textiles, entrepreneurship, database management for apparel business and industrial engineering among other subjects.

## **Majors**

Apparel Production Technology major will prepare Techno-managers with expertise in the core areas of mass manufacturing of apparel viz. Apparel Technology, Production Planning, Industrial Engineering, Sustainable Production, etc. The Apparel Production Management pathway is aimed towards imparting knowledge on the

various managerial aspects and application of Information technology in apparel manufacturing business. Apparel Product Development, starts with Engineering drawing and conversion of 3D object into 2D shape through draping techniques and goes up to development of complex product. This pathway emphasises on developing the hands on skill of the students in the area of Pattern making and Garment construction employing the best industrial practices

## **Deepening Specialisations (DS)**

From semester V, students who are already equipped with the knowledge of compulsory courses are supposed to choose and pursue any specialisation out of the three provided by the course as under:

### **DS 1 : Apparel Production Technology**

This deepening specialisation is aimed to fortify the student's understanding of Manufacturing Technology, practical exercises in designing of a manufacturing set-up, with introductory inputs on Robotics, Stitchless Technologies, Sustainable Production, Mechatronics and their applications in the Industry. Floating specialisation in form of study of ergonomics environment, Lean Manufacturing and Human Resource Management add to the versatility of the student.

## **DS 2 : Apparel Production Management**

The specialisation strengthens the knowledge of production management through advanced inputs on Quality management and on Logistics, Data Analytics, Social responsibility and web development among others. Fashion Forecasting, Supply Chain Management and Information assurance and security as floating specialisation subjects help in cementing the knowledge acquired in this specialisation.

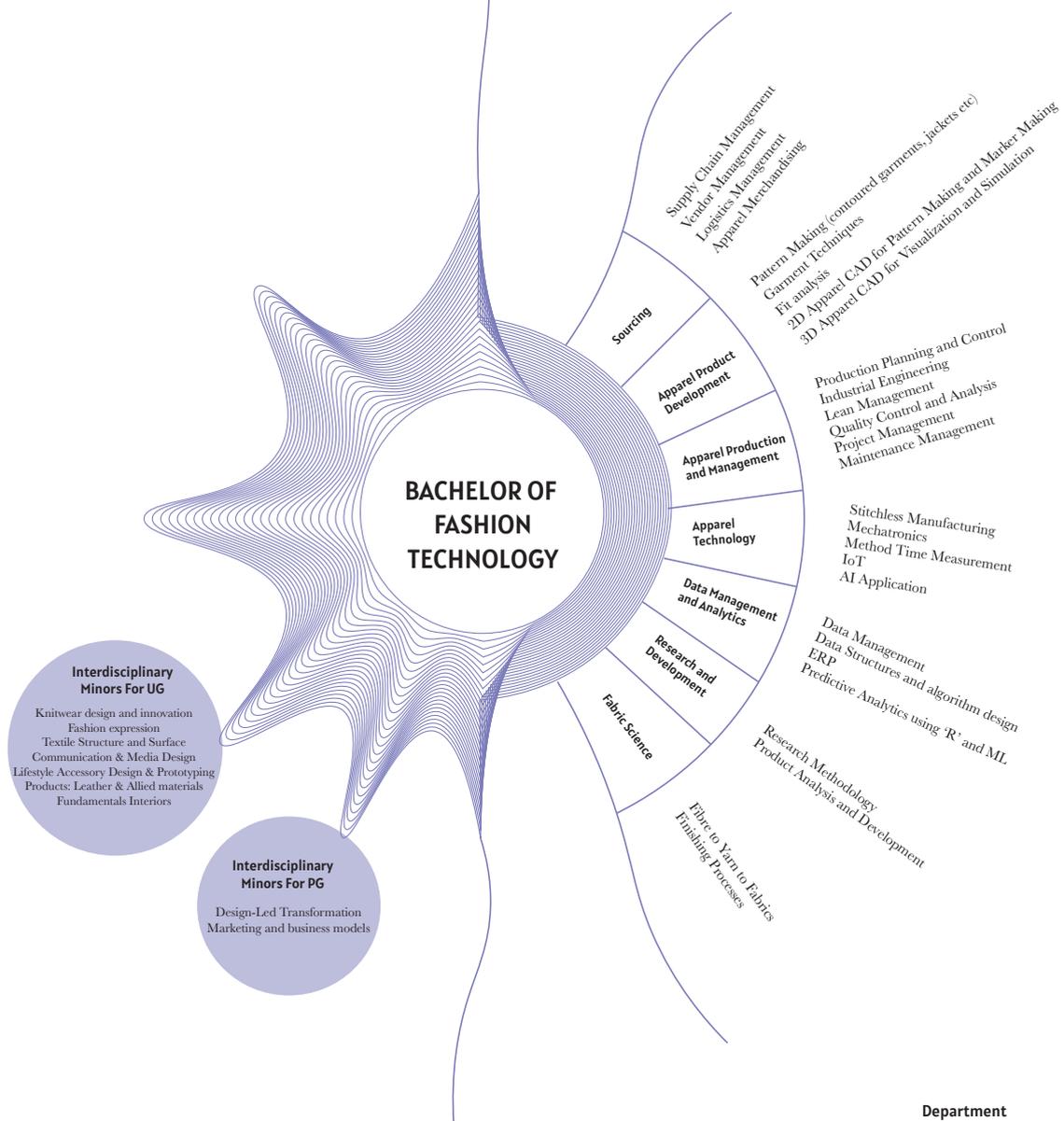
## **DS 3 : Apparel Product Development**

Students who want to deepen their knowledge of patternmaking, anthropometry and sizing, solving fit issues, apparel grading and making of contoured apparel may take up this specialisation. The specialisation provides advance knowledge of aforesaid subjects. The floating specialisation subjects Garmenting (Jackets), Garmenting (Kidswear), Garmenting for contoured apparel, aim acquired in this domain along with giving a free hand to the design creativity of students opting for the product development specialisation. In the final semester, students undertake their graduation project either commissioned by a business concern or on their own. The knowledge assimilated during their course of study in Bachelors of Fashion Technology finally is to be put to test in the industry where students work on innovating processes, developing new products, providing efficiency enhancement through systematic research.

## **Career Pathways**

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

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





Department of  
**KNITWEAR**  
**DESIGN**

## **B.Des**

# **KNITWEAR DESIGN**

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

Through four years of amalgamated exposure in knowledge and skill, a Knitwear Designer seeks to emerge with a blend of creative thinking, strong technical skills and a dynamic market orientation with respect to Flat Knits, Circular Knits and Computerised Knitting. The students acquire capabilities to work for all categories of Knitwear Apparels viz. menswear, women's wear, kids wear, active or sportswear, leisure wear, winter wear, lingerie and intimate apparels.

### **Majors**

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

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

### **Deepening Specialisations (DS)**

The Department offers two Deepening Specialisation areas to choose from, by the names of Intimate Apparel and Sportswear.

#### **DS 1: Intimate Apparel**

This specialisation aims to provide opportunity to the students to specialise in the intimate apparel segment of Knitwear. This shall enable students to understand and practice design process through thematic approach. The students shall learn to design concepts of intimate apparel collections taking inspiration from the latest trends, forecasts, design aesthetic and renowned peer works. It further provides scopes to develop intimate apparel products by learning specific pattern designing and construction techniques. This also provides exposure to specialised fabrics and trims used for intimate apparels. The students get opportunity to plan collections according to brand aesthetics and finally be able to come up with unique, creative design for intimate apparel collections.

#### **DS 2: Sportswear**

The Sportswear specialisation provides a unique opportunity for a knitwear design student to specialise

in one of the most promising and challenging segments of the knitwear industry. The students would learn to conceptualise design aesthetics for diversified functional and aesthetic needs of different categories of sportswear. Understanding various user needs and performance expectations are important learning targets for the students of this specialisation. Students shall learn specific pattern designing, specialised material handling and construction techniques for sportswear. Distinctive design projects for casual sportswear and active sportswear provide opportunity to conceptualise specific design goals and practically execute products to fulfil performance and aesthetic requirements. Apart from the Majors and Deepening Specialisations, the department also offers Industry Internship of 8 weeks in any Knitwear industry to develop practical knowledge in the industry. At the end of the programme, the student has the choice of undergoing a 16 weeks of Graduation Project in a Knitwear industry or to design and execute a creative Design Collection.

### **DS 3 Childrens wear**

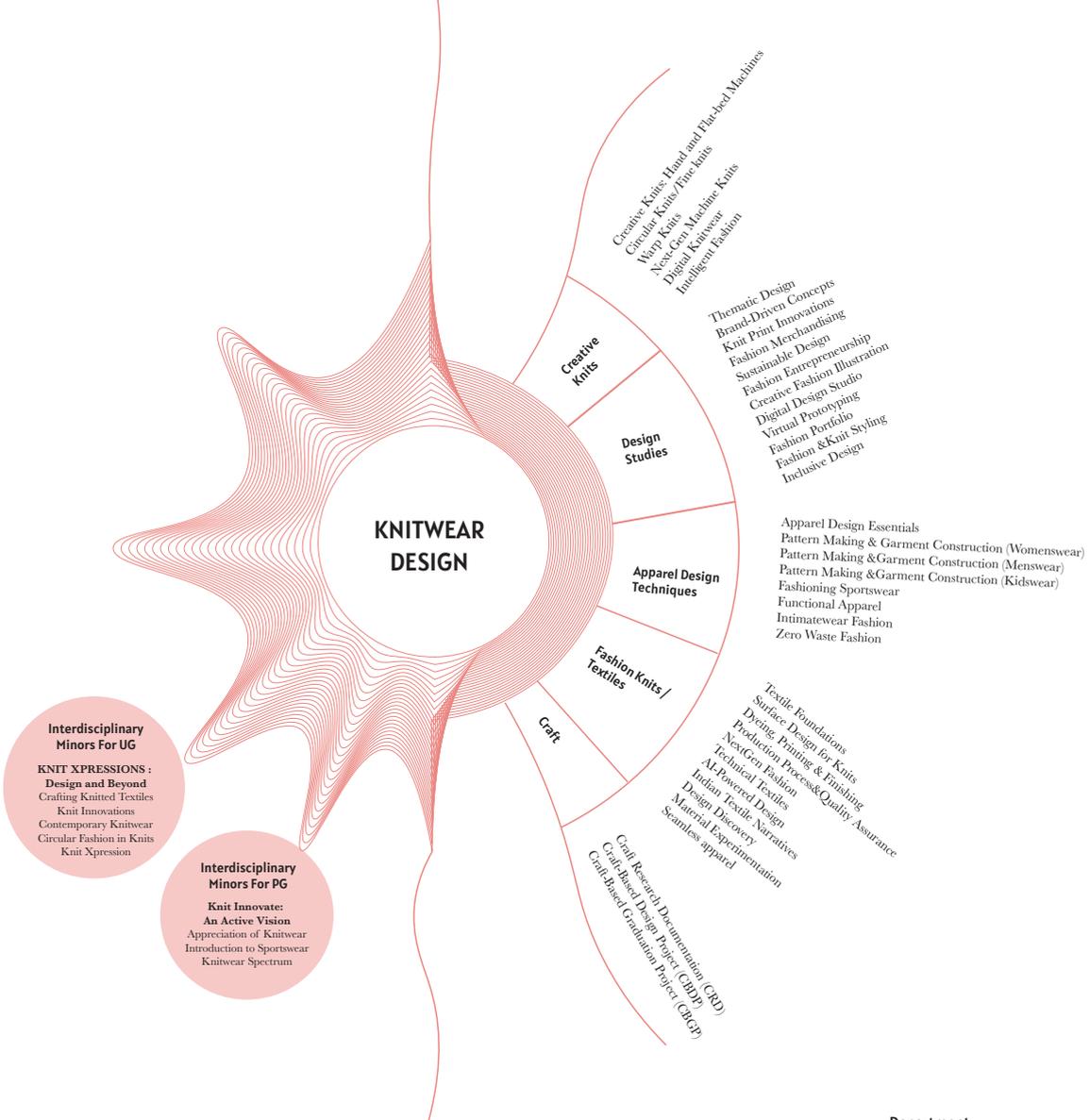
This specialisation aims to provide opportunity to the students to specialise in the 3 Childrens wear segment of Knitwear. This shall enable students to understand and practice design process through thematic approach. The students shall learn to design concepts of Childrens wear collections taking inspiration from the latest trends, forecasts, design aesthetic and renowned peer works. It further provides scopes to develop 3 Childrens wear by learning specific pattern in designing and construction techniques. This also provides exposure to specialised fabrics and trims used for 3 Childrenswear. The students get opportunity to plan collections according to brand aesthetics and finally be able to come up with unique, creative design for 3 Childrens wear collections.

### **DS 4 : Flat knits**

The product specialization in flat knits provides a unique opportunity for a knitwear design student to specialise in one of the most promising and challenging segments of the knitwear industry. The students would learn to conceptualise design aesthetics for diversified functional and aesthetic needs of different categories in Flat knits . Understanding various user needs and performance expectations are important learning targets for the students of this specialisation. Students shall learn specific product designing, specialised material handling and construction techniques . Distinctive design projects provide opportunity to conceptualise specific design goals and practically execute products to fulfil performance and aesthetic requirements. Apart from the Majors and Deepening Specialisations, the department also offers Industry Internship of 8 weeks in any Knitwear industry to develop practical knowledge in the industry.

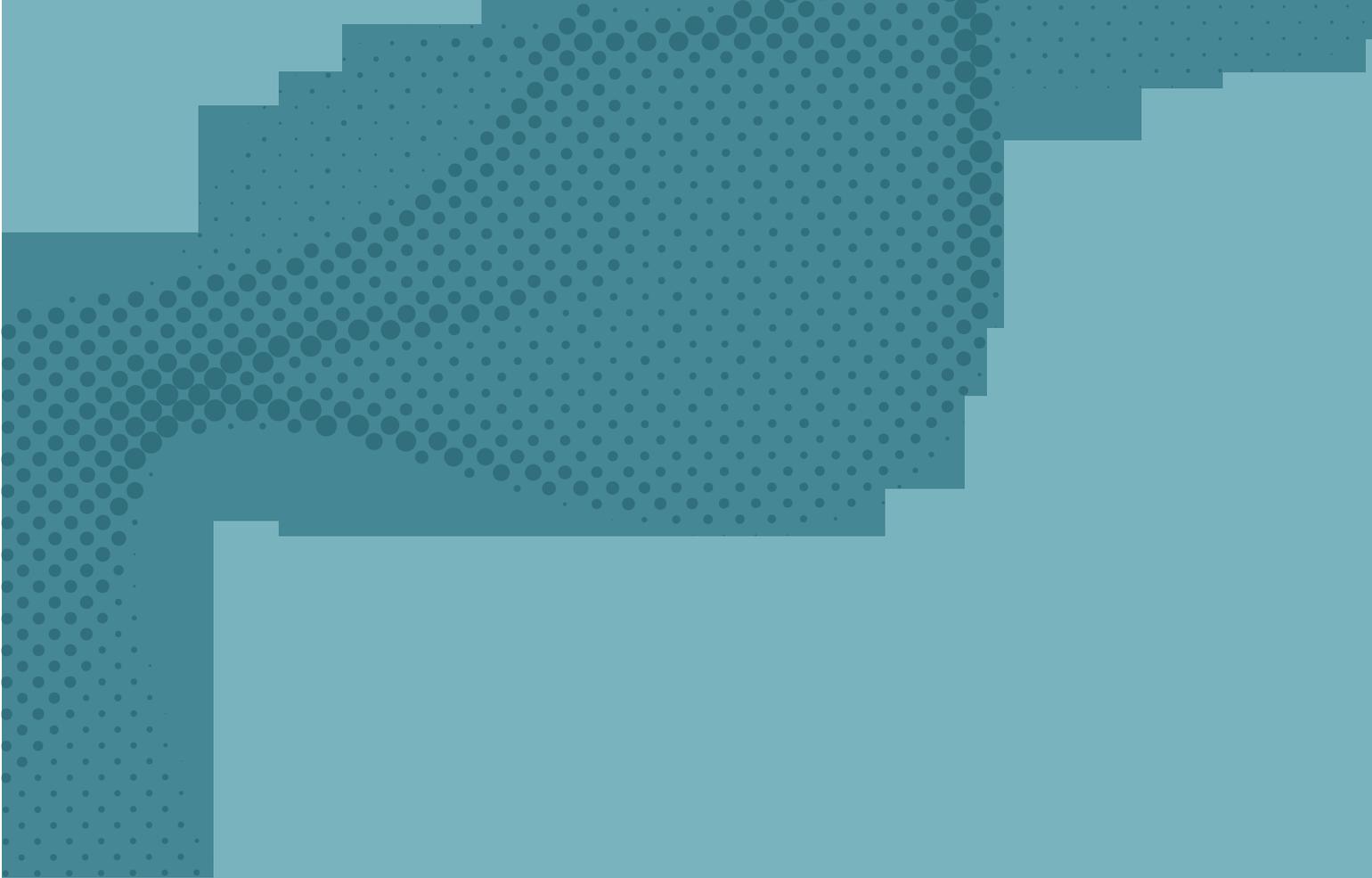
### **Career Pathways**

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



**Department Electives**

- Trends & Forecast
- Costume History
- Fashion Draping for Knits
- Stylised Fashion Illustration
- Knitted Home Furnishing & Lifestyle Accessories
- Sustainable Design
- Knit Couture
- UI/UX
- Loungewear Design
- Capstone Design Project
- Visual Merchandising
- Creative Pattern Making



Department of  
**LEATHER**  
**DESIGN**

## **B.Des**

# **LEATHER DESIGN**

The Leather Design degree programme of NIFT is a unique programme that intends to create prepared Design Professionals and Design Entrepreneurs for Fashion Leather products, Luxury goods and allied product sectors in National and International Business. With the intent to help Nation building through the Design Professionals & Entrepreneurs, the curriculum of Leather Design programme of NIFT, with Design and Product Development as the core, caters to the different industry segments of Fashion Product sector, viz. Garments, Leather Goods, Footwear, Luxury goods and hand crafted products. The professional expertise is developed by imparting the required knowledge, skills, creative exploration and practices built within the curriculum through four subject categories, viz. Majors, Deepening Specialisations, Interdisciplinary Minors and General Studies.

### **Majors**

The majors across the 8 semesters provide the requisite material & product knowledge, creative, technical and hand skills and capabilities for explorative and real time applications of learning through the main core domains/ major areas running across the semesters viz. Material Studies- Leather & Non Leather, Design & Fashion Studies, Apparel Production & Ergonomics, Luxury Product Design & Marketing, Apparel Design Studio, Drawing & Digital Design and Craft Cluster Initiatives (Integration). Supported and strengthened by the deepening specialisation, the majors ensure the student's portfolio building with multi-categories of leather products and accessories which complete the apparel range. The Majors are also strengthened by the floating majors to ensure the requisite knowledge, skills and

capabilities that are imparted at different levels with each graduating semester to create the necessary prepared design professionals for the industry. The whole learning of majors culminates into the Graduation Project in the final semester in the form of design collection projects either self or industry sponsored or graduation research projects sponsored by either self or industry or craft cluster or in the form of graduation research projects as per the career pathways opted by the students.

### **Deepening Specializations (DS)**

The B.Des. (Leather Design) programme offers three Deepening Specializations as secondary concentration of subjects that complement the Majors and provides in - depth knowledge related to the specialized Majors that lead to focused career pathways. These subjects are mandatory and are offered from Semester III to VII assigned with 5 credits of 4 direct contact hours and 3 of studio practice hours. The three Deepening Specializations offered in Leather Design are:

(i) Sustainable Strategies for Products & Footwear and (ii) Inclusive Design in Products & Footwear (iii) Handmade & Luxury Design Strategies.

### **DS 1 : Sustainable Strategies for Products & Footwear :**

Students gain an in-depth understanding of the Sustainable Design track across the semesters. It equips a student to take forward a product story from any one of the sustainability concepts to prototyping with the understanding of the classification and identification of the range of products offered across the semesters. The student, through these semesters, either designs or understands and interprets the available category of products –goods and footwear. The product design or design interpretation is then translated into patterns through concepts of sustainability, geometry and spatial understanding as an intermediary step towards the

physical prototypes. Thereafter knowledge of fabrication techniques and procedures are imparted for respective product category to help students to convert the patterns into physical prototypes. By the close of the track, the student is efficiently armed with the knowledge and skills required to handle the design approach category.

### **DS 2 : Inclusive Design in Products & Footwear :**

The Inclusive Design track equips the students to take forward a story from human centred design concept to prototyping with the understanding of the classification and identification of range of products – goods and footwear offered across the semesters. The track would see a student understand the anthropometrics involved in design and construction. With broad categories of products – goods and footwear with respect to gender and application/utility – male/female and formal/semi-formal/casual/sporty, this track takes a student across the semesters through the sub categories. The student designs products – goods and footwear and then translates into patterns and completes the product – goods and footwear through prototyping process. By the close of the track, the students are efficiently armed with the knowledge and skills to handle the design approach category as the deepening specialization of their career path.

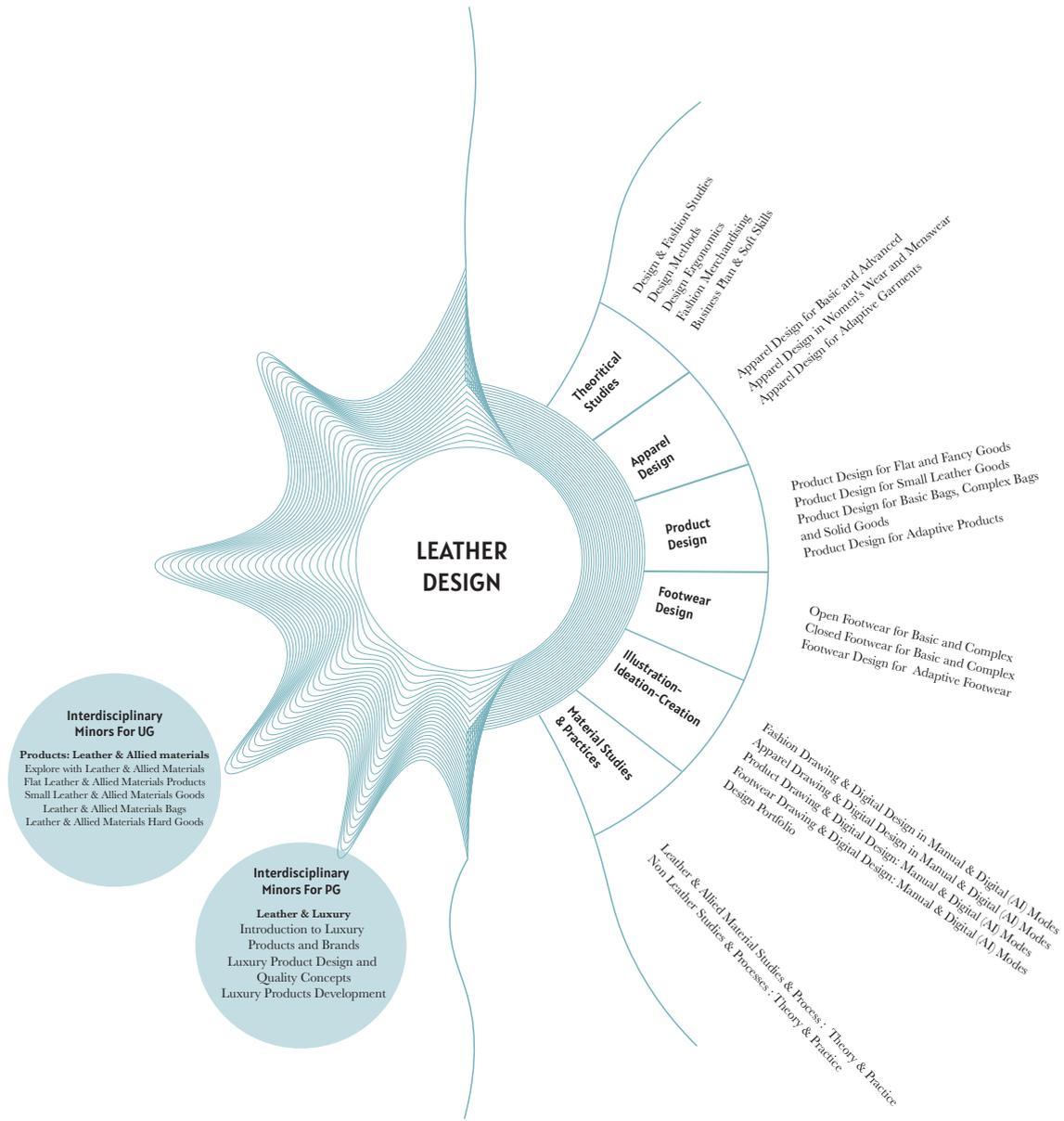
### **DS 3 :Handmade & Luxury Design Strategies :**

The Handmade & Luxury Design Strategies track equips the students to take forward a story from handmade and luxury design concept to prototyping with the understanding of the classification and identification of range of products – goods and footwear offered across the semesters. The track would see a student understand the brand's style involved in handmade and luxury design and construction. With broad categories of products – goods and footwear with respect to neo luxury as sustainability and sensual luxury, this track takes a student across the semesters through the sub categories

including masstige. The student designs products – goods and footwear and then translates into patterns and completes the product – goods and footwear through prototyping process. By the close of the track, the students are efficiently armed with the knowledge and skills to handle the design approach category as the deepening specialization of their career path.

### **Career Pathways**

The curriculum of Leather Design programme of NIFT, with Design and Product Development as the core career pathway for LD graduates, caters to the different industry segments of Fashion Product sector, viz. Garments, Leather Goods, Footwear, Luxury goods and Hand Crafted products. Besides Design and Product Development pathway, three more allied career pathways - Design Production, Design Marketing & Merchandising and Design Communication have been incorporated into the curriculum to spread the menu of career choices across the various categories of the sector. These allied career pathways are envisaged and built up through the Interdisciplinary Minors. This is to ensure that the curriculum offers various combinations with 6 fashion product sectors and 4 career pathways for the students to choose from, as per their interests and expertise, experience, ergonomics and interface related to product design. The subject deals with the nuances of industry requirements of product design like manufacturing and technology, specification and detailing, visualisation and representation of the same.





Department of  
**TEXTILE**  
**DESIGN**

## B.Des TEXTILE DESIGN

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

### **Majors**

The Textile Design Major equips students with knowledge and hones their creativity and understanding of design application for the industry. Weaving, print design and surface embellishment are the core textile subjects, using both hand and digital skills, to impart an extensive and versatile training for the students. The Major builds upon the integration of creative forces of design with textile technology, and also keeps in mind the historical, social and cultural contexts in which the designers work today. Textile innovation and emerging textile technologies are an integral part of the Major. The Major offers ample opportunity to students to create, experiment and innovate with materials. Alongside there is also emphasis on learning specialised software in order to explore digital and non-traditional approach to design, fabric structures and surfaces. The objective is to provide hands-on experience through practical set-ups and state-of-the-art technology. The department boasts of an array of studios including weaving, textile testing, surface design and CAD.

### **Deepening Specialisations (DS)**

and sourcing for a specific product. Specific industry linked design projects in core areas of prints, surface and weaves will provide real time experience to design fabrics for apparel and fashion accessories.

#### **DS 1: Textiles for Fashion & Living**

The Deepening Specialisation 'Fashion and Living' will strengthen students' understanding of the apparel and home segment and build up their vocabulary of fashion, apparel categories, home and lifestyle textile product categories, details and trimmings used in garments, home fashion and accessories. The specialisation focuses on intensive fabric studies in order to equip students to select appropriate fabrics for different products, and comprehend the nuances of product development including costing and sourcing for a specific product. Specific industry-linked design projects in core areas of prints, surface and weaves will provide real-time experience to design for apparel, home fashion and accessories from mass production and commercial perspective.

#### **DS 2: Textiles for Innovative Application**

The Deepening Specialisation 'Textiles for Innovative Application' will focus on the innovative application for numerous textiles product categories across apparel, home and accessories. The students will gain an understanding of advanced material, emerging

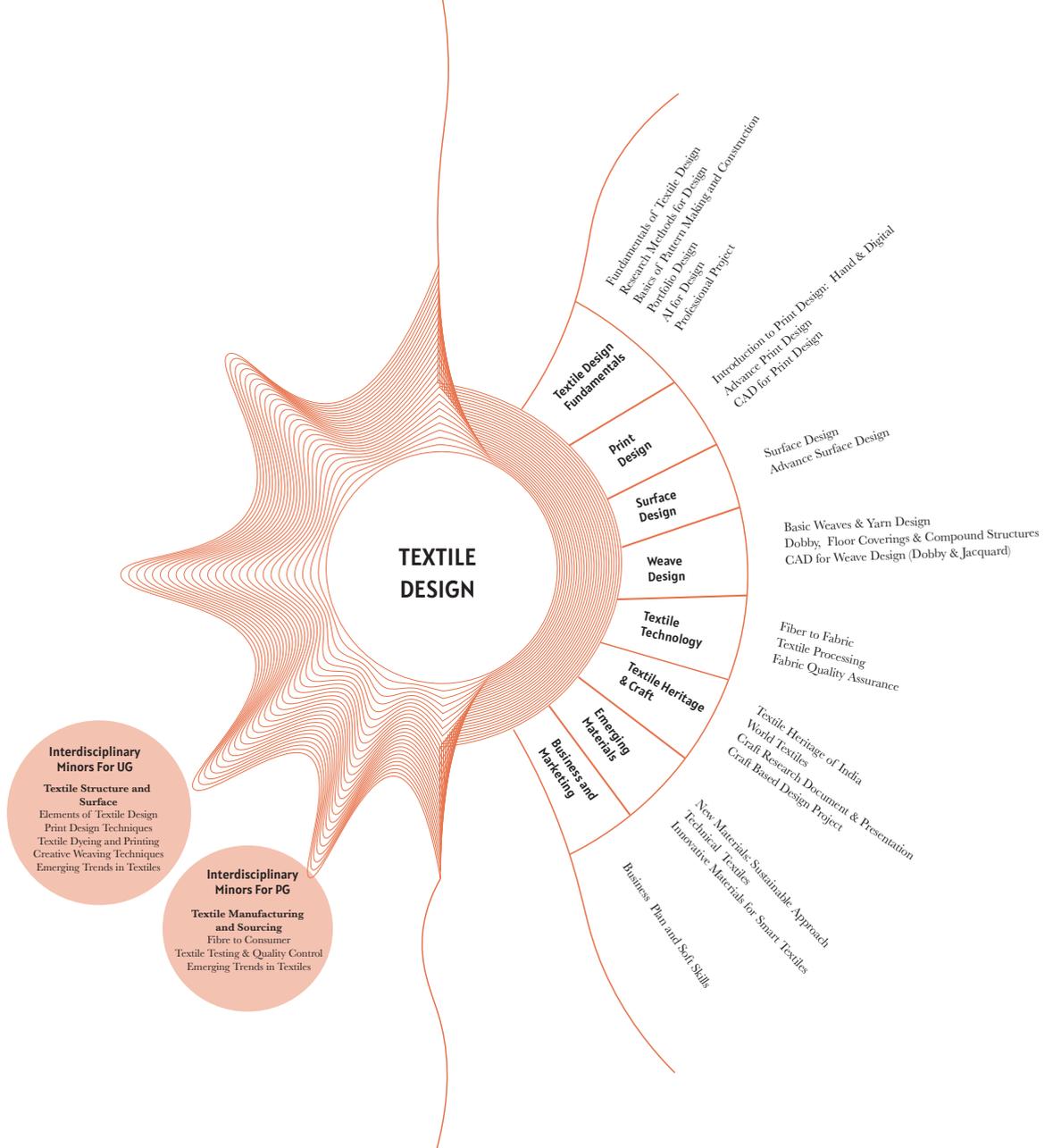
technologies, and processes in textiles. The specialisation entails strengthening students' knowledge of innovative applications to conceptualize surface/structure or product from a functional and aesthetic perspective. The critical know-how of product development from ideation to product realisation will be addressed through industry-linked projects. The students will be adept to design prints, weaving and embellishing fabrics and develop innovative products.

### **DS 3: Textiles for Creative Application**

The Deepening Specialisation 'Textiles for Creative Application' will focus on the creative application for numerous textiles product categories across apparel, home fashion and accessories. The students will gain an understanding of the niche, bespoke, hand-made, luxury, and curated segments in textiles. The student will gain knowledge on colours, motifs, patterns and sizing and positioning of products. The specialisation entails strengthening students' knowledge of fabrics and their properties in terms of performance and aesthetics for a specific end application. The critical know-how of product development from ideation to product realisation will be addressed through industry-linked projects. The students will be adept to design prints, weaves and embellished fabrics with a focus on creative product development. The Textile Design students undertake sponsored Graduation Project in their final year with the industry for a period of 16 weeks to develop design collections. The projects are sponsored by textile mills, export houses, home and apparel retail brands, designers or NGOs. The students are also given the choice to undertake self-sponsored or research projects. The Graduation Project culminates with academic evaluation and the final showcase of students' work in an annual show.

### **Career Pathways**

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



**Department Electives**  
 Textile Innovation  
 Textile Expressions  
 ConsciousTextile



Department of  
**FASHION**  
**TECHNOLOGY**

## MASTER OF FASHION TECHNOLOGY

The two year Masters course in Fashion Technology is a unique programme of study in the field of apparel manufacturing and allied supply chain in India. The course aims to develop future ready techno-managers / operation managers par excellence by adopting an analytical approach through research in innovative and disruptive technologies all the while focusing on life skills for developing socially and environmentally responsible professionals. The course is aimed at graduate engineers and technologists who are looking to diversify in the field of fashion technology by providing them domain knowledge of textile and apparel. Students may choose a specialized realm of study, such as Operational Excellence, Smart Factory and Smart Garments wherein they will learn the technical aspects of the same. MFT classroom teaching is reinforced with regular field visits to industries present in the apparel supply chain. Students also get opportunities to experience and relate their classroom learning while undertaking internship with relevant industry. Additionally inputs of entrepreneurship and developing of business plans are provided to encourage willing students to explore the glorious path of being an entrepreneur. The program requires the student to undertake a thesis in the field of their choice to research and derive solutions by way of collaborating with domestic and international companies utilizing classroom learning. Students of each specialisations will study 10 core subjects, 08 subjects of deepening specialisation (DS), 03 subjects of Interdisciplinary Minor

(IDM) and 06 (six) General Electives (GE) subjects over three semesters. In final semester the students will carry out their dissertation projects in their choice of areas. The students will also have options of studying maximum three floating subjects (from a bouquet of six subjects) over three semesters. The students will undergo craft cluster study for one week at the end of first semester (during winter break) and apparel internship for 8 weeks at the end of 2nd semester (during summer break). The M.F.Tech course differentiates itself by adopting a holistic approach towards content delivery: where students will be oriented to the bigger picture first and then drilled down to the building blocks. The student will conduct additional iterative environmental and situational analysis. Encouragement to see, learn, practice and build solutions. Strong emphasis on Lab: a transformative educational environment, where students will spend lot of time analysing, experimenting in state of art lab.

### **Major**

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

## **Deepening Specialisations (DS)**

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

### **DS 1: Smart Factory**

This specialization would allow the student to develop Industry 4.0 capabilities such as Artificial Intelligence, AR/VR, Industrial Internet of Things, Big Data, Cloud Computing, 3D printing, Robotics etc. for fashion supply chain. The course would enable the student to develop knowledge about cyberphysical systems like Mechatronics, IOT, etc. The subjects under this specialisation would provide the opportunity to develop skills in machine learning algorithm and process automation and would enable them to develop solutions for smart manufacturing organizations integrating machines, devices, sensors and people.

### **DS 2: Smart Garments**

This specialization would allow the student to develop capabilities in the areas of Technical Textiles, Anthropometry, 3D body scanning, 3D simulation, Smart-wearables, Stitch less Garments and garments for special needs. The course would enable the student to understand the application of 3D body scanning in the fields of anthropometry, sizing, manufacturing and retail and gain knowledge of technical, intelligent textiles and smart wearables. The students are equipped to use scanners to extract measurements, develop patterns, virtual garments and virtual try-ons and develop products and solutions using stitch less joining of materials and integration of electronics.

### **DS 3: Operational Excellence**

This specialization would allow the student to develop capability of managing manufacturing systems which focus on Production efficiency, Lean Principles, Sustainability, Ergonomics, Quality management,

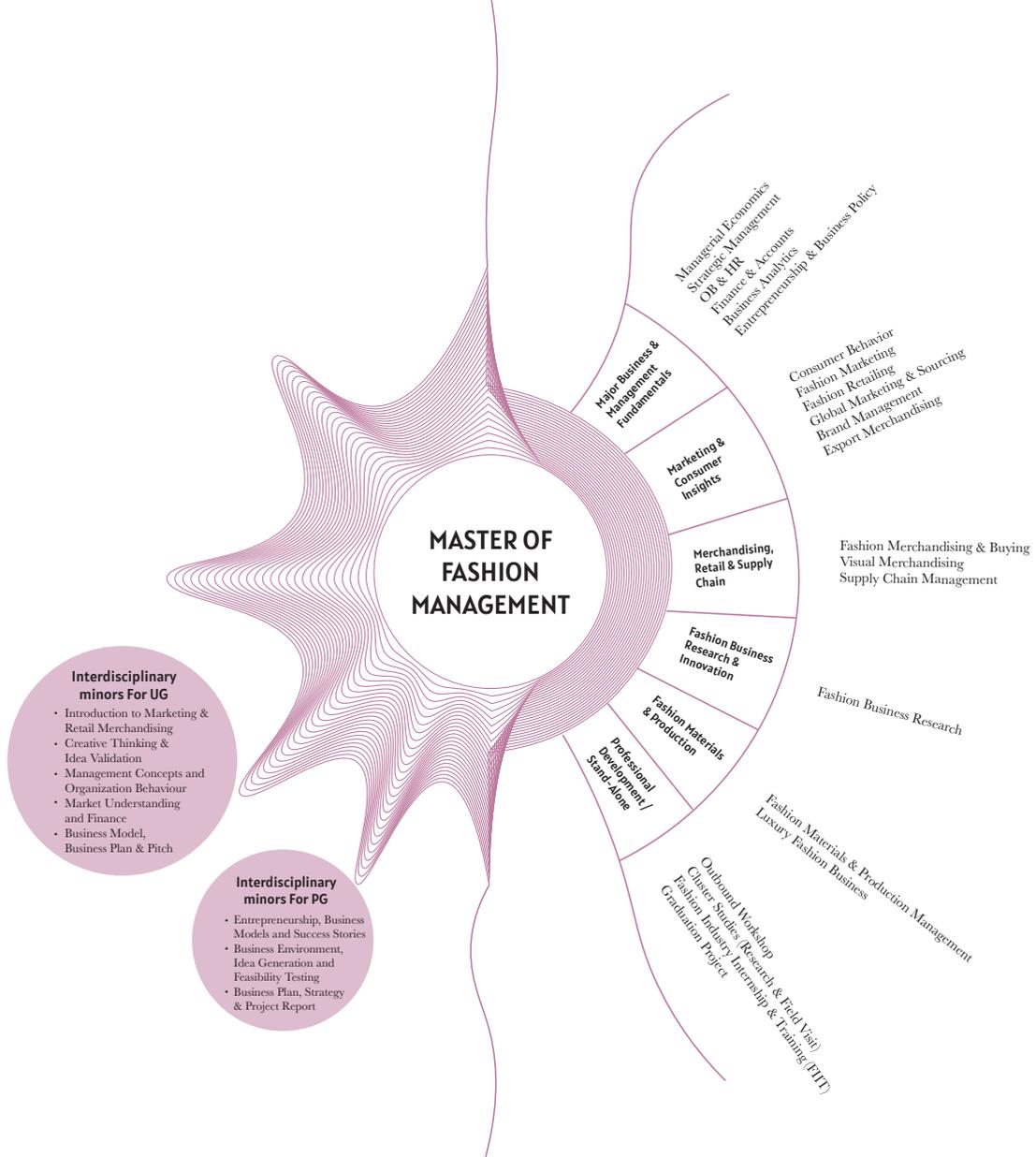
Operations, Value-chain / Integrative Management etc. The course would enable the student to explain the concepts of operational management in the areas of facility design, quality management, and lean applications across apparel supply chain with special focus on best practices of sustainability. The students will be able to calculate sustainability index of various apparel manufacturing processes, find out the efficiency of supply chain and standard time in apparel production and compare sustainable practices, factory layouts and supply management matrices to augment decision making capabilities.

### **DS 4 : Technical Textiles**

The Specialisation would allow the students to develop capabilities in the areas of Technical Textiles, Fibre used in TT Applications, Manufacturing of Yarn's of Fabrics used for TT, Special finishing for given to TT yarns and fabrics. The course would enable the students to understand the manufacturing method, Electro spinning properties in application. The subjects under the specialisation would provide the opportunity the develop the technical textile materials and advanced manufacturing process. Also gain knowledge on application of TT in the areas of Defence, Space, Protective, Sports etc along with the expertise to evaluate the same.

### **Career Pathways**

Smart Factory Automation, in areas of application and management of Information Technology, Research and development in machinery and its usage, R&D in systems, data analysis for the industry, etc. Smart Garments Technical Audit Manager, Fit Analyst, Production Merchant, Product Manager, Product Engineer, R&D in wearable technology, etc. Operational Excellence Production Planning, Production Manager, Lean System Manager, CSR mangers, Sustainability operations, Quality Managers, Plant Manager, Industrial Engineer, etc.



**Department Electives**

- Sustainability in Fashion Industry
- Essentials of AI and Innovative Technologies
- E-Business Management
- Design Thinking for Business Innovation
- Digital & Social Media Marketing
- Advanced Buying & Planning



Department of  
**DESIGN**  
**SPACE**

# MASTER OF DESIGN

'Master of Design' degree caters to the multidisciplinary and dynamic nature of job profiles that seek professionals who can work in versatile environments. Research is one of the tools that empower one to take up challenges, which may emerge in contemporary complex systems. Therefore, this course builds its specialisations based on the foundation of design thinking and research practice. Graduates of this programme would be equipped to hold key positions in large design, fashion or corporate houses in the areas of Design Thinking and Research, Craft Design, Special Needs, Publication & Graphics, Media writing & design, Lifestyle Products, User Experience & User centred design depending on the area of specialisation pursued by each student through a pedagogic structure that enables individual pathways within 4 deepening specialisations offered in the course focusing on various design industry domains. (The above mandate is based on the assumption that the students applying for Master of Design Programme would be familiar with fundamentals of design theory).

## **Majors**

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

Grounded in ethical practices of research, students can tailor their strengths through a cross-pollination of subjects and create a niche professional space. The course of MDES creates a formal setting for 'Industry connect' to initiate a synergy between students Industry and Academia, through which an initiation is carried out to achieve industry project briefs, culminating into the Industry guided project. This gives each student a practical experience to take this further towards final semester in to the Dissertation project of a larger scope.

## **Deepening Specialisations (DS)**

Students have to choose any one specialisation based on prior academic, professional background, and skills acquired. Deepening specialization will be available subject to meeting the capping of minimum and maximum number of students.

### **DS 1: Design for Society**

Design for Society specialisation looks at design in the context of society. Today designers are working along with various agents and agencies to solve the complex social problems and are designing for social change. It also enables the students to critically evaluate the social, ethical and ecological issues in design. The students will learn theories of Social Innovation and apply them to design problems in the real world and use design for active social engagement and change.

## **DS 2: Experience Design**

The skill sets of designers today are not limited to creation of mere objects but include creation of services and experiences. Experience is the result of people's interaction with designed environments. The richer the experience for the user the more successful is the design. Once the students are equipped with the conceptual framework of experience design, they learn to apply it in the fields of Human Computer Interaction, User Interface and User experience, signage & information design, graphics and content curating. Spatial applications will range from exhibitions, museums, retail and other built spaces.

## **DS 3: Design Strategy**

Strategic Design Management deals with study and application of design methods and advanced processes for uplifting the industrial practices. It deals with core understanding of theories of strategy and addresses application of design beyond mere aesthetics by using analysis, critical & design thinking and creates value for identified businesses. Branding design is very much a part of the strategy today and is moving towards design driven consumer market. The course aims to orient the students in branding and identity of products or services and address the issue how design can help capitalize on national and international levels.

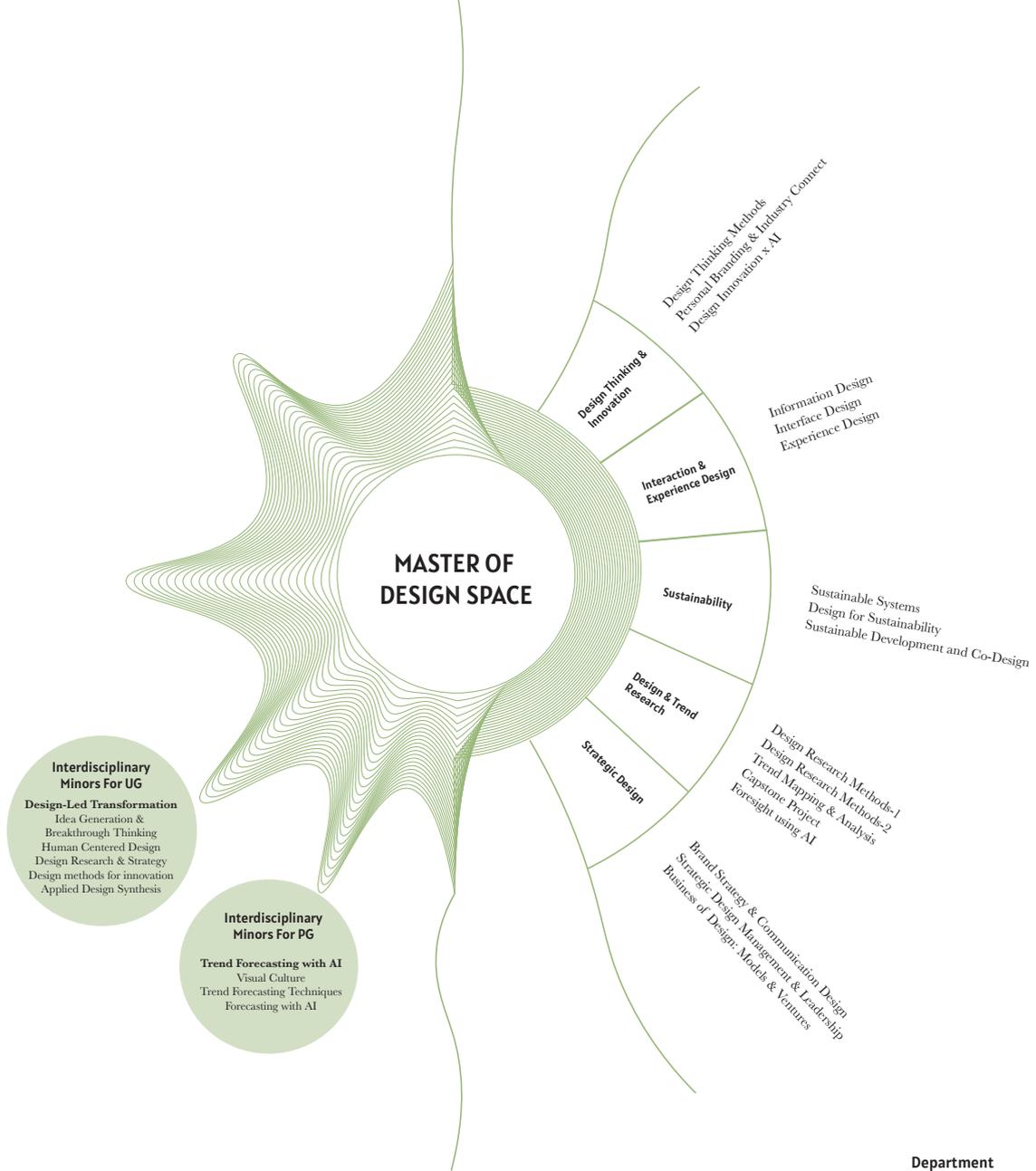
## **DS 4: Theoretical Studies in Design**

Theoretical Studies in Design trace the birth and evolution of man's design history. It critically examines this process through analytical and practical modes of enquiry. It is an interdisciplinary field that probes in the questions that have impacted design decisions towards shaping human environment over the years. It spans various fields like art and architecture, urban planning, communication, cultural studies and demographics through qualitative grounded theory approach. The curriculum attempts to

ask basic questions to find the most sustainable ways of designing. The course also equip students with the skills in the emerging area of curatorial practices.

## **Career Pathways**

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



**Department Electives**  
 Game Design  
 Space & interactive Design  
 Service Design  
 Education Design  
 Design Ethics & Ethics in AI  
 Inclusive Design



Department of  
**FASHION**  
**MANAGEMENT**  
**STUDIES**

# MASTER OF FASHION MANAGEMENT

To develop world class professionals in the areas of fashion management, marketing, merchandising, and retailing; to produce future entrepreneurs who are equipped with fashion product, technology, analytical and managerial skills and knowledge with right industry connect. Students undergo in-depth education in management, marketing, buying, merchandising (retail and export), retail operations, international marketing, international trade practices and project formulation. Entrepreneurship and also on an important aspect of interdisciplinary aspect of fashion. They are exposed to creative merchandising/marketing, innovative fashion management practices, Information technology developments, cluster studies, sustainability, directions of fashion trends and business practices, through field visits and industry internships. The department maintains an active collaboration with the industry through several consultancy projects undertaken by the members of the faculty and also through the internship and graduation projects, class room projects done by the students.

## **Majors**

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

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

## **Deepening Specializations (DS)**

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

### **DS 1: Marketing and Retailing**

The specialization provides an opportunity to gain in-depth understanding of Customer Experience Management, Retail operations, Omni-channel Retail, E-commerce etc.

### **DS 2: Entrepreneurship**

The Entrepreneurship would equip the students with the skills to understand the nuances of feasibility study and business laws, report making to setup his enterprise.

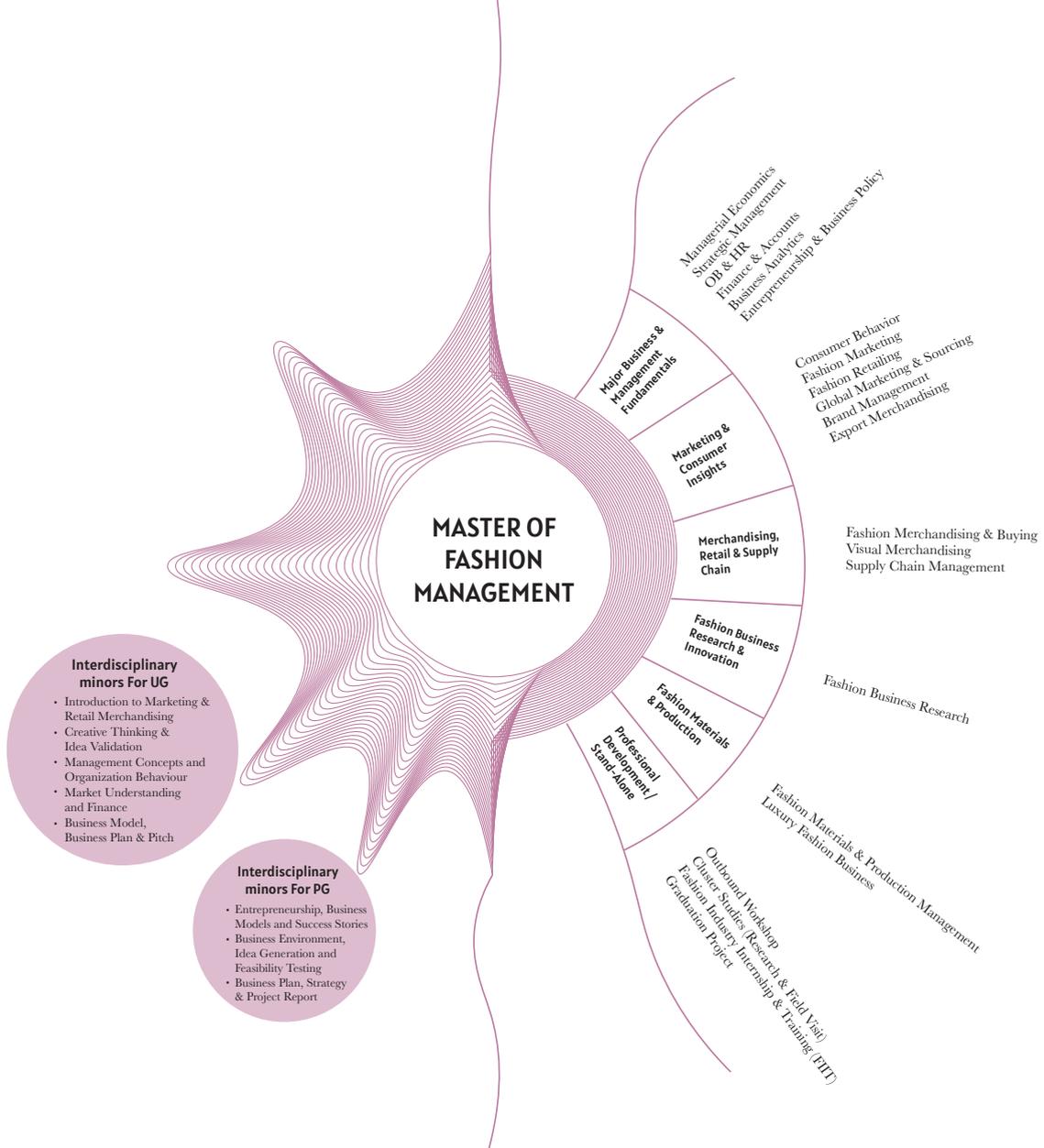
### **DS 3: International Business**

The International Business as a deepening specialization aims to provide a nuanced understanding of the size and nature of global business, EXIM documentation, export marketing. All these specialization would help the student to focus and perform at higher level.

#### **Career Pathways**

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

specialization covers the subjects like global fashion business, export merchandising and EXIM documentation, global marketing and costing and profitability. This would lead to careers as export merchandiser, buying house merchandiser, sourcing manager, logistics manager, global business development manager, sampling merchandisers, compliance officer, and vendor management executive. Entrepreneurship specialization covers the subjects like Entrepreneurship business models and success stories, business idea generation and feasibility testing with live projects, family business management, business plan, laws and integrated project. This would lead to careers as entrepreneur, social entrepreneur, NGOs, academicians, cluster manager/marketer, Consultant for rural marketers.



**Interdisciplinary minors For UG**

- Introduction to Marketing & Retail Merchandising
- Creative Thinking & Idea Validation
- Management Concepts and Organization Behaviour
- Market Understanding and Finance
- Business Model, Business Plan & Pitch

**Interdisciplinary minors For PG**

- Entrepreneurship, Business Models and Success Stories
- Business Environment, Idea Generation and Feasibility Testing
- Business Plan, Strategy & Project Report

**Department Electives**

- Sustainability in Fashion Industry
- Essentials of AI and Innovative Technologies
- E-Business Management
- Design Thinking for Business Innovation
- Digital & Social Media Marketing
- Advanced Buying & Planning



**IDM**

# F&LA

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

## **IDMs for UG**

### **IDM 1: Fashion Accessories**

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

### **IDM 2: Home Accessories**

Students understand home accessories in cultural inter personal context. They get the sense the size and structure of the home decor industry and clearly visualize the

opportunity in this space. They gain skills to create visual architecture with respect to home accessories. Explore different techniques, assemblies, material combinations for home accessories. An opportunity to ideate & conceive home accessories design project based on a clear need articulation and develop tangible prototype.

## **IDM for PG**

### **Fashion Accessory Trends**

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

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

## **IDMs for UG**

### **IDM 1 : Communication Design**

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

### **IDM 2 : Display & Presentation Design**

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

## **IDM for PG**

### **Styling & Display Design**

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

# FD

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

## **IDMs for UG**

### **IDM 1: Fashion Explorations**

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

### **IDM 2 : Fashion Representation**

The subjects under this stream of study focus on understanding modes in which fashion is represented. The 5 subject progression under this pathway traversing

through history, illustration, fashion visage fiction, and styling enables the student to grasp the verbal and visual language of fashion. This pathway is offered to students to supplement the fashion knowledge gained from their respective specialisations to further aid in discussing and appreciating fashion represented through the medium of art, literature and cinema.

## **IDM for PG**

### **Fashion Process**

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

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

## **IDMs for UG**

### **IDM 1 : World of Knits**

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

### **IDM 2 : Fashion for Sports**

"Fashion for Sports" is aimed at giving an orientation towards the most versatile and the fastest growing category in fashion business - Sportswear. It introduces

the learner to the various components of Sportswear as a category, and draws distinction between casual, Active, Performance sports and Athleisure. The subject also introduces the learners to parameters for selection of fabric and trims for developing Sportswear, and equips with skillsets to handle the same. Ergonomics, Performance, Functional clothing, Technical Textiles, Pattern making and construction, Stretch fabric are the highlights of the IDM.

## **IDM for PG**

### **Knitwear Merchandising**

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

# LD

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

## **IDMs for UG**

### **IDM 1: Leather Fetish & Cult Fashion**

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

### **IDM 2 : Leather Lifestyle Products**

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

### **IDM for PG Luxury Products**

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

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

## **IDMs for UG**

### **IDM 1 : Textile Structure & Surface**

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

### **IDM 2 : Textile Appreciation**

The Textile Appreciation minor will provide a comprehensive understanding of textiles and its application in different fields. The students will be

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

## **IDM for PG**

### **Textile Manufacturing & Sourcing**

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

# BFT

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

## **IDMs for UG**

### **IDM 1: Apparel Manufacturing Process**

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

### **IDM 2 : IT applications for Fashion Business**

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

## **IDMs for PG**

### **IDM1: Apparel Product Management**

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

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

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

# MDES

Master of Design offers two Inter Disciplinary Minor subjects for the students of other UG and PG programmes. Lateral Thinking and Innovation for UG and Trends and Culture for PG students.

## **IDM for UG**

### **Lateral Thinking & Innovation**

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

Problem Solver, Design Thinker, and Design Innovator & Entrepreneur.

## **IDM for PG**

### **Trends & Culture**

The set of courses being offered under "Trends and Culture" will function as an umbrella within which the students will develop a critical understanding of Trends and visual culture in contemporary society and the interrelationship within. The course will enable the students to learn the tools for identifying and capturing new trends and articulate them within the sociocultural context, eventually applying it for a relevant market. They also get exposed to the theories of visual culture studies and visual analysis, which enables them to encode and decode the images for trend analysis and forecast. The knowledge gained would prepare the students as Trend Researchers and Forecasters. The possible career pathways are Media analyst, Visual Semanticist, Fashion Merchandiser, Trends spotter & Visual Researcher. The possible career pathways are Media analyst, Visual Semanticist, Fashion Merchandiser, Trends spotter & Visual Researcher.

# MFM

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

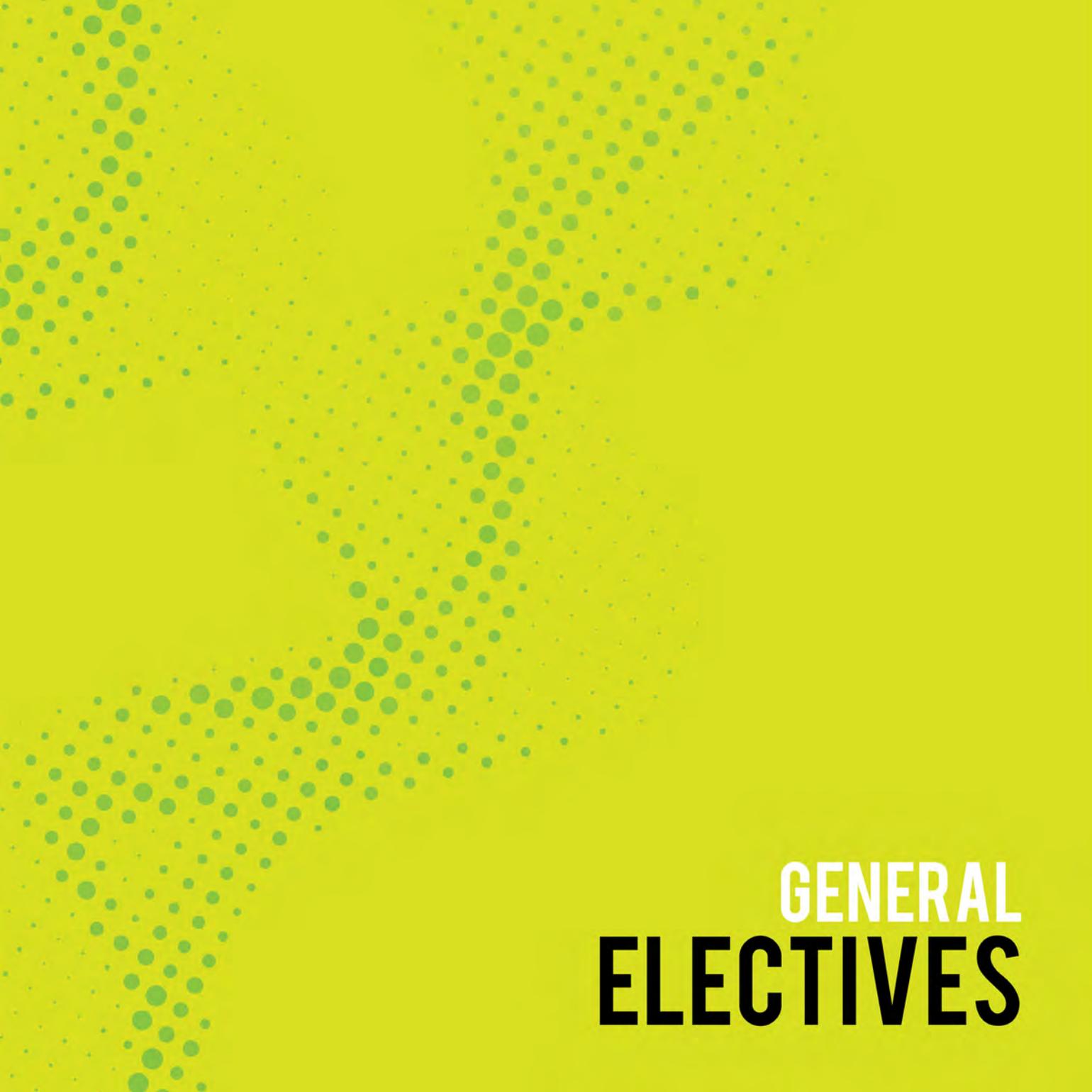
## **IDM for UG Fashion retailing**

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

## **IDM for PG Entrepreneurship**

This course is about becoming job creator rather than a job seeker and be on your own. Learning progressions semester wise are Level-1: Awareness about entrepreneurship, Level-2: Development of

entrepreneurial skills and mind set, Level-3: Theory into practise Understanding about business environment, business models, policies and schemes, idea generation with its feasibility testing, various functional aspects of business plan. The students will develop analytical skills to evaluate the business ideas, idea identification and idea testing skills to identify the feasibility of business venture, report making skills, applied financial and marketing skills for preparing a business plan. Develop a successful business model for a feasible idea and develop a business plan and its appraisal. With this IDM student can become an entrepreneur, a business consultant in government or private organisation, create their own business with innovative products & services in any sector, and work closely with craft clusters.



**GENERAL  
ELECTIVES**

## GENERAL ELECTIVES

A student will be required to take General Elective subjects every semester (for both UG and PG programmes).

A set of GEs will be proposed by the campus, keeping in view the availability of the course and the overall credit requirement for the semester. Some GEs offered for UG Programme are also offered for PG programme.





Personality Development



Communication



Professional Ethics and Values



World, History of Art, Architecture & Culture



Critical Thinking



Indian History of Art, Architecture & Culture



Landscaping & Gardening



Nature/ Historical Walk



Sociology



Economics



Language



Psychology



Leadership

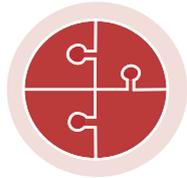


Sustainability Studies

**UG**  
General Electives



Personality Development



Making Sense of Food



Research Methodology



Sports/ Fitness



Photography



Yoga/Meditation Techniques



Semiotics



Creative Writing/ Story Telling



Theatre/Dance/ Choreography/Music



Poetry



Media Studies



Fashion Modelling/ Beauty & Make Up

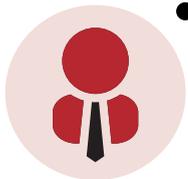


Film Appreciation



Cultural Anthropology

Mandatory ●  
Optional ●



Professional Values & Ethics



Critical Thinking



Communication



Research Methodology



Economics



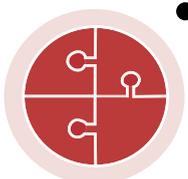
Landscaping & Gardening



Indian History of Art, Architecture and Culture



Philosophy



Making Sense of Food



Photography

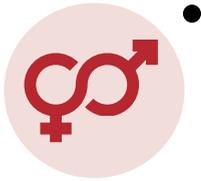


Language



Yoga/ Meditation Techniques

**PG**  
General Electives



Gender Studies



Youth Culture & Identity



Sports/ Fitness



Research Methodology



Resource Management



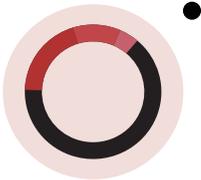
Personality Development



Media Studies



Theatre/ Dance



Operations and Research



Poetry



Sustainability Studies



Semiotics



Film Appreciation

Mandatory ●  
Optional ●

## Industry Connect

The new curriculum of NIFT attempts to give the student a rich repertoire of experience and understanding that will hopefully inculcate a desire and a capability for lifelong learning and will stand him or her in good stead in these disruptive times of change. Industry engagement is envisaged as a learning process which, by providing exposure to the students in real life working environment as part of an academic curriculum helps them to develop and enhance academic, personal and professional competencies coupled with deeper understanding of the ethics and values that distinguish a good professional. A significant part of the engagement programme is based on regulated exposure of the students to the industry environment as part of the course curriculum under the guidance of both academia and industry. The revised curriculum structure of NIFT arrived through deliberations, workshops and interactions involving internal experts and eminent academicians, industrialists and NIFT.

## Grassroot Connect

As a leader of fashion education in India, NIFT realizes the importance of its social responsibilities and continues its endeavour to create grounded designers who are able to appreciate and promote the various crafts of India. The Craft Cluster Initiative, has provided the students with continuous exposure to Indian culture and traditional handloom and handicraft clusters thus providing an opportunity for creative innovation and experimentation at the grass root level. Through this craft exposure NIFT students have endeavoured to be 'Young Change Agents,' utilizing the skills of the handloom and handicraft sectors for developing niche contemporary products. The experienced NIFT faculty have contributed by

Alumni envisaged the necessity and importance of Industry engagement through:

- Interaction with Industry leaders and alumni in the classroom
- Sponsored classroom projects
- Industry visits
- Exposure to exhibitions and fairs
- Internships
- Joint research endeavours
- Hands-on practical learning experience in industry environment to be transacted within the curriculum structure.

Critical to this new perspective would be the planning of Industry Engagements and scheduling them in coordination with the industries as per the requirement to transact the new curriculum in the UG & PG Programmes offered by NIFT and its campuses.

monitoring the student activities; through customized training programmes and with design inputs, thereby enhancing the commercial value of products being manufactured by the artisans. Such exposure and interactions have provided a stronger rural connect and a greater understanding and appreciation of Indian culture and aesthetics to the young design professionals.

## Global Connect

The academic strategy of NIFT embraces internationalism. Over the years, conscious efforts have been made to increase its international visibility and standing among other reputable fashion institutes around the world. NIFT shares successful partnership with 32 leading international fashion institutes and organizations pursuing similar academic goals. On one hand, by opting for the exchange program with collaborating partner institutes, NIFT students avail a unique opportunity to integrate with the global mainstream of fashion, while on the other, it provides international students with a plethora of similar 'study abroad' options at NIFT. As a result, this provides excellent opportunities to interact with students from various geographies, encouraging them to broaden their horizons and understand different cultures. International students can take advantage of the 'study abroad' program at any of the 18 NIFT campuses. To provide an academic gradient, the Institute's international collaborations enable students to participate in international competitions, seminars, research, and other events. Furthermore, at the faculty level strategic alliances also provide opportunities for academic advancement or joint research initiatives through faculty exchange. This ensures constant updation and upgradation of teaching methods and facilities, putting NIFT faculty at par with the best in the world.

Among the successful collaborations, the strategic partnership between NIFT and the Fashion Institute of Technology (FIT) in New York, USA, offers a unique once-in-a-lifetime opportunity for selected meritorious NIFT students to earn dual degrees from both NIFT and FIT in four years. The two years of education at NIFT is followed by one year at FIT. The Students return to complete their studies at NIFT thus earning a Dual Degree from both institutes. In the academic year 2022-23, around 66 NIFT students have taken admission at FIT in their third

year for pursuing the dual degree. In yet another format of exchange, through a partnership between NIFT and Swiss Textile Technical School (STF), Switzerland, NIFT students avail an opportunity to attend a three week Short-Term Summer Programme at STF, Switzerland. Similar opportunity is provided by NIFT to the STF students offering them a two week ShortTerm Programme which is aimed at gaining a valuable insight into Indian culture, arts and crafts along with the understanding of the Indian market and its dynamics.

Academic collaboration between NIFT and Bangladesh University of Fashion & Technology (BUFT) provides unique opportunities to the students of the two institutes. It offers BUFT students to undergo semester exchange at NIFT while BUFT facilitates NIFT students to undertake Industry Internship and Graduation Projects/ Research Projects at Apparel Manufacturing Units in Bangladesh.

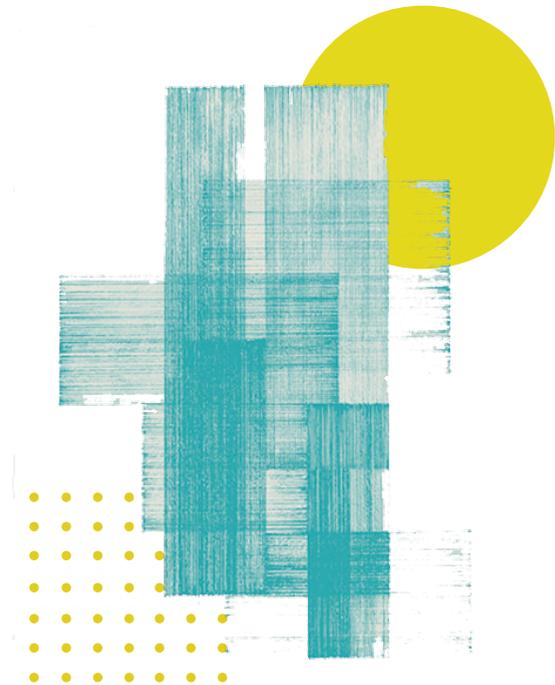
The following are some of the key institutes with which NIFT collaborates: Fashion Institute of Technology (FIT), USA; North Carolina State University, USA; Queensland University of Technology, Australia; De Montfort University, UK; Glasgow School of Arts, UK; Nottingham Trent University, UK; Swiss Textile Technical School, Switzerland; ENSAIT University, France; EnaMoma, France; Politecnico di Milano, Italy; NABA, Italy; Saxion University of Applied Sciences, Netherlands; Amsterdam Fashion Institute, Netherlands; Bunka Gakuken University, Japan; KEA - Copenhagen School of Design and Technology, Denmark; The Savannah College of Art and Design(SCAD), USA; Buffalo State University, USA; Oklahoma State University (OSU); USA; Massey University, NZ; SCED, Isreal and many more.

NIFT is also a member of the prestigious International Foundation for Fashion Technology Institutes (IFFTI) and Cumulus, an international body serving art and design education and research.



# Alumni

As leading agents of change, NIFT Alumni are reconfiguring the institute's constellation of achievements and success stories. The alumni are adding value in different work scenarios, both in India and overseas. About 38000 + alumni are working with the industry in key decision making positions and are instrumental in shaping the future of fashion business. Some of them are brands themselves. Others are excelling in the domain of entrepreneurial dynamics. NIFT alumni are also actively taking their knowledge to the grassroot levels, working towards enhancement of the craft pockets of the country. The linkage between Alumni and their alma mater continues. NIFT has the significant opportunity to benefit from the network of its graduates. NIFT has always valued this resource and has involved the alumni in the future direction of the institute.



# CAMPUS PLACEMENTS 2026



At NIFT, we are proud of the dynamic and motivated students who are mentored and supported to take on the challenges and opportunities that await them in the Industry. The graduates of NIFT understand the nuances of fashion business spanning art, craft, technology and strategy and have acquired the skill sets that will make them adapt to the growing needs of the industry.

Graduates of NIFT have been provided cutting edge understanding through exposure to emerging challenges, developments, techniques, technology and practice from all over the world. During their programme at NIFT, the students undergo a metamorphosis that unfolds their potential, develops skills and stimulating intellectual growth. Their latent potential is honed by committed and skilled faculty drawn from the academia and industry. We are aware of the fact that fashion industry wants professionals having multi-skill sets and we have trained our students accordingly.

The Campus Placements provides a platform for the graduating students from various disciplines of the two years post graduate, and four years undergraduate programmes to realise their professional dreams and ambitions and thus requires the keen and sustained participation of employer organisations. NIFT graduates carry the energy, creativity, skill, technical knowhow and the legacy of their predecessors to emerge as invaluable assets to the organisations that they are inducted into. The National Institute of Fashion Technology has a centralized placement process. Companies can employ students from any campus or course of the institute through three routes which are facilitated by the institute:

### **1. On Campus Placements**

Companies are invited for campus placements. It is organised for all the eligible final year students of NIFT campuses. Upon being given a confirmed time and date,

the companies participate in the campus placement procedure.

### **2. Pre-Placement Offers (PPO)**

Companies can extend a pre-placement offer to students before the on-campus placement which is considered as a job offer. These offers may be made on the basis of internships/ training/ projects undertaken by the students in the said company. In order to provide fair opportunity to all, companies may inform NIFT of such offers made through the moderated Industry Mentor Feedback Form provided by the institute to ensure students offered PPO are not allowed to participate in further Placement process.

### **3. Off-Campus Placements**

Upon completion of Campus Placements, the institute continues to facilitate job opportunities to its Graduates through Off campus drive where companies that could not participate in campus placements raise requirements through the Industry & Alumni Affairs (I&AA) unit.

Placements and job opportunities in NIFT are on an upward trajectory – with greater overseas opportunities, greater number of pre placement offers, higher pay packages etc. NIFT has embarked on a new restructured curriculum, which has incorporated new and emerging areas including disruptive technologies and taken initiatives for higher industry engagement.

# PLACEMENTS 2026 SCHEDULE

## Phase 1 (On Campus)

### NIFT CAMPUS PLACEMENTS

Phase 1 (On Campus)

16 - 28 April 2026

NIFT Bengaluru

16 -17 April 2026 (PG)  
20 -22 April 2026 (UG)

NIFT New Delhi

23 - 24 April 2026 (PG)  
27 - 28 April 2026 (UG)

## Phase 2 (Online)

Phase 2 (Online)

4 - 6 May 2026

# PLACEMENT PROCESS

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

## **CAMPUS PLACEMENTS**

Companies can register for campus placements, the schedule of which is given for 2026. Upon being given a confirmed time and date, they may choose Online or On-Campus placement for further going through the placement procedure.

## **PRE-PLACEMENT OFFERS (PPO)**

Companies can extend a pre-placement offer to students before the on-campus placement which is considered as a job offer. These offers may be made on the basis of internships/ training/ projects undertaken by the students in the said company. In order to provide fair opportunity to all, companies may inform NIFT of such offers made through the moderated Industry Mentor Feedback Form provided by the institute to ensure students offered PPO are not allowed to participate in further Placement process.

## **ELIGIBILITY CRITERIA FOR FIRMS FOR CAMPUS PLACEMENTS**

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

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

First Categorization

- Product Group (refer page 84)

Second Categorization

- Type of Firms (refer page 84)

Third Categorization

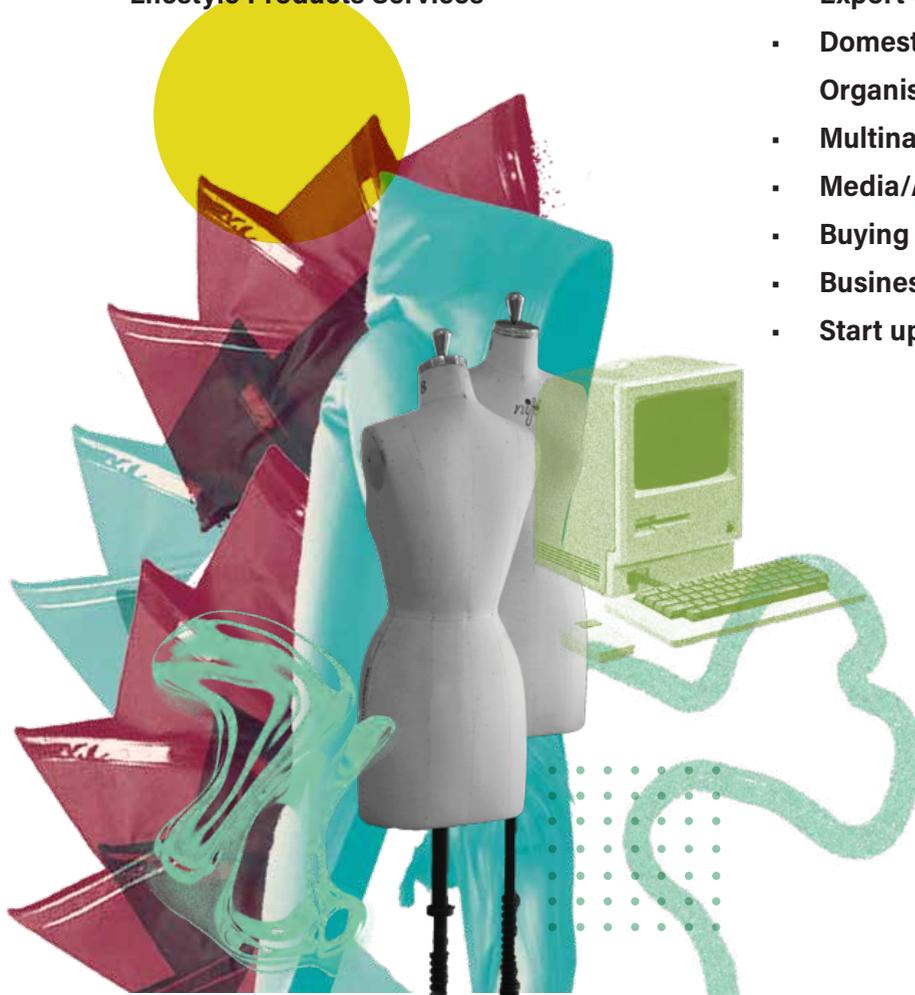
- Type of skill sets/functions (refer page 85)

## Product Group

- **Garment & other sewn products**
- **Textiles**
- **Accessories**
- **Lifestyle Products Services**

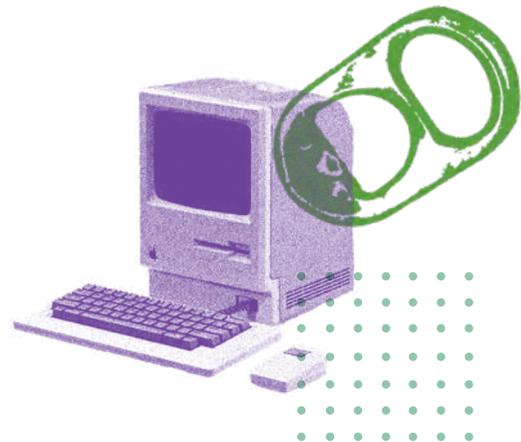
## Types of Firms

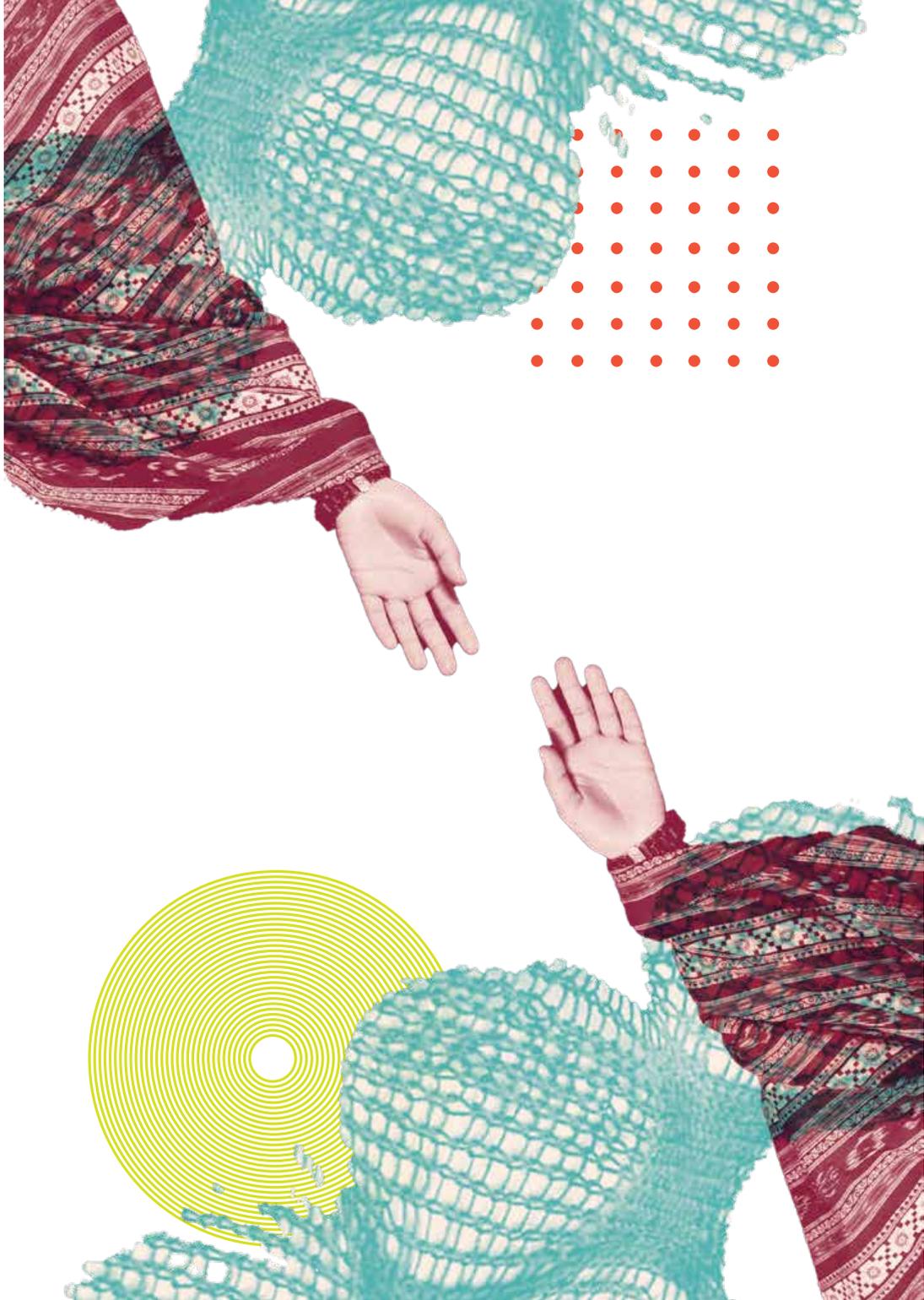
- **Artists**
- **Designers**
- **NGOs**
- **Export Organisations**
- **Domestic Retail and Manufacturing Organisations**
- **Multinational Retail Organisations**
- **Media/Advertising/Publication Houses**
- **Buying Houses & Buying Agents**
- **Business Consultancies**
- **Start ups**



## Type of Skill set/functions

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





## COMPANY REGISTRATION PROCESS

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

### **The process of registering for Campus placement is as under:**

- Company/organization will be required to register for NIFT Campus Placements 2026 by visiting [www.nift.ac.in/placements](http://www.nift.ac.in/placements) or [www.cmsnift.com/placements](http://www.cmsnift.com/placements).
- The company will need to register for the first time with details of the company like name of the company, company logo, Website, Nature of Business and Annual Turnover including all contact information. Any company that has registered before in previous years will have a valid user ID and a password and need not register again.
- New Users will be provided credentials of user ID and a password which will be sent to the mail ID as provided by the company in the registration form.
- The company then has to login using the user ID and password to fill the Job Announcement Form (JAF) online on CMS or upload scanned copy of the filled JAF downloaded from CMS.
- The JAF has certain data which will be visible to all students who are interested in and eligible for appearing in campus placement.
- Certain data will not be made available to the students. The demarcation of data is clearly indicated in the JAF.
- Registered recruiters shall be allocated a date and time for online/offline placements.
- Registered companies shall be granted access to the student database for short listing before attending the campus.

# NIFT CAMPUSES



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<https://www.nift.ac.in/placements>

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Panchkula, Patna, Raebareli, Shillong, Srinagar and Varanasi.