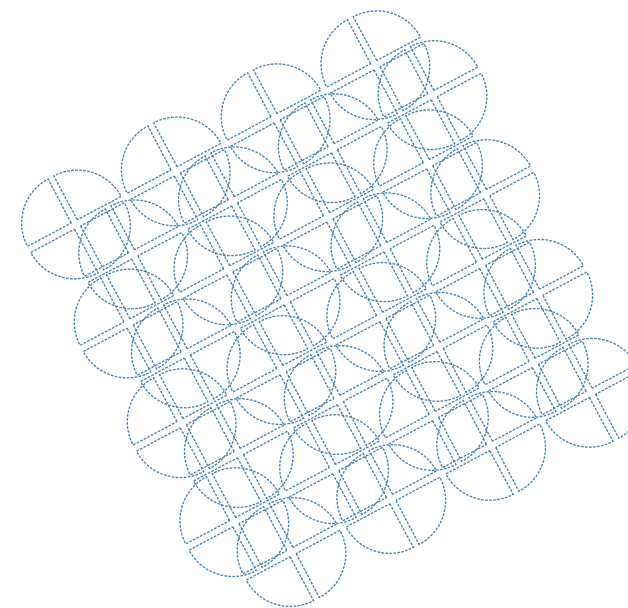


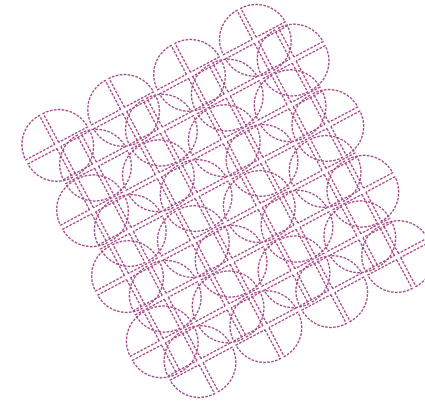
# programmes offered



| PROGRAMME  | ELIGIBILITY   |
|--|---|
| <b>BACHELOR PROGRAMMES (4 years)</b>   |   |
| <b>BACHELOR PROGRAMMES (B.FTech.) - DESIGN</b><br>Fashion Design<br>Leather Design<br>Accessory Design<br>Textile Design<br>Knitwear Design<br>Fashion Communication | 10 + 2 from a recognised Board of Education   |
| <b>BACHELOR PROGRAMME (B.FTech.) - TECHNOLOGY</b><br>Apparel Production  | 10 + 2 ( with Physics, Chemistry & Mathematics)<br>from a recognised Board of Education   |
| <b>MASTER PROGRAMMES (2 years)</b>   |   |
| <b>MASTER PROGRAMME (M.FTech.) - DESIGN</b><br>Design Space<br><br>(Textiles & Clothing), B.Tech (Textiles) or Design  | Full time Graduation from a recognised University in any<br>design discipline (Fashion / Textiles / Accessories / Graphics / Communication)<br>or B.A. (Fine Arts), B.Sc.<br><br>Diploma from NIFT / NID only |
| <b>MASTER PROGRAMME (M.FTech.) - MANAGEMENT</b><br>Fashion Management  | Graduation from a recognised University or Diploma in Accessory / Fashion<br>Design / FIT from NIFT only  |
| <b>MASTER PROGRAMME (M.FTech.) - TECHNOLOGY</b><br>Apparel Production  | B.E / B.Tech (Textiles / Apparel / Mechanical /<br>Industrial / Production / Electronics / Computer /<br>Information Technology)  |

On successful completion of the programme, undergraduate student would be awarded a degree in Bachelor of Fashion Technology (B.FTech.) and postgraduate student would be awarded a degree in Master of Fashion Technology (M.FTech.).

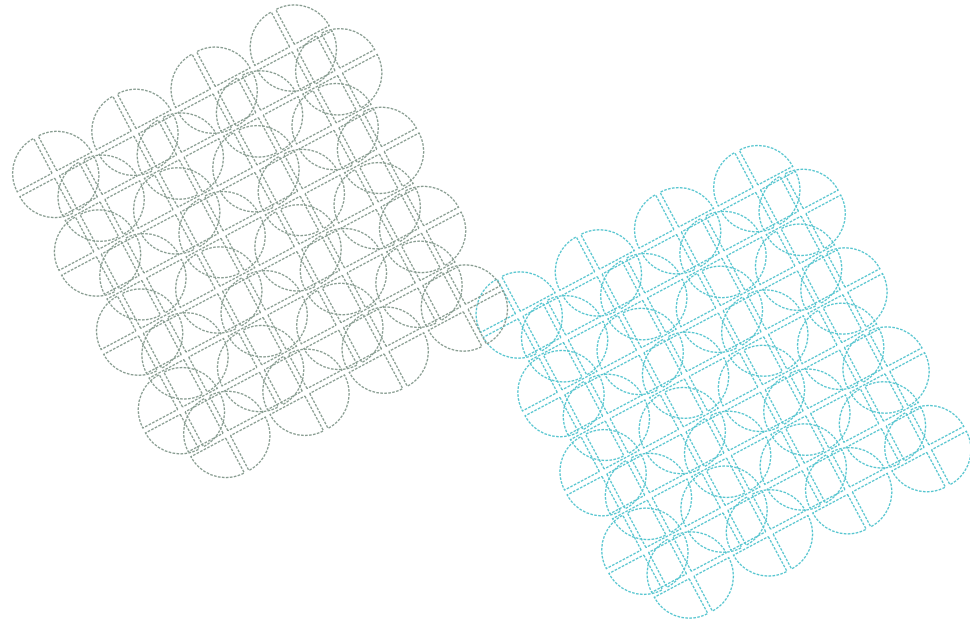
For further details, refer to Admission Guidelines on page 38



## centrewise programmes offered

| Programmes   | NEW DELHI | BANGALORE | CHENNAI | GANDHINAGAR | HYDERABAD | KOLKATA | MUMBAI | RAEBARELI | TOTAL SEATS |
|--|-----------|-----------|---------|-------------|-----------|---------|--------|-----------|-------------|
| <b>BACHELOR PROGRAMMES (B.FTech.) - DESIGN</b>   |           |           |         |             |           |         |        |           |             |
| Fashion Design   | •         | •         | •       | •           | •         | •       | •      | •         | 240         |
| Leather Design   | •         |           |         |             |           | •       |        |           | 60          |
| Accessory Design<br>Personal & Interior Accessories at New Delhi<br>Corporate & Business Accessories at Bangalore<br>Footwear & Carriables at Chennai<br>Jewellery & Precious Products at Gandhinagar<br>Interior Products & Handcrafted Accessories at Hyderabad<br>Home & Fashion Accessories at Raebareli | •         | •         | •       | •           | •         |         |        | •         | 180         |
| Textile Design   | •         | •         | •       | •           | •         | •       |        |           | 180         |
| Knitwear Design  | •         |           | •       |             |           | •       | •      |           | 120         |
| Fashion Communication  | •         |           |         |             |           |         | •      |           | 60          |
| <b>BACHELOR PROGRAMME (B.FTech.) - TECHNOLOGY</b>  |           |           |         |             |           |         |        |           |             |
| Apparel Production   | •         | •         | •       | •           | •         | •       | •      |           | 210         |
| <b>MASTER PROGRAMMES (M.FTech.)</b>  |           |           |         |             |           |         |        |           |             |
| Design Space   | •         |           |         |             |           |         |        |           | 30          |
| Fashion Management*  | •         | •         | •       | •           | •         | •       | •      |           | 210         |
| Apparel Production   | •         | •         |         |             |           |         |        |           | 60          |

\* Mentioned in the Application Form as Management



**BACHELOR PROGRAMMES - DESIGN**

**Fashion Design**

|              |             |
|--------------|-------------|
| NO. OF SEATS | CENTRE      |
| 30           | NEW DELHI   |
| 30           | BANGALORE   |
| 30           | CHENNAI     |
| 30           | GANDHINAGAR |
| 30           | HYDERABAD   |
| 30           | KOLKATA     |
| 30           | MUMBAI      |
| 30           | RAEBARELI   |

**Leather Design**

|              |           |
|--------------|-----------|
| NO. OF SEATS | CENTRE    |
| 30           | NEW DELHI |
| 30           | KOLKATA   |

**Accessory Design**

|    |             |
|----|-------------|
| 30 | NEW DELHI   |
| 30 | BANGALORE   |
| 30 | CHENNAI     |
| 30 | GANDHINAGAR |
| 30 | HYDERABAD   |
| 30 | RAEBARELI   |

**Textile Design**

|              |             |
|--------------|-------------|
| NO. OF SEATS | CENTRE      |
| 30           | NEW DELHI   |
| 30           | BANGALORE   |
| 30           | CHENNAI     |
| 30           | GANDHINAGAR |
| 30           | HYDERABAD   |
| 30           | KOLKATA     |

**Knitwear Design**

|              |           |
|--------------|-----------|
| NO. OF SEATS | CENTRE    |
| 30           | NEW DELHI |
| 30           | CHENNAI   |
| 30           | KOLKATA   |
| 30           | MUMBAI    |

**Communication Design**

|              |           |
|--------------|-----------|
| NO. OF SEATS | CENTRE    |
| 30           | NEW DELHI |
| 30           | MUMBAI    |

**BACHELOR PROGRAMMES - TECHNOLOGY**

**Apparel Production**

|              |             |
|--------------|-------------|
| NO. OF SEATS | CENTRE      |
| 30           | NEW DELHI   |
| 30           | BANGALORE   |
| 30           | CHENNAI     |
| 30           | GANDHINAGAR |
| 30           | HYDERABAD   |
| 30           | KOLKATA     |
| 30           | MUMBAI      |

**MASTER PROGRAMMES**

**Design Space**

|    |           |
|----|-----------|
| 30 | NEW DELHI |
|----|-----------|

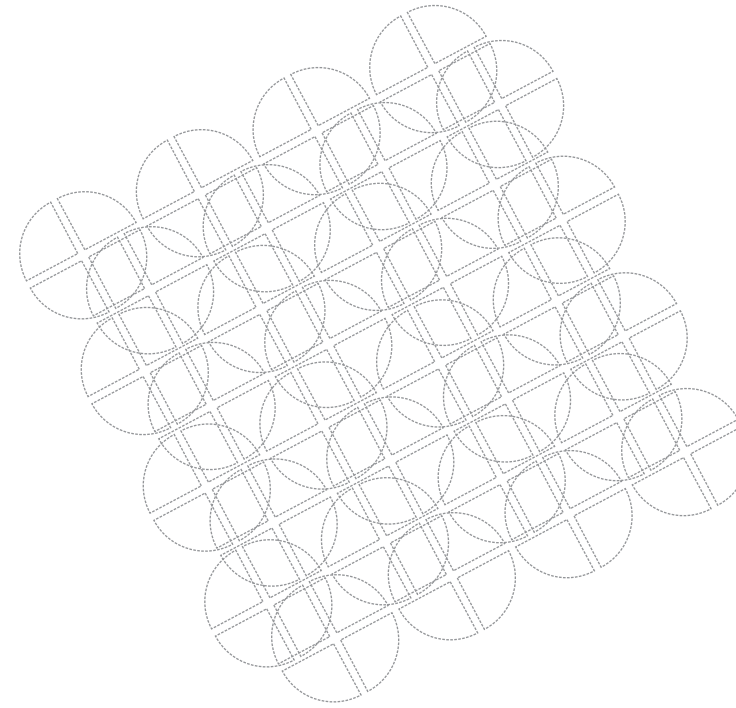
**Fashion Management\***

|              |             |
|--------------|-------------|
| NO. OF SEATS | CENTRE      |
| 30           | NEW DELHI   |
| 30           | BANGALORE   |
| 30           | CHENNAI     |
| 30           | GANDHINAGAR |
| 30           | HYDERABAD   |
| 30           | KOLKATA     |
| 30           | MUMBAI      |

**Apparel Production**

|    |           |
|----|-----------|
| 30 | NEW DELHI |
| 30 | BANGALORE |

\* Mentioned in the Application Form as Management



# bachelor programmes

## introduction

The rapid changes due to globalisation, advance technology and communication are affecting the nature of society at large.

Design belongs to a transient moment in history, continuously evolving and conditioned by the country's socio-cultural and economic environment. Suspended between tradition and modernity, art and technology, craftsmanship and industrialisation, design education in India is characterised by a two-fold thrust harnessing available and indigenous human, material and technological resources on one hand and aligning itself with global trends and influences on the other hand.

It is towards this objective of providing a sound foundation in design and fashion with a strong industry orientation that NIFT has introduced a four-year bachelor programme that will create competent and professional designers and managers in the field of fashion. It will also lead to enhancement of core-content through an integrated approach to Design, Technology, Management and Communication.

## programmes offered

### Bachelor Programmes (B.FTech.) - Design

Fashion Design  
Leather Design  
Accessory Design  
Textile Design  
Knitwear Design  
Fashion Communication

### Bachelor Programme (B.FTech.) - Technology

Apparel Production

## content

### Design

- Basic design skills and processes leading to conceptual skills and ideation for creative mobilisation of processes and strategies for innovation.

### Technology

- Production processes, tools and equipment
- Material sciences

### Management and Marketing

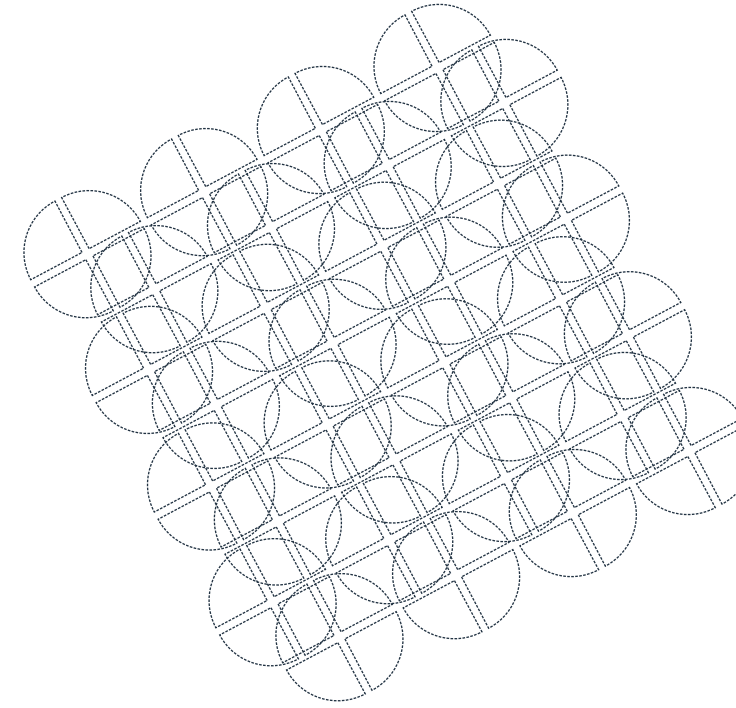
- Research, trade and professional practices
- Marketing, promotion and merchandising
- Industry orientation and business management

### Liberal Arts and Communication

- Socio-cultural history of fashion, art and design

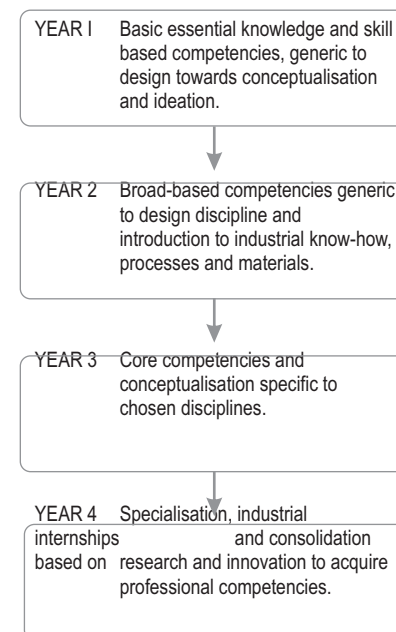
### Field study/Internship/Projects

- Production environment, structures and processes through hands-on experience and research.



# foundation programme

## programme structure



## foundation programme

(Common to all 4 year bachelor programmes in Design & Technology)

To meet the dynamics of fashion education, a Foundation Programme is designed to orient and sensitise students towards understanding of fundamentals of fashion business namely design, technology and management in the right socio-cultural perspective. The programme will focus on building the base for future learning of the design and technology function in the subsequent years.

### Objectives

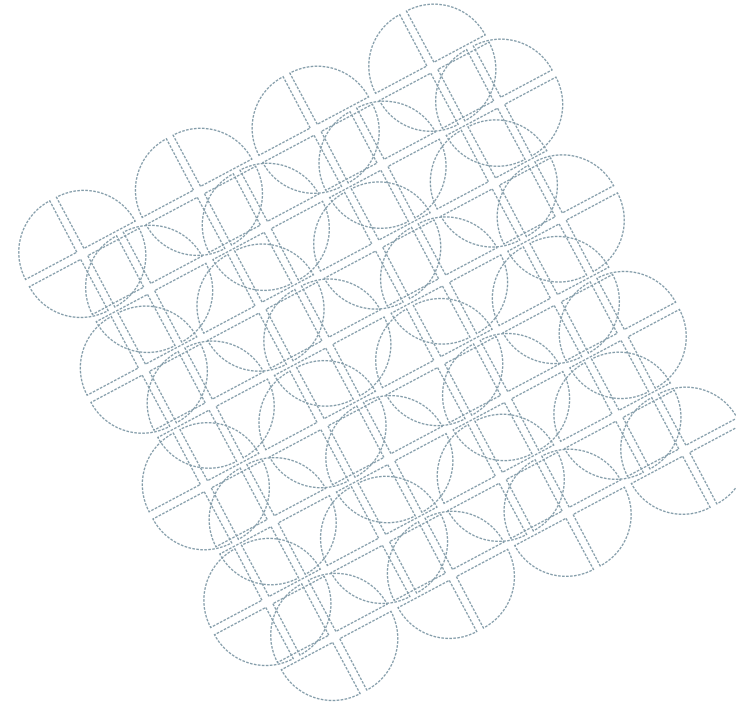
- To provide an overview and orientation to the fashion industry.
- To introduce the context and academic structure of the design and technology curriculum: its focus and contents.
- To provide for an enhanced environment for thinking, learning and gestation.
- To ensure a fundamental and common approach for fashion industry in consonance with the emerging challenges and needs of the industry and the overall vision and goal of NIFT.
- To provide uniform basic knowledge and skill competencies generic to the disciplines of Design and Technology.

### Content

The Design and Technology core will encompass a strong integrated skill and knowledge base essential to fashion industry. An overview of apparel industry shall provide inputs on the socio-economic, traditional and cultural aspects of the industry, which would lead to ideation, conceptualisation and communication. Exploration with various materials and study of general and material science will enhance basic understanding and appreciation of manufacturing process leading to product realisation. To understand the intricacies of design, inputs on geometry and visualisation and representation shall be part of the Foundation Programme.

The Management core will focus on the close nexus between the manufacturer, consumer and the commercial environment on one hand and the various infrastructure, administrative and human resource management on the other. The inputs on fundamentals of computer science shall be a part of the Foundation Programme.

The Communications and Liberal Arts core will address the essential socio-cultural perceptions and contexts: the evaluation and development. Envisioning and inculcating ethical and aesthetic values would lead to understanding and expression of physical, psychological and ergonomic concerns.



# fashion design

## introduction

Holistic inputs on generic design with more focussed approach towards apparel inculcates the ability to develop and channelise creativity. The curriculum hones design sensitisation, which balances global fashion aesthetics with an Indian soul. It addresses needs of the export market as well as both couture and pret a porter clothing in India, expanding and categorising apparel design into niche segments. In tandem with the shifts in the industry where Design has become even more significant, the students are trained to anticipate and address relevant concerns and issues. A logical, sequential, hands-on experience enables students to conceptualise designs, make patterns, drape and construct garments of impeccable quality.

**Degree** B.FTech.

**Duration** 4 years

**Centres** New Delhi, Bangalore, Chennai,

Gandhinagar, Hyderabad, Kolkata Mumbai & Raebareli

**Total Seats** 240 (30 seats each at New Delhi, Bangalore, Chennai,

Gandhinagar,

## content

**Year 1**  
Common Foundation Programme in Design

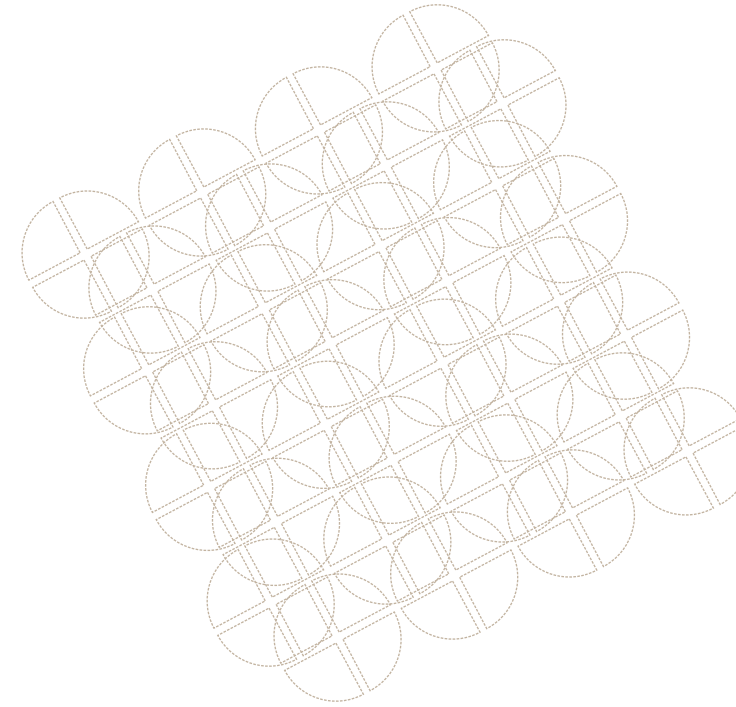
**Year 2**  
Introduces students to various aspects of Fashion Design education through subjects like Fashion Illustration and Design, Fashion Studies, Elements of Textiles, Surface Development Techniques and History of Costumes. Introduction to Pattern Making and Garment Construction contributes to Integrated Term Project.

**Year 3**  
Builds on learning from the previous year with greater departmental specialisation. The focus is on greater exposure to the complexities and nuances of different segments of the Apparel Industry. An industry internship during the year is an invaluable experience for students to interface between design and technicalities of production.

**Year 4**  
Focuses on niche specialisations and electives with a focus on Research and Development. The final semester culminates in a Design Collection, where students present their collections in a show.

## careers

The programme prepares students to pursue careers as Designers, Freelance Design Consultants, Stylists, Forecasting and Fashion Trends Forum Organisers, Costume Designers, Illustrators and Entrepreneurs.



# leather design

## introduction

Leather Design caters to the requirements of the leather industry both in terms of goods and apparel. The programme emphasises the integration of design concepts in leather apparel and products with material knowledge to respond to the requirements of specific target markets. Exposure to the industry through field trips, tannery training and industry internship is an important part of the curriculum. The multidisciplinary approach including inputs ranging from market research, material and technical knowledge for product development develops an ability in students to handle different materials for different product types in leather.

## content

Year 1  
Common Foundation Programme in Design

Year 2  
Focuses on understanding leather and non-leather materials, development of design skills and product realisation concepts. Students will study Fashion Illustration, Pattern Making and Construction, Leather Processing and Surface Techniques, Field Studies, Computer Applications, Retailing and Design Projects in garments and small goods.

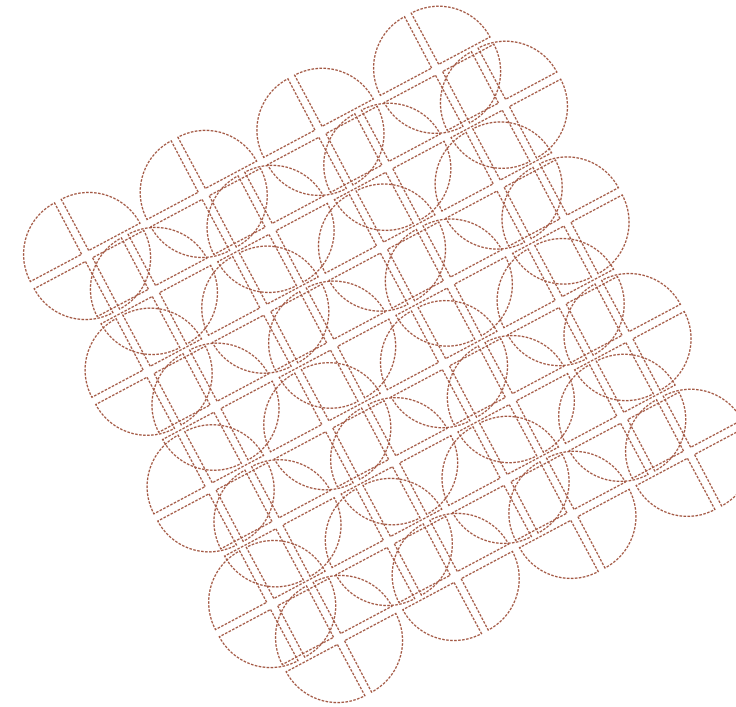
Year 3  
Builds on the learning of the previous year with additional focus on understanding of manufacturing processes, leather processing techniques and further applications of design concepts and skills. Advanced Illustration and Technical Drawings, Advanced Pattern Making and Construction, Merchandising & Supply Chain, Production Systems and Analysis are the other areas of study. Students also undergo an industry internship for hands-on experience.

Year 4  
Focus on Research and Development in design with choices in electives. Students will undertake industry sponsored graduation projects in the areas of design and production.

## careers

The programme equips students to pursue a wide range of careers in the Leather industry in the areas of Product Development, Merchandising, Manufacturing, Quality Assurance, Retail and other areas. The programme also hones entrepreneurial skills enabling students to set up Manufacturing and Export / Domestic Units.

**Degree** B.FTech.  
**Duration** 4 years  
**Centres** New Delhi & Kolkata  
**Total Seats** 60 (30 seats each at New Delhi & Kolkata)



# accessory design

## introduction

Accessory Design is a bachelor programme that is one of its kind in the country. It has a well-defined curriculum for developing integrated expertise in design methodology, materials and production process, consumer behaviour and market dynamics, trends and forecast interpretations, business practices and project management in the field of fashion and lifestyle accessories. A strong industry orientation is reflected in its credo 'Design for Business' with the most successful industry education interface in student learning.

The programme has gradually evolved to address the entire spectrum of accessories and lifestyle products, precious and costume jewellery, leather goods, footwear, watches, giftware, tableware, silverware, other lifestyle products and visual merchandising. Each NIFT centre is expected to provide national leadership in the area of its specialisation. This will enhance the intensity and depth of each category of specialisation and will address design, management, marketing and technological issues, within specific product categories.

|                    |  |
|--------------------|--|
| <b>Degree</b>      | B.FTech.   |
| <b>Duration</b>    | 4 years  |
| <b>Centres</b>     | New Delhi,<br>Bangalore,<br>Chennai,<br>Gandhinagar,<br>Hyderabad &<br>Raebareli |
| <b>Total Seats</b> | 180 (30 seats each at New Delhi,   |

## specialisations

### Personal & Interior Accessories at New Delhi

Product range: Home Accessories, Luxury Products, Leisure Products, Lighting and Lighting Fixtures, Garden Seating, Bathroom & Kitchen Accessories and Utensils, Leisure Accessories, Switches, Door Knobs, Toys and Children Products, Architectural Accessories, etc.

### Corporate & Business Accessories at Bangalore

Product range: Office Accessories, Restaurant and Hotel Accessories, Perfume Packaging, Open Office Systems and Computer Furniture, Filing Systems, Cell-Phones, Watches and Timepieces, Eye-gears, Cosmetic Kits, I-Pods and CD Holders, Souvenirs, Trophies and Medals, Visual Merchandising for retail business environments.

### Footwear & Carriables at Chennai

Product range: Sports and Formal Footwear, Luxury and Fashion Bags, Travel Accessories and Luggage Bags, Small Personal Goods like Wallets, Pouches, Key Holders and Card Holders, Fashion Gloves, Hats, Belts, etc. using a range of materials such as leather, micro-fibers, PVC, Lycra mixed fabrics, etc.

### Jewellery & Precious Products at Gandhinagar

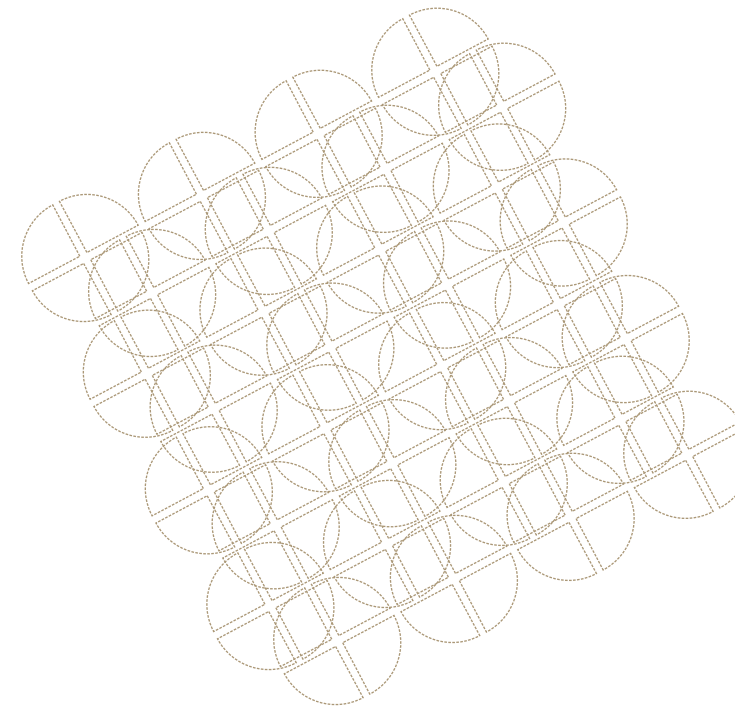
Product range: Precious Jewellery, Costume Jewellery, Silverware, Giftware using Precious Metals and Precious Stones.

### Interior Products & Handcrafted Accessories at Hyderabad

Product range: Home, Kitchen, Bar & Bathroom Accessories, Office Accessories, Packaging Solutions including Handicrafts using materials like metal, glass, wood, leather, ceramic, acrylic, natural fibres and mixed media.

### Home & Fashion Accessories at Raebareli

Product range: Luxury Products for Home in Personal & Interactive Spaces using rich materials & techniques; Fashion Accessories enhancing the body using new age materials, Costume Accessorisation for Performing Arts, Theatre, Cinema, etc.



## content

Year 1  
Common Foundation Programme in Design

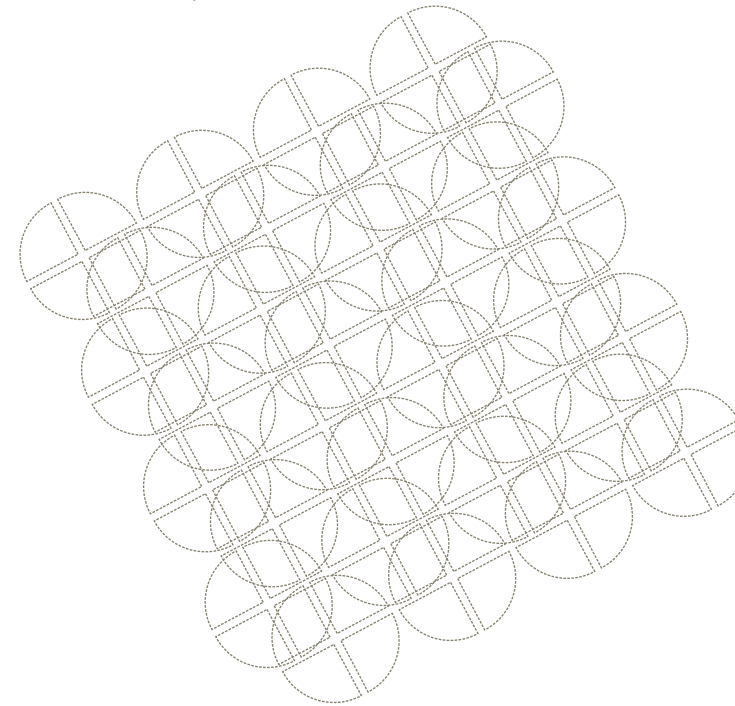
Year 2  
Orientation to programme specialisation familiarity, appreciation and insight of various accessory types. Development of skills and basic understanding of materials and processes, construction principles, anthropometrics, principles of sizes and proportions, with broad orientation to socio-cultural and historical context of the sector. Orientation to Indian as well as global in the context of fashion, trends, consumers and market. Application of learning through basic design projects.

Year 3  
Development of core competence and knowledge through research and applied experiences. Capability to develop realistic design approach within limited constraints inherent in accessory products. Ability to evolve strategy of design, which integrates technical complexities and fashion influences. Ability to generate systems thinking towards range development and design collection in relation to fashion identity and prevailing fashion trends. Develop competence in handling marketing and retail environment, product merchandising, and consumer interface issues within design context, integrating finer aspects of technology, materials and processes as well as various levels of production from precision oriented to vendor based manufacturing.

Year 4  
Consolidation and real life application of holistic professional competence. Professional capabilities and values to realise and execute design development projects within a business context. Develop broad based approach towards specific design capability and application to multi product and multi materials in areas of fashion accessories and lifestyle products. Develop capabilities to induce design perspective and potential in the industry mindset. Comprehensive application and demonstration of professional competence for integrating design in business.

## careers

Accessory Design programme prepares students for careers as Designers, Brand Managers, Visual Merchandisers, Product Managers and Entrepreneurs in the broad areas of precious and costume jewellery, leather goods, giftware, tableware, watches, footwear, handicrafts and lifestyle products within the specialisation offered at different centres.



# textile design

## introduction

Textile Design forms the core of the whole business of fashion. The rapidly expanding activities in the export and domestic sectors of the Indian apparel and home fashion industry demands professional inputs in design and development of textiles and raw material, which is responsible for 60-80% of the cost of the product. Textile Design today is that strategic value adding activity that can make all the difference in transforming a fashion business into an economically viable and profitable proposition.

## content

Year 1  
Common Foundation Programme in Design

Year 2  
Focuses on introduction to textile terminology namely, weaving, printing, embroidery and dyeing. It will also lay emphasis on fundamentals of graphic softwares and its usage for image creation. Field visits and internship with textile mills, printing units and other processing houses will be an important part of the curriculum.

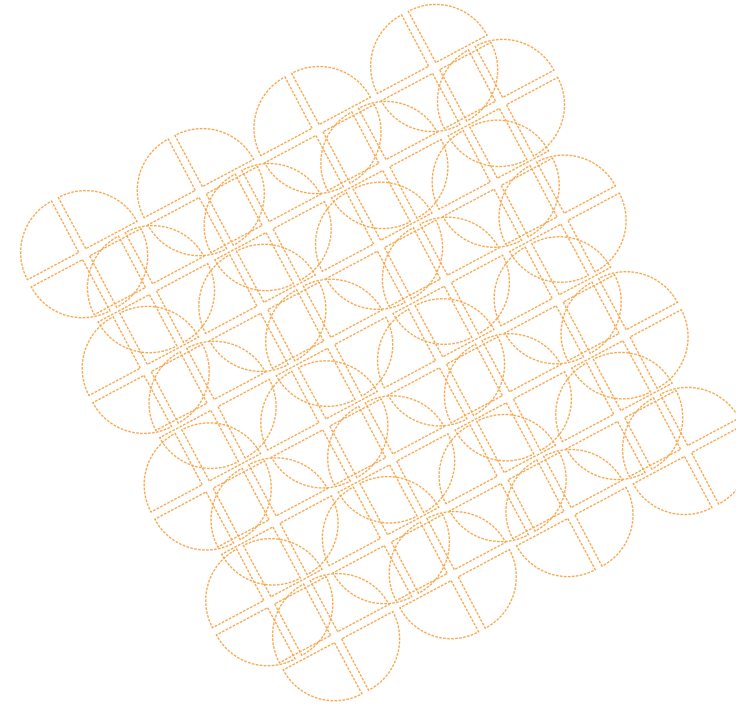
Year 3  
Strengthens the knowledge base of students, imparting design, technical, marketing and communication skills. Areas of study are Dyeing, Printing & Finishing, Quality Analysis & Assurance, CAD & Weave Design, Print Design and Marketing & Merchandising. The students will also undertake a Craft Survey and Documentation to be exposed to a craft environment.

Year 4  
Students will undertake a number of elective subjects to fine tune their understanding of the industry and also an independent research based project. In the final semester, students will undertake a Graduation Project with an industrial client, export house, designer or a NGO. During this period the students will be required to work on the brief given by the sponsor. The programme will culminate into a Graduate show.

## careers

The programme prepares students for a wide range of careers in textile mills and export houses, with fashion designers, design studios, mills, buying houses, handloom cooperatives and buying agencies as Design or Fabric Managers, or work independently as Designers or Entrepreneurs.

|                    |  |
|--------------------|--|
| <b>Degree</b>      | B.FTech.   |
| <b>Duration</b>    | 4 years  |
| <b>Centres</b>     | New Delhi, Bangalore, Chennai, Gandhinagar, Hyderabad & Kolkata                        |
| <b>Total Seats</b> | 180 (30 seats each at New Delhi, Bangalore, Chennai, Gandhinagar, Hyderabad & Kolkata) |



# knitwear design

## introduction

Knitwear design is emerging as a growth area in the new world order. The Knitwear Design programme is structured keeping in view the future requirements of the Indian knitting industry. The students get an opportunity to work on state-of-the-art equipment like computerised flat bed knitting machines such as Shima Seiki and Stoll. They are also exposed to the techniques and variations in the circular and flat knitting manufacturing techniques, possible structure developments, processing and garmenting.

## course content

**Year 1**  
Common Foundation Programme in Design

**Year 2**  
Students will be introduced to Fashion Art & Illustration, Basic Weaving & Hand Knitting, Textile Science, Processing & Knitting Technology. They will also get inputs in Computer Applications, Traditional Textiles, Pattern Making & Construction, Surface Techniques and Product Development project. The second year will culminate into an industry internship.

**Year 3**  
Students will get further inputs in Fashion Art & Illustration, Pattern Making, Draping & Construction, Computerised Knitting, Product Realisation, Merchandising & Marketing and Advanced Knitting Technology. The students will also undertake a Craft Survey and Documentation project along with other design projects.

**Year 4**  
Students will undertake a number of elective subjects to fine tune their understanding of the industry and also an independent research based project. In the final semester, students will undertake a Graduation Project with an industrial client, export house, designer or a NGO. During this period the students will be required to work on the brief given by the sponsor.

## careers

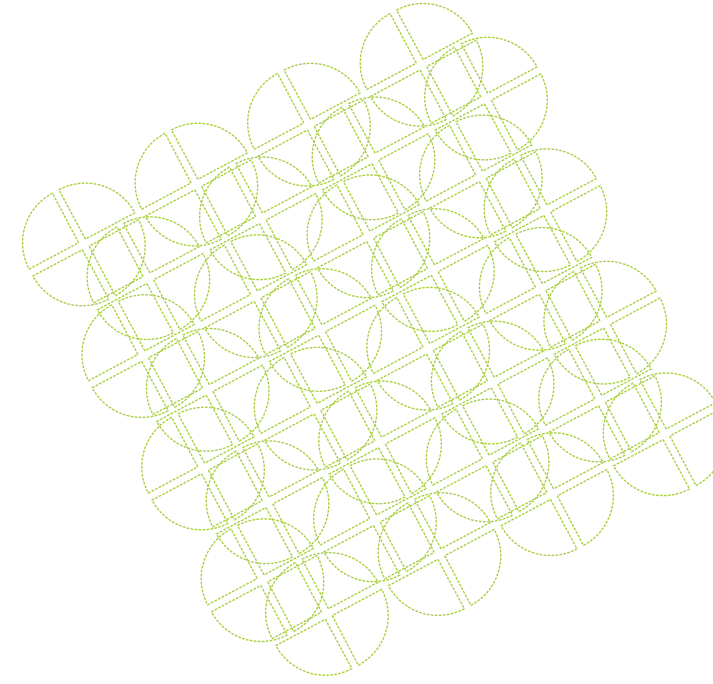
The programme has been designed to create well-rounded professionals equipped to handle the challenges of circular and flatbed knitting in the domestic and export fields. They can pursue careers as Designers, Creative Managers, Merchandisers, Production Managers and Entrepreneurs.

**Degree** B.FTech.

**Duration** 4 years

**Centres** New Delhi, Chennai, Kolkata & Mumbai

**Total Seats** 120 (30 seats each at New Delhi, Chennai, Kolkata & Mumbai)



# fashion communication

## introduction

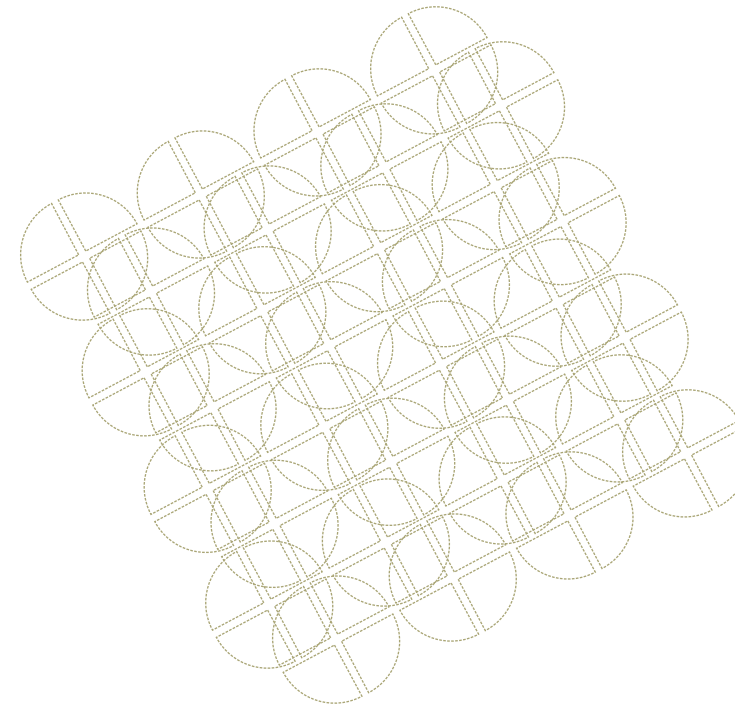
Fashion Communication is one of the newest, most exciting avenues to open up in the fashion and lifestyle industry. With the multitude of domestic and international brands, companies and designers exploding into the Indian retail scenario, it has become essential for each of them to develop a unique brand identity, and maximise its visibility. This is made possible by fashion communication professionals, who excel in extending the design strategy beyond the domain of the product, to include all aspects of communication design.

The Fashion Communication programme encompasses areas such as visual merchandising, exhibition & display design, graphic design, fashion journalism, styling, photography, advertising and public relations, specific to the fashion and lifestyle industry. At the exit level therefore, equipped with an intensive skill, knowledge and concept base, Communication Design students emerge as dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion and lifestyle industry.

Internship, Diploma Projects, Industry Projects, Juries, Integrated Term Projects, Guest Faculty, Eminent Speakers, and Placements are a few of the avenues through which students interact with the industry. Some of the notable industry experts professionals and organisations that have been associated with the Fashion Communication Department include Rohit Bal, Rajesh Pratap Singh, Anshu Arora Sen, FTV, MTV, Times of India, Hindustan Times, Couture Asia, Images, Pantaloon, Shopper's Stop, FDCI, Lopez Design, Vivek Sahni Designs, Illum Designs, Good Relations, ITC Wills, IMG, Lintas, O&M, JWT, Percept, Levis, Verve, Kimaya, Madhura Garments, Bombay Store, Steve & Berry, Bombay Dyeing, Beautiful People, etc.

|                    |  |
|--------------------|--|
| <b>Degree</b>      | B.FTech.                                 |
| <b>Duration</b>    | 4 years                                  |
| <b>Centres</b>     | New Delhi & Mumbai                       |
| <b>Total Seats</b> | 60 (30 seats each at New Delhi & Mumbai) |

## department of fashion communication



### content

Year 1  
Common Foundation Programme in Design

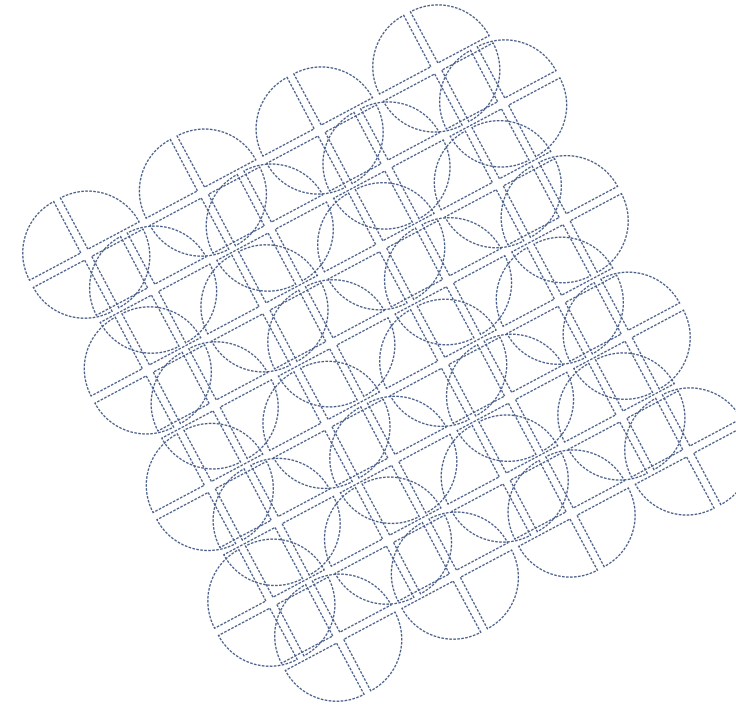
Year 2  
Students will receive inputs in the fundamentals of communication and design through courses that employ the pedagogical tools of theory, exploration, and application. Spread over two semesters, the process of introduction and orientation to communication design is addressed through subjects like Fashion Studies, History and Philosophy of Design, Communication Concepts & Processes, Writing Skills, Consumer Behaviour in Fashion, Computer Application, Graphic Design, Visual Merchandising, Photography, Design Methodology and Integrated Term Project.

Year 3  
The third year delves deeper into the core discipline areas with greater emphasis on creatives. In the fifth and sixth semesters, the approach evolves from cognition to problem solving. Subjects like Visual Merchandising, Graphic Design, Styling and Photography, and Fashion Journalism are studied in more detail, with emphasis on project work. After the fifth semester, students explore craft clusters in the interior states of India to understand the richness and the needs of the craft sector. Communication Design solutions are proposed for promotion and upliftment of the crafts. At the end of both semesters, students go to the industry to take up Internship projects, so as to understand the actual industry environment and also apply their learning.

Year 4  
The students will develop a deeper understanding of their area of specialisation through further research, contextual studies, seminars and design projects.

### careers

Fashion Communication is a specialised programme that enables students to acquire communication skills pertinent to the Fashion and Lifestyle Industry. Four exit level profiles are envisaged overall: Graphic Design, Visual Merchandising and Retail Space Design, Styling and Photography, and Fashion Journalism.



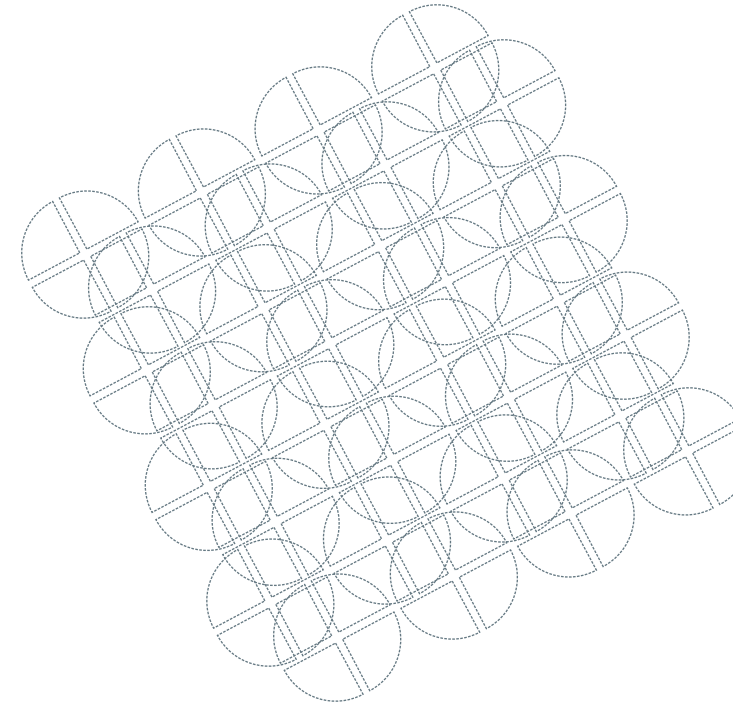
# apparel production

## introduction

The four year bachelor programme is designed to train students in the core garment manufacturing technology. With emphasis on best practices in Apparel Production coupled with understanding and application of Information Technology, the programme prepares professionals who are capable to significantly contribute to the fashion technology domain of the industry.

The programme imparts practical knowledge pertaining to apparel manufacturing technology. The students learn about equipment and processes through hands-on training in laboratory, classroom sessions and industry exposure. The information technology input helps students to appreciate, evaluate and apply computer application and information technology in apparel production. Through the four years of intensive learning the students are prepared to play the role of change agents in the industry.

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|--------------------|--|
| <b>Degree</b>      | B.FTech.   |
| <b>Duration</b>    | 4 years  |
| <b>Centres</b>     | New Delhi, Bangalore,<br>Chennai, Gandhinagar,<br>Hyderabad, Kolkata<br>& Mumbai                           |
| <b>Total Seats</b> | 210 (30 seats each at<br>New Delhi, Bangalore,<br>Chennai, Gandhinagar,<br>Hyderabad, Kolkata<br>& Mumbai) |



## content

### Year 1

The first year is geared to make students aware of theories, concepts and processes, build a foundation that synergises design, management and technology for fashion industry.

### Year 2

Basic skills are imparted to understand fabric properties, manufacturing process and machinery, statistical tools, software related to apparel industry, production planning, and construction of garments. At the end of the year students go to the textile industry for internship.

### Year 3

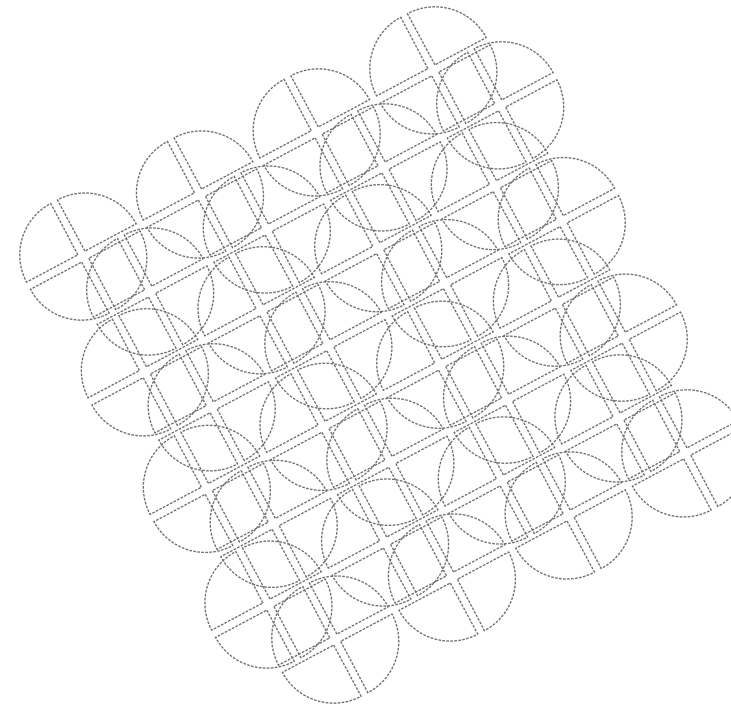
The third year prepares students to comprehensively understand processing techniques, develop skills in production planning and control, management of trade, skills to construct specialised garments, supply chain and IT applications. To further merge theory with practice, students undertake cluster internship at the end of semester five and apparel industry internship after the sixth semester.

### Year 4

The final year equips students to handle decision-making oriented subjects with an opportunity to choose from a wide range of elective inputs including Advanced Java, E-Commerce, Project Management, Ergonomics, etc. The departmental and common elective subjects provide an opportunity to students to further explore their areas of interest and help them appreciate interdisciplinary challenges. The programme culminates with students submitting an in-depth research project undertaken in various areas.

## careers

The programme equips students to pursue wide range of careers in Production, Quality Assurance, Garment Technology, Industrial Engineering, Product Development, Sourcing, Project Analysis, System Analysis, Software Development, Intranet Administration, Internet Programming, Database Application and Network Management.



# design space

## introduction

The objective of 'Design Space' is to create a new avenue for professionals for higher education. The programme will have across discipline students who are able to work beyond boundaries and bring together their skills and ideas in new exciting ways in the fashion industry. Students would draw on each other's diverse professional background and provide a critical approach to solution of future problems; as well as provide design innovations and inventions for the growing fashion industry. The multidisciplinary programme of design would encourage design thinking and would give a wider perspective and a broader perception to the thoughts and ideas of tomorrow. The programme will provide an opportunity to choose design specialisations for research as major and minor subject areas. A research environment provided here would give a much-needed platform for answering questions, which may arise twenty years hence.

Foreign Direct Investment has opened all boundaries and it is now our top most agenda to capture it all. More and more industry professionals are required to hold key positions at higher level. So keeping in mind the requirements of tomorrow and forthcoming years, where need for top level executives is more, a master programme is designed for the growing fashion space. The word 'Space' is being used to define the broad professional environment and opportunities created in the areas of Fashion, Textile and

|             |                          |
|-------------|--------------------------|
| Degree      | M.FTech.                 |
| Duration    | 2 years                  |
| Centres     | New Delhi                |
| Total Seats | 30 seats at<br>New Delhi |

## content

### YEAR 1

Semester I: Contextual Studies - To provide a common platform of Fashion to all the students with varied backgrounds.

- Introduction to Design in Fashion Space (in context of fashion)
- Design Methods I
- Sociology, Psychology & Ethics in Fashion
- Language of Design & Fashion
- Fashion & Law - IPR
- Principles & Methods of Design Research I
- Industry Exposure

Semester II: Creative and Technical Development - Improve technical, practical, analytical skills through specialisation.

- Design Methods II
- Trends & Forecasting
- Principles & Methods of Design Research II
- Introduction to Specialisations (in chosen design area)
- Project I (in chosen design specialisation)
- Innovation in Fashion
- Professional Communication/Portfolio

### YEAR 2

Semester III: Design Research, Development and projects in specialisations

- Industry Internship (between Semester I & II)
- Design Methods III
- Project II: Research, Development and Design (in design specialisation)
- Project III: Product development (in design specialisation)
- Academic Contribution (Seminars / Conferences)
- Project Planning

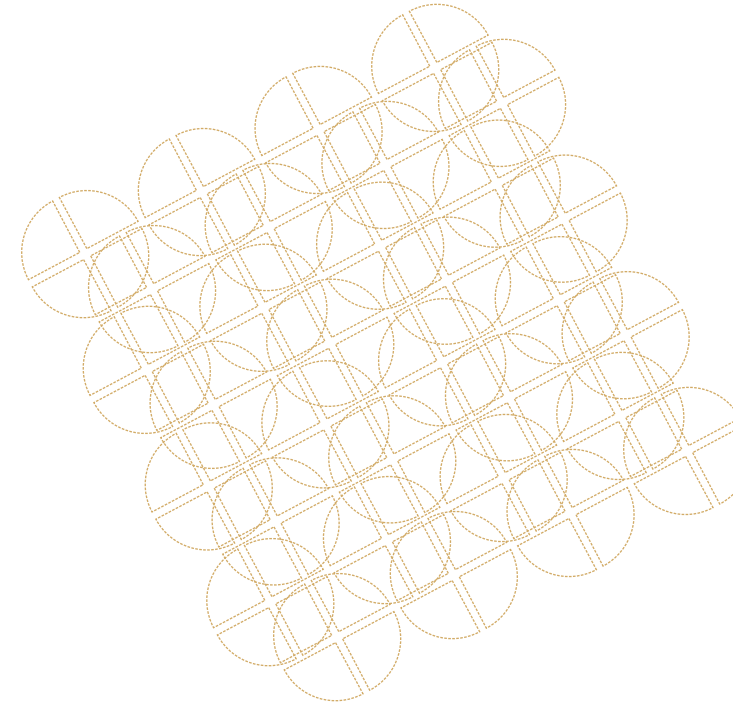
Semester IV: Graduation Project - Research, product realisation and dissertation

(Important: At present the design specialisations are offered only in Apparel Design, Textile Design & Communication Design. A student is required to opt and pursue any one of the three design specialisations offered from second semester onwards. Subjects offered in a Design specialisation will be limited and based on the batch size, lab/workshop and faculty resource available from time to time.)

## careers

The graduates from this programme would become innovators in the field of fashion and textiles as well as communication design, holding key positions in large fashion and corporate houses.

The employment opportunities also include trend predicting and forecasting, fashion styling, design and management of fashion brands, etc. The graduates will be able to make contributions in research and development through their work in Government and private agencies. They can also become scholars and contribute to the teaching community, or find themselves placed as entrepreneurs running their own studios.



# fashion management

## introduction

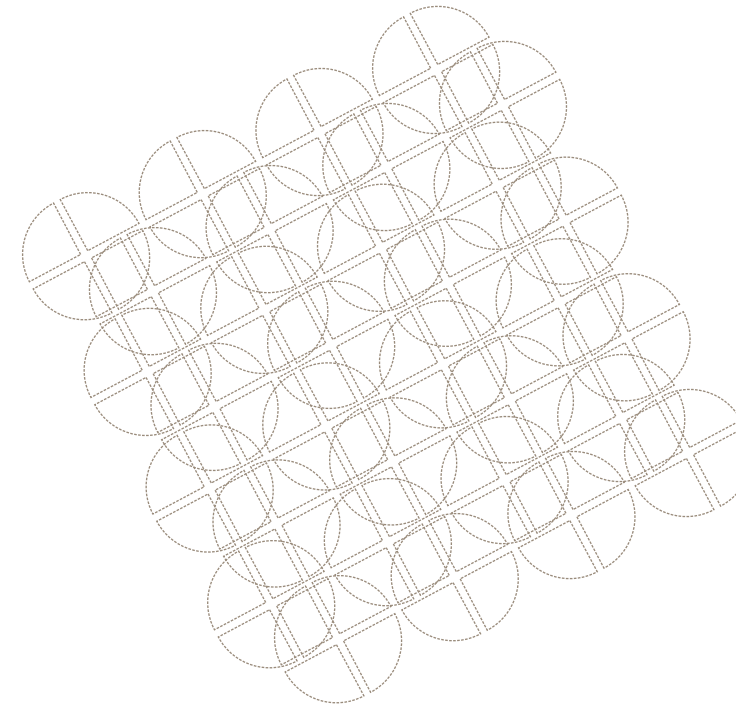
The objective of the two year Master Programme in Fashion Management\* (erstwhile AMM) that started in 1987 is to develop managerial skills in the field of fashion marketing, merchandising and retailing best suited to the requirements of the garment export and fashion retail sectors. Students undergo rigorous education in buying, merchandising (retail and export), retail operations, advertising, forecasting, international marketing, international trade practices and project formulation. They are exposed to creative merchandising/marketing, innovative fashion management practices, fashion forecasting and trends and business practices through field visits and industry internships. The programme inculcates in the students the right attitude to be part of the middle management of any growing organisation.

*\* Mentioned in the Application Form as Management*

- Degree** M.FTech.
- Duration** 2 years
- Centres** New Delhi, Bangalore, Chennai, Gandhinagar, Hyderabad, Kolkata & Mumbai
- Total Seats** 210 (30 seats each at New Delhi, Bangalore, Chennai, Gandhinagar, Hyderabad, Kolkata & Mumbai)

## programme structure





### content

#### Year 1

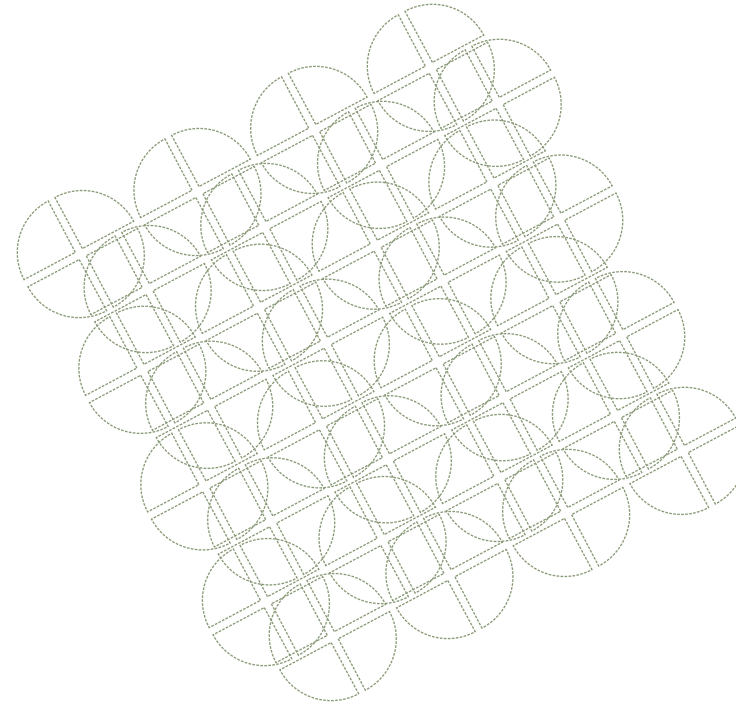
In the first year the programme introduces concepts and principles of marketing, merchandising and management with a focus on fashion business. Product related knowledge and marketing skills are the thrust areas. Towards the end of the year the students are exposed to the dynamics of an organisation through an eight week fashion industry internship and training programme, which enables them to integrate classroom learning with practical experience.

#### Year 2

In the second year, the emphasis is on application of knowledge and skills acquired in the first year. As part of the curriculum, the students carry out sectoral studies and involve themselves in rural development projects. They also undertake company sponsored graduation research project to integrate the learning of previous semesters.

### careers

The programme offers a solid platform for those wishing to pursue careers in International Marketing, Fashion Merchandising, Brand Management, Retail Buying and Global Sourcing, Product Development, Retail Management, Visual Merchandising, Export Merchandising, etc.



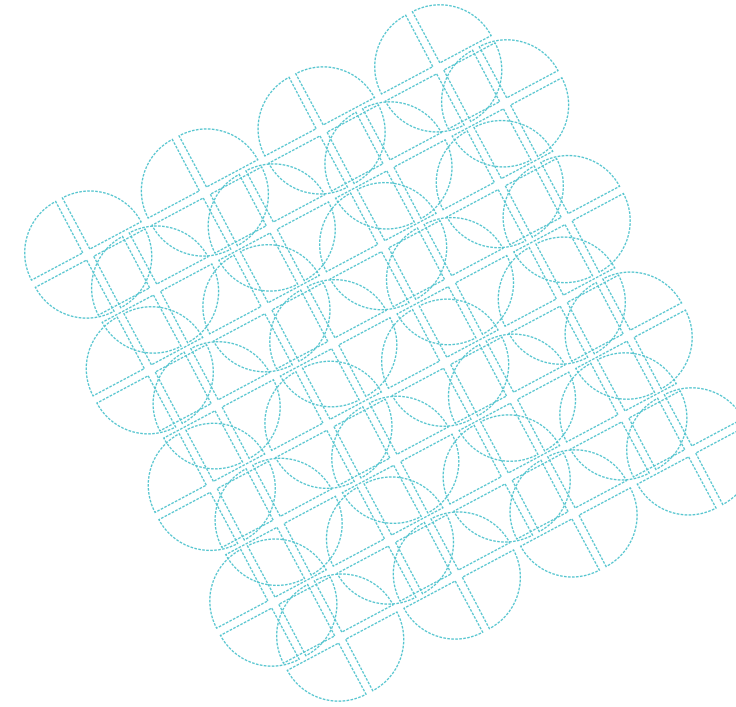
# apparel production

## introduction

Apparel Manufacturing industry has played a significant role in the Indian economy. The industry is predicted to grow substantially on exports as well as on the domestic market front. In view of this there is a growing need for Fashion Technologists who can implement latest technology solutions, man advanced equipment and practice modern systems in a team work environment. The definitive trend towards consolidation and creation of larger manufacturing facilities will require techno-managers to lead the enterprises towards the strategic goal.

The two year master programme in Apparel Production is designed to impart professional knowledge pertaining to garment manufacturing technology. The programme is designed to motivate and facilitate students to strive to excel in understanding and integrating the areas of technology and management for apparel manufacturing and develop capability to offer 'strategic solutions'. The programme inculcates in the students the ability to create a synergy between Modern Technology and Human Element. In a measured combination of theory, practical, and applied research, the programme aims at developing a truly global trade oriented perspective for its students.

|                    |  |
|--------------------|--|
| <b>Degree</b>      | M.FTech.   |
| <b>Duration</b>    | 2 years  |
| <b>Centres</b>     | New Delhi<br>& Bangalore                             |
| <b>Total Seats</b> | 60 (30 seats<br>each at<br>New Delhi<br>& Bangalore) |



## content

### Year 1

Students are exposed to garment manufacturing basics. Knowledge about different equipment and processes are imparted along with skills of garment manufacturing. The main areas of study include Apparel Technology, Fabric Study, Overview of Global Fashion Industry, Pattern Engineering, Quantitative Techniques & Research Methodology, Apparel Manufacturing & Cost Analysis, and Apparel Quality Management. Between the two semesters, students go for two weeks winter internship with either textile or other allied industries in the apparel supply chain. At the end of the first year, students undergo two months summer internship to observe and relate theory with practice.

### Year 2

Students are exposed to global apparel business environment to develop problem solving capabilities. Cross functional studies prepare students to take strategic decisions in a business perspective. The main areas of study include Apparel Marketing & Merchandising, Plant Layout & Facility Design, Computer Integrated Manufacturing and Supply Chain Management. Students also undertake research project in topical issues to develop capability of identifying, analysing and solving a problem methodically and scientifically.

To provide an opportunity to further explore their areas of interest, the students are offered a wide range of elective subjects like Anthropometry & Sizing, Apparel CAD, Intellectual Property Rights, Retail Management & Technology, and Ergonomics & Workplace Engineering.

## careers

The programme equips students to pursue careers in Apparel Technology Management, Industrial Engineering, Quality Management, Production Management, Research & Development, and Consultancy in the global fashion industry.