



**National Institute of Fashion Technology**  
Ministry Of Textiles, Government of India



# PLACEMENTS 2025







## MESSAGE FROM THE DIRECTOR GENERAL

It gives me immense pleasure to welcome you to the NIFT Placement for the 2025 season. As we celebrate 40 years of excellence this year, we take great pride in the legacy we have built and remarkable strides in shaping the future of fashion & design education and industry.

From its humble beginnings, NIFT has grown into a beacon of creativity, innovation, and academic rigour, with a nationwide presence and a well-established reputation as the premier fashion institute in India. Our alumni, numbering over 42,000, are making significant contributions across the globe in various domains of design, technology, and management. They are shaping the industries, creating global fashion trends, and influencing businesses at the highest levels. We are proud that NIFT has left an indelible mark on the fashion & design landscape of India and beyond.

At NIFT, we are committed to offering a learning experience of the highest standards, with a focus on design, technology, and management. Our vision is to empower our remarkably creative students to draw inspiration from India's rich textiles and crafts while staying attuned to the ever-evolving global fashion trends. Our rigorous academic programs—ranging from four years of Undergraduate and two years of Post-Graduate degrees—equip students with specialized skills in every facet of the fashion and design business. We also place great emphasis on sustainable design practices and the finer nuances of traditional crafts.

This brochure will guide you through our flagship programs and showcase the comprehensive education our students receive. It highlights the knowledge, skills, and experiences that help shape our graduates into highly capable professionals ready to make an impact in the industry. The past few years have seen an exciting evolution in the types of job opportunities available to our students, with placements spanning across new industries. We are excited to continue this trend, offering a wide array of career options to our talented graduates. We look forward to a successful placement season for our students in 2025.

Finally, I would like to congratulate the graduating class of NIFT. Their hard work, creativity, and dedication have brought them to the cusp of an exciting new chapter. As they embark on their professional journeys, we wish them all the best in their future endeavours and are confident they will continue to make NIFT proud.

Thank you for your continued support and partnership.

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



## MESSAGE FROM THE DEAN (Academics)

It is with great excitement and heartfelt anticipation that I extend a warm invitation to our valued industry partners and esteemed alumni to be a part of Campus Placement 2025 at NIFT. Your ongoing support has been instrumental in shaping the future of our students, and we deeply appreciate your commitment to helping them take the next step in their professional journeys. Together, we continue to create a nurturing and dynamic environment where talent, innovation, and industry expertise converge to shape the future of the fashion and design ecosystem.

Our alumni network, now 43,000 strong, is a testament to the enduring strength of NIFT's legacy. Many of our graduates are today leading the global fashion and design industry, creating impactful change across the textile, apparel, retail, accessories and allied sectors. This success is the result of a collective effort—driven by our talented students, dedicated faculty, and a robust management system, all working in partnership with our invaluable industry collaborators.

At NIFT, we are proud to shape the leaders of tomorrow, providing them with an education that goes beyond traditional learning. Our forward-thinking curriculum combines academic rigour with hands-on, real-world experiences, ensuring that our graduates are equipped to navigate and innovate within the ever-evolving global market. We are committed to bridging India's rich artistic heritage with contemporary design practices, while embracing disruptive technologies that keep our programs relevant and progressive.

I am confident that the Class of 2025, equipped with the knowledge and skills honed through NIFT's comprehensive approach, will prove to be valuable assets to the fashion and design industry. Our students are not only prepared to meet the current industry demands but are also poised to drive the future of the creative economy.

We deeply appreciate the ongoing support and involvement of our industry partners and alumni in this process, and I look forward to your continued engagement in shaping the future of our students.

**Sudha Dhingra**  
**Dean, Academics, NIFT**



## MESSAGE FROM THE HEAD INDUSTRY

Greetings from the Industry & Alumni Affairs Unit at NIFT!

We are pleased to announce that the **Campus Placement 2025** will begin on **28th April 2025** and run through **16th May 2025**, divided into two phases:

- **Phase 1:** From 28th April to 10th May, the placement will be conducted in person across three NIFT campuses: New Delhi, Bengaluru, and Mumbai.
- **Phase 2:** From 13th May to 16th May, the placement will be in an online format.

At NIFT, we take great pride in nurturing students not only through our cutting-edge academic curriculum but also by preparing them for the evolving demands of the corporate world. Our initiatives, such as corporate lectures by industry experts and successful alumni, help to equip our students with a strong foundation, preparing them to thrive in their careers.

We are excited to present a cohort of students who have been rigorously trained to meet the challenges of today's world, including sustainability, social media, technological innovations, and automation.

Building on last year's success, we have seen a notable increase in salary packages and Pre-Placement Offers (PPOs). The demand for Graduation Project/Research Project internships this year has also been particularly encouraging, with leading manufacturing, retail, design corporates, design houses, and startups engaging with students since January 2025. This reflects a strong and growing interest in our talented pool, and we are confident that we will see an even greater increase in PPOs this year.

On behalf of NIFT, we warmly invite you to be part of our Campus Placement 2025 and provide our students with the platform to demonstrate their readiness to tackle the challenges of the professional world. We are hopeful that our students will secure exciting opportunities to begin their careers with esteemed organizations, guided by visionary leaders who will inspire and propel them forward.

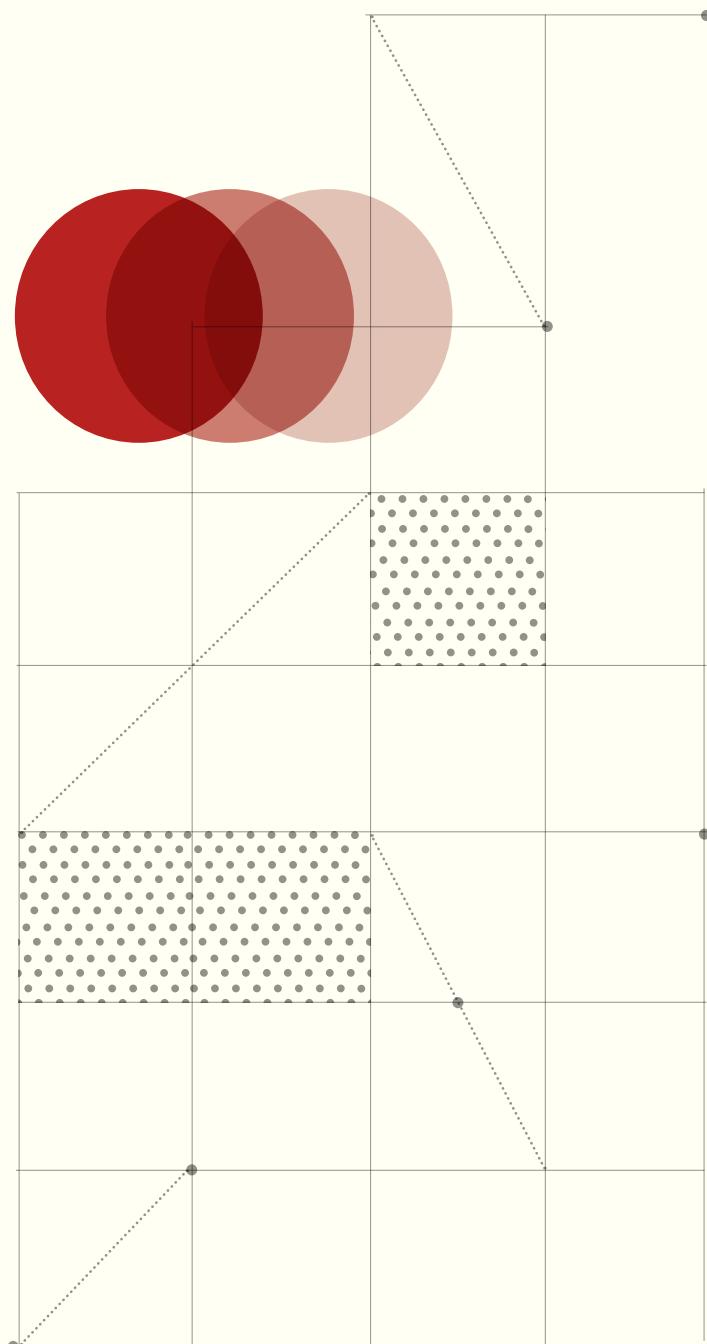
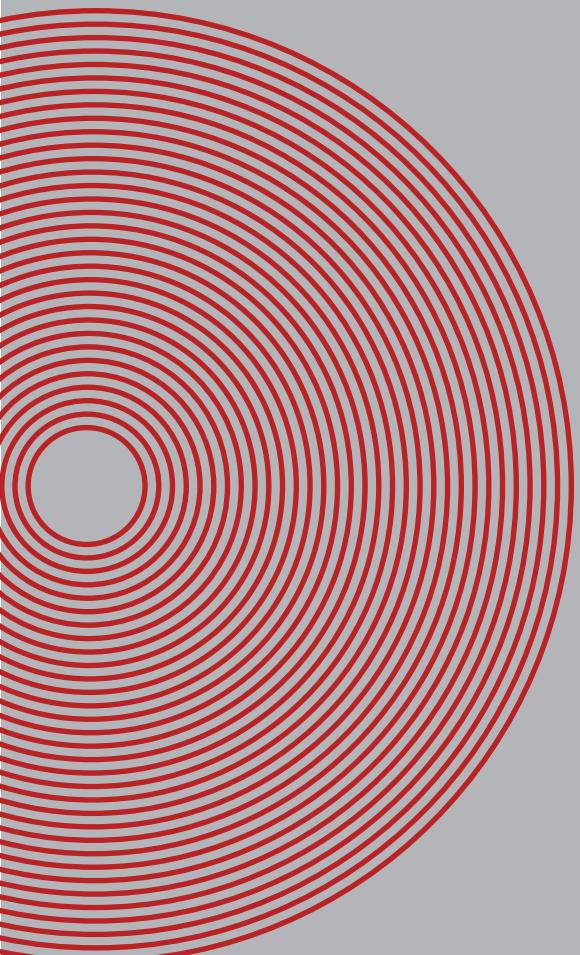
We look forward to your continued support in making this placement season a great success and strengthening the connection between NIFT's alumni, industry partners, and students.

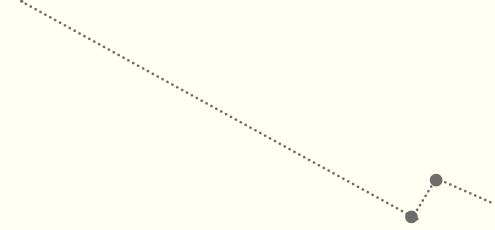
**Jonalee D Bajpai**  
**Head, Industry & Alumni Affairs**

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## THE INSTITUTE

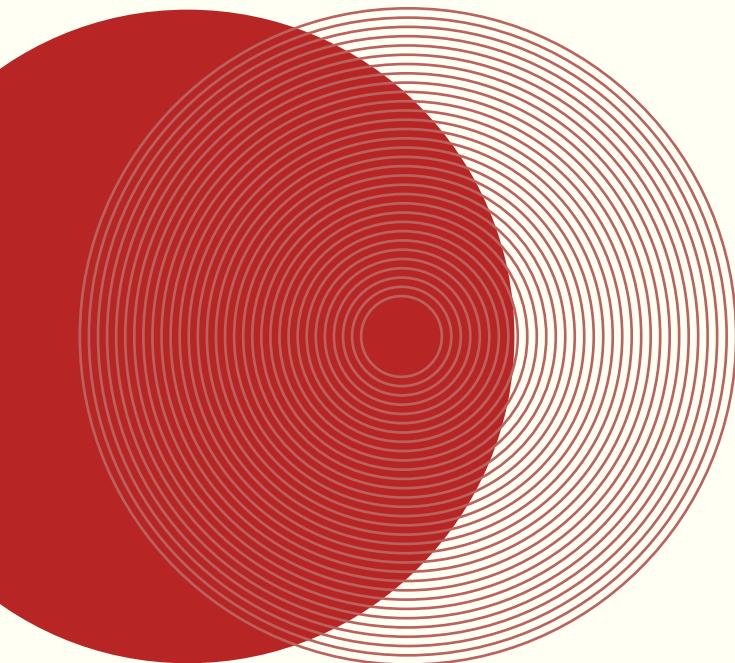
The National Institute of Fashion Technology is a pioneering institute and leader in the sphere of fashion, which takes pride in having the ability to integrate knowledge, traditional arts, contemporary thought, academic freedom, innovations in design and technology and creative thinking to continuously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

included leading progressive scholars from the Fashion Institute of The Institute Technology, New York, USA. Academic inclusivity has always been at the forefront in the expansion plans of the institute. NIFT today has unfurled its wings throughout the expanse of the country through its 18 professionally managed campuses. The National Institute of Fashion Technology provides a conducive environment to its students from different parts of the country to achieve their highest potential through the programmes offered. Since its very inception, the institute has provided a firm foundation in fashion education in the domains of Design, Management and Technology to proudly become synonymous with excellent fashion education in India. Since inception, NIFT has imparted knowledge and equipped students with skills that have constantly raised and set the standards in the fashion field.

The in-house faculty of NIFT is drawn in from a distinguished group of intellectuals who put forth a sense of dynamism creating a pathway to effective learning. Pupul Jaykar Hall at NIFT, headquartered in New Delhi is a reminiscence of many educational thinkers and visionaries who have been instrumental to the institute's

road map to success. NIFT regularly strengthens its academic strategy with relentless efforts, making the institute spearhead the driving force that empowers and supports nation-building whilst providing energetic, keen and enthusiastic youth with the world-class fashion education that ingeniously blends knowledge & critical independence and creative thinking. At NIFT, we constantly endeavour to guide the fashion scenario of India and even take our vision to the global levels. As is the requirement for any good curriculum, the syllabus and taught modules are reviewed regularly to meet the current and future demands of an industry that thrives on transformations and changes. NIFT announces the Admissions 2025 with an updated and restructured curriculum with enhanced creative potential and flexibility truly ahead of the era. The key features are the concept of Majors and Minors, specialisations within the programme, and a basket of General Electives to choose from, leading to inspirational and beautiful pathways.

This premier institute has always been committed to excellence and brilliance. The vision to embrace challenges and emerge victorious while being the principal change makers has only helped in setting the highest academic standards. NIFT continues to strive to be nothing but the best, yet again announcing admission for the new batch of young minds in 2025.



## OUR VISION

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

## OUR MISSION

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We at the National Institute of Fashion Technology will:

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

# THE NIFT ADVANTAGE

Established in  
**1986**

Pioneer in  
Design  
Education  
in India

Established under  
Ministry of Textiles  
Government of India

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

Pan India Presence  
**19 Campuses**

**11** Programmes  
UG, PG, Doctorate

**41,600 +**

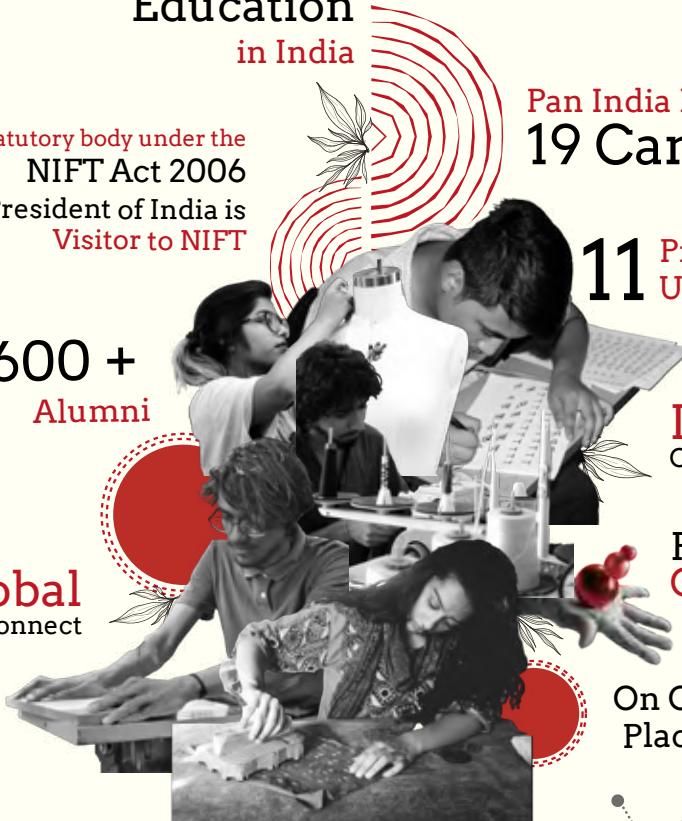
Alumni

Global  
Connect

Industry  
Connect

Future ready  
Curriculum

On Campus  
Placement



# THE CURRICULUM

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

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

## Artificial Intelligence

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

## Design for Society

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

### Inter-Disciplinary Minor

The Inter-Disciplinary Minors empower students to design their combination pathways to enter future careers with transferable skills and flexibility.

### Floating Major

Floating majors are offered for the students who have zeal for learning and are prepared to acquire credits over and above the mandatory credit requirements for earbing the degree.

### Deepening Specialisation

Deepening Specialisation is a secondary concentration of subjects that complements the majors and provide in-depth knowledge related to the majors.

### Your Core

### Holistic Learning GRADUATE PROFILE

### General Electives

General Electives is a set of subjects that allow co-curricular growth of students and complement the courses being undertaken within the different specialisations

### Your Career Pathway

The course prepares students for becoming multi-faceted professionals in various segments of fashion industry.



# **PROGRAMMES OFFERED**

Bachelors Programme  
B. DES | 4 YEARS

<b>FC</b>	<b>Fashion Communication</b>	<b>KD</b>	<b>Knitwear Design</b>
<b>AD</b>	<b>Accessory Design</b>	<b>LD</b>	<b>Leather Design</b>
<b>FD</b>	<b>Fashion Design</b>	<b>TD</b>	<b>Textiles Design</b>

Bachelors of Fashion Technology  
B. F. TECH | 4 YEARS

<b>B.F.TECH</b>	<b>Bachelors of Fashion Technology</b>
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Master Programme  
2 YEARS

<b>M.DES</b>	<b>Masters of Design</b>
<b>M.F.M</b>	<b>Masters of Fashion Management</b>
<b>M.F.TECH</b>	<b>Masters of Fashion Technology</b>

# FP

## FOUNDATION PROGRAMME

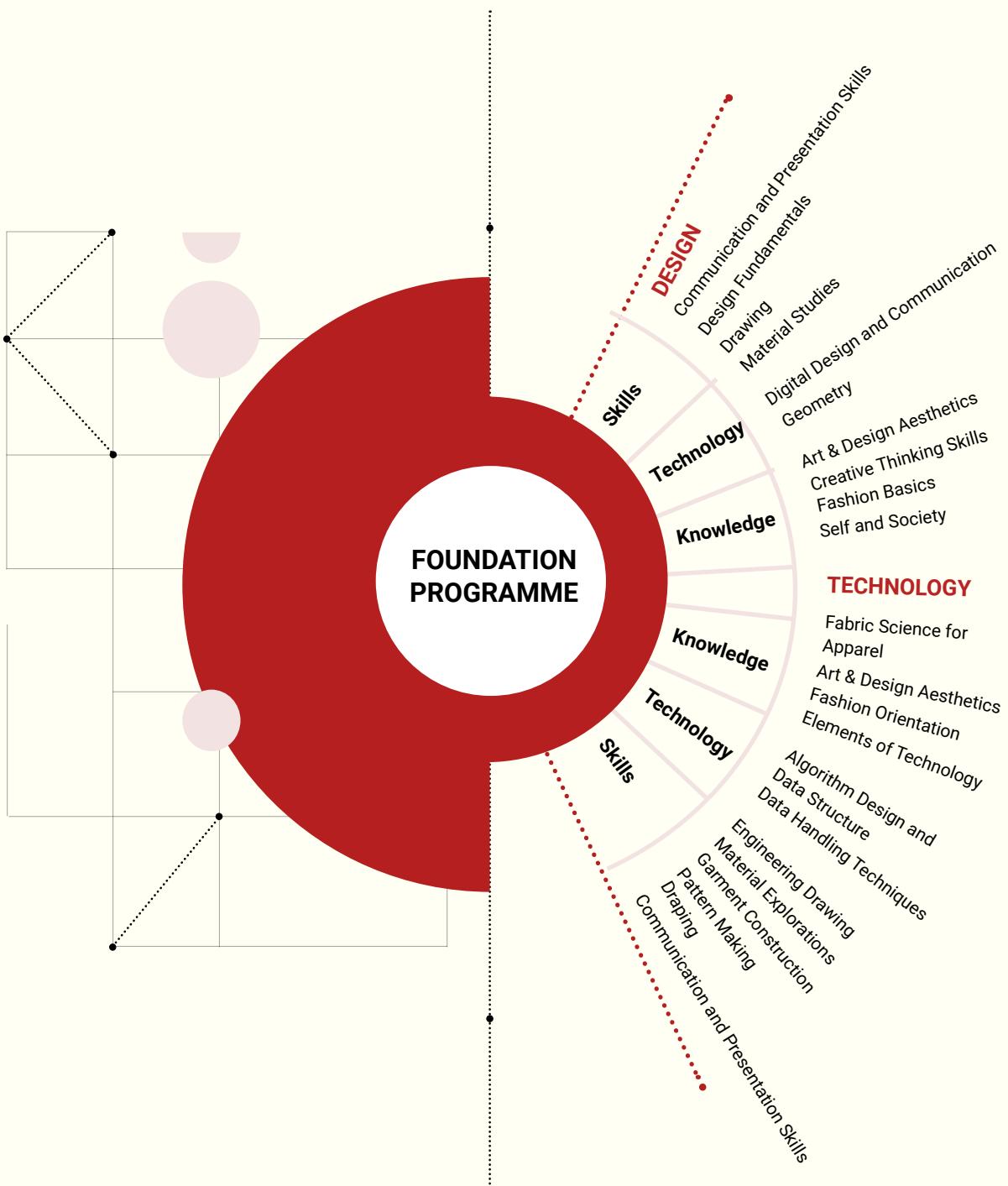
The Design & Technology education at NIFT, commences with a two semester Foundation Programme. The programme is designed to foster creativity, sensitivity and skills to form a strong foundation. The students are sensitized towards Design & Technology fundamentals, to enrich conceptual creative thinking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

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

The main objectives of the programme are:

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

The Design and Technology core encompasses a strong integrated skill and knowledge base essential to the fashion industry. An overview of apparel industry provides inputs on the socio-economic, traditional and cultural aspects of the industry, which would lead to ideation, conceptualization and communication. Exploration with various material and study of general and material science enhances basic understanding and appreciation of manufacturing processes leading to product realization. The intricacies of design, through various courses for learning essential skills for development, process and realization are included as part of the Foundation study. To sensitize Foundation programme students to our socio- cultural ethos, self and society has been included in the Foundation programme. Students will observe the relationship between the people and their environment to understand their co-existence and co-creation. The Design aesthetics courses will address the essential socio-culture perceptions and contexts. Envisioning and inculcating ethical and aesthetic values lead to the understanding and expression of physical, psychological, professional and ergonomic concerns. The students will be given an opportunity to develop their skills in the preferred areas.



# **B.Des**

## **FASHION COMMUNICATION**

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

### **Majors**

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

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

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

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

#### **DS 2: Fashion Media**

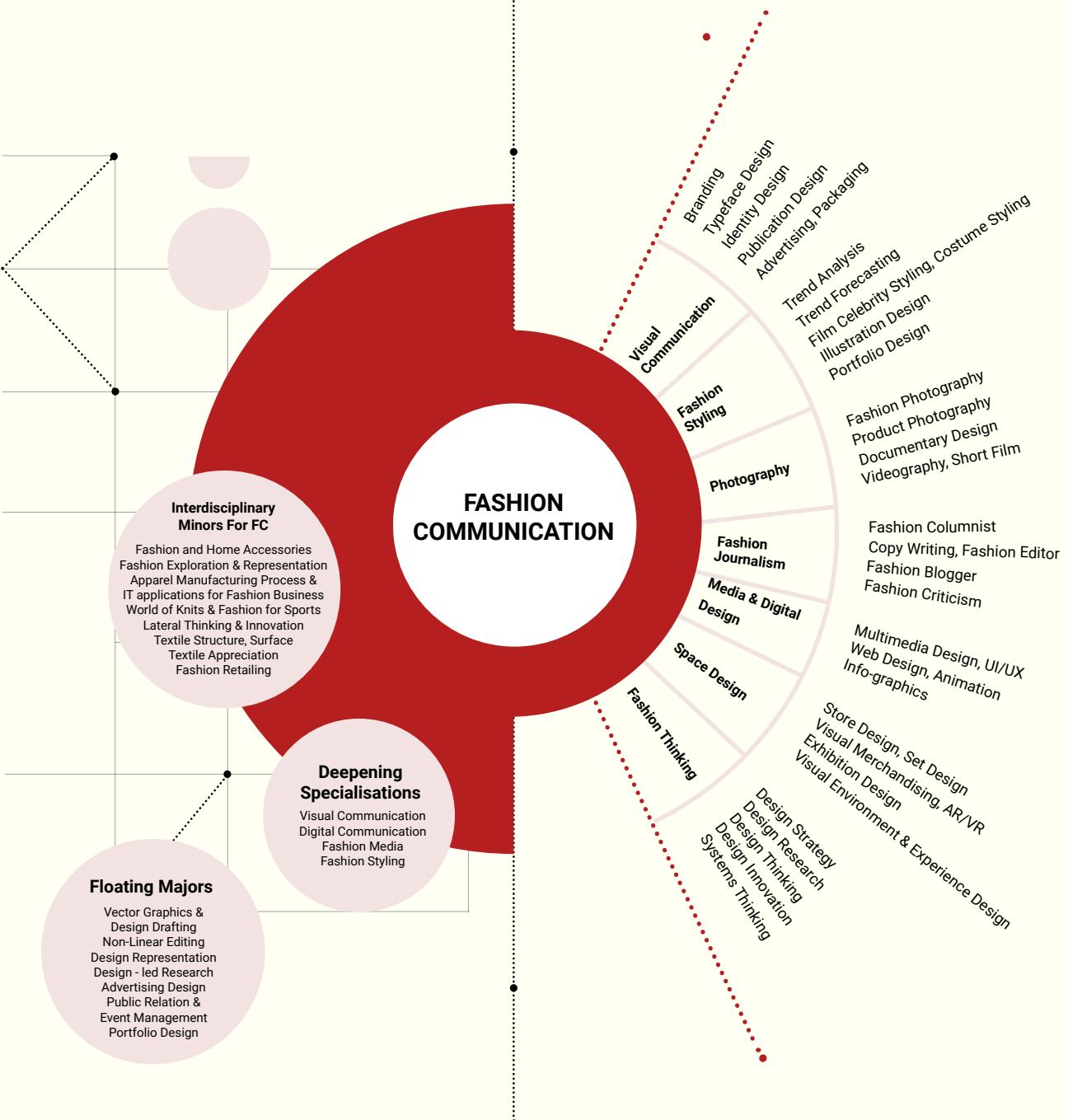
#### **DS 3 : Digital Communication**

#### **DS 4 : Fashion Styling**

### **Career Pathways**

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

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



## **B.Des** **FASHION DESIGN**

Fashion Design has been the flagship programme of NIFT and has played an influential role in shaping the Indian fashion ethos through generations of successful entrepreneurs and designers who lead the industry through their creative and business acumen. Over the last 35 years, it continues to create a resource pool of multi-faceted graduates who address the challenges of the dynamic industry by leveraging the transformative capacity of design in fashion and allied areas, creatively and responsibly.

### **Majors**

The Fashion Design Major subjects follow pathways for sequential and seamless learning to equip students with integral knowledge and technical skills with focus on current industry realities as well as emerging sectors. Fundamental disciplines and modern intersections introduce the basics and progressively expand the boundaries of fashion design. Creative ideation finds practical expression through core subjects that include Design and Illustration, Apparel Development with Pattern Making, Draping and Garment Construction as core components, History and Contemporary Fashion, and Value Addition for different industry segments. Historical references, contemporary socio-cultural issues

and envisaged fashion futures guide design expressions. A combination of manual, technological and digital inputs enable development of skill competencies that are necessary to actualise designs in different categories for specific market segments. Specialised design software programmes support concept ideation and presentation techniques. The department has Pattern Making, Draping and Garment Construction labs, art room and multi-purpose studio that facilitate purposive learning outcomes. In the final semester, the Fashion Design students have a choice of undertaking either industry-based Graduation

Project sponsored by export houses, retail brands, designers, NGOs, or a Design Collection based on a self-articulated brief. In addition, there is an opportunity to undertake a craft-based Design Collection sponsored by the Ministry of Textiles. The Graduating Collections are showcased in an annual exhibition.

### **Deepening Specialisation (DS)**

**DS 1: Luxury and Couture**

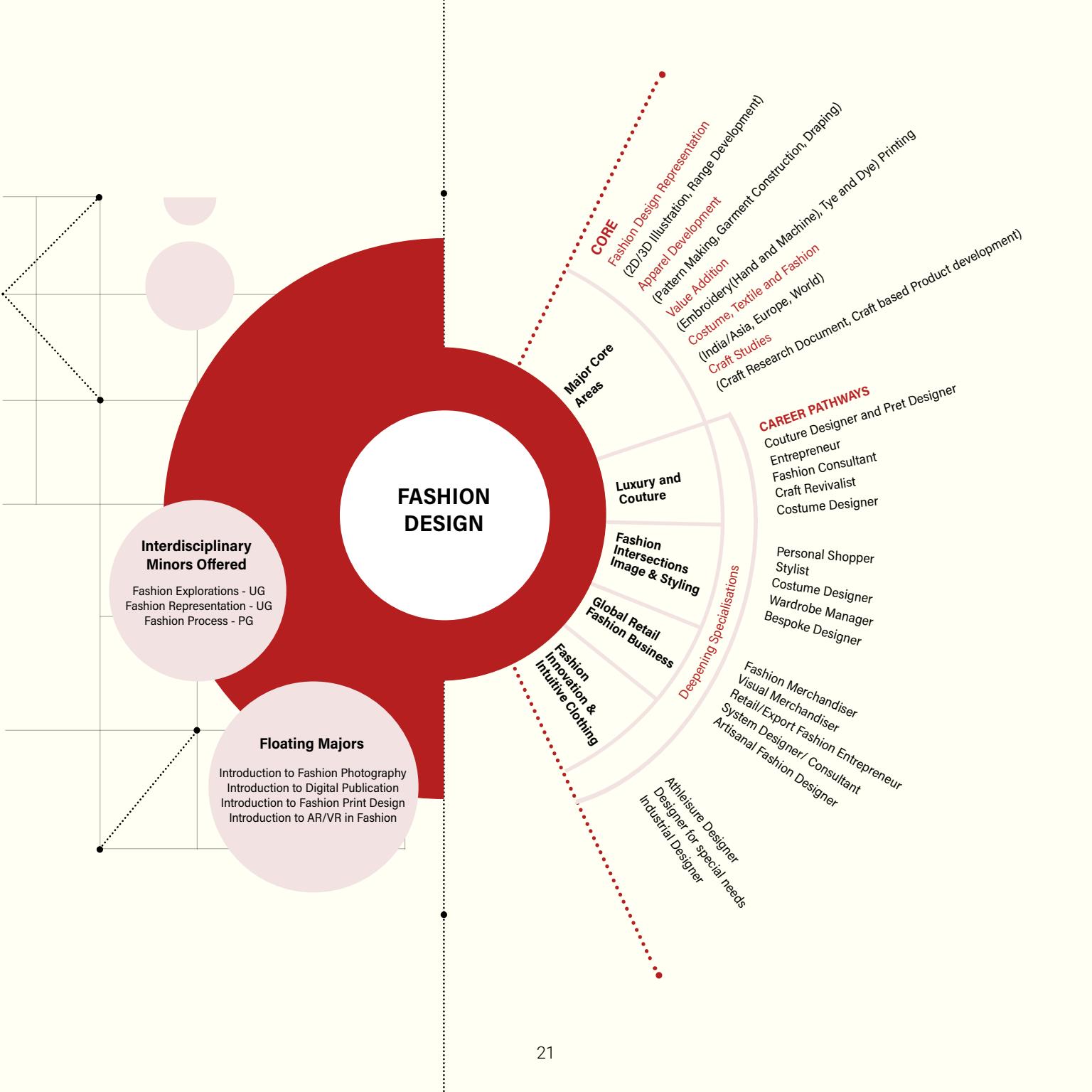
**DS 2: Fashion Intersections, Image and Styling**

**DS3 : Global Retail Fashion Business**

**DS4 : Fashion Innovation and Intuitive Clothing**

### **|Career Pathways**

Graduates find employment opportunities with fashion designers, in-house design teams of textile mills, export houses, buying agencies, retail sector, design studios in the couture, bespoke and ready to wear segments for women, men and children. Some of the notable employers are fashion designers Sabyasachi Mukherjee, Rajesh Pratap Singh, Ritu Beri, Gaurav Gupta, Amit Agarwal, Suket Dhir, Manish Arora, Rahul Mishra, Anita Dongre, Manish Malhotra, Abu Jani Sandeep Khosla, Tarun Tahiliani, Rohit Bal and others; export and buying houses such as Shahi Exports, Orient Craft, Span India, Modelama, Li & Fung, Triburg, and Impulse; retail sector employers include Reliance Retail, Raymond, Aditya Birla Fashion and Retail Ltd, Taneira, Landmark, TCNS, Pantaloons, Good Earth, Blackberry. There are opportunities with textile mills with in-house design labels such as Arvind Ltd. and Raymond Ltd., and NGOs working in the crafts sector. E-commerce platforms like Amazon, Myntra, Ajio, Tata CLiQ and First Cry; trend forecasting companies such as WGSN and Patternbank, digital and virtual fashion design consultancies offer creatively challenging career options.



# **B.Des**

## **ACCESSORY DESIGN**

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

### **Majors**

Accessory Design Majors provides extensive design knowledge in a socially relevant fashion scenario. Knowledge is enhanced with conceptual understand of design as a process, material as a medium and ability to synthesize outcomes enabling them to address the contemporary needs. The program offers the millennial students to perfect the design process through a balance of latest chic trends and a passion for hand crafted artisanal products and process. Students are creatively engaged in developing visualization skills with greater degree of digital fluency. They stand empowered with material manipulation skills with an indigenous edge of traditional techniques.

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

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

Accessory design students are empowered with a choice of deeper learning with of specific skills in form of deepening specialization that constitutes of Jewellery Design, Fashion products & Work Gear. Student can make

conscious choice of any one deepening specialization. This process is well supported by the department faculty mentor attached to every student throughout his learning in campus.

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

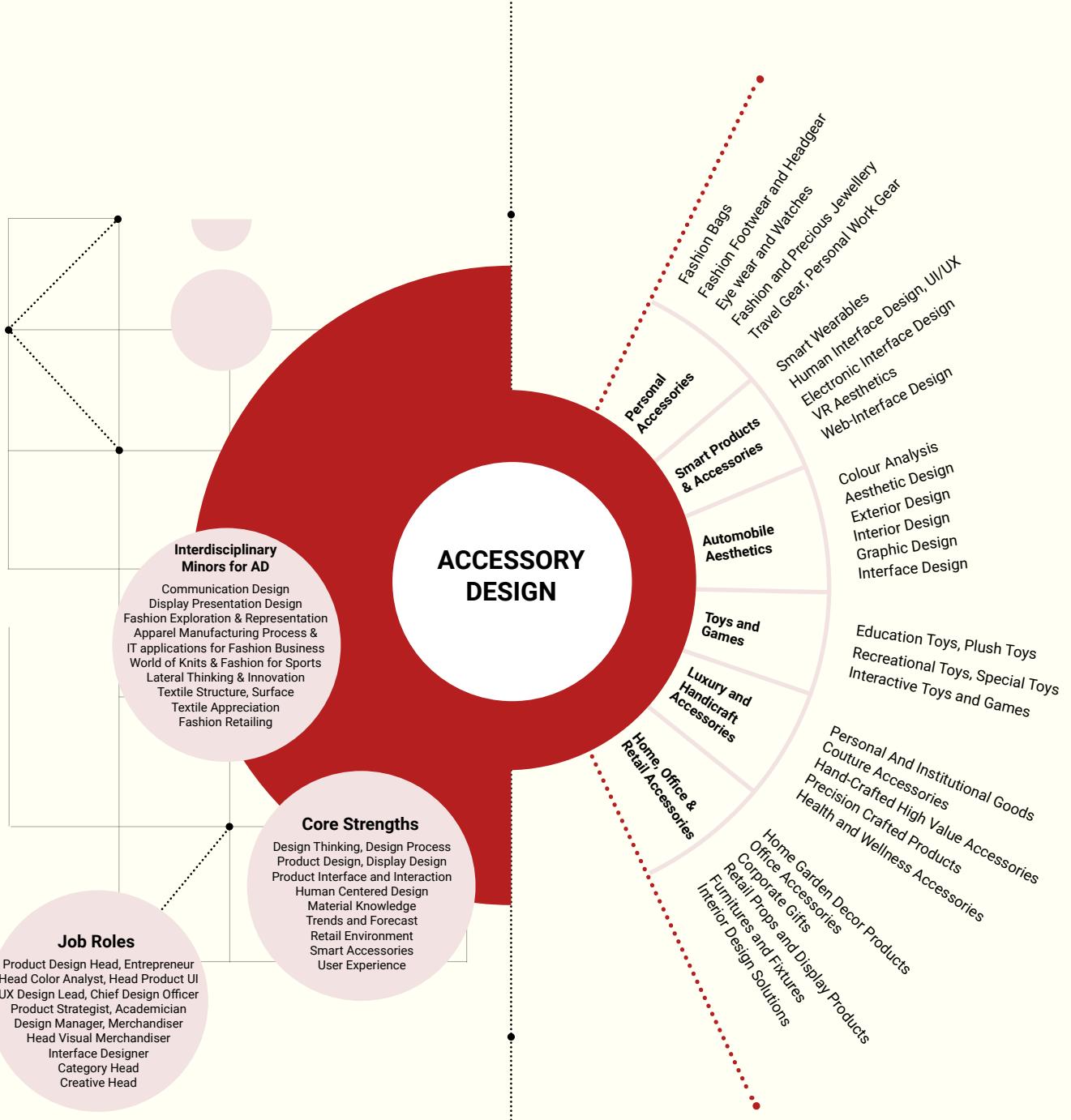
#### **DS 2: Functional Fashion Accessories**

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

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

### **Career Pathways**

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



# **BACHELOR OF FASHION TECHNOLOGY**

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

## **Majors**

Apparel Production Technology major will prepare Techno-managers with expertise in the core areas of mass manufacturing of apparel viz. Apparel Technology, Production Planning, Industrial Engineering, Sustainable Production, etc. The Apparel Production Management pathway is aimed towards imparting knowledge on the various managerial aspects and application of Information technology in apparel manufacturing business. Apparel Product Development, starts with Engineering drawing and conversion of 3D object into 2D shape through draping techniques and goes up to development

of complex product. This pathway emphasises on developing the hands on skill of the students in the area of Pattern making and Garment construction employing the best industrial practices

## **Deepening Specialisations (DS)**

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

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

## **Career Pathways**

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

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



## **B.Des** **KNITWEAR DESIGN**

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

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

### **Majors**

In the new curriculum students will learn four major subjects, one subject from deepening specialisation area, one subject from interdisciplinary minor area, one general elective subject and one optional elective subject in every semester. The major subjects offered by Knitwear programme across semesters cover the broad areas of Knitting, Flat Pattern & Construction, Fabric Technology, Illustration and Presentation Techniques. Study and practice of crafts are also given due importance in all the semesters.

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

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

**DS 1: Intimate Apparel**

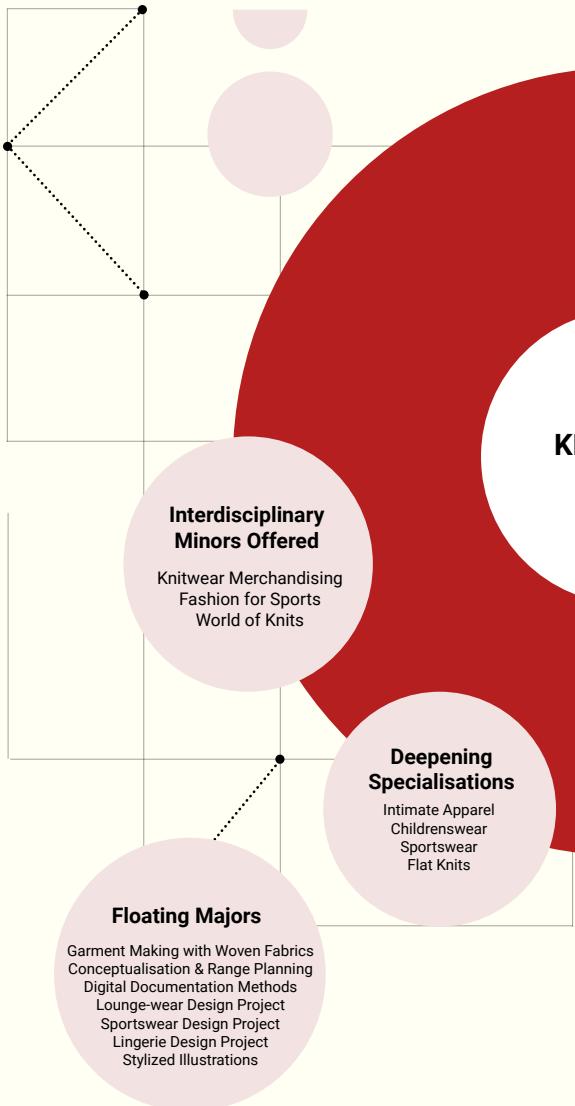
**DS 2: Sportswear**

**DS 3 Childrens wear**

**DS 4 : Flat knits**

### **Career Pathways**

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



# **B.Des**

## **LEATHER DESIGN**

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

### **Majors**

The majors across the 8 semesters provide the requisite material & product knowledge, creative, technical and hand skills and capabilities for explorative and real time applications of learning through the main core domains/ major areas running across the semesters viz. Material Studies- Leather & Non Leather, Design & Fashion Studies, Apparel Production & Ergonomics, Luxury Product Design & Marketing, Apparel Design Studio, Drawing & Digital Design and Craft Cluster Initiatives (Integration). Supported and strengthened by the deepening specialisation, the majors ensure the student's portfolio building with multi-categories of leather products and accessories which complete the apparel range. The Majors are also strengthened by the floating majors to ensure the requisite knowledge, skills and capabilities that are imparted at different levels with each graduating semester to create the necessary prepared design professionals for the industry. The whole learning of majors culminates into the Graduation Project in the final semester in the form of design collection projects either self or industry sponsored or graduation research projects sponsored by either self or industry or craft cluster or in the form of graduation

research projects as per the career pathways opted by the students.

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

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

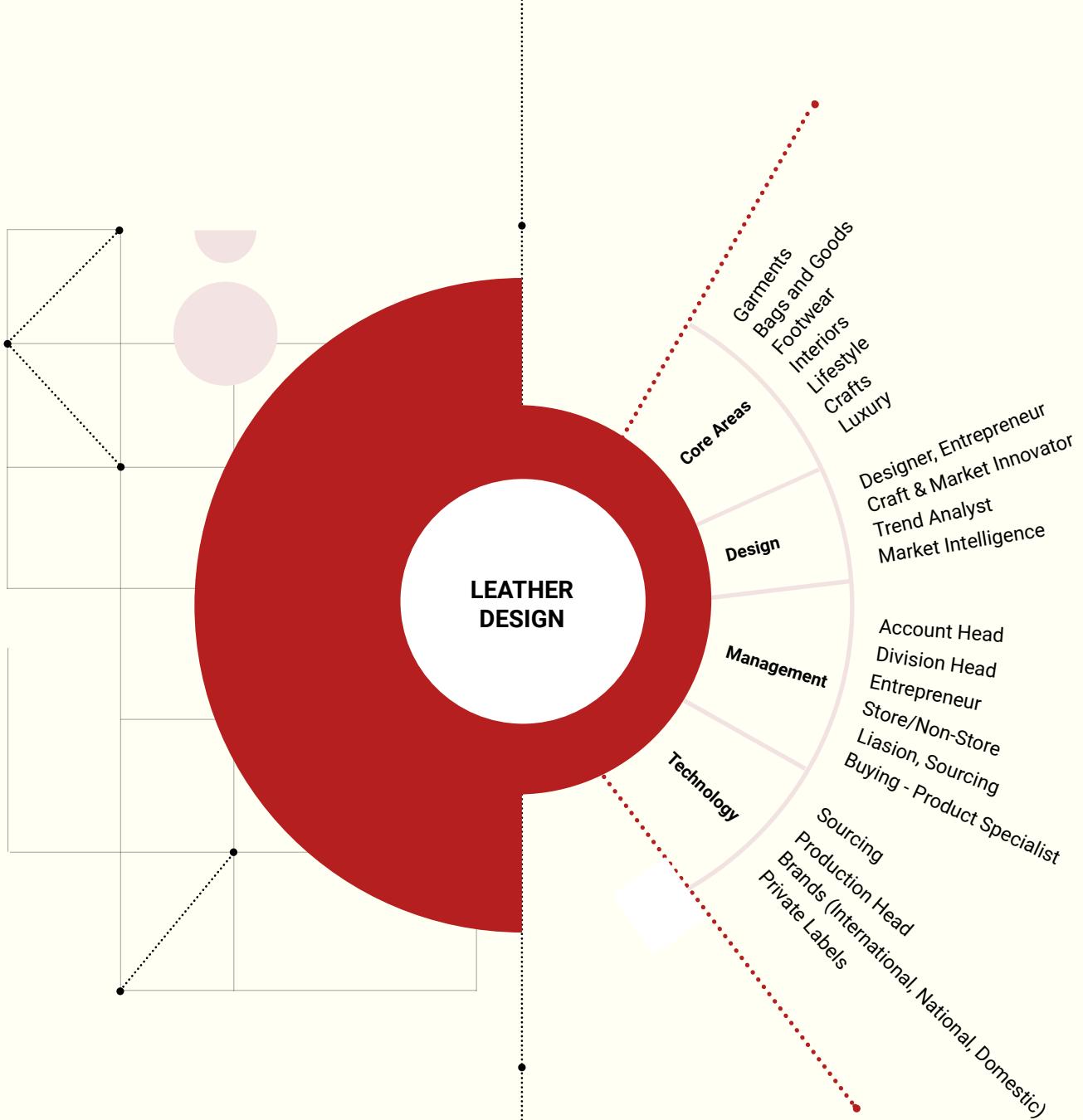
**DS1: Sustainable Strategies for Products & Footwear**

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

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

### **Career Pathways**

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



# **B.Des**

## **TEXTILE DESIGN**

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

### **Majors**

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

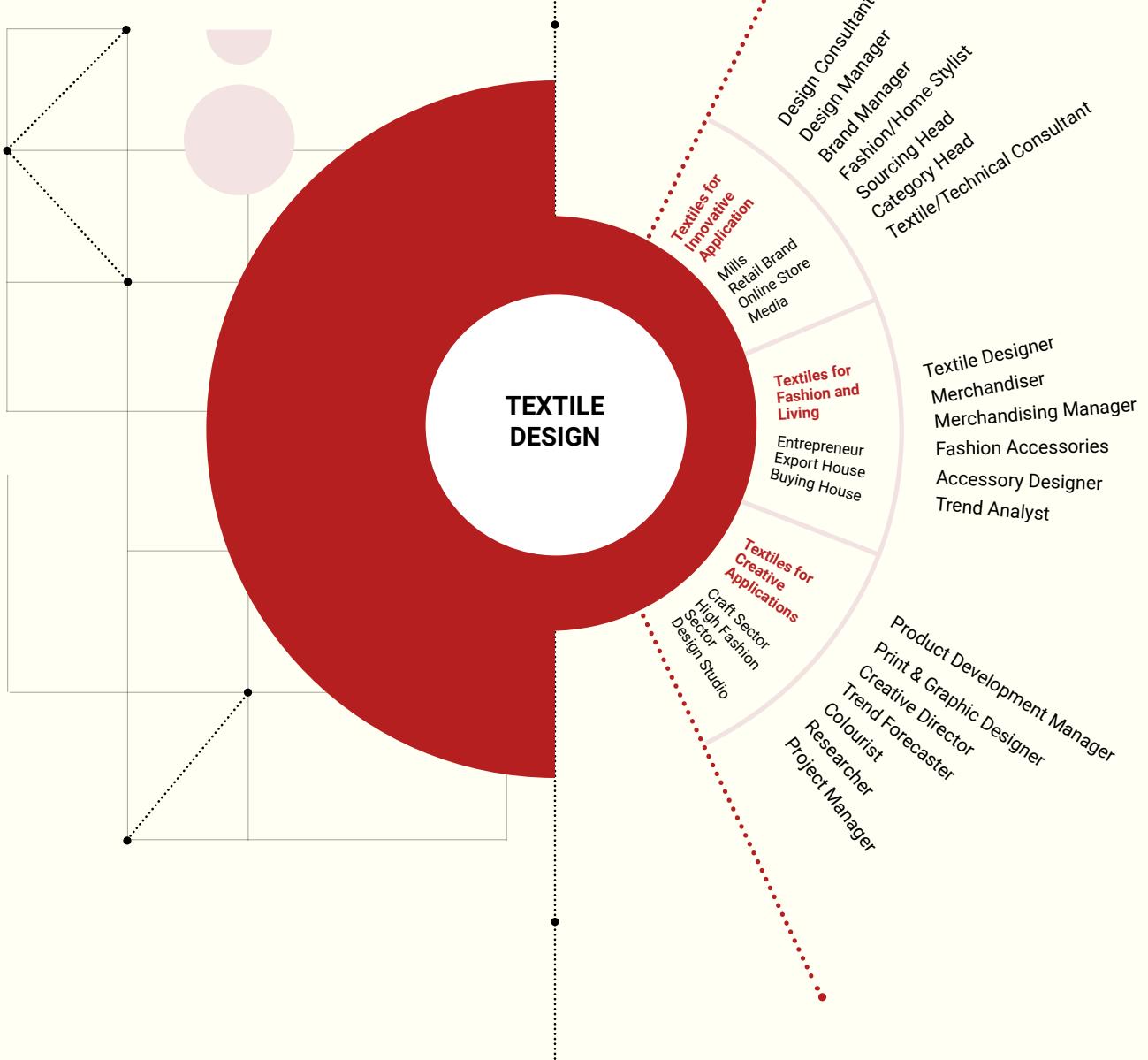
### **Deepening Specialisations (DS)**

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

- DS 1: Textiles for Fashion & Living**
- DS 2: Textiles for Innovative Application**
- DS 3: Textiles for Creative Application**

### **Career Pathways**

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



# MASTER OF FASHION TECHNOLOGY

The two year Masters course in Fashion Technology is a unique programme of study in the field of apparel manufacturing and allied supply chain in India. The course aims to develop future ready techno-managers / operation managers par excellence by adopting an analytical approach through research in innovative and disruptive technologies all the while focusing on life skills for developing socially and environmentally responsible professionals. The course is aimed at graduate engineers and technologists who are looking to diversify in the field of fashion technology by providing them domain knowledge of textile and apparel. Students may choose a specialized realm of study such as Operational Excellence, Smart Factory and Smart Garments wherein they will learn the technical aspects of the same. MFT classroom teaching is reinforced with regular field visits to industries present in the apparel supply chain. Students also get opportunities to experience and relate their classroom learning while undertaking internship with relevant industry. Additionally inputs of entrepreneurship and developing of business plans are provided to encourage willing students to explore the glorious path of being an entrepreneur. The program requires the student to undertake a thesis in the field of their choice to research and derive solutions by way of collaborating with domestic and international companies utilizing classroom learning. Students of each specialisations will study 10 core subjects, 08 subjects of deepening specialisation (DS), 03 subjects of Interdisciplinary Minor (IDM) and 06 (six) General Electives (GE) subjects over three semesters. In final semester the students will carry out their dissertation projects in their choice of areas. The students will also have options of studying maximum three floating subjects (from a bouquet of six subjects)

over three semesters. The students will undergo craft cluster study for one week at the end of first semester (during winter break) and apparel internship for 8 weeks at the end of 2nd semester (during summer break).

## **Major**

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

## **Deepening Specialisations (DS)**

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

**DS 1: Smart Factory**

**DS 2: Smart Garments**

**DS 3: Operational Excellence**

**DS 4 : Technical Textiles**

## **Career Pathways**

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



# MASTER OF DESIGN

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

## Majors

Major subjects culminate in to areas which create the Interdisciplinary Foundation of MDES. The course unifies its core on four systems namely Trends Research & Forecasting, Design for Sustainability, Design Thinking & Innovation and Design Research. Synergetic in themselves they create the foundation on which MDES course is designed to create a 360 degree learning curve. Grounded in ethical practices of research, students can tailor their strengths through a cross-pollination of subjects and create a niche professional space. The course of MDES creates a formal setting for 'Industry connect' to initiate a synergy between students Industry

and Academia, through which an initiation is carried out to achieve industry project briefs, culminating into the Industry guided project. This gives each student a practical experience to take this further towards final semester in to the Dissertation project of a larger scope.

## Deepening Specialisations (DS)

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

### DS 1: Design for Society

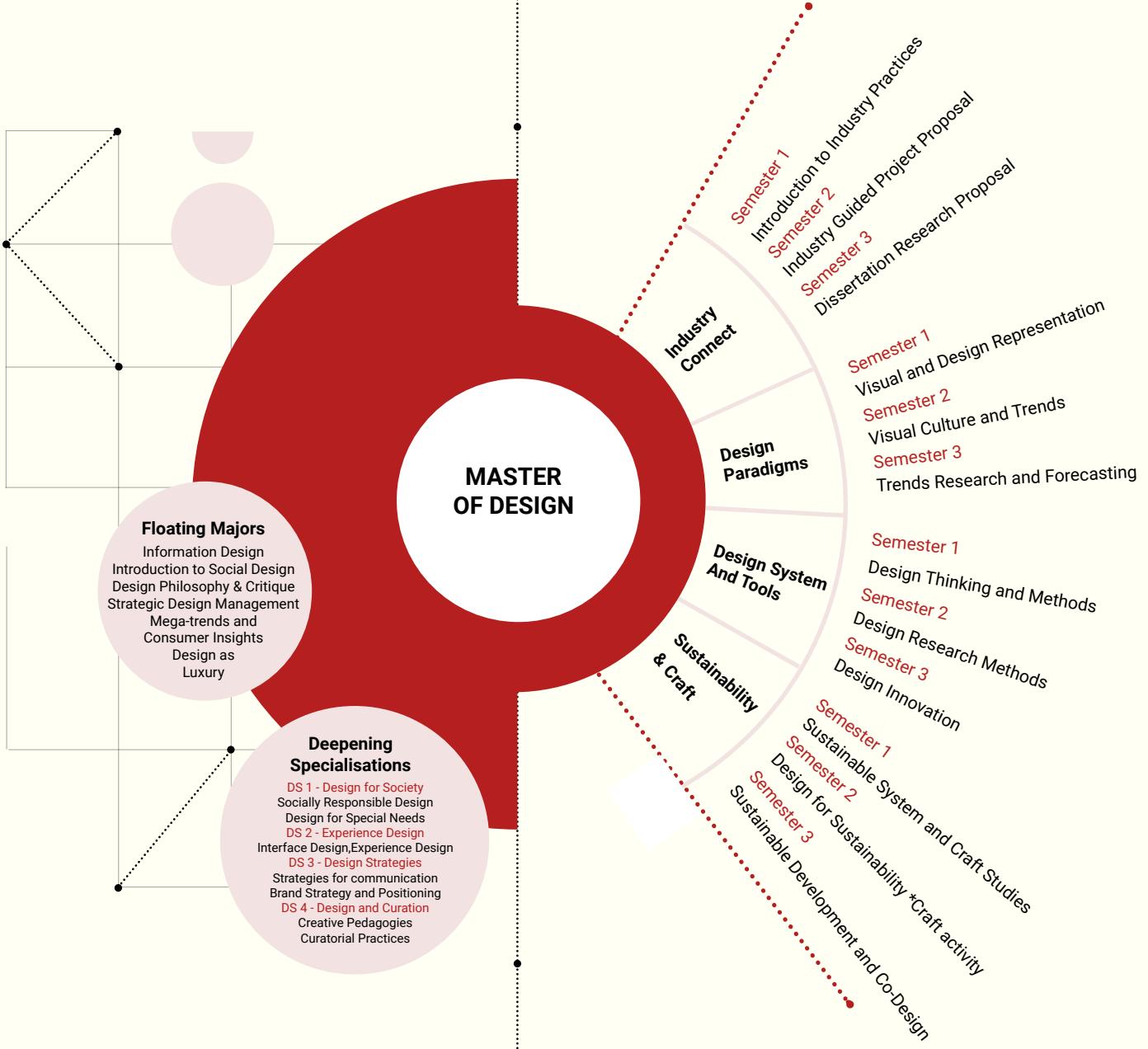
### DS 2: Experience Design

### DS 3: Design Strategy

### DS 4: Theoretical Studies in Design

## Career Pathways

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



#### \*Industry Guided Project/Internship

# MASTER OF FASHION MANAGEMENT

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

## Majors

Major subjects refer to the core domain of the department. The purpose of the first semester major subjects is to prepare a firm background and foundation, on which further specializations can be built, in the area of Marketing, Merchandising, Understanding of Fabrics, and Research and Statistical as well as Information Technology application in it. The understanding of these basic disciplines is further enlarged and substantiated in the subsequent semester with subjects like Supply chain management, Omni Channel Retailing, Consumer Behaviour and Neuro Marketing, Luxury Brand Management, Fashion Brand Management, Strategic and Innovation management, Big data and analytics etc. The progression of the subject is such that continuity of knowledge is maintained. Self-study by the students is encouraged as part of curriculum.

## Deepening Specializations (DS)

Deepening specialization subjects are meant to allow the students to specialize in a specific area leading to a

particular pathway. The areas for deepening specialization are Marketing and Retailing, Entrepreneurship and International Business. The student can choose any one area for in-depth study throughout the course.

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

### **DS 2: Entrepreneurship**

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

## Career Pathways

The Marketing & Retailing specialization covers the subjects like customer experience management and retail operations, Omni channel planning and buying, E commerce, fashion promotion mix and social media marketing, branded entertainment. This would lead to careers as Retail buyer, retail planner, store manager, visual merchandiser, retail trainer, mall manager, retail consultant, brand executive, social media analyst, social media marketer, content marketing, event manager, E-commerce merchandiser, marketing and sales professional, luxury store manager. International business specialization covers the subjects like global fashion business, export merchandising and EXIM documentation, global marketing and costing and profitability. This would lead to careers as export merchandiser, buying house merchandiser, sourcing manager, logistics manager, global business development manager, sampling merchandisers, compliance officer, and vendor management executive. Entrepreneurship specialization covers the subjects like Entrepreneurship business models and success stories, business idea generation and feasibility testing with live projects, family business management, business plan, laws and integrated project. This would lead to careers as entrepreneur, social entrepreneur, NGOs, academician, cluster manager/marketer, Consultant for rural marketers.



## MASTERS OF FASHION MANAGEMENT





Personality Development



Communication



Professional Ethics and Values



World, History of Art, Architecture & Culture



Critical Thinking



Indian History of Art, Architecture & Culture



Landscaping & Gardening



Nature/ Historical Walk



Sociology



Economics



Language



Psychology



Leadership



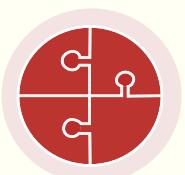
Sustainability Studies

**UG**

General Electives



Personality Development



Making Sense of Food



Research Methodology



Sports/ Fitness



Photography



Yoga/Meditation Techniques



Semiotics



Creative Writing/ Story Telling



Theatre/Dance/ Choreography/Music



Poetry



Media Studies



Fashion Modelling/ Beauty & Make Up



Film Appreciation



Cultural Anthropology

Mandatory ●  
Optional ●



Professional Values & Ethics



Critical Thinking



Communication



Research Methodology



Economics



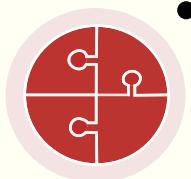
Landscaping & Gardening



Indian History of Art, Architecture and Culture



Philosophy



Making Sense of Food



Photography



Language



Yoga/ Meditation Techniques

**PG**

General Electives



Gender Studies



Youth Culture & Identity



Sports/  
Fitness



Research  
Methodology



Resource  
Management



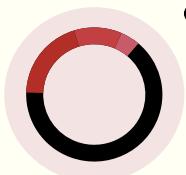
Personality  
Development



Media Studies



Theatre/ Dance



Operations and  
Research



Poetry



Sustainability  
Studies

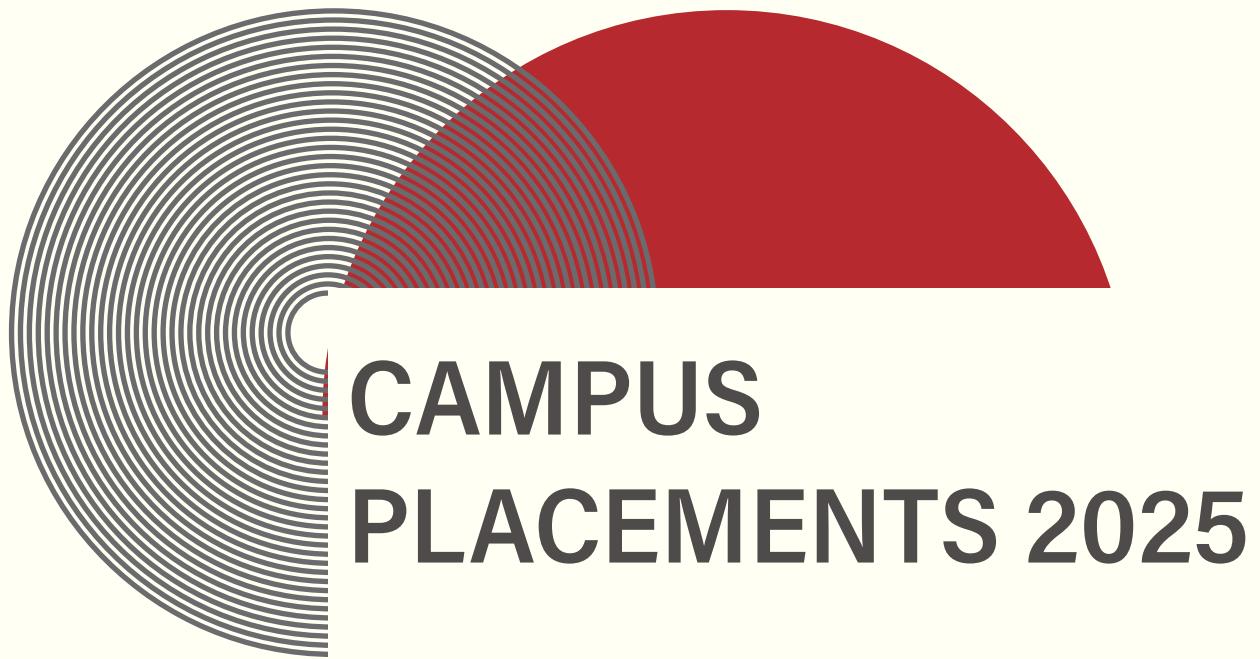


Semiotics



Film  
Appreciation

Mandatory ●  
Optional ●



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

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

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

## **1. On Campus Placements**

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

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

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

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

Upon completion of Campus Placements, the institute continues to facilitate job opportunities to its Graduates through Off campus drive where companies that could not participate in campus placements raise requirements through the Industry & Alumni Affairs (I&AA) unit. Placements and job opportunities in NIFT are on an upward trajectory – with greater overseas opportunities, greater number of pre placement offers, higher pay packages etc. NIFT has embarked on a new restructured curriculum, which has incorporated new and emerging areas including disruptive technologies and taken initiatives for higher industry engagement.



# PLACEMENTS 2025 SCHEDULE

## Phase 1 (On Campus)

<b>NIFT Campus</b>	<b>UG</b>	<b>PG</b>
NIFT New Delhi	30 April - 2,3 May 2025	28-29 April 2025
NIFT Bengaluru	6-7 May 2025	5 May 2025
NIFT Mumbai	9-10 May 2025	8 May 2025

## Phase 2 (Online)

13 - 16 May 2025



# PLACEMENT PROCESS

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

## **CAMPUS PLACEMENTS**

Companies can register for campus placements, the schedule of which is given for 2025. Upon being given a confirmed time and date, they may choose Online or On-Campus placement for further going through the placement procedure.

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

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

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

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

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

### First Categorization

- Product Group (refer page 84)

### Second Categorization

- Type of Firms (refer page 84)

### Third Categorization

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

## **Product Group**

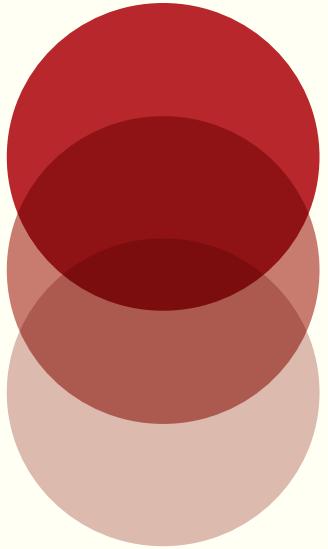
- **Garment & other sewn products**
- **Textiles**
- **Accessories**
- **Lifestyle Products Services**

## **Types of Firms**

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

## Type of Skill set/functions

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



# COMPANY REGISTRATION PROCESS

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

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

- Company/organization will be required to register for NIFT Campus Placements 2025 by visiting [www.nift.ac.in/placements](http://www.nift.ac.in/placements) or [www.cmsnift.com/placements](http://www.cmsnift.com/placements).
- The company will need to register for the first time with details of the company like name of the company, company logo, Website, Nature of Business and Annual Turnover including all contact information. Any company that has registered before in previous years will have a valid user ID and a password and need not register again.
- New Users will be provided credentials of user ID and a password which will be sent to the mail ID as provided by the company in the registration form.
- The company then has to login using the user ID and password to fill the Job Announcement Form (JAF) online on CMS or upload scanned copy of the filled JAF downloaded from CMS.
- The JAF has certain data which will be visible to all students who are interested in and eligible for appearing in campus placement.
- Certain data will not be made available to the students. The demarcation of data is clearly indicated in the JAF.
- Registered recruiters shall be allocated a date and time for online/offline placements.
- Registered companies shall be granted access to the student database for short listing before attending the campus.

# **NIFT CAMPUSES**

## **LEADERSHIP**

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

**Prof. Dr. Sudha Dhingra**  
Dean (Academics)

**BENGALURU**  
Dr. Yathindra Lakkanna (I/c)  
Campus Director

**DAMAN**  
Dr Sandeep Sachan  
Campus Director

**BHOPAL**  
Lt Col. Ashish Agarwal  
Campus Director

**GANDHINAGAR**  
Prof. Dr. Sameer Sood  
Campus Director

**BHUBNESHWAR**  
Mr. Rajesh Kumar Jha  
Campus Director

**HYEDERABAD**  
Prof. Dr. Malini Divakala (I/c)  
Campus Director

**CHENNAI**  
Prof.Dr. Divya Satyan  
Campus Director

**JODHPUR**  
Prof. Dr. G. Hari Shankar Prasad  
Campus Director

**KANGRA**

Dr. Rahul Chandra (I/c)  
Campus Director

**NEW DELHI**

Prof. Dr Anupam Jain (I/c)  
Campus Director

**SHILLONG**

Shri. Shankar Kumar Jha  
Campus Director

**KANNUR**

Col. Akhil Kumar Kulshrestha  
Campus Director

**PANCHKULA**

Prof. Dr. Amandeep Singh Grover  
Campus Director

**SRINAGAR**

Prof. (Dr.) Monika Gupta  
Campus Director

**KOLKATA**

Dr. Brijesh Deore  
Campus Director

**PATNA**

Col. Rahul Sharma  
Campus Director

**VARANASI**

Prof.(Dr.) Sanjay Srivastava  
Campus Director

**MUMBAI**

Prof. Dr. Sharmila Dua  
Campus Director

**RAEBARELI**

Shri Nandan Singh Bora  
Campus Director

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