AIFD/NEWSLETTER2021

ARMY INSTITUTE OF FASHION & DESIGN BANGALORE-777

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A Newsletter for Excellence in Fashion Education



A SNEAK PEEK INSIDE THIS ISSUE:

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- CLUBS AND COMMITTEE
- FACULTY FEATURES
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INSTITUTE UPDATES

On 15/08/2021 AIFD & AIHM have jointly celebrated 75th independence day together. The students of both institute has performed the cultural activities. The complete team made the a event successful.

CADEMIC BLOCK

WORLDSKILLS

World Skills organizes the world championships of vocational skills, and is held every two years in different parts of the world. The organization, which also hosts conferences about vocational skills, describes itself as the global hub for skills World Skills currently has 85 Member countries and regions, most of which organize national skills competitions that help to prepare the workforce and talent of today for the jobs of the future. World skills builds confidence empowers communities and helps to fuel economies.

Army Institute of Fashion and Design is a part of World skills and has its students representing India at world skill for visual merchandising.

Siddhi Sharma (2017) and Shubham Kumar Verma (2018) have been selected in the regional level for Visual Merchandising where as Shaikh izharar ul Hoque (2019) and Gourav Rathore(2019) got wild card entries. It is held every two years. For the year 2022, the location decided is Shanghai, China. However due to the pandemic the events are on hold. As a part of covid-19 SOP appropriate behavior, it has been ensured that all the inmates of the hostel had been given at least one dose of vaccination. All the faculty members and staff had taken up both the doses of vaccination and as a measure of precaution, RTPCR test campaign is conducted every now and then so that everybody is tested once in fortnight.

BACK TO COLLEGE

In the midst of the deadliest pandemic, the question of how to reopen colleges safely after months of lockdown was a great concern.

Army Institute of Fashion and Design was reopened in the first week of August after taking all safety measures. AIFD has ensured that those who enter or exit the campus must maintain social distancing, wear masks and report symptoms daily .The appropriate behavior is followed by all to stop spread of the pandemic.

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ASSURANCE CELL

NGALURU-77

CLUBS AND COMMITTEE

HONOURPOINT

"Our nation owes a debt to its fallen heroes that we can never fully repay."

Do you love you country? How often do you think of the people who protect our country? Have you acknowledged the supreme sacrifice that many of these brave hearts have done for you and me?





Honourpoint is such an initiative. The brainchild of Wg Cdr M A Afraz, Honourpoint is an Online memorial to honour, appreciate and remember the spirited and valiant sons and daughters of India who had the distinction of serving the country in "Military uniform" and are no longer with us. It strives to ensure that are not forgotten their bravery will be remembered for more than the few days that they are covered in the news. Honourpoint is looking for volunteers to help in their work.

Army Institute of Fashion and Design (AIFD), Bangalore is one of the premier institutions run by the Army Welfare Education Society. Most of the students hail from an Army background. AIFD students are guided by Mrs. Veena K Thimmaiah who is the organizer of the Honourpoint and have formed a group of volunteers to help spread awareness of Honourpoint and ask for volunteers.

THE TEAM Batch 2018 Aishwarya Das, Surya Pillai, Nilakshi Gupta, Vasundhra Bhandari, Ritika Talukdar, Reshma Kumar, Anushka Mitra, Shubham Kumar Verma, Abhinav Mishra, Pallavi, AC Anita, Priyanka, Surabhi Sharma. Batch 2019 Rhea, Pooja, Prakriti, Ankit, Gourav, Neha, Shridhar, Sudheer, Izahar. Batch 2020

Jyoti, Subhmay, Anjali Gangotri, Sangkita, Aprajita, Kritika, Monika.





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FACULTY FEATURE

REAL FREEDOM

Students who join any college as hostellers are obviously away from the parents. They also have a lot of free time when the hostel is situated in the same campus with the college. Now, this free time gives them the freedom of choice to do what they want. Collegiate education is often confused with the curriculum based one and hence the student is confident that he/ she can do well easily in the University exams on seeing the syllabus so as to get the degree. Now, with new found freedom, free time and light work load, most of the students are not able to make the right choices (the correct choice could be the development of the personality and life skills). By the time they settle down in the new environment and have new friends, the first year is gone. When they get introduced to major (core) subjects, the II year gets over and when they reach final year, they are just waking up that this will be their last year in the campus and start preparing Thus, time really flies. Only when they have the will for for campus placements. their skill development,



They will utilize their time efficiently and effectively. In reality, this will not be the case for all because of the obvious distractions.

When the students have the clarity of thoughts, purpose and goals about the collegiate education life, the and collegiate education will be really effective in shaping an individual as a professional and only such skill development can give them the real freedom throughout their lives as they be confident that they had laid can their foundations very well for their lives. nutshell, one can be really be free ln a only when he/she has utilized the opportunity very well by determination, disciplined daily routine and doing one's duties with dedication and devotion to become competent in the chosen profession. In other words, when the new graduate is not a burden to one self/ the parents and becomes a boon to the company/ country and that is when he/she will be absolutely free and really independent.

> PROF.DR.S.KATHIRVELU PRINCIPAL, AIFD

THE GALAXY GARDEN& OTHER STORIES

"Murals build a sense of Community. They make it welcoming and make you wantto visit there." Muralist Grace McCammond

Art is one activity which helps differentiate man from beast. It is a visual or conceptual expression of one's thoughts, beliefs or emotions. Right from the time that Prehistoric man incised drawings on the walls of subterranean caves to the present era when artists use diverse technological tools to produce images of either lasting or ephemeral beauty, man has had the ability to enhance his environment for purely aesthetic reasons.

There are various tools, techniques and materials on which art can be produced. Many of the commissioned art works in ancient or medieval times were meant for public consumption. So while there were a good number of miniature paintings and illuminated manuscripts that were handled only by a select few, there were the murals at Bhimbetka and Ajanta in India and the Sistine Chapel in Italy (to name a few) that were meant for the general public.

What sets apart Mural art from regular easel painting or watercolours? The most important point is the difference in scale. Murals are mostly monumental in nature; they are fixed to the wall and in several cases, exposed to the vagaries of nature. Murals tend to reflect the culture and ethos of the site where they have been made, in addition to the thoughts and emotions of the artist.

It is precisely for this reason that when AIFD was co-located in the AWES Campus in early 2013 that we decided to stamp our AIFDian personality in our campus. A mural was the perfect solution for this – it would enhance the aesthetics of the building without changing the structure itself.Our new students (batch of were an enthusiastic lot. They 2013-16) immediately came up with several ideas and mock-ups. After a lot of deliberation, the venue for the mural was decided upon. The new mural was to be placed in the entrance porch and it had to blend seamlessly with the colour of the building. It was decided that the mural would be made on cement boards that would be then fixed on to the wall.



The theme selected had to reflect the fact that we were a fashion institute. The 'Tree of Life' was first finalised, with the 'Pancha-Bhutas' being added as a secondary theme. The Tree of Life is one of the most important motifs in textile design. It spans several cultures, being seen in Italy, the Middle East and the Far Eastern countries in addition to India. At its very core, the Tree stands for the Universe, encompassing the terrestrial, celestial and telestial realms.

The Pancha-Bhutas, namely the five elements that make up nature, are another universal theme. The mural finally conceptualised and designed helped to bridge textiles and the building blocks of nature. The choice of technique was interesting. The students chose to use KutchiLippan clay work murals which use multanimitti (Fuller's Earth) and tiny mirrors to create traditional patterns in relief work. Instead of using multanimitti, the students decided to use the pale red soil available in the campus. They made a slurry of the soil with fevicol and shaped and pinched each pattern with their bare hands and fingers.

This mural still stands proudly in the foyer, even after seven years. But more importantly, this mural heralded the birth of the famed AIFD spirit of community. The students worked late nights, after a full day of attending classes and finishing practical assignments on time. There was a sense of camaraderie and a supreme joy in working together to complete the project.



This led to several more murals by this batch of students, until they were told that future batches would also like to leave their mark on the campus. The next batch (2014-17) took their time in conceptualizing the design. The site chosen was the privacy wall between the AIFD garden and the guest cottages. The theme they the students chose was 'The AIFDian'. As the gender ratio in AIFD is skewed, being 90% female, it was no surprise to see a feminine face being used as the focal point of the mural.

There was an in house brain storming session to come up with words to describe the typical AIFD student. Words like achievement, dedication and passion rubbed shoulders with words like crazy, cool and fabulous. These words were interwoven into the lustrous locks of hair forming the crowning glory of the girl. A light bulb emanated coloured streamers of pattern, symbolizing the creative process.



The 2016-19 batch made their contribution to the mural magic in the very first month of their stay in AIFD. Two beautiful murals, one in the Madhubani tradition and the other in the Gond tribal tradition flank the entrance to the college lobby. Our present batch of graduating students (2018-21) has also contributed to the murals gracing the foyer.

From abstract floral to geometric and optical art designs they have used several styles to enliven the stark white pillars. Again it was the community spirit which was evident in their enthusiastic approach to the task.

The collective creative mind space of the class was engaged and a unique experience of working in sync with one's peers emerged as the by-product of this activity.

As for later b

atches, the pandemic has presently put on the brakes for collective work, but the ideas are many – our students are just itching to create their story on the waiting walls of AIFD

As time passed the mural and its surroundings became the centre of relaxation, with students often hanging out with their friends under the gooseberry tree. This spot was later named as the Galaxy Garden.



MRS VEENA K THIMMAIAH ASST. PROFESSOR AIFD

HOSTEL LIFE

Hostel is a place where food and lodging are provided for students or certain groups of workers or tourists. Generally, a student stays in a hostel when his residence is located far from the educational institution food in a hostel is served in the mess. A hostel has a common room, a library, and a reading room. It also has facilities for games and sports. Students belonging to different regions and cultures stay together in a hostel. They learn the lesson of co-operation;

Students learn many things in a hostel. It makes their life regular and systematic. They learn the lessons of punctuality and discipline. They develop their personality. They learn to be independent. School children in a hostel are guided by teachers and warden. Ragging is strictly prohibited in AIFD hostel. Students may go astray in a hostel. Parents should visit them regularly and give them precis of advice.

Life in a hostel makes a student self-dependent. It makes him smart, active, and disciplined. A hostel has a mess which at times is run on a co-operative basis. Food is served in the mess. Students wash their own clothes using the washing machine provided in the common area. They can also do ironing on their own.



Various types of students are found in a hostel. Some are very studious. They always remain busy with their studies. Some are playful. They manage time to studies and learning new things . Students should not misuse their time. They should utilize their time in studies, games, debates, group discussions, and other such fruitful activities.

opportunities Hostel life offers for everyone live both being to individualistic and in group in α harmonious way, AIFD hostel life is like a little India with students from all the parts living together.

A hostel has a common room. Here are students assemble to watch television. A hostel generally has a library. A hostel has facilities for indoor games. Some hostels have facilities for outdoor games like basketball, volleyball, badminton, etc. Unlike a hostel meant for students, a hostel for workers. Life in a hostel is community life. They live together, eat together and go out together.



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Students learn many things in the hostel. They help one another in the hour of need. They become enduring friends. They learn to become independent. In the hostel, students have to live according to the rules of the hostel. They have to wake up on time, sleep on time, have food on time, study on time, etc. This helps them in maintaining discipline in their lifestyles.

In hostels, students have to do a number of chores by themselves like taking care of their belongings, washing their clothes, making their beds, etc. This helps them to be self-reliant. They learn what is right and what is wrong. Here, they do not depend on their parents. They depend on themselves. Students of educational institutions may face problems in a hostel in the beginning. As they are away from home for first time. Sometimes ,the menu of the mess may not be as per their liking.





Students face life practically on their own in a hostel. Life in a hostel instils confidence in them. They develop their personality. They learn to face the problems in life. They learn to be selfdisciplined, regular, and punctual. They develop a feeling of respect for other religions and cultures. They learn to help and cooperate with one another. They learn social etiquette and lead a better and disciplined life. Hostel life thus helps them to develop many good qualities and make the students good citizens.

> REGINA JAYAKUMAR ASST. PROFESSOR, AIFD

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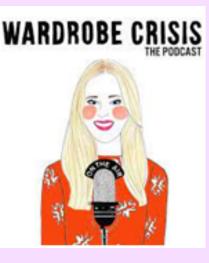
FASHION DOSE OF THE MONTH

A platform once underrated, Podcasts have proven to be a compelling space to explore fashion. Initially all sound intuitive but now video based too (Yay!). Conventional wisdom might say, let your outfit do the talking, but here is a phenomenon which addresses, counters and investigates a lot more hidden, forgotten, overlooked fashion over the years.

Arguably podcasts are one of the best platforms for any individual to express, impress, address or discuss the best of fashion history, fashion revolutions, and all that's in store!

From fiascos to flamboyance, everything under the sun can be put up here and the additional feature of video based podcasts only makes it better. The raging social media platforms have something for everyone and podcasts can be streamed all over, all you have to do is sign up.





There are quite a few to choose from to upload content-Spotify, Apple, Google, Buzzsprout, Megaphone, Anchor & Gaana are a few easily accessible ones. And no one's stopping us from streaming it on IGTV, FB, Snapchat or YouTube, Twitter, etc.

The visibility is outstanding and few of the podcasts that are worth hearing- Business of fashion podcast, In Vogue-1990's, Fashion revolutions, Wardrobe crisis with Clare Press, Fashion victims, etc. There are even apps which distribute your podcasts onto all platforms possible.

When guests & participants arrived at International guest shows, they had to come with vaccination proof. BOF gives an insight as to how fashion today should be in line with the pandemic- the sustainability factors, the convenience as well.

There are a million people out there who bash out in the name of fashion police and another million who are fashion victims. Victoria secret has dropped all the mannequin based models in a historic move recently, after ages.





This is a step towards embracing human bodies in their natural form without racism and body shaming. Podcasts on fashion are not just limited to aesthetics, one can find everything from fibres, history, culture, ethics, to sustainability, revolutions, revelations and liberation!

> Ms. Mamatha G P K Stylist & Blogger Asst. Professor AIFD

INDEPENDENCE DAY



Independence day is Celebrated on 15th of August every year, It marks the end of 190year-long British rule in India. In 1947, India was declared as a free country on this day. In 2021, India has complete 75 years as an independent nation.



To celebrate this day Army institute of Hotel Management and Army Institute of Fashion and Design collaborated and celebrated it in the Academic Block of AIHM.

The celebration was started with the hosting of the flag by the Principle and Registrar of both AIHM AND AIFD. There were dance performances, Street Play, Group Song, Poetry etc.













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Trisha Maiti from first year B.sc FAD gave a mesmerizing solo dance performance which was then continued by the group song who sang melodiously. Both first year and second year students took part in this cultural program.





This was followed by a group dance which flooded everyone's heart with a river of patriotism. Anjali Yadav, Krithika, Monika Kumari, Payel De, Varsha Joshi and Vishaka from first' year were the members of the dance team who won everyone's heart.





People also felt powerful and strong positive emotions for our country after listening to the Poetry by Rajni Kumari of first year and Jyoti Singh of second year. AIFD celebrated the day with pride.

Independence Day is significant as it commemorates the valour and spirit of the freedom fighters who fought for the nation's independence from British rule. The day is recognised as that of national pride and honour.





MS REJNI MS JYOTI KUMARI

MS ANANTA SINGH MS MEGHA B.S

FAREWELL TO ARMS

My last day in the Army my swan song. Blast from the past thanks to lockdown **Courage valour strength character** You gave me all Young at heart ready to start A life filled with passion Never having to look back, never a moment of regret You all stood by me through it My men my superiors my mates et all It was one big family By my side Through ups and downs called life As I waded through the troughs and tides Smooth was not the sail, yet one never failed For we were taught to face the might And never give up without a fight Staring us in our face As we bore the brunt without a grunt A smile was all it used to take To forget the trials and tribulations That stood my way Thrown over the shoulder with a slight of hand This wonderful journey ends from where it all began

Col R Balaji (Retd) Registrar & HOA,AIFD



Ms. Anjali Gangorti 1st year AIFD Kuch khawab the unn bacchoin ke jo adhure reh gai,

Unn ankhoin mai jo sapne the wo kabhi purey na rahe.

Wo pita siachen Or galwan mai ladtey reh gai, Aur bin bolein eek muskaan ke sath sb kuch sehte

reh gai. Ladte ladte barf mai unka khoon faulad hua, Unhi ke karun toh aaj desh kushal Or azad raha. Holi toh unhone bhi kheli unki bus khoon ki thi, Diwali toh kashmir mai bhi hui lekin goliya issh baar unke seene pr thi.

Mat puch issh jawane se unki kahani

Na yeh jawana bata payega unki kahani na chuka payenge hum kabhi unka ehsaan.

Kitna mahan hoga wo pita,

Jisne haste haste de dii dusro ke bacchoin ke lia apni jaan

jyoti kumari 2nd year AIFD

BEING IN TREND

It is that time of the year when the Indian flag proudly flutters high up in the sky as the feeling of patriotism sweeps through the air. Since its Independence Day, most of us tend to dress up in ethnic wear. Clothes represent freedom. Freedom to choose how we represent ourselves, freedom to blur the lines between a man and a woman, poor and rich, young and old. Clothes have always been used as a tool to dazzle, impress, shock and even awe. So, if anybody turns back and give you a look, make sure you make that glare worthwhile. That's what independence means- wear your heart on your sleeves. Independence is not a genre, it is not an act; it is a feeling and a way of being true to oneself.



The Mesmerizing Multicolored:

Yet another classy and understated way to carry the Independence Day look is to wear a tricolor dupatta. Think of a beautiful leheriya dupatta that has saffron, white and green prints on it. It will make a fantastic, colorful and memorable option for the day.

The Eye-Catchy Color Block:

This is a beautiful, thoughtful and easiest way to show off the tricolor. Wear shades of the Indian flag. It will certainly make you look in-sync with the patriotic fever. Pick a green churidar and pair it with a plain white kurta having self-embroidery. What's more, you can accentuate the look by wearing a saffron dupatta. Allow your dupatta to flare across your body. This will get you better and much larger visibility than you would imagine. In fact, it's a combination that can never go wrong and will look very appealing and awesome on you.





Play with white:

Each color in the flag holds a deep meaning and importance to the values of our nation. The color has a positive connotation and symbolizes purity, light, goodness, safety and cleanliness. You can never go wrong with the color as it is just like a blank canvas. Mixmatch your basic item with colors of your choice and if you are in a mood to then accessories.

> Mrs. Khusbu Kumari Gupta Asst. Professor AIFD

OLYMPIC WIN LIST

Tokyo Olympic 2020 was organized in Japan this year. Players from all around the world had performed to win medals for their country. India already has broken its previous record of 6 medals in a single Olympic as they have won 7 medals on Tokyo Olympic 2021 already. This year has been quite lucky for India as we have won a number of bronze, silver, and gold medals in the Tokyo Olympics 2020-21.

Here's the story of the seven stars who scripted the success.

1. Mirabai Chanu - Silver Medal in Weight Lifting (Women's 49kg)

Mirabai Chanu showed how you can be what you want to be. She used to go to her stadium by taking lifts from the trucks and how she won a medal for India will be remembered forever.





2. Indian Hockey Team - Bronze Medal in Men's Hockey tournament Indian Hockey team created history by winning a medal in Olympics after 40 years of wait. Also, it was the first time India qualified for Hockey Semifinal.









4. Lovlina Borgohain - Bronze Medal in Women's Welterweight Boxing.The medals India won has certainly made the nation proud and elated Borgohain earned her medal by defeating 2018 world champion Chen Nien-Chin in the quarterfinals, prevailing 4-1 on points against the pugilist from Chinese Taipei.





6. Bajrang Punia - Bronze Medal in Men's Freestyle 65kg Wrestling Bajrang Punia is one of the best wrestlers in India and the world. He has won many Gold medals for India in various events.



7. Neeraj Chopra - Gold Medal in Men's Javelin Throw: 87.58 (First Gold Medalist from India in Olympics 2021) Neeraj Chopra Won Gold Medal in Javelin Throw as 1st Gold Medalist in Olympics 2020-2021

The medals India won has certainly made the nation proud and elated. India put up its best ever Olympic performance in Tokyo, winning a haul of seven medals, including a gold. Every athlete who represented India is a champion

> Ms. Megha Bs 1st year AIFD

Memory of Independence day during my school days

The memories of Independence Day celebrations at school really makes me nostalgic as the bygone days of marking this unique occasion annually during my childhood were full of amazement, patriotism and joy. Although 15th August is now mostly marked as another day of holiday when we can take a break from our hectic professional work as adults and watch TV programmes of various Independence Day celebrations, the feeling of celebrating the day of freedom at school was different as many plans and creative ideas were formed beforehand on how to mark the unique occasion. During childhood, Independence Day was no less than a festival for all of us and the enthusiastic spirit of happily going to school and coming back with overjoyed faces back home was never missing on the 15th August of yesteryears.

Some of the happy memories which made my Independence Day a really unique celebration at school include-

A day of freedom from attending the boring classes

Independence Day celebrations was a really unique day for me as a child because I did not have to attend a single class that day and could spend the whole day by enjoying wholeheartedly as per my wishes. The happiest fact about this day was that I could get to go home very early which we can hardly do so. With a bag full of chocolates, moments of laughter over some funny gossips, gaily celebrating the occasion with the flag hoisting ceremony, watching and doing various fun activities and getting a soothing break from the everyday hectic classes, Meanwhile, I would never fail to get ready for school by getting up early on the occasion of Independence Day as the festive spirit would eagerly make me do everything in a finely disciplined manner.



Coming all decked up in bright beautiful attires

One of the joys of Independence Day celebrations during school days for me was coming decked up for the occasion in some bright attires, dainty accessories and colourful makeup. With almost every student taking part in some skits, the whole school literally seemed to be ready as if a fancy dress competition or a fashion show was about to be held. A tiny flag badge pinned up over the clothes was a common feature to be found in Independence Day celebrations of every school. Keeping with the tricolour theme, most of the school staff was seen to be decked up in formal attires of saffron, green and white colour.

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Getting some wonderful delicacies from school With each day of the school life having to pass by eating the food we brought from home in the tiffin boxes, Independence Day used to be a time of joy as we could enjoy sweets or chocolates provided by the school staff. However, our hearts used to literally jump in joy if we provided lunch packs comprising of yummy were sandwiches, tasty samosas or some wonderful and colourful sweets. Moreover, Independence Day was the only occasion when we could eat food provided by the school while heartily talking about some latest TV programme or the trendy fashions that are taking the streets by storm.

A day of watching and performing entertaining programmes

On the occasion of every Independence Day, a school would held programmes such as songs and dances in the praise of the bravery and sacrifice of the freedom fighters or some wonderful historical dramas. Although I would enjoy each performance, some nervousness used to linger in my heart about how my performance would turn out. However, once I had finished delivering my performance, I would heartily enjoy each programme with my friends. Apart from being joyful, some programmes which would display the sacrifice of a great personality beautifully would be very touching and never failed to make us emotional and prevent the tears from falling out of our eyes. The beating of the drums and the uniform marching of students for the march past ceremony was a wonderful sight that was enjoyed by everyone. The prize distribution ceremony was also a remarkable event and if I managed to have been worthy of getting rewarded, my joy would know no bounds. The cheering and jeering during the prize distribution ceremony was a regular feature. Overall, Independence Day celebrations were considered by me as a break from the regular school life where we can freely enjoy our activities without getting scolding from the teachers.

The spirit of patriotism felt at the flag hoisting ceremony

the noteworthy One of most moments of Independence Day celebrations was the flag hoisting ceremony. After the flag was pulled upwards and made to unfurl in the air, a sense of wonder and amazement would fill our minds and hearts and we would be lured to sing the National Anthem in a beautiful chorus reverberating with notes of patriotism and respect.

As the worries of adult life had dampen the enthusiastic spirit that I had felt in my childhood whenever Independence Day comes, basking in the memories of the bygone celebrations of this day way back at school brings a smile on face.





Ms. Anjali yadav 1st year AIFD