

# **Message from Chairman**

A feeling of immense pleasure and pride encompasses me, when I behold that Northern India Institute of Fashion Technology has emerged as a premier and reputed Institute of Fashion, developing professionals in the field of Design, Management & Technology.

The institute attracts young aspiring professionals from all over India to benefit from its educational programs. The courses offered are designed to tap and develop the creative intelligence and managerial skills of individuals, thereby producing potential professional and designers. The wide exposure through field visits, Industry internships and projects teamed with the well modulated capsules from industry professionals keep our students abreast with the latest trends and challenges in the industry.

In the last 14 years, the evolution of institute has surpassed our expectations. These accomplishments are attributed to the dedicated, tireless and focused efforts by my colleagues in the Governing Council, the faculty and the administration.

In 2008 and 2009, NIIFT had its new ventures at Ludhiana and Jalandhar, respectively. In the coming times, there will be bundle of opportunities for employment and promotion of self enterprises for the students of NIIFT.

I, therefore, invite young and talented students to join NIIFT for exciting career options in Fashion Industry. I am confident that our highly dedicated and motivated team will stand up to its commitments to nurture and nourish the young creative minds and help them realize their dreams and aspirations.

Dr. S.S.Channy, IAS,

Principal

# Foreword

Northern India Institute of Fashion Technology, Mohali was initiated by the Govt. of Punjab, in 1995, aiming to provide groomed and nurtured professionals to the garment industry. Without mincing any word, I take the pleasure of saying that today NIIFT is an established name in the fashion world where industry looks forward to having manpower from this unique and leading institute.

Apart from playing a leading role in fashion education, NIIFT possesses a strong hold in academic learning. Teaching at the Institute involves a cohesive and contextual environment for learning. The emphasis is on professional development providing a competitive edge by using standardized pedagogy.

The evaluation system aims at enhancing students' knowledge, competence and encourages self improvement. The close monitoring of students' evolution as a professional is properly taken care of. No wonder, NIIFT students get absorbed in the Industry/ Export Houses through campus placements which maintain an enviable record of cent percent.

Due to dedicated, devoted and highly educated staff & faculty, NIIFT is expending and progressing by leaps and bounds. NIIFT has its two centres at LUDHIANA & JALANDHAR that are running successfully.

I can assure you that enormous and unparallel opportunities await at NIIFT for the students whose uncanny knack is developed, moulded and given a final shape for brilliant careers.

I welcome you to be a part of this emerging and fascinating profession.

S.S.Bains, IAS,
Addl. Secretary, Industries & Commerce, Govt. of Punjab
& Director General, NIIFT.



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# Introduction

The Textile and Garment industry is one of the largest and most prominent sectors of Indian economy, in terms of output, foreign exchange earning and employment generation. This industry contributes around 6% of GDP and accounts for almost one third of India's total exports, thereby making it a single largest group of commodities in the country's export basket. Indian garment industry has a wide regional dispersal where over 90,000 units employing more than 10 lakh persons are engaged in the garment manufacturing activities, which accounts for 18% of its total workforce.

It has been estimated that India, has approximately, 30,000 readymade garment manufacturing units and not only is the garment export business growing, enthusiasm in the minds of foreign buyers is also at a high. Today many leading fashion labels are being associated with Indian products. India is increasingly being looked upon as a major supplier of high quality fashion apparels and Indian apparels have come to be appreciated in major markets internationally.

The rise of exports in India is due to several factors as vast sources of raw material, low labour cost, entrepreneurship and design skills of Indian traders, changes in policies to open up Indian economy to outside world.

### **THE INSTITUTE**

The department of Industries & Commerce, Govt. of Punjab, established Northern India Institute of Fashion Technology, in 1995, comprehending and visualizing the need of trained professionals in the arena of Textile and Garment Industry. An MOU was signed with the National institute of Fashion Technology, New Delhi for steering and supporting in admission procedure, faculty recruitment and training as well as curriculum scheduling and upgrading.

Mohali, equipped with the conspicuously fast developing and already established garment industry situated at Baddi, Lalru, Dera Bassi and in the vicinity of Chandigarh, became a preferred location for NIIFT to have its firm base and thus adding to the prestige and distinction of the famous city.

### NIIFT CENTRE-LUDHIANA

Ludhiana, apart from being a significant textile cluster, is at its fruition in the production of hosiery, knitwear and readymade garments. To move into the global main stream of intense economic competition and reckoning with requirements of India's fashion industry in totality and Ludhiana industry particularly, NIIFT, in August 2008, achieved another milestone, by opening a new centre at Ludhiana. Since then, NIIFT, Ludhiana has emerged as a premier institute and strives to impart knowledge comparable with international standards.



### NIIFT CENTRE-JALANDHAR

Jalandhar, a hub of sports goods industry and possessing umpteen units of manufacturing leather goods, leather jackets, leather shoes, hosiery, garments and textiles etc, enjoys international acclaim. Therefore, discerning the requisition of providing support to the industry, the diversification in fashion apparels and fashion accessories and not only for the generation of self-sustaining platforms but also to open avenues to nurture ingenuity and aesthetic acumen of the students, a centre of NIIFT has been set at Jalandhar in Aug 2009.

NIIFT's saga of success speaks volumes about its enduring commitment, outstanding faculty, the innovativeness, rich learning environment and its indispensable attributes. Its catalytic role in orienting the fashion industry to novel design expertise, manufacturing technologies and latest theories of management practices, is impeccable and to be cherished for a eons.

### **OBJECTIVES**

# The main objectives of NIIFT are: -

To build and nurture a new generation of professionals and designers who can spearhead positive changes in the future by helping the Indian Fashion and Garment Industry achieve and sustain global leadership.

To provide expertise to industry which is rather instrumental in the context of our national aim of strengthening its potential of generating foreign exchange earnings and generating employment.

To award diplomas, certificates and other distinctions at various levels to the candidates trained and to prescribe standards of proficiency before such awards.

To undertake selected applied research studies and applications thereof in areas of textiles, fashion and garment industries; particularly concerning the integration of regionally produced material in the requirement of mass production, improved product design and international marketing.

### TEACHING METHODOLOGY

Upholding the commitment to excellence, NIIFT provides an excellent learning environment to broaden the mental horizons of its students leading to overall development of their personality. The system consists of classroom lectures,

group discussions, case studies, projects and surveys, seminars, assignments, presentations and practical demonstrations in simulated industry conditions. These prepare the students to accept the challenges posed by the industry and also improve their decision-making and communication skills.

### **EVALUATION SYSTEM**

Through out the semester the performance of the students is assessed on the basis of regular assignments, projects, presentations, and examinations. The development of students is also analysed by their participation in classroom lectures and discussions. All the research and development projects are assessed by a jury comprising of specialists in the area of design, manufacturing and management. Such critical appreciations not only judge their performance, but also enrich the student's perspective in relevant areas.

#### THE FACULTY

The faculty is the core competence of NIIFT. The members are professionally qualified having rich industry experience. Their pragmatic approach coupled with industry experience has over the years shaped successful careers of our students. The faculty constantly upgrades their knowledge through regular interaction with the industry and also undertakes research and consultancy projects.

The regular learning is further supplemented with series of lectures from renowned academician and industry professionals.

### **THEALUMNI**

NIIFT is proud of its illustrious alumni occupying significant positions in leading national and international organisations. The alumni have supplemented the growth of this industry by contributing their expertise in the core levels. Over the years, they have shouldered the responsibility as Entrepreneurs, Quality Controllers, Designers, Merchandisers, Fashion Forecasters, Production Managers and Coordinators, Sourcing and Buying Agents and Faculty in other institutes. The institute regularly corresponds with the Alumni Association and invites the members for regular interaction with the students.



# RESEARCH & DEVELOPMENT PROGRAMMES FOR INDUSTRY

Apart from training future designers and technocrats, NIIFT is also guiding the industry by offering its professional expertise in planning, designing and research and development. It associates itself with esteemed organizations for solicitation and planning of future proposals. It has also become a nodal agency for providing the industry with international fashion forecasts and study of trends. NIIFT also offers facility of providing custom made corporate training programmes. To name a few projects undertaken by NIIFT are:-

Training of top-level executives from M/s Vardhman Group in all aspects related to shirt manufacturing.

Entrepreneur Development Programmes (EDP) in Fashion and Technology, in association with Regional Center for Entrepreneur Development (RCED), Chandigarh.

Product development and improvement of orthotic aids for Tynor Orthotic Ltd. Mohali.

Advanced Vocational Teachers Training in Computer Aided Designing for Regional Institutes of Chandigarh, J&K etc.

Design and Product Development of Women's Suits / Tops/ Kurtis in Khadi for Khadi and Village Industries Commission.

Development of Khes material in Khadi for Khadi and Village Industries Commission.

Organized workshops for Rural Women with an objective to enable them to set up their own small Enterprises.

Assisted different NGOs in Product and Design Development.

Development of new designs of Punjabi Jooti and dissemination of the designs to the artisans.

Training of Sales Executives of Phulkari Emporiums for sales effectiveness.

Training of Weavco women employees in the field of Quality Improvement and Product Development.

The future vision of NIIFT is to make it an internationally reputed Research and Development Institute for Textile and Apparels. The institute already has in hand several projects involving R & D in Textiles and Apparels.







### **INFRASTRUCTURE**

### LIBRARY

NIIFT has an excellent collection of books and journals related to the field of Fashion, Art, Management and Technology. The library is well equipped with a large array of books, journals and published resources of Indian & Foreign authors. The organization of library at NIIFT is based on the modern concept of librarianship. It consists of books and other published resources of Indian and Foreign authors and publishers covering its educational programmes and related subjects. It subscribes to leading Indian and International Textiles, Fashion and Apparel Journals and Fashion Forecasts services. It has a large collection of Video Tapes, Slides and Photographs on fashion and garment production related topics.

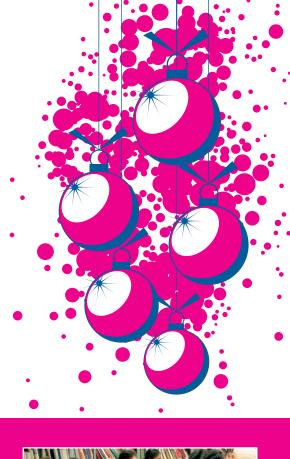
Industry personnel and others attached to the fashion industry can also avail the reference facility offered by NIIFT.

In the new millennium, the success rate of the Fashion designer/Professionals rest on their ability to integrate Fashion Information and Technology. NIIFT library provides the necessary infrastructure to collect and disseminate the information to its reader. The NIIFT, Mohali also provides the relevant services to Fashion Professionals and Industry. NIIFT Library also subscribes the latest journals, Forecast for its library. Audio-Visual material in CDs, Slides, Video tapes are the basics for any course and used as a Primary Teaching Aid. The material in the shape of Audio-Visual in the field of History of Costumes, Fashion Illustration, Garment Manufacturing and Design Collection of NIIFT Graduates are also stored in the Library.

# **RESOURCE CENTRE**

Resource Centre is centre of information and knowledge which supports the teaching and research programmes of the institute. The resource centre has a varied collection of textiles, costumes, samples, swatches, embellishments, accessories and garments.

It has a wide range of textile materials which include Indian





Traditional & contemporary, woven, knitted, printed and embroidered fabrics. Fabrics which are being specially produced for exports are also stacked in the Resource Centre for reference. Students and faculty go for craft surveys to various places in India to source rare traditional fabrics and craft material for the Resource Centre.

Various Indian and imported embroideries, laces, yarns, trims, beads, buttons, zippers, fusing, interlinings and other such valuable materials are catalogued in the Resource Centre for reference. Award winning ensembles of the final Design Collections of students of this Institute are also displayed in the Resource Centre.



# **STUDIOS AND LABORATORIES**

The Institute is equipped with workshops for Garment Construction, Draping, Pattern Making, Fashion Art and Illustration, Sketching & also has Computer Labs. It also has Weaving Lab, Knitting Lab, Dyeing & Printing Lab and has a skilled work force to assist design & technology students in their learning. All these Studios are equipped to handle professional work in addition to meeting training needs. The Construction lab is equipped with similar infrastructure as available in the industry and even the layout conforms to the industrial production procedure.

A Textile-Testing Lab equipped with the basic testing machines used by the industry helps the students to have practical exposure in tune with the requirement of the industry.

All the Classrooms are well equipped with Audio-Visual equipment like Slide Projectors, Direct Projector, VCR, Television and Multimedia Projectors.

### INFORMATION AND TECHNOLOGY DEPARTMENT

The Information Technology department is equipped with State-of-Art Hardware, Software and network facilities. This department is playing a key role in providing IT enabled learning environment with the objective of developing computer savy, well rounded professionals. The Computer Centre has well equipped resource base having facilities of Intel Core 2 duo CPU, Pentium –IV Machines, Plotter, Scanners, Printers, CD writers etc.

The entire computing infrastructure is connected by a high speed switched Ethernet network. The computer center also provides the various advanced and special purpose Softwares which include TUKACAD and INFO DESIGN. Computer Center provides computational facilities to all the users in the institute.

A dedicated 1mbps Internet broadband line is available to students all day long. The institute has its own website www.niiftindia.com. The department of Information Technology is constantly upgrading and encashing new ideas of education.



### THEGOVERNINGCOUNCIL

The institute functions under the overall guidance of the Governing Council. The Strategies and long term policies of NIIFT are framed, progressively updated and monitored by a team of eminent celebrities, specialists and senior government officials. The overall direction and support provided by the governing council of NIIFT has helped us sustain the highest standards of education. The Governing Council consists of:

# **CHAIRMAN**

# Dr. S.S. Channy

Principal Secretary Industries & Commerce, Punjab.

### **MEMBERS**

# Munish Bagrodia

M/s Winsome Yarns Ltd., Chandigarh

# K.B.S Sidhu

Principal Secretary Finance, Punjab

# **Akhil Succena**

Principal Designer

National Institute of Design Paldi, Ahmedabad

# S.S. Bains

Director Industries & Commerce, Punjab

# Rajinder Gupta

M/sTridentGroup of Industries, Ludhiana.

# Harbhajan Singh

Industrial Advisor-cum-Additional Director of Industries & Commerce, Punjab

### K.S. Brar

Textile Officer (Handlooms)

Department of Industries & Commerce, Punjab



# Sudhir Dhingra

M/s Orient Crafts Ltd., Gurgaon.

# Rahul Khanna & Rohit Gandhi

Fashion Designers

# THEADMINISTRATION

S.S. Bains

**Director General** 

### D.S. Grewal

Registrar

# Vishav Bandhu

Center In-charge Ludhiana

# **Bola Singh Brar**

 ${\sf Center In-charge, Jalandhar}$ 

# Suneet Verma

Accounts Officer

# Arpana Singla

Asstt. Registrar

# Satnam Singh

Librarian



# THE FACULTY (MOHALICAMPUS)

# PonamThakur

MSc. (Clothing & Textiles)
Gold Medalist, Diploma in CAD,
Advance Diploma in Garment Exports &
Marketing Mgt

# Taranjot Ahuja

B. Tech. (Textiles), Gold Medalist

# Dr. Simrita Singh

Phd, M.A. History of Art, BFA Applied Art

# K. Krishnamurthy

Graduate in Design Spl. In Textile Designing & Industrial Designing from NID Ahmedabad

# Meeta Arora

PG Diploma in Garment Manufacturing Technology, MBA,

# **Ajay Singh**

B.ScComputers, Master in Computer Applications

# **Gobind Rai**

Specialization in Pattern Cutting from London Centre for Fashion Studies, London, UK Advance Training in CAD (PM & G) Paris

# Shweta Sharma

P.G. Diploma in Textile Design NIFT, New Delhi

# Kamaljeet Singh Rana

B. Tech (Industrial Production)

# Sumita Sikka

M. Sc (Clothing & Textiles)

# Surinder Kumar

B.Tech(Chem.Engg.)
Masters in Fashion Mgmt.

# Mr. Wajahat Hussain

B.FA

PG Diploma in Textile, NID

# **Deepti Sharma**

PG Diploma in KDT.NIFT Delhi, M.A (Hindi)/M.A (Sociology), B.Ed and M. Ed

# Abhishek Bajaj

B.Tech(TextileTechnology)

# Santosh Anand

3yrs Diploma in Fashion Design, NIIFT Mohali

# Aparna Gupta

B. A from Mysoore University 3yrs Diploma in Fashion Design , NIFT, Gandhinagar

# **GUEST FACULTY**

Besides full time Faculty, the institute supplements its teaching inputs by inviting eminent professionals from Industry Professional, Eminent Art Historians, Fashion Designers, Consultants, Renowned Artists, Eminent Personalities, craftsman etc. as guest lecturers.



# Programme Offered

# 1. Undergraduate Programs

(after 10+2 from a recognized Board)

- Fashion Design
- Fashion Design (Knits)
- Textile Design
- Fashion Design in Leather Apparels & Accessories

# 2. Postgraduate Programs

(after Graduation from Recognized University)

- Garment Manufacturing Technology
- Fashion Marketing & Management

Programs		Centre		Total Seats
UG Programs	Mohali	Ludhiana	Jalandhar	
Fashion Design	40	40	40	120
Fashion Design (Knits)		40		40
Textile Design	40			40
Fashion Design in Leather Apparels and Accessories			40	40
PG (Programs)				
Garment Manufacturing Technology	40			40
Fashion Marketing & Merchandising	40			40
Total	160	80	80	320

Note:- The Admission at Mohali Centre in both UG and PG programs will be first made from the list of candidates provided by National Institute of Fashion Technology (NIFT) Delhi .However, the remaining seats after exhausting the list received from NIFT Delhi will be offered to the candidates whose names appear in the merit list prepared by NIIFT Mohali.

# **Program Overview**

NIIFT is a leading Institute for higher education in the field of fashion. The courses offered are designed to tap and develop the creative intelligence and managerial skills of individuals, thereby producing potential professionals and designers.

NIIFT is presently offering Undergraduate and Post Graduate Diploma Programs in the following disciplines

### **UNDERGRADUATE PROGRAMS**

# **FASHION DESIGN (FD)**

A three year undergraduate programme after 10+2 is designed for those interested to make their career in the dynamic and charismatic world of Fashion Design. The course is divided into six semesters, which gradually evolve and sensitise the student's understanding of fundamentals of fashion business.

# FASHION DESIGN KNITS (FDK)

A three year Under graduate programme after 10+2 is designed to cater to the specific demands of the fast emerging Textile and Knitwear industry. Areas of study include skill development, knitting knitwear designing, dyeing and printing, knitting technology, production and merchandizing.

# TEXTILE DESIGN (TD)

A Three-year Under graduate programme after 10+2 is spread over six semesters. Areas of study include skill development, weaving, textile designing, dying and printing, textile technology and development of textiles and related products.

# FASHION DESIGN IN LEATHER APPARELS ACCESSORIES

A three year undergraduate programme after 10+2 designed for those interested to make their careex in the dynamic and charismatic world of Fashion Design and especially for those who want to have a hold on leather and sports wear industry.

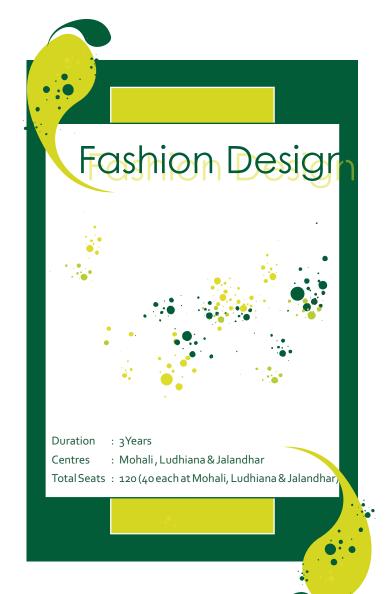
### **POSTGRADUATE PROGRAMS**

# GARMENT MANUFACTURING TECHNOLOGY (GMT)

A two year Post Graduate Programme after Graduation is divided into four semesters. This programme integrates the principles of Management, Technology and Fashion Business. Therefore it is aptly called a "Techno-Managerial" Course.

### **FASHION MARKETING & MANAGEMENT**

A two-year Post-Graduate Diploma programme after Graduation is designed to fulfill the requirements of the retail industry in the country. It prepares highly competent and well trained fashion marketing and management professionals. The course covers all aspects of the upcoming retail industry.



The Fashion Design programme at NIIFT has earned a well deserved reputation for itself in the industry circles. The garment industry thrives on innovation and foresight, and is constantly on the look out for professionals who can combine creative ideas with the right technical skills. The course meets the need and is perpetually designed to accord full rein to the imaginative flair of the students, harmonized with practically desired systems at the industrial level.

The knowledge imparted through the course is based on "learning by doing". The synergy in the course is obtained through textual and practical conceptualization. Inputs from the leading professionals from time to time enable the students to keep abreast with the current trends in the garment industry. The students are also exposed to regular visits to industry, fairs, seminars, fashion shows etc. Besides, the students are exposed to actual work environment through field projects like craft survey & its documentation and the Industry Internship programmes.

### **THECURRICULUM**

The entire emphasis is on creation of promising designers made possible by extensive exposure to latest machinery and equipment, visual resources and 'on the job' experience during the industrial training. Thus the curriculum is designed such that there is a gradual but thorough development of a student into a professional designer.

# PHASE 1: DEVELOPMENT OF BASIC SKILLS:

During this phase the students are imparted basic skills such as Elements of Fashion, Elements of Textiles, Elements of Design, Sketching, Art Appreciation, History of Costumes, Pattern Making, Draping, Garment Construction, Textile Science, Yarn Craft, Study of Crafts & Introduction to Photography.

### PHASE 2: DEVELOPMENT OF DESIGN SKILLS:

During this phase the aesthetic as well as the creative skills are cultivated and the students are trained in the disciplines like; Basic Design, Fashion Illustration, Surface Developments, Art portfolio, Computer Applications, Design Conceptualization and Manufacturing process.

# PHASE 3: DEVELOPMENT OF PROFESSIONAL SKILLS:

After acquiring the basic skills, their proficiency is enhanced through subjects like Advanced Pattern Making, Grading, Construction, Design Development, Introduction to Management Concepts, Apparel and Visual Merchandising and Computer Aided Design, Range Development, Fashion Forecasting, Design Collection.

The curriculum also imbibes some innate features for the development of skills of the students

### **DESIGNAND CREATIVITY**

This is stressed upon throughout the student's training period. The students dwell in an atmosphere of inspiration, aesthetics and liberty of concepts. The students are motivated to work on story lines based on international trends and forecasts, yet encouraged to keep their roots in traditional Indian textiles and techniques.

### **FIELDVISITS**

Students are taken for visits to industrial establishments and fairs so as to broaden their perspectives of the garment industry.

### **TERM GARMENT**

It is a simulation of the commercial client demand in which students undertake practical exercise, to evaluate their design creativity, pattern making skills and quality of construction. Thus they understand the qualitative and logistics of the entire process of garment manufacturing.



### PRESENTATIONS/SEMINARS

Along with the garment presentations, the students are given opportunity to present the current topics related to the garment industry in the form of classroom seminars and presentations, which keeps them abreast with the latest developments and techniques followed in the industry

# IMPORTANT FEATURES OF THE CURRICULUM CRAFT DOCUMENTATION

Craft documentation forms an important part of the curriculum of Fashion Design course in the second semester. Here the students undertake extensive excursion to study and document the rich & diverse aesthetic heritage of our country. The survey enables the students to interact with the craftsmen in their habitats and get the first hand knowledge of the art and crafts.

### INDUSTRY INTERNSHIP

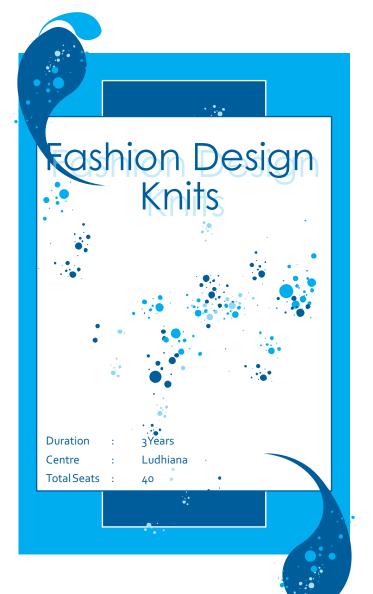
After the fourth semester the students are required to undertake a six weeks industry internship programme wherein they work either in the industry or under a well known designer. The main objective of this exercise is to enable the students to get an insight into the real working environment.

# GRADUATING DESIGN COLLECTION SHOW (ANUKAMA)

The final collection is a virtual reality of the hard work and toil of the students of the final semester. The collections encapsulate the technical accomplishments, the creative flair and philosophy behind the concepts and designs. The process of making the collections starts from inspirations to conceptualization followed by sourcing, developing the prototype, sewing and accessorisation of the final ensemble. The final presentations carry with them the inspirations and impulses of the budding designers. The collections are adjudged by a jury comprising of designers and industry experts.

# **CAREER OPPORTUNITIES**

The course prepares the students to pursue careers as Designers, Design Managers, Fashion Stylists, Creative Pattern Makers, Illustrators, Costume Designers, Fashion Merchandisers, Fashion Forecasters, Teachers And Entrepreneurs to name a few.



Fashion Design (Knits) is a three years dialized Graduate Diploma programme, it cate to the requirements of knitwear industry. It has a verification of the curriculum for developing integrated explains with material knowledge to respond to the requirement of specific target markets. The multidisciplinary approach including inputs ranging from market research, material & technical knowledge for product development develops an ability in students to handle different materials for different product types in knits. A logical, sequential hand on experience enables students to conceptualize designs, make patterns, drape and construct garments of impeccable quality.

### **COURSE CONTENTS**

# PHASE 1: DEVELOPMENT OF BASICSKILLS

To establish a stable foundation on issues relating to the industry, the students firstly acquire the design skills such as Elements of Design, Elements of Fashion, Fashion Art etc. Emphasis is also on Computer Application, Tradition Textiles, Surface Techniques, Basic Weaving & Knitting Skills, Pattern Making & Construction, and History of Costumes etc.

### PHASE 2: DEVELOPMENT OF DESIGN SKILLS

The thrust is to give specialized inputs in all the essential subjects such as Design Process, Thematic Approach to Design, Draping, Fashion Art & Illustration, Pattern Making & Construction, Computerized & Circular Knitting Techniques, Product Realization, and Marketing & Merchandising, Production Planning & Controletc.

# PHASE 3: DEVELOPMENT OF PROFESSIONAL SKILLS

Students will undertake a number of elective subjects such as Buying & Merchandising, Quality Assurance in Knits, Processing techniques etc 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, or a designer. During this period the students will be required to work on the brief given by the sponsor. The programme will culminate with a Design Collection showcased on the ramp.

The intrinsic features of this programme also help in the development of personality and professional traits.

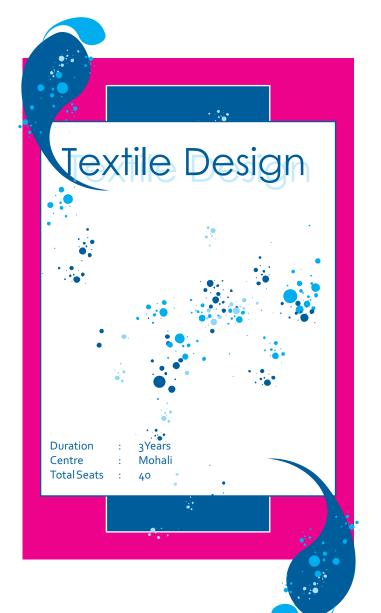
### **INTERNSHIP**

The three years of study include 6 weeks of internship programme. This is intended to impart students with an appreciation and working knowledge of the industry. Students get first hand exposure of the work environment of the apparel manufacturing system. Thus they are prepared to accept the challenges of the industry and can correlate the theory with practice. Workshops, trade Fairs, Conferences and Seminars are important elements of the study programme.

### **CAREER OPPORTUNITIES**

The course has been designed to create well rounded professionals, equipped to handle the challenges of knitted fabric and garment design & development for domestic and export markets. They can pursue careers as designers, merchandisers, Quality controller in the domestic and export garment units.





India has a strong textile design and manufacturing base whether it is traditional, handloom power-loom organized mill sector. Textile being one of india's core segments, is now gaining fervor both in the export and the domestic market. The changing taste of corsumer, aided by higher disposable incomes, has spun a new market for these products universally.

The TD programme is therefore geared to cater to the growing market demand for TEXTILE PROFESSIONALS for innovative design solutions, creative woven structures, blends and colors. It also aims to nurture the design skills and develop the 'DESIGN' attitude of the students.

Through discovering the vast range of applications for textiles, the students are encouraged to realize a target market for their designs and a strong emphasis is placed on the visual research, development of ideas and experimentation in this creative process. Craft Documentation, Live Projects and Internship with various design companies and rural segment industry will address professionalism and employability by assisting students in considering their chosen career path.

The balance that is created between innovations and creativity on one hand and the strong context of textile industry on the other hand, encourages the students to graduate with an awareness of not only the opportunities but also the challenges ahead, whether they undertake further study or begin their own textile practice in this huge and complex industry.

### **CURRICULUM**

The main focus of the course is on the textile design for fashion, interiors and related field enabling a cross-fertilization of ideas and possible collaboration by knits, weaves, CAD and CAM. It also make students appreciate the multi-disciplinary nature of design. Planning skills are developed through analysis of fashion trends, along with study of marketing and global market analysis.

The future textile designer thus learns to develop collections according to the seasons, through the definition materials, textile structures, decorative motifs, color range and possible finishing details.

### **PHASEI**

In the first year, the students are introduced to the Fundamentals of Design, they develop their sense of color, light, shape, texture and form. It also includes study and exploration of the properties of fiber, yarns and dyes. Students are also introduced to woven, knitted, printed and embroidered textiles.

# PHASE II: DEVELOPMENT OF DESIGN SKILLS

In this phase, main emphasis is on concept development in dialogue with material and technique. In-depth knowledge of Weaving Skills, Chemical Processing, Dyeing, Printing, Fashion Studies, Traditional Embroideries and Principles of Marketing and Management are integral part of Textile Design. Knowledge of computers as a creative design tool for design students is also stressed upon.

# PHASE III: DEVELOPMENT OF DESIGN AND CREATIVE PROJECTS

During this phase the students with tutorial guidance, negotiate a personal programme of study and are responsible for the management of the project from initial concept to final stage. A dissertation is a requirement of the final award in lines with the main study programme.

The course encompasses the major areas of specialization within the textile field, including woven and constructed textile, printed textile, as well as knitted and embroidered textiles.



### **PROJECTWORKS**

The students are encouraged to undertake client based projects. This equips students with the knowledge and practical design experience to channel their creative and individual skills into self-initiated and commercial applications. Students also work with various NGOs, artisans, clusters and undertake Projects and help in Design and Product Development.

### **INDUSTRIAL VISITS**

Field visits to industrial establishments and fairs are a regular feature which enables the students to understand and broaden their knowledge of textiles and textile based products besides learning the actual working of the textile industry.

### **WORKSHOPS**

Industrial experts are regularly invited to give special inputs on various areas of textiles from fiber to fabric to design in the form of workshops and lectures. This gives students a platform to interact with these industrial experts and get first hand information on latest developments on design and technology.

# TRENDS FORUM

The Institute is invited every year to set up a display of Trends Forecast at Texstyles India Fair organized by India Trade Promotion Organisation. The samples developed according to the trends forecast in the Institute, by the students are displayed in the Forum. In

the year 2008, NIIFT bagged the 1<sup>st</sup> prize for best display at Texstyles Fair. Exporters take keen interest in the samples developed and also buy these for further production.

# **IMPORTANT FEATURES OF THE CURRICULUM**

# **CRAFT DOCUMENTATION**

Craft documentation forms an important part of the curriculum of Textile Design course in the second semester. Here the students undertake extensive excursion to study and document the rich and diverse aesthetic heritage of our country. The survey enables the students to interact with the craftsmen in their habitats and get the first hand knowledge of the art and crafts.

### **INDUSTRY INTERNSHIP**

After the fourth semester the students are required to undertake a six weeks industry internship programme wherein they work either in the industry or under a well known textile designer. The main objective of this exercise is to enable the students to get an insight into the real working environment.

### **DIPLOMA PROJECT**

The mainstay of the Textile Design Program is its primary link with the industry through the diploma project of the final semester students. These students work with an industrial client for a period of nearly 5 months. This results in the development of individual collections and exhibition of Design work in a gallery setting.





### **CAREERS:**

This programme equips the students to pursue careers in Textile Mills, Export Houses, Home Textile Sector, Handloom Sector, Power loom sector, with Fashion Designers, Design Studios, or one can operate as Freelance Designer, Entrepreneurs etc.



More than ever, the leather market is revital-and extremely lucrative-part of fashi industry, where even top name des ventured with outstanding success. This reated a greater need for trained professionals ski design and production. The Leather Design Course offers intensive training based on the most exacting standards of International design and craftsmanship. The ever growing leather goods sector offers exciting career prospects to young able designers. The course has been broadened to ensure that students have a 360 degree view of the work of a shoe, bag or garment designer. They are presented with all the issues, latest techniques and technologies. They learn how to design the right product for the right market and how to develop their design in the most efficient way.

### **THECURRICULUM**

The absolute emphasis of this program is to enable the students acquire a solid foundation from which they can design garments, shoes or bags Specialized executive training in leather goods, garments, footwear, home décor and upholstery is provided in a highly experiential format.

# **PROGRAM CONTENTS**

**Phase 1:** Basic foundation program in Leather & Design **Phase 2:** Emphasis is on comprehending the material, patterns & designs. Students study Fashion Illustration, Pattern Making & Construction Leather Processing & Surface Techniques, Computer Applications and Retailing & Design Projects.

**Phase 3**: In addition to the above studied content, curriculum focuses the manufacturing processes, leather processing etc. Students undergo industry internships for hands on experience.

**Phase 4**: Main focus is on Research & Development in design

# FASHION CONCEPTS: WORKSHOPS AND SEMINARS

- Culture of Leather: An innovative change rather than chronological periods.
- Guest Speaker: Guest speakers are invited from Industry which has immense practical experience.
- Contemporary aesthetics: International mapping of aesthetic values and their current forms.
- Trend research: Professional to the sector and personal.

- Consumer concepts: Cross discipline tools for identifying market opportunity
- Creative thinking: Seminar for training creativity.
- Brand identity: Understanding the creative end of a brand; analysis tools and personal branding
- Craft Documentation: Learning craft of a specific area and adapting it on leather products.
- Design and Communication : Students work on project assignment for the industry
- Sketching and illustration: Specialized techniques for garments, shoes and accessories.
- Collection development: Basic structure of a shoe and garment collection.
- Signature elements : Accessories and construction detail
- Branding: Visual communication of brand merchandising, packaging and display.
- Final collection / Research Project: Students work under guidance for the realization of their final creative collection from prototype to presentation

### **METHODOLOGIES**

The students under expert guidance work in close relationship to the resources and realities of the local luxury industry, from master craftsmen to innovative technology and research. Classroom lectures, industry and trade show visits and master class artisan workshops provide a strong foundation for group projects and individual research. The curriculum involves:

- Classroom lessons
- Labs
- Expert conferences on specific topics
- Visits to shows and fairs of the fashion sector
- Tannery Visits
- Industrial visits
- Visits to the most representative sales points in the surroundings



### SALIENT FEATURES OF THE PROGRAM

**Product development**: Testimony from professionals in all phases of the Leather industry

**Tannery Training:** In the initial phase the students visit a tannery to acquire knowledge of leather processing and finishing. They learn to identify various kinds of leather and the tools and techniques involved in making leather

# **INDUSTRY INTERNSHIP**

- Students are required to undertake an Industry Internship. The objective of the internship is to:
- Expose students to prevalent commercial and industrial practices in leather, standards and organization;
- Reinforce theoretical knowledge with practical experience;
- Deepen knowledge and skills in a practical, hands-on situation;
- Develop their ability to work as an effective and willing member of a team; and,
- Sensitize them to the pressures of a fastmoving industry and sharpen their problemsolving skills.

# CAREER/EMPLOYMENTOPPORTUNITY

The creation of leather products involves the skills of many professionals, ranging from art directors and stylists, trend and material researchers, traditional and CAD patternmakers, to product and brand managers and merchandisers, each having a specific vocabulary and technical requirements. This program closely examines the roles, skills and competence required to carry out these activities, investigating them through practical and creative training. The objective is the development of a personal creative identity capable of original research to propose innovative collections for the fashion industry. The opportunities as such are unlimited as follows-

- 2 Entrepreneur
- Industrial visits
- Stylist
- Shoe design
- Style studio footwear collection
- Brand accessory direction
- Accessory Collection Co-ordinator
- Brand identity communication
- Style office Collaborator
- 2 Trend research
- Prototype Pattern Maker
- Product development and international
- Educational Practice



Garment Manufacturing Technology is a t Graduate programme which develops in studen<mark>ts</mark>' the ability to make intelligent business lecisio<mark>ns</mark> with prudence. The program focuses on s gthening of key technological functions of appare stryand understanding of industrial engineering an techniques. The emphasis is on production, planning, control and management practices applicable in the apparel industry. The continuous interaction with the industry and visits to leading manufacturing units not only create an enriching learning environment for the students but also widen the horizons of their experience. Equipped with competent technical knowledge, the students are able to anticipate and address the concerns and issues of the emerging manufacturing principles.

The basic objective of this programme is to enhance the student's perception of the commercial environment and matching it with professional understanding of manufacturing technology, marketing and management principles related to the Garment industry.

# **THECURRICULUM**

The students of this programme are technocrats equipped to manage all the variable resources of a manufacturing unit through rational business decisions. Thus the curriculum is designed in such a manner that all the pivotal disciplines of technology and management are incorporated judiciously through out the learning period.

# PHASE 1: DEVELOPMENT OF BASIC TECHNICAL SKILLS:

The students are introduced to varied subjects encompassing all the core topics, such as Pattern Making, Basic Garment Construction, Garment Production Machinery & Equipment, Textile Science, Basic Applied Science, Dyeing & Printing, Introduction to Knitting, Fabric and Garment Finishing, Computer Science and InformationTechnology.

### PHASE2: DEVELOPMENT OF MANAGERIAL SKILLS:

Along with the technical skills, the students are also exposed to the modern management practices through

the subjects such as Statistics, Industrial Organization and Management Practices, Personnel Management and Industrial Relations, Operations Research, Accounts, Managerial Economics, Trade Documentation, International Finance, Project Management and Research Methodology.

# PHASE 3: DEVELOPMENT OF PROFESSIONAL SKILLS:

The final stage of the student's development requires concentrated inputs in the intrinsic features of garment manufacturing. The subjects covered at this stage include Spreading & Cutting of Apparel Products, Apparel Standards, Specifications & Quality Control, Work Study for Apparel Manufacturing, Apparel Production & Control, Costing of Apparel Products, Survey of Apparel Marketing & Merchandising, Plant Layout and Computer Aided Designing

This course also has inherent features, which augment the development of competent professional traits of the students.

### FIELD SURVEYS:

The students are required to undertake field surveys on diverse topics to understand the forces influencing the garment industry. This enables the students to interact with all the segments of the supply chain and study the relationship.

### SEMINARS AND PRESENTATIONS:

The students are encouraged to conduct research and analyse topics related to the garment industry and make presentations. Such sessions enhance their knowledge besides building up self-confidence in the students.

### INDUSTRIAL VISITS AND INTERACTION:

The students are taken to prominent industries which enable the students to conjunct the theory principles in the actual working environment. The institute also invites experts form the industry to interact with the students.

# IMPORTANT FEATURES OF THE CURRICULUM INDUSTRY INTERNSHIP

The students of this course are required to undertake a 6-8 weeks internship programme in a Garment Manufacturing Unit, after the second semester. Students get a first hand exposure of the work environment of the Apparel manufacturing system. Thus they are prepared to accept the challenges of the industry and can correlate the theory with practice.

# SEMINARS, CONFERENCE, TRADE FAIRS

Workshops, trade fairs, conferences and seminars are important elements of the study programme. They also get a chance to work with the faculty on consultancy projects.

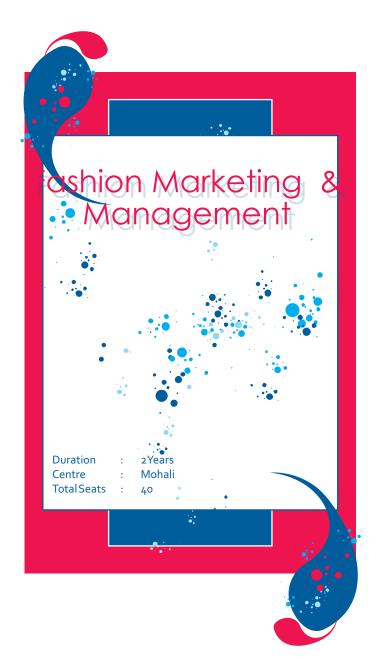
### **DIPLOMA PROJECT**

In the fourth semester, the students have to work on a diploma project taking up topics of concern to the garment industry. The diploma project provides a challenging platform for the students to extend and demonstrate their analytical skills necessary for decision making. The projects are continuously monitored by the faculty and supported by the industry. During the diploma project presentations, eminent professionals from the apparel industry are invited to evaluate the performance of the students.

SCHOLARSHIPS - Recognizing the contribution made by the institute in Apparel field, M/s Groz-Beckert Asia Ltd., a leading giant in manufacturing needles has instituted a Scholarship for Garment Manufacturing Technology students, which is awarded on the basis of their academic performance.

# **CAREEROPPORTUNITIES**

The GMT trainees can opt for challenging jobs of Production Managers, Export Managers, Merchandisers and Quality Controllers in the Domestic and Garment Export Industry and can also aspire to become budding entrepreneurs by virtue of their steadfast resolve to achieve success.



The Retail Sector in India is witnessing a hug revamping exercise as traditional markets make was for new formats such as Departmental Store. Hypermarkets, Supermarkets and Specialty Stores. Western-style malls have begun appearing a metros and second-rung cities alike introducing the Indian consumer to a shopping experience like never before. India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enternewer markets.

In 2003-04, organised retailing, which has an annual growth rate of 8.5 per cent, swept past the Rs. 200-billion mark (\$4.5 billion), a figure that appears quite small if one were to compare the extent of the total market.

Organized retail, at present comprises merely 2 per cent of the total market in India. This means that the untapped segment amounts to a whopping Rs. 9,800 billion (approx. \$225 billion).

The share of modern retail is likely to grow from its current 2 per cent to 15-20 percent over the next decade, analysts feel.

Indian retail industry employs about 42 million people, second only to agriculture, and has at least 11 million outlets operating across the country. Lack of trained personnel has emerged as a primary area of concern for the high growth retail sector. The retail industry, which is growing at a double digit pace, has been facing an acute shortage of trained personnel.

According to industry experts the real need of the hour is trained manpower in the retailing sector. If India is to be the ideal retail destination in the world, investment in people merits far greater attention. Analysts point out that the domestic retail industry has an estimated market size of \$202.6 billion, which is expected to grow at a Compounded Annual Growth Rate of 30 per cent in the next five years.

New forms of retailing such as departmental stores, hypermarkets, supermarkets and specialty stores are seen to evolve and the share of the organised retail industry is likely to grow from its current 2 per cent to 15-20 per cent over the next decade. This retail boom is expected to translate into eight million new jobs over the next 5-6 years.

### **OBJECTIVE**

The two year post graduate diploma in Fashion Marketing & Management is designed to fulfill the special requirement of the burgeoning retail industry in the country particularly in the northern region. The FMM programme gives an insight into concepts of Retailing, Merchandising and Marketing. It incorporates all areas of knowledge required for the Indian Retail Industry in the functions of:

Retail Buyers & Merchandisers

Store Operations

Supply Chain Management

Visual Merchandising

# **CURRICULUM**

The program extends over two semesters.

**Semester I:** The first semester covers all basic concepts related to Marketing, Retail Management, Market Research, Consumer Behavior, Fabric Science and Computer Knowledge.

**Semester II:** 2nd Semester includes more specialized areas like Fashion Forecasting, Visual Merchandising,

Fashion Promotion & Communication and retailing of Special Product Groups.

### INTERNSHIP & DIPLOMA PROJECT

The one year programme includes a 4-6 weeks internship after the first semester intended to familiarize the students with the real work environment in the industry.

The programme culminates with a Diploma Project which provides an opportunity to the students to handle real time problems of specific companies through research and analysis.

### **TEACHING METHODOLOGY**

The faculty for the programme is drawn from the academia and the industry. Teaching techniques include:

Classroom lectures

Case Study discussions

Guided visits to factories and retail outlets

# **CAREER OPPORTUNITIES**

The FMM programme equips the students to pursue careers in apparel retail organizations as merchandisers, store managers, visual merchandisers, brand managers, customer care executives and image promoters.

### **OTHER FACILITIES AT NIIFT**

### **GIRLS' HOSTEL**

NIIFT provides excellent residential accommodation to outstation girl students of the institute at its own hostel, built and located in the immediate vicinity of the institute campus at Mohali. The Hostel is well equipped with modern amenities to provide for a comfortable accommodation. NIIFT also provides mess service to the residential students on a no profit/no loss basis.

At present, NIIFT doesn't have any Hostel for the boys, but the efforts are on to provide boarding and lodging facilities to the boys in the near future.

# **BUS SERVICE**

NIIFT also provides bus service to the students, to and from the institute on nominal monthly charges.

### **CANTEEN FACILITY**

The campus canteen provides hygienic food at affordable rates. A students committee is responsible for deciding the menu in consultation with the contractor.

### **PLACEMENT SERVICE**

A Placement Cell has been set up with the members drawn from the faculty and students for the purpose of facilitating campus placements. NIIFT is proud to claim that till date it has been able to provide almost 100% placements to its graduating students. Students have been placed in leading National and International Companies occupying challenging positions. Few among those are RMX Joss, Cascade Apparels,

Vardhman Group, Orient Crafts, Matrix Clothing, Rupayan, Nahar Group, Richa & Co, Sewa Exports, Cheer Sagar, Wingsfield, Graffiti, Ravels, GIVO International, B.L. International, Globus, Georgie etc. Many Domestic Brands such as Sportking, Monte Carlo, Rage Apparels, Duke Fashions, Black Berry, VXL Techs etc. have also been associated with NIIFT. The Students have also been promoted by leading Designers. Some of the students have also started their private labels and are successfully running their own enterprises.

### **ADMISSION GUIDELINES**

A candidate can apply for any of the following UG /PG Programs:-

# 1. Undergraduate Programs

- Fashion Design (FD)
- Fashion Design Knitwear (FDK)
- Fashion Design in Leather Apparels & Accessories (FDLAA)
- Textile Design (TD)

### 2. Postgraduate Program

- Garment Manufacturing Technology (GMT)
- Fashion Marketing & Management (FMM)

The admission for **Undergraduate Programs** i.e. Fashion Design (FD), Textile Design (TD), Fashion Design Knits & Fashion Design in Leather Apparels & Accessories, and **Postgraduate Programs** in Garment Manufacturing Technology (GMT) and Fashion Marketing & Management (FMM) will be on the basis of Written Examination followed by Situation Test and Group Discussions and Interview.

Note:- The Admission at Mohali Centre in both UG and PG programs will be first made from the list of candidates provided by National Institute of Fashion Technology (NIFT) Delhi .However, the remaining seats after exhausting the list received from NIFT Delhi will be offered to the candidates whose names appear in the merit list prepared by NIIFT Mohali.

# **WHO CAN APPLY**

The Eligibility criteria for Undergraduate Programs is:-

 The +2 level examination from any recognized Central / State Board of Secondary Examination, such as Central Board of Secondary Education, New Delhi, and Council

- for Indian School of Certificate Examination, New Delhi. (or)
- General Certificate Education (GCE)
   Examination (London/Cambridge/Sri Lanka)
   atthe Advanced (A) level. (or)
- Any Public School/Board/University Examination in India or in Foreign countries recognized by the Association of Indian Universities as equivalent to 10+2 system. (or)
- A pass grade in the Senior Secondary School Examination conducted by the National Open School with a minimum of five subjects. (or)
- 3 or 4-years diploma recognized by AICTE or a State Board of Technical Education.

# The Eligibility criteria for Postgraduate Programs is:-

- A three years Bachelor's Degree or equivalent in any discipline recognized by the Association of Indian Universities or Diploma in Fashion Design NIIFT only.
- For foreign Bachelor's Degree, not recognized by the Association of Indian Universities, proper certification by a National Body constituted in the country concerned for granting equivalence will have to be produced.
- The candidates who are appearing for their qualifying examination can also apply. Their admission however will be provisional and subject to their obtaining defined eligibility latest by 30<sup>th</sup> July, 2010.
- Proof of the candidates having successfully passed the qualifying examination will have to be produced at the time of joining the NIIFT programme.
- Non-fulfillment of above will automatically result in the cancellation of the provision admission.

# Admission Calender-2010

Issue of Prospectus by Hand/By Post
Last date for receipt of filled in application
Date of Entrance Examination
Group Discussion / Interviews (PG Programs)
Counseling and Final Result and Fee Deposit
SituationTest/Interviews (UG Programs)
Counseling and Final Result and Fee Deposit

2<sup>nd</sup> week of July 2010

30<sup>th</sup> July 2010

8<sup>th</sup> Aug 2010 23<sup>rd</sup> Aug 2010

24<sup>th</sup> Aug 2010

25<sup>th</sup> and 26<sup>th</sup> Aug 2010 27<sup>th</sup> Aug 2010







### **RESERVATION OF SEATS**

The reservation policy followed by NIIFT for seats in each programme is as follows. (Subject to the condition of defined eligibility)

Category	Code	Reservation
Schedule castes	SC	15%
Scheduled tribes	ST	7.5%
Physically Handicapped	PH	3%
Foreign National / NRI	NRI	7 seats

The qualifying candidates need to meet the eligibility and admission requirements of NIIFT. Requirements of each category are as follows:

### SC/ST candidates:

Candidates applying under this reserved quota would have to produce a Caste/Tribe certificate from the Competent Authority of the respective States/Union Territories/National Commission of Tribes.

### PHCandidates:

Candidates seeking admission under physically handicapped quota must produce a Disability Certificate issued by the Medical Board attached with the Vocational Rehabilitation Centre (VRC) working under the Ministry of Labour, Govt. of India, certifying their disability as 40% or more.

NIIFT reserves the right to disqualify the candidature in case of Inability of the candidate to perform for a particular programme.

The seats of SC and ST category are inter changeable depending upon candidates available in each category and any seat left there after will be offered to General Category candidates.

Any seat left vacant in NRI and PH category will be offered to General Category candidates.

### FOREIGN/NRICANDIDATES

7 seats in each discipline are reserved for admission of Foreign Nationals whether residing in India or abroad, applicants from Non-Resident Indian as specified in the Income Tax Act, 1961. The admission to NIIFT programmes for Foreign Nationals / NRI candidates will be offered on the basis of first come first serve basis. The Foreign Nationals / NRI candidates are required to pay US \$ 4500 as tuition fee for each academic year consisting of two semesters and would need to obtain a valid residential permit or student visa for the prescribed duration of the programme. Hostel and other charges will be additional, paid on actual basis.

Procedure for applying under Foreign/NRI category

- Candidates seeking admission under this category should apply in the prescribed application form.
- The dully filled in application should be sent to NIIFT, Mohali along with following documents:

An attested copy of relevant pages of passport containing details of the applicant.

An attested copy of proof of status of NRI / Foreign National.

A Demand Draft of US\$ 100 in favour of NIIFT, Mohali payable at Mohali/Chandigarh.

### **HOWTO APPLY**

The prospectus along with the application form can be obtained on payment of Rs 1000/- (inclusive of examination fee) and Rs.500 in case of SC/ST candidates and persons with disabilities, by hand or by post through the Demand draft in favour of NIIFT, Mohali from the following addresses through cash or by Demand Draft by hand or by postal request:

- Northern India Institute of Fashion Technology
   B-68, Phase-7, Industrial Area, Mohali-160055 (Punjab).
- 2. Northern India Institute of Fashion Technology ,Business Centre Building, Focal Point, Phase -8, Ludhiana (Punjab).
- Northern India Institute of Fashion Technology ,adjoining to Govt. Tanning Institute, Nakodar Road, Jalandhar (Punjab).

- ☐ The candidate may submit the duly filled in Application form, latest by 30-07-2010
- NIIFT will reject all applications received after due date and no communication will be entertained in this regard.
- NIIFT reserves the right to reject the incomplete application forms.

### **SUBMISSION OF ADMISSION FORM**

Admission form complete in all respects should be sent to the Director General NIIFT, B-68, Phase-7, Industrial Area, Mohali, Punjab latest by 30-07-2010.

Forms received after this date will not be accepted. The Institute does not take any responsibility for delay or loss of form in correspondence through postal transit or by courier

Candidates will receive their admit cards by the 6<sup>th</sup> Aug **2010.** In case of delay, the candidates are advised to immediately contact **the Admission cell NIIFT, Mohali** with photocopy of submitted admission form and two attested passport size photographs.

**ONLINE SUBMISSION OF APPLICATION FORM** 

NIIFT also provides the facility for applying ONLINE. Guidelines for applying online with detailed procedure are available on the website: <a href="https://www.niiftindia.com">www.niiftindia.com</a>.

It will be in the interest of the applicants, if the form is filled online as the particulars of the candidates will go directly in to the database .Hence, the chances of misplacement of application are eliminated.

### **ADMISSIONTEST:**

The selection of the candidates is done in two phases.

# Phase I:

All the candidates will have to undergo a written examination. This exam is planned in a manner so as to test the knowledge, skills, ability and aptitude of the candidates. The sample details of the above mentioned tests are explained under the head Scheme of Examination.

#### Phase II:

The candidates short listed on the basis of written test will be invited for **Situation Test** (only for Design programmes), **Group Discussion** (GD) and **Personal interview**. The **result of the written examination will be displayed at NIIFT campus and NIIFT web site www .niiftindia.com**. Short listed candidates will be informed separately by registered post also about the dates of subsequent tests (NIIFT does not publish result in the newspapers).

**Admission test** will be conducted on 8<sup>th</sup> Aug. **2010** in the following cities: -

S.no.	<b>Examination Centre</b>	Code
1.	Chandigarh	01
2.	Dehradun	02
3.	Delhi	03
4.	Jalandhar	04
5.	Ludhiana	05
6.	Lucknow	o6
7.	Patna	07
8.	Ranchi	08

Choose any one of the examination centre and fill the corresponding exam centre code on the application form

Please note that NIIFT reserves the right to cancel or shift any of the above examination centres.

# SCHEDULE OF WRITTEN EXAMINATION.

Programme	Tests	Time
UG Programs		\ \
FD,TD,FDK&FDLAA	GAT (UG)	10.00 a.m. to 12.00 Noon
	CAT(UG)	2.00 p.m. to 5.00 p.m.
PG Programs		
GMT & FMM	GAT (PG)	10.00 a.m.to 12.00 Noon
	MAT (PG)	2.00 p.m. to 4.00 p.m.

The admission to a program is based strictly on merit and the seats in the program and Centre would be offered as per the merit during the counseling.

A candidate who has not completed any stage of the admission test administered, his / her candidature would be deemed to be cancelled

The **Weightage** of each test in the final merit list will be:-

Programme	Phase	Tests	Weightage
UG Programs			
FD,TD,FDK& FDLAA	1	GAT(UG)	30%
		CAT(UG)	30%
	II	SituationTest	20%
		Interview	20%
PG Programs			
GMT & FMM	1	GAT (PG)	30%
		MAT (PG)	30%
	II.	Group Discussion	on 20%
		Interview	20%

### **DESCRIPTION OF THE TEST**

GAT (General Ability Test) examines the basic knowledge and aptitude for logical thinking. The test is devised according to the basic eligibility criteria of the candidates. UG is designed for undergraduate course i.e FD, FDK, FDLAA and TD whereas PG is designed for candidates appearing for GMT and FMM. The PG test will include more complex questions

**CAT (Creative Ability Test)** tests the candidates for their design skills and innovativeness.

MAT (Managerial Ability Test) is an objective test to assess the problem solving aptitude and the environmental sensitivity of the candidates.

Situation Test is a practical test to evaluate the candidate's skills for materials handling and innovative ability on given situation with a given set of materials.

**Group Discussion** assesses the candidate's communication skill.

**Interview** evaluates the candidate's interpersonal skills.

The sample questions for written examination be seen under the head – Scheme for Examination

### **GENERAL INSTRUCTIONS**

- The admission to a program is based strictly on merit and the seats in the program and Centre would be offered as per the merit during the counseling.
- Successful candidates eligible for admission will be required to attend the counseling session on a specified date and time at their own expense at NIIFT Campus at Mohali. The schedule of the counseling for final allotment of course would be displayed on the NIIFT website <a href="www.niiftindia.com">www.niiftindia.com</a>. Candidates whose name appear in the list put on the website but have not received the invitation for counseling should also appear for counseling on the counseling date(s) notified.
- If the candidate remains absent on the date and time specified for the counseling session or does not deposit the fee through Bank Demand Draft, the candidature will be cancelled and the next candidate in the final merit will be called immediately.
- A candidate who reports later than the date and time when his/her rank in the rank list required him/her to do so, he/she will be considered for admission against the seats that are available at that point of time in various programs at NIIFT centres. He/she will not be eligible and will not be considered against a seat that would have ordinarily gone to him/her on the basis of merit.
- The candidates are advised to join the program offered at the allotted study centre within ten days of commencement of the program, failing which, their admission will stand cancelled without any intimation and the tuition fee paid shall be forfeited. The vacant seat shall be offered to the waitlisted candidates in the order of merit.
- The candidates are advised in their own interest to submit their admission forms complete in all respects. Incomplete forms are liable to be rejected.

- The attested copies of all the certificates, degree and detail mark sheet of the qualifying examination passed by the candidates should be enclosed invariably along with the form. However the final eligibility will be checked at the time of interview /Situation Test. Original certificates should not be enclosed.
- The candidates submitting detailed marks card with grade point system must also append the relevant conversion tables.
- The candidates are advised to retain a photocopy of the application form.
- Any attempt to influence admission process by way of recommendation will invite disqualification for the candidate.
- Any dispute arising out of admission would be underthe jurisdiction of Mohali courts.
- NIFT reserves the right to add or discontinue any programme at any centre.
- The medium of instruction in NIIFT and of the entrance examination is English.
- NIIFT reserves the right to add or discontinue any programme.

### FFF STRUCTURE

From Mohali

From Chandigarh

FEESTRUCTURE	
Description	Fee
Tuition fee	
For Indian Residents	Rs. 35,000/- per semester
For Foreign / NRI /	US\$ 4,500/-per annum
Candidates	
Security Deposit	Rs.4,000/-(OneTime)
	(Rs. 2000/- Refundable)
Library fee	Rs.3,000/- per annum
Medical Insurance Premi	umRs 1, 250/- per annum
Extra-Curricular Fee	Rs. 1,000/- per annum
Hostel Fee (Mohali)	
Hostel Fee	Rs. 9,000/- per Semester
Hostel Security	Rs.4,000/-(OneTime)
	(Rs. 2,000/- Refundable)
<b>Electricity Charges</b>	Rs. 2,000/- per Semester
Bus Fee (Mohali)	
From Hostel	Rs. 1,800/- per Semester

Rs. 2,400/- per Semester

Rs 3,600/- per Semester

### Note

- 1. NIIFT reserves the right to revise the fees as and when required.
- 2. 50% of tuition fees & security deposit (refundable) will be refunded to the candidates, who withdraw their candidature on or before 15<sup>th</sup> Sept 2010.
- 3. Only security deposit (Refundable) will be refunded to the candidates, who withdraw their candidature between 15<sup>th</sup> Sept. 2010 to 30<sup>th</sup> Sept. 2010.
- 4. Requests for withdrawal of security deposit will not be entertained after 30<sup>th</sup> Sept. 2010.
- In case NRI student withdraws from the course till 30<sup>th</sup> Sept. 2010, an amount of USD 500 or equivalent in Indian rupees will be refunded.

### **SCHEME OF EXAMINATION**

### I) GENERALABILITYTEST: -

A combined general ability test will be conducted for all candidates seeking admission to any of the courses offered by NIIFT. The performance of general ability test will carry 40% weightage in the total marks for the admission test. This test is divided into four sub tests, namely.

### a) Quantitative Ability Test

This sub-test is designed to test the quantitative ability of the candidates. The sub-test consists of questions of addition, subtraction, multiplication, division, fractions percentages, interests, work and tasks, ratio and proportion, speed and distance and profit and loss etc.

# b) Communication Ability Test

This sub test is aimed at testing the verbal ability of the candidate in daily communication in English. It includes questions of synonyms, antonyms, words with corresponding meaning, singular, plurals, fill in the blanks, one word substitution, idioms and phrases, correct spellings, analog test etc.

### c) English Comprehension Test

In the subset, an effort is made to test one's ability to grasp a situation.

# d) Analytical Ability Test

The sub test is designed to test the candidate's ability to deduce inference from the given information. This test is directed towards accessing candidate's analytical ability from the given information.

### II CREATIVE ABILITY TEST

The candidates appearing for Fashion Design, Textile Design and Knitwear Design Technology will have to undergo this test. This test is to judge the skill observation and design ability of the candidate. An important aspect of the test is the candidates understanding of colour and illustrations.

### SITUATIONTEST:

 Short listed candidates from the entrance examinations are required to undergo a situation test which is a hands on test to evaluate the candidates skills for material handling and innovative ability on a given situation with a given set of material

### III) MANAGERIALABILITYTEST

Along with the general ability test the candidate appearing for Garment Manufacturing Technology Course will take this test, it will include the following subjects:

# a) Vikalpa

This is an ability test to judge the managerial and inter personnel skills of the candidates. This will also evaluate the candidate's ability to logic reasoning and thinking

# b) Environment Awareness Test

The questions are intended to bring out the candidates alertness to environment and awareness of current developments.

# c) Logical Ability Test

This section tests the ability to identify the logic or reason involved in a particular problem and applying the same in solving the problem. Concepts and practice of creative and lateral thinking is likely to be useful.

# GROUP DISCUSSIONS

Group discussions would entail a discussion comprising of approximately 15-20 minutes of discussion on a topic given on which a panel of experts will assess the candidates on the ballowing parameters like:

Conceptual clarity, Knowledge of the topic assigned, contribution made to the topic by the

group, inter personal skills, ability to generate new ideas, problem solving approach, leadership qualities, effective communication.

# PERSONAL INTERVIEW

A candidate is judged on the various parameters listed below:

Career Orientation, Aptness for the field, Overall personality traits, Overall personal achievements in academics and extra curricular activities, Communication, General awareness and aptitude.

### **RULES AND REGULATIONS FOR STUDENTS**

All the students of Northern India Institute of Fashion Technology have to sign an undertaking to maintain high order of discipline, punctuality & decency in the Institute and to abide by all the rules and regulations given in the students rules and regulations booklet.

# **Entrance Examination-2010**

Issue of Prospectus by Hand/By Post : 2<sup>nd</sup> week of July 2010

Last date for receipt of filled in application : 30<sup>th</sup> July 2010

Date of Entrance Examination : 8<sup>th</sup> Aug 2010

Group Discussion / Interviews (PG Programs) : 23<sup>rd</sup> Aug 2010

Counseling and Final Result and fee Deposit : 24<sup>th</sup> Aug 2010

SituationTest/Interviews ( UG Programs) : 25<sup>th</sup> and 26<sup>th</sup> Aug 2010

Counseling and Final Result and fee Deposit : 27<sup>th</sup> Aug 2010

Prospectus Cost (Inclusive of Examination Fees)

General Category : Rs.1,000/-SC/ST/PH : Rs. 500/-

