



# ARMY INSTITUTE OF FASHION & DESIGN BANGALORE-77



## A Newsletter for Excellence in Fashion Education

### INSTITUTE UPDATES

#### A SNEAK PEEK INSIDE THIS ISSUE:

- INSTITUTE UPDATES
- CLUBS AND COMMITTEE
- WORKSHOP
- FASHION DOSE OF THE MONTH
- FACULTY FEATURES
- STUDENT REFLECTION

PRIVATE FASHION TECHNOLOGY COLLEGES ALL INDIA			
RANK 2021	COLLEGE	CITY	SCORE
1	Pearl Academy	Delhi	563
2	Pearl Academy	Jaipur	418
3	Army Institute of Fashion & Design	Bengaluru	379
4	Amity School of Fashion Technology	Noida	375
5	Symbiosis Institute of Design	Pune	370
6	Department of Design, Manipal School of Architecture and Planning	Manipal	348
7	Apeejay College of Fine Arts	Jalandhar	343
8	Pearl Academy	Mumbai	325
9	JD Institute of Fashion Technology	Bengaluru	319
10	IMS Design & Innovation Academy	Noida	248
11	Vogue Institute of Art & Design	Bengaluru	226
12	Axis Institute of Fashion Technology	Kanpur	205
13	Amity School of Fashion Technology	Lucknow	200
14	Rathinam College of Arts and Science	Coimbatore	193
15	Hindusthan College of Arts and Science	Coimbatore	190
16	The Oxford College of Science	Bengaluru	187
17	Dr. SNS Rajalakshmi College of Arts and Science	Coimbatore	155

THE WEEK • AUGUST 15, 2021

#### THE WEEK RANKING

Ranking of Top Private Fashion

Design Colleges in India are released by The Week Magazine and Army Institute of Fashion and Design is ranked 3rd in India.

Army Institute of Fashion and Design has been featured and ranked 12th in Fashion Technology Colleges in India as per The Week.

Shriya Somni pursuing 2nd Year M.Sc in Fashion Design from Army Institute of Fashion & Design participated in the "Upcycling competition" organized by Amity School of Fashion Technology, Greater Noida from 10th August-21 to 15th August-21. She has won second prize in the competition

## 2<sup>nd</sup>

Category - External Entry



SHRIYA SOMNI  
ARMY INSTITUTE OF FASHION & DESIGN  
M.SC (2ND YEAR)

#### The DURGA WORKSHOP

A workshop on "Gender Sensitivity and Prevention of Sexual Harassment" was conducted on 17th of September by "Durga India" at Army Institute of Fashion and Design.

Durga India is a non-profit organisation from Bangalore working against various issues like harassment pestering the female gender on a daily basis. Their goal is to make the society aware of this reality and start teaching them young.

The purpose of the workshop was to create awareness among students about the need of safe spaces everywhere, even if it means in the army. Mrs. Meenakshi and Miss. Pushpita conducted the workshop and made it very interesting by making students do various activities. For example enacting a scenario where we can act as an aware and responsible citizen for our safety and other's. We were also told about what are the five basic habits to be aware about one's safety and making our society safe for others. The workshop ended with taking an oath

## INTERNSHIP

As a part of curriculum, the second year (IV Semester ) students need to undergo minimum of one month internship and maximum of 45 days. The institute organises internship for these students to get practical exposure in Industry. Usually the students do internship in the area of Retail Front end, Retail Operations, Visual Merchandising, Merchandising & Design. This enable students to get acquaintance with the corporate culture and its etiquettes and will not be a shock for them when they enter the Industry after the graduation.

The students also need to submit the Internship report to the Institute under their mentor guidance and this will be part of their curriculum Internship report submitted to the University. Some of the students will utilize the semester break after IV semester for Internship or Craft Documentation. The students identifies the cluster and visit the cluster to analyze the crafts, interact with artisans, understand the position of the craft and try to design on their own which might be the value addition to work done by artisans. The report of the same also will be submitted to Institute and University.

Since the internship period is very short and students have less time to learn and to get a proper practical exposure, the Institute encourages them to do 2 or 3 internships during their semester breaks during 2nd Sem / 3rd Sem / 4th Sem. This fulfils the students requirement with respect to the exposure. The present second year who are in IV sem are doing internship in the following companies:

SLNo.	Name of the Company	No. Of Students	Area of Internship
1	Best Seller	10	Visual Merchandising
2	Life Style Home Centre	18	Visual Merchandising
3	Good Will Industries	05	Merchandising
4	Tommy Hilfiger	05	Retail Operations
5	House of Mandoth	02	Design
6	Sandur Handloom Cluster	03	Craft Documentation
7	Donnear Industries	03	Merchandising
8	Decathlon	02	Merchandising
9	Gaurav International	03	Merchandising
10	New Balance Inc	01	Merchandising



## TEACHER'S DAY

Teachers' day is celebrated every year throughout the country on 5th September. Students express their gratitude and appreciation for their teachers on this day.



This day is dedicated to Dr. Sarvepalli Radhakrishnan – second President of India. The great academic philosopher, and one of the most well known diplomats, scholar, president of India and above all a teacher. As a tribute to this great teacher, his birthday has been observed as teachers' day. A celebration was conducted at AIFD on 6th September which was hosted by Vishaka.

The program started with a speech on Dr. Sarvepalli Radhakrishnan which was given by Megha and was continued with a Poetry by Rajni Kumari. Subhmay Pasari sang a song acknowledging the Teachers for the efforts they put in molding the Students and Varsha Joshi performed a mesmerizing dance for the Teachers.



This program was a successful one because of the Cultural heads of AIFD. Students expressed their gratitude and appreciation towards the educators.



## JANMASHTAMI

The birth of Lord Krishna, believed to be the eighth avatar of Lord Vishnu, is celebrated every year with much fervour called Janmashtami or Gokulashatami.

This year, Janmashtami was on August 30, 2021. Krishna puja is usually conducted at midnight and hence even the Institute celebrated it at midnight. This is one of the most joyous celebrations in AIFD.



The Institute was decorated. The programme started at 9 pm where Students performed cultural activities which entertained everyone. The celebration was ended with immense amount of glory and adoration and Since Sri Krishna was fond of eating Makhan, The Aifdians played the same. They tied an earthen pot (matki). The matki was tied really high from the ground and and the students built a human pyramid to break the matki. Later the students were served food at night and the celebration came to an end. Janmashtami is considered as one of the most pompous and joyous festivals.



## CLUBS AND COMMITTEE

### SOCIAL MEDIA COMMITTEE (SMC)

As social media allows to reach, nurture, and engage with target audience. AIFD has launched SMC in year 2020. Committee has student members from all years which is working under a guidance of Social Media Director Mrs. Khusbu Gupta, SMC captures the essence of activities, student product, achievements and many more.

SMC encourages the students to work hard in their field of interest and promote it. SMC has a good reach in Instagram app. As IGTV and Reel of activities are uploaded with good amount of views reaching 7k audiences, which encouraging students to do more.

AIFD is proud to say that the SMC has done some best projects like making institute promotion video, Christmas video, a Tribute to Apj Abdul Kalam, Republic day, webinar conducted in institute for student's personal growth and many more. Committee thrives to take this opportunity to the next level, where institute could be recognized in every aspect of fashion.

### THE TEAM

Ms. ANUSHKA MITRA -Student Social Media Head, user id @urownstylist

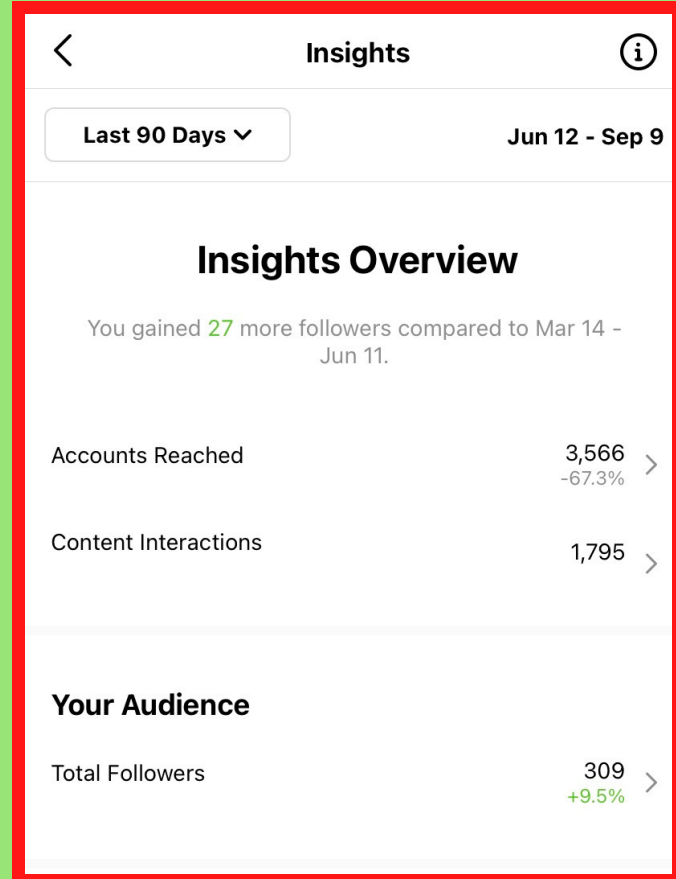
Ms. RITIKA TALUKDAR-Content Creator, user id @itsibitsiritsi

Mr. SHRIDHAR MALAGANVI- Videographer, user id @shri\_royal

Ms. Prachi Sharma-Photo Editor, user id @ihcarp\_\_2.0

Ms. Dangi Ritika Sharam - Photography, user id @dangi\_rits

Ms. Lisa Halder- Video Editor, user id @dusty\_bunnn



## WORKSHOP

### A WORKSHOP WAS ORGANIZED AT AIFD BY MEENAKSHI GIRIDHAR AND PUSHPITA ROY- THE FACILITATORS OF DURGA INDIA

Gender sensitivity and prevention of sexual harassment  
Vision: Safety for all against sexual harassment

Mission: Orchestrating the role of all four players: men, women, communities and spaces in women's safety

Durga steps in to bridge this void. We believe that womanhood is to be loved, not feared. At Durga, we speak about everyday struggles that are silenced or dismissed and spell out what is silently conveyed.

Durga replaces silence with a voice. Unlike in the West, Indian girls are neither educated with deterrence skills nor exposed to the concept of sexual harassment in the form of free discussions. A girl's issue is hardly ever received with respect. At best, she is made to dismiss it saying 'boys will be boys At worst, the blame shifts on the victim herself. 'Why did you smile and talk to him, surely it's your fault!'

Durga listens to her instead. A woman isn't helpless. She is just helped less. Durga is here to change that because dignity is fundamental to life. Every woman should be able to draw her boundaries and trust her space.

The Durga family reaches out to women and makes her struggles its own.



When was it ever  
a competition?

IDEALLY, YES  
UNFORTUNATELY, NO

A WORKSHOP ON GENDER EQUITY-  
BY 'TEAM DURGA'



MEENAKSHI



PUSHPITHA

10.00 AM - AIFD CAMPUS - IN ASSOCIATION WITH IQAC CELL

Gender encompasses socially constructed and culturally based roles of men and women with a view to understand how unequal power relations between them are shaped and operated. Gender and its accompanying power relations are built in all institutions of society be it family, educational institutions, work places, beliefs, norms, etc. Gender relations do not operate in a social vacuum but are the products of the ways in which institutions are organized and reconstituted. Gender sensitization is all about changing behavior and instilling empathy into the views that we hold about our own and other sex.



It helps people in examining their personal attitudes and beliefs and questioning the 'realities' they thought they know. Gender sensitization acquaints men and women with each other's existence and to gain fruitful results in an organization as well as at home.

Sexual harassment at a workplace is considered violation of women's right to equality, life and liberty. It creates an insecure and hostile work environment, which discourage women's participation in work, thereby adversely affecting their social and economic empowerment and the goal of inclusive growth<sup>1</sup>. With this idea the legislature formulated the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013

After 16 years of Vishaka, The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013 ("the Act") was enacted with the objective to provide protection against sexual harassment of women at workplace<sup>3</sup> and for the prevention and redressal of complaints of sexual harassment and for matter connected therewith or incidental thereto.



Even though the Act is in force since 2013, the awareness regarding consequences of sexual harassment and its redressal against the same is limited. The effective implementation of POSH Act not only requires creating an environment where women can speak up about their grievances without fear and get justice but sensitization of men towards treatment of women at workplace is equally necessary.

The Prevention of Sexual Harassment (PoSH) at Workplace Act of India mandates every organisation to define their sexual harassment policies, prevention systems, procedures and service rules for its employees. Recent reports claim a rise in the number of cases registered for sexual harassments at the workplaces. Also, the number of women in the corporate world reporting such severe incidents are increasing. Such incidents at the workplace can be strenuous to the employees as well as to the entire organisation.



Actions like these result in undesirable physical and emotional ramifications. It adversely affects the productivity of employees creating an unpleasant atmosphere. Many times, performing regular tasks in the workplace can be difficult. By making sure that all the employees go through a necessary PoSH training which can ensure a safe working environment.

Ms. Mamatha G P K  
Assistant Professor  
AIFD

## FASHION DOSE OF THE MONTH

## PINTEREST TRENDS

Need fashion inspo? Here, find all things grunge, street style, pastel, city chic, goth, Nu Goth, alternative, hipster, and more on Pinterest. Get the hottest styles and recreate trendy outfits!

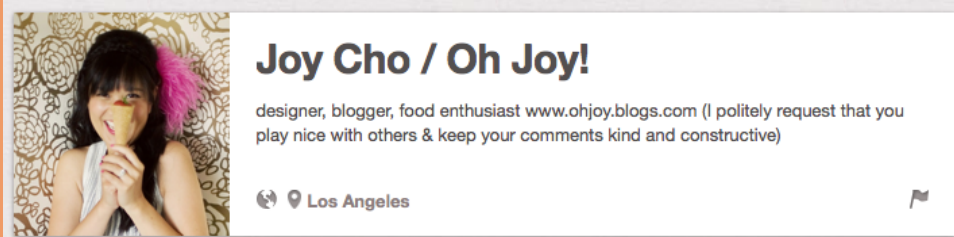
With billions of Pins on Pinterest, you'll always find ideas to spark inspiration. When you discover Pins you love, save them to boards to keep your ideas organized and easy to find. Search for Fashion trends to inspire your daily outfits also follow your favourite influencers or designers to get more ideas about the ongoing trend.

The #1 Pinterest account is Joy Cho is the most popular influencer on Pinterest with nearly 12.7 million followers. Joy Cho is the Founder and Creative Director of Oh Joy!, a lifestyle brand and design studio that creates and editorial content that celebrate everyday joyful moments in life. She has previously authored three books and consulted for hundreds of businesses around the world. For two years in a row, Joy was named one of Time's 30 Most Influential People on the Internet.

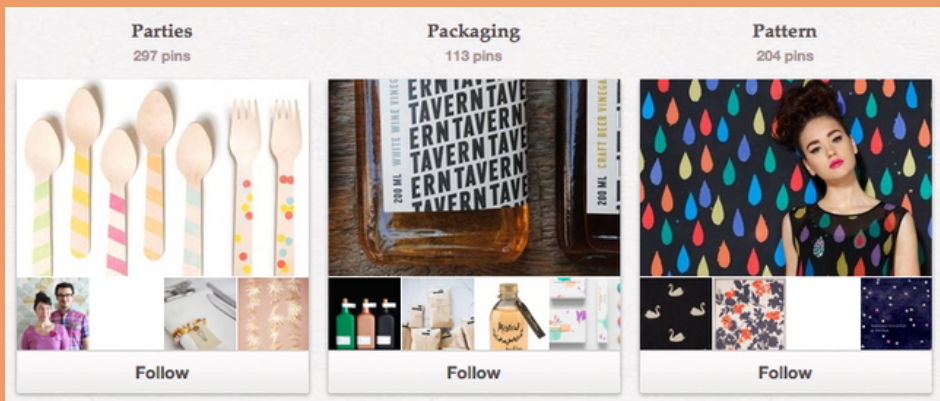
## MARYANN RIZZO

## Top-Pinterest-Users-Mary-Ann

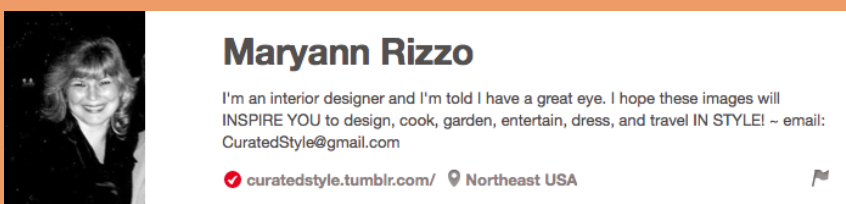
The #2 Pinterest account is Maryann Rizzo, an interior designer. Maryann has gorgeous collections of pins, with great emphasis on aesthetics. Some of her boards boast an impressive number of pins – one board has over 3,000 pins!



Here's another interesting factoid: young American sportswear designer Peter Som has over 3,300,000 followers on Pinterest. Som's boards span more than fashion. Some display his favourite books and gardens. Others catalog exotic travel destinations and architectural inspirations.



Maryann does a great job of demonstrating her knowledge of interior design. Rather than only showing homes she has personally designed, this Pinterest superstar mixes interior design elements that she envisions would work well together.



## pinterest-boards-crafts-colors-diy

While conventional wisdom purports Pinterest as a fantasyland of window shoppers, observing the most popular pin topics reveals that such thoughts are fallacious. The top categories show that the majority of pinners seek to make the alluring visions found on Pinterest realities, dedicating attention to categories where success is real and mimic-able – fantastic food recipes, experimental crafts, and décor ideas that are all within reach of the average woman (the dominant gender on Pinterest).

it's also key to note that Maryann includes a generous number of boards dedicated to design references, DIY crafts, and instructions. DIY & Crafts is the #2 most popular category on Pinterest, followed by Home Décor at #3 (#1 is Food & Drink – and wouldn't you know it, Maryann has multiple boards for that topic too), making Maryann in her element on Pinterest.



Ms. Megha Bs  
1st year  
AIFD



**FACULTY FEATURE****THE ONLY 5G YOU NEED IN YOUR LIFE**

Change is a constant part of our life and it is the most crucial element that keeps our life moving ahead. As Winston Churchill rightly said, "To improve is to change; to be perfect is to change often". We have to give the momentum of life a push in a new direction every day and of course, it should be in the right direction. As the era of technology is evolving, we are also evolving with it. Now, since the upgradation of 5G networks are all hyped up and we are trying hard to adapt our smartphones and lifestyle to it. Why not adopt the most important 5G's and upgrade your life, before you upgrade your technology. These 5G's if followed meticulously, can enhance your success game and provide you a better perspective of your desired life.

1. **1G - GROWTH MINDSET:** Adopting a growth mind-set creates a passion for learning and not hunger for approval. It is all about believing in oneself and going ahead without thinking about the future. People with a growth mind-set rely on learning than just focus on the outcome. Overall they have a positive outlook towards their life.



2. **2G - GRATEFUL IS GREATNESS:** Being grateful is looking back at your journey and being proud of where you are and thankful for the situations that led to all this. This helps in controlling negative thoughts and amplifying positive thoughts.

3. **3G- GOAL SETTING:** The most highly-rated topic in self-help is setting goals and working towards them. The process of setting goals helps you choose where you want to go in life. By knowing precisely what you want to achieve, you know where you have to concentrate your efforts. You'll also quickly spot the distractions that can, so easily, lead you astray.

4. **4G - GROOMING MANDATE:** Grooming is typically defined as activities that include caring for one's appearance and well-being. It is the art of maintaining parts of the body like the face, hair, nails, skin, dressing, and so on. When you take the time to groom yourself, it simply shows that you are professional and should be taken seriously. It greatly impacts your image both in the workplace & personal life and how you are perceived.

5. **5G - GROUNDED GLORY:** Staying grounded is being mindful and living in the present, not thinking about the past or worrying about the future. Being mindful lets us focus our attention on what matters. Mindfulness takes practice so try to do it daily. Now you have the important keys that can expand your ability and lead you towards exponential growth. Self-improvement helps enhance strengths, improve mental health, and even heal relationships. Some ways of self-improvement include simple tasks such as reading a book, trying something new, mediating, or even waking up early. There are so many simple, effective ways to start the self-improvement process. Now, get ready to push your strengths to the maximum and get going in the direction of success.

Prof.Dr.S.Kathirvelu  
Principal  
AIFD, Bangalore

## MANGO-KING OF FRUITS OR A GAME CHANGER IN SUSTAINABLE FASHION

Mango- popularly known as the King of Fruits is a game changer, taking the sustainability to a new level.

This seasonal fruit known for its great taste and owing a rich history unfolds its new and unique characteristic of being able to be converted into a vegan leather, providing the great opportunity and alternative to an animal leather industry.

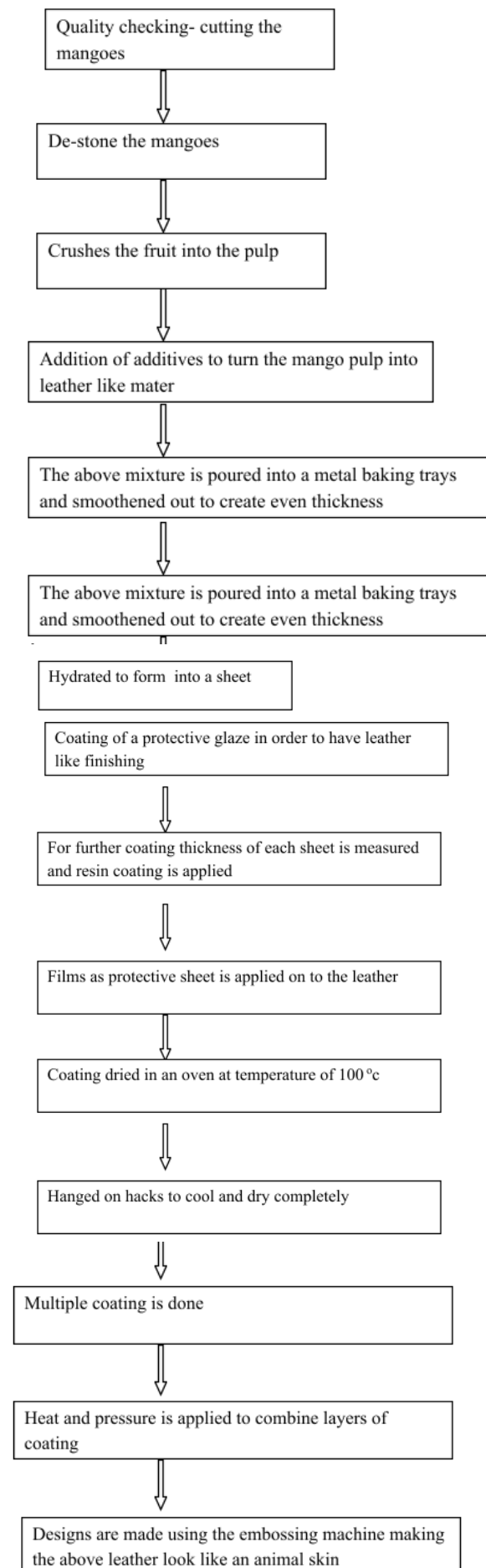
Mango not only allures people for its unique taste, great aroma and nutritional value also offers a wide experimental approach as a substitute to traditional leather- setting an excellent for best out of waste products.

The process of conversion of mango fruit to a vegan leather is unique and exclusive and is developed by a start up firm based in Netherland- Fruit Leather . An extensive research carried out by the team of two young minds polymerising the fruit to get the vegan leather.

The above process is remarkable achievement in the chapter of sustainability which makes it possible to achieve a green product without harming any form of life. This product may not be able to cater the need of the market but it is definitely an effort towards the sustainable living, making planet earth a better place to be for every form of life.

BY: MRS.HEENA KHANUM  
ASSISTANT PROFESSOR  
AIFD  
BANGALORE

The process includes the following approach:



## STUDENT REFLECTION

## UPCYCLING



Material Used: Old Saree, zipper, elastic cords, fleece fabric, button.

Final Product: I have constructed a Makeup Organizer because it is something which is carried by almost every women and it is considered a good practice to keep our stuff organized.

The art form which I have used here is Ganjifa Painting. The purpose of using this painting is to understand, highlight and to keep the Ganjifa art form alive which was diminished in the 19<sup>th</sup> Century. I have used fleece fabric in between the two layers of the base fabric in order to make the product durable.



The term upcycling may have been coined in the '90s, but the practice has been around in India for far longer. Many of us grew up watching our mothers and grandmothers turn old saris into new outfits, baby swaddles, cushion covers and even curtains. It is an art of minimalizing waste, and reusing old saris is as beneficial to the pocket as it is to the environment.

We all have a bunch of sarees of our mothers and grandmothers that are too old to be used but too precious to be thrown away at the same time. Not just because they are made using precise techniques but also because they're so full of memories that we just can't throw away. By taking inspiration from the old sarees I have recycled it into functional and decorative product. It is a Makeup Organizer which is designed for keeping all the makeup essentials in an organized way along with elastic cords in which keeping makeup brushes would be very comfortable. This product is made up of cotton-based saree which consist of one pouch inside and it is fastened with the help of a button attached on one side and a loop on the other. On the front side of the makeup organizer, "Narsimha: The Lion head" motif is painted using acrylic paints.

The painting motif is inspired by traditional Ganjifa Art which is diminished and I want to revive and create awareness for dwindling art forms within our country.



Shriya Somni  
2nd year,  
M.ScAIFD

This was the first cold dye activity of college. To tell you I didn't even know what it was until one day when the initiative was taken by khusbu ma'am. We were immediately impressed by the mottled watercolour look, almost cloud like in the way the colours blended in and out of each other with bursts of contrasting colours here and there. The best part was it was the first time that something like this much creative and innovative happened and all the credit goes to khusbu ma'am . We not only enjoyed it but we made several coloured sample which turned out to be very much beautiful and creativity was on it's peak.



Even I witnessed this cold dye project with my own eyes and not to lie it really was fun even at looking to what was happening. Like the colours were spreading as in the whole fabric. The whole thing was just mesmerising and to be kept in mind thing. All the students of second year performed this activity under khusbu ma'am's guidance and not only she made them understand the whole concept but she also made the moment to be a fun moment. It was nice actually you have to keep the dye on the clothes and you're suppose to spread the colours on the ice and then basically the ice will melt and the colour will spread as in the whole cloth. The dye should be reactive and not oxidised because then only it will go with the fabric colour as the fabric won't absorb the colour because the oxygen molecule present there will not let it happen inside the cloth. It was a nice experience as to see how the colours changes. The best part what I liked is it need not require experience level and we can just do it with some basic knowledge and we will definitely get a nice finished cloth which is even more unique because we don't know as how the colour will turn out.

So, basically this whole activity was somewhat thrill and of lot of suspense as we don't know how the fabric will turn out and this is the unique part of this whole activity. We would just like to say that we need more of these kind of activities as it not only gives knowledge and experience but it also excites our inner curiosity. I think hot dye is lot more better than cold dye because hot dyes are more reactive than the cold dyes and hope to work with hot dyes too in future.



Ms. Vishaka  
1st year  
AIFD

I love fashionable clothes and fashion blogs, so here is one of my blog where I'm creating different looks and outfits by using a white shirt.

### Look 1

#### The Bossy Look

To create this look I have used:

- A white shirt
- Trouser and blazer
- Black heels
- A watch
- Black earrings
- Very light makeup
- Finishing up with black sunglasses



### Look 2

#### The Classic Saree

To create this look I have used:

- white shirt
- Tied up by folding the shirt and 3 buttons opened from the top to show the shoulder
- Black classic saree with golden border
- Draped half on the body by giving small pleats
- A denim jeans
- Black heels
- Oxidized necklace and mang tika.To make it look more ethnic

Lisa Halder  
1st year  
AIFD

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