



ARMY INSTITUTE OF FASHION & DESIGN BANGALORE-77



A Newsletter for Excellence in Fashion Education

INSTITUTE UPDATES



PATRON VISIT 2021

On 17/07/2021 Lt Gen A Arun SM, YSM, VSM GOC, DBA & patron of Aifd visited Army Institute of Fashion Design at Bangalore. Our patron was enchanted during his visit and also University Rank Holders of B.sc and M.sc student were felicitated.



A SNEAK PEEK INSIDE THIS ISSUE:

- INSTITUTE UPDATES
- EDITORIAL DESK
- WEB & SEMINAR
- FACULTY FEATURES
- CLUBS AND COMMITTEE
- FASHION DOSE OF THE MONTH
- STUDENT REFLECTION

GOC VISIT

Our newly appointed Goc of K&K sub area & Chairman of Aifd Maj. General J.V Prasad visited the AIFD for the first time. He had an interactive session with AIFD team. The complete team made the visit a successful event.



PATRON'S AWARD- 2021 (B.SC FAD, BANGALORE UNIVERSITY)

- *Ms. Sakshi Mishra an excellent student who did AIFD proud secured First position in Academics for Patron's Award and also bagged the 2nd rank in B.SC FAD Course in Bangalore University.*
- *Ms. Aparna Yadav from Uttar Pradesh. Excellent in Academics and participated backstage for all major events ,awarded the Best Innovative Designer for her "Zero Waste Collection" in 2020 also Ranked Second Position in Academics for Patron's Award and bagged 7th Rank in B.SC FAD Course in Bangalore University.*
- *Ms. Ambika Joshi hails from Uttarakhand, a very versatile student who very well managed to switch between academics and extra-curricular activities with great ease secured Third Position in Academics for Patron's Award.*



RECENT AWARDS & HONOURS



PATRON'S AWARD -2021 (M.SC FAD, BANGALORE NORTH UNIVERSITY)

- *Ms. Meenakshi R, born in Tamil Nadu, her design collection was titled "Chequered Beauty", she has secured First Position in Academics for Patron's Award and also bagged the 1st Rank in M.SC FAD, Bengaluru North University.*
- *Mr. Abhijeet A, born in Kerala, his design collection was titled "Ailurophile", currently pursuing design internship at House of Mandoth, Secured Second Position in Academics for the Patron's Award.*
- *Ms. Varada B Menon, hails from Kerala, her design collection was titled "Sunflower", she has secured Third Position in Academics for the Patron's Award and also bagged 3rd Rank in M.SC FAD course from Bengaluru North University*

EDITORIAL DESK

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT.

Dear Readers,
Greetings!

College life is a very important phase (both crucial and critical) wherein every student is expected to develop a good attitude, skill set, and knowledge so that he/she can be ready to make a future with confidence. Our time on the campus is limited and therefore, kindly make use of this opportunity to develop oneself. We are all ready and willing to provide the necessary inputs for you and kindly understand your responsibility in using them both efficiently and effectively.

Thanks to the all-around efforts of TEAM AIFD for this newsletter which will serve as an important medium of communication in the academic community.

We at AIFD are striving to give our students the blend of curricular, co-curricular, and extracurricular activities so that our students not only get developed as well-rounded personalities but also with the relevant skills required to face the challenges of making a great future for each and every one of them.

EDITOR TEAM

INDIA TODAY SURVEY 2021

According to the above survey, Army Institute of Fashion & Design is placed second among Fashion Design colleges in Bangalore. Among private institutes, we are placed first in Bangalore.

In the All India List AIFD is placed third among private institutes

TOP 10 COLLEGES WITH BEST PLACEMENT RECORD

RANK	COLLEGE	CITY	AVERAGE ANNUAL SALARY (₹)
1	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT) NEW DELHI	New Delhi	6,80,000
2	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT) MUMBAI	Navi Mumbai	5,50,000
3	SYMBIOSIS INSTITUTE OF DESIGN	Pune	5,20,000
4	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT) BENGALURU	Bengaluru	5,10,000
5	ARMY INSTITUTE OF FASHION & DESIGN	Bengaluru	5,00,000

AIFD PLACEMENT CELL

AIFD Placement Cell continuously thrives to bridge the gap between the Industry requirement and the Student. Institute has achieved 100% placements from last 12 years. According to the above survey, Army Institute of Fashion & Design secured fifth position for the best placement record India today survey 2021.

In spite of Pandemic situation, the Institute was able to achieve 89% of placements in the last year and already 50% of the students are placed from the current final year batch. Placements phase is open to the Industry and waiting for the confirmation of dates from the Industry to visit / conduct the virtual campus placements. Institute is focused on achieving the quality placement through taking initiative in providing additional inputs on the following areas other than the core contents:

- Personality development programs
- Introducing Foreign Language
- English Proficiency Classes

OVER-ALL RANK 2021		OVERALL RANK 2020	COLLEGE & CITY	GOVT/ PVT (G/P)	INTAKE QUALITY & GOVERNANCE	ACADEMIC EXCELLENCE	INFRASTRUCTURE & LIVING EXPERIENCE	PERSONALITY & LEADERSHIP DEVELOPMENT	CAREER PROGRESSION & PLACEMENT	OBJECTIVE SCORE	PERCEPTUAL SCORE	OVERALL SCORE
					180	300	180	240	300	1,200	800	2,000
←	1	1	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT), NEW DELHI	G	144.0	257.0	137.0	223.5	274.3	1,035.8	800.0	1,835.8
-	2	NP	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT), MUMBAI	G	139.0	220.9	137.3	198.3	243.4	938.9	787.5	1,726.4
↓	3	2	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT), BENGALURU	G	131.6	226.7	134.8	197.1	232.0	922.2	770.1	1,692.3
↓	4	3	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT), CHENNAI	G	127.1	225.3	136.6	198.2	235.1	922.3	717.8	1,640.1
↓	5	4	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT), PATNA	G	124.1	214.3	131.1	202.0	245.4	916.9	688.2	1,605.1
↓	6	5	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT), GANDHINAGAR	G	133.7	234.5	128.2	200.4	208.6	905.4	688.6	1,594.0
↓	7	6	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT), HYDERABAD	G	119.3	208.4	137.2	196.2	204.1	865.2	722.6	1,587.8
←	8	8	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT), KOLKATA	G	122.6	210	123.9	189.1	216	861.6	726.1	1,587.7
↓	9	7	PEARL ACADEMY, NEW DELHI	P	121.2	211.7	123.7	175.9	212.2	844.7	705.6	1,550.3
↓	10	9	SYMBIOSIS INSTITUTE OF DESIGN, PUNE	P	123.6	211.7	124.5	199.0	214.2	873.0	652.4	1,525.4
-	11	NP	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT), RAJ BAREILLY	G	118.1	182.6	125.6	175.6	217.9	819.8	609.1	1,428.9
-	12	NP	NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT),	G	114.5	176.4	129.6	176.1	209.3	805.9	612.6	1,418.5
←	13	13	ARMY INSTITUTE OF FASHION AND DESIGN, BENGALURU	P	121.8	168.8	123.9	178.1	218.2	810.8	593.6	1,404.4
↓	14	10	PEARL ACADEMY, JAIPUR	P	99.0	191.4	125.5	168.2	209.5	793.6	606.5	1,400.1
↓	15	11	AMITY SCHOOL OF FASHION TECHNOLOGY, NOIDA	P	118.8	200	124	166.6	224.2	833.6	467.5	1,301.1

FROM PRINCIPAL DESK

FROM REGISTRAR DESK



All the sections of society have been severely affected by the pandemic and academics section was not an exception to the same. We were forced to face many challenges and somehow, we are managing to get along with necessities and requirements. I just want to remind the following two quotes: "When the going gets tough, the tough get going."
"Tough time will never last, but tough people do."
I just request every one of us to dig deep inside to find the strength to not to do just well, but excel in all our endeavors. Wishing you all the best and good luck

Prof. Dr. S. Kathirvelu
Ph.D., M. E., B. Tech
Principal
AIFD
Bangalore

It gives me immense pleasure and pride to see the AIFD Newsletter taking a shape to spread the positives all around us. The newsletter will include both fashion activities all around the world as well as the daily events in this AWES campus. I am extremely happy to see the newsletter making its presence in the campus.

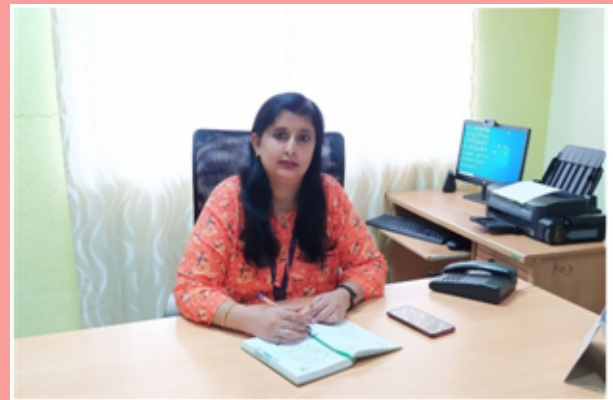
Col R Balaji (Retd)
Registrar & HOA
AIFD
Bangalore



FROM HOD'S DESK

It gives me immense pleasure to lead the department of Fashion and Apparel Design. The primary focus of the department is to empower our students with overall development. We, the TEAM-AIFD are working with the following objectives:

- To nurture the students with multi – dimensional skill sets.
- To focus on Outcome Based Education by innovative pedagogy, Industry-Academic interaction.
- Each student is focused through a Mentor- Mentee scheme where students are emphasized for good academics, placements and participation in co-curricular activities.
- The faculty members are encouraged to publish research papers in reputed journals, participate in Faculty Development Programme and workshop through a well – supported management system.



Dr. SHASHIKALA.H
MSc, Ph. D (Textiles and Clothing)
Head of the department-B.Sc/M.Sc FAD
Army Institute of Fashion and Design
Bangalore

WEB & SEMINAR

SUSTAINABLE FASHION

The webinar on most prominent topic in recent days 'sustainable fashion' was held in the month of June 12th by our renowned alumni Mr. Sajan T.V who shares 12+ years of experience in managing social compliance and ethical trade of global retail and president.

He discussed the importance and significance of sustainability in the field of fashion.



ARMY INSTITUTE OF FASHION & DESIGN
Bengaluru-77

INTERNAL QUALITY ASSURANCE CELL
Presents
Webinar on
"VISUAL MERCHANDISER"

OUR RESOURCE
PERSON
MR. BHARATH

-Heading Visual Merchandising for a kid's brand called Miniklub,
-Own start-up of Retail VM & Store Design consultation for brands from South

26.06.21
11AM

Google Meet joining info
Video call link:
<https://meet.google.com/xio-eixc-wry>

Email: aifd@awesindia.edu.in
aifdonline@gmail.com

[@army_institute_fashion_design_](https://www.instagram.com/army_institute_fashion_design_)



VISUAL MERCHANDISER

The webinar on 'Visual Merchandiser' was conducted in the month of June 26th by our leading resource person Mr. Bharath Heading VM for a kid brand called Miniklub and also owns a startup of retail VM and store design consultant for brands from south. He shared his approach and ideas towards merchandising it were our great pleasure to be a part of his lecture.



ROAD MAP TO BECOME FASHION DESIGNER

Held in the month of June by our eminent alumni Ms. Kamalpreet Kaur currently work as assistant professor at Amity school of fashion technology.

Through her tremendous and hand-full experience in the field of designing. Introduced a wide road map of opportunity for budding designers of AIFD. Her guidance was truly a treasure for all aspiring fashion designers.

INDUSTRY EXPECTATION & GROOMING

The webinar was conducted by Ms. Deepika Singh. She is the Brand consulate DEE design, and identified by United Nation as Top 10 Industry Disruptor Entrepreneur for B.Sc. & M.Sc. student AIFD on Industry Expectation & Grooming

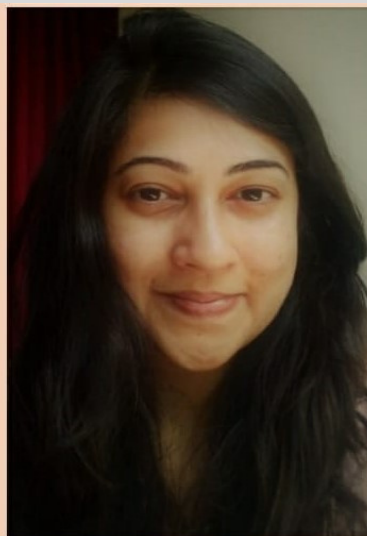


PRIYA KHERDE

3RD YEAR B.SC FAD

CLO 3D SOFTWARE

The demo lecture conducted virtually in the month of July / 03 by current final year student Priya kherde on the new fashion design software program 'CLO 3-D software', The session introduced students to a new world of 3D sewing tool and 3D costume design.



FACULTY FEATURE

ACHIEVEMENTS

Dr. Shashikala H completed her doctoral degree in the field of natural dyes under textiles and clothing specialization from Smt. VHD Central Institute of Home Science, Bangalore University, Bangalore. She received the notification in January 2021 from university for the award of Ph.D. titled, "Design and Development of Microencapsulated Eco-friendly Active Wear Dyed with Cannon Ball Fruit Extract." She is also a young scientist awardee from VGST under SMYSR scheme for the financial year 2014-15. She has published many papers in national and international journals and has presented papers at various national level conferences.

THE CREATIVITY

Ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc. originality, progressiveness, or imagination the need for creativity in modern industry.

Creativity is the ability to develop and express ourselves and our ideas in new ways, going beyond the usual - stepping outside of the box. It can be defined in many ways, such as how a person explores ideas or uses different ways to solve issues - and how one experiences life. The Creative Life is full of new possibilities, discoveries, exploration, experimentation, self-expression, and invention. It's a habit, a way of being, a style of existing. A deeper approach to well-being, often described as "Eudaimonic well-being", focuses on living life in a full and deeply satisfying way.

Make Yourself in attractive way: -

"CREATIVITY IS MEANT TO BE FUN!"

Lavanya S,
Assistant Professor

ACHIEVEMENTS

Mrs. Niveditha A S, Assistant Professor-CAD & IT Department in charge, is graduated in Fashion & Apparel Design from Army Institute of Fashion & Design, Bangalore in 2011. She completed her Master Degree in Apparel Technology & Management from Central College Bangalore University in 2013. She is well recognized for her research work. She presented and published various articles in National and International Conferences.

Recently published an article on "A Study on Optimistic need of Artificial Intelligence in Fashion Retail Industry "in International Journal for Modern Trends in Science and Technology in Sept 2020.

She has been awarded the best paper on "Artificial Intelligence in Fashion Business" at National Conference on "Innovative Management Practices towards Business Excellence" conducted by Koshy's Institute of Management Studies in association with Bengaluru North University.

CLUBS AND COMMITTEE**BOOK READERS CLUB**

"If you only read the books that everyone else is reading, you can only think what everyone else is thinking"

Army Institute of Fashion and Design (AIFD) has started with the Book readers club which includes students from all the academic year, who are working under the guidance of Prof. Dr. S. Kathrivelu, the head of the BRC and Mrs. Regina Jayakumar who is the faculty coordinator of the BRC. The members of the BRC are showered with opportunities to talk about the main points, character and aspects of the e-book, which is shared with them on a weekly basis. BRC encourages the students to improve their communication skills, enlighten themselves and strengthen their knowledge. So far, The BRC has covered books like 'Six of Crows', 'Think and Grow Rich', 'Attitude is Everything', 'A thousand splendid suns' and more inspirational books like these. AIFD BRC is hoping to encourage the critical thinking of students and expecting deep engagement with the books.

Happy Reading!

Book Readers Club of AIFD 2021.

OFFICE BEARERS:-

Ms. Bhavya Shetty - President (Batch 2018)

Ms. Pragati - Vice President (Batch 2019)

Ms. Kavita Bhati - Secretary (Batch 2020)

Batch 2018 Members

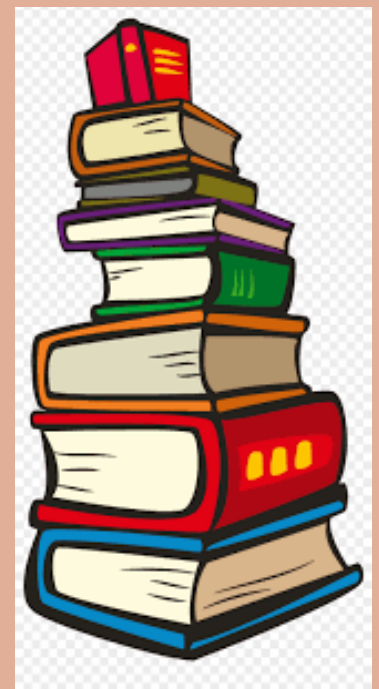
Anjana Yadav, Aishwarya Ramesh Bhavya Shetty, Parul, Reshma.

Batch 2019 Members

Ishita, Izahar, Nehar, Prakriti, Pragati, Rosaliya.

Batch 2020 Members

Ananta, Anchal, Anjali Gangotri, Anjali Yadav, Aprajita Diwedi, Charushika, Dangi Ritika, Deeksha, Jyoti, Kavita Bhati, Kruthi Appeyandra, Sneha, Manisha, Megha, Trisha Maiti, Varsha Joshi, Vishaka.

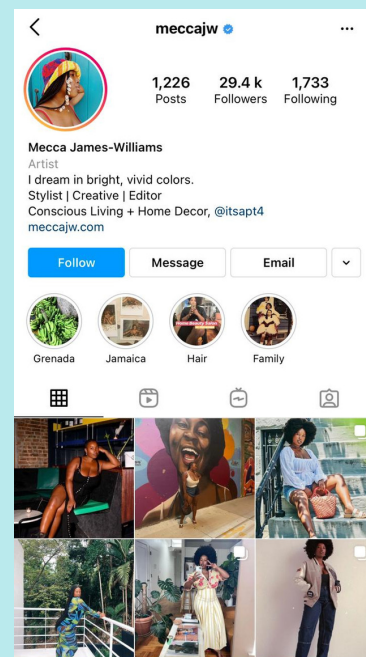
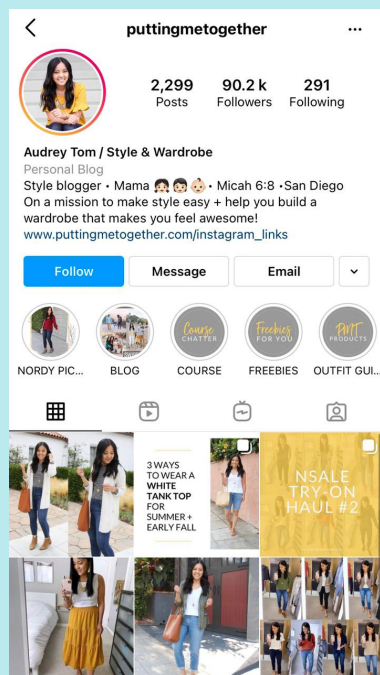


FASHION DOSE OF THE MONTH

Let's talk fashion bloggers and Instagram! The Gram has evolved over the years and is now a powerhouse equal to, if not totally surpassing, the glory that was Facebook. Bloggers and influencers galore have made it a platform of distinction. From size-inclusive fashion girls to social activists with style, designers of everything from lingerie to shoes, anything-but-your standard fashion bloggers—see who's inspiring us on Instagram now. Insta is more saturated than ever, allow us to break it down for you.

@puttingmetogether

Audrey's bio on Putting Me Together starts off with: "I'm a 30-something year old who thinks Target is the most magical place on earth, is addicted to boba, and is hopelessly dependent on chocolate ice cream." Don't you love her already? Her goal for her posts is to make style accessible to everyone and covers tips on how to build a remixable wardrobe, ideas for wearing one piece different ways, and more.

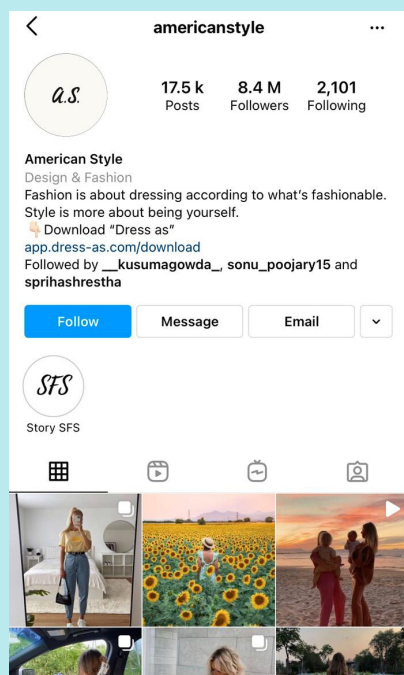


@Meccajw

The stylist and model has so many colorful looks on her feed, including this burnt-orange number. She's a home decor enthusiast as well and curates an IG page called @itsapt4 that'll make you wanna buy a bunch of plants.

@americanstyle

One of my personal favorites, @americanstyle boasts 8 million followers and almost 11,000 posts filled with fashion, beauty and lifestyle inspiration. They only feature the best of the best, but this includes super wearable outfits and looks that can serve as awesome #OOTD inspiration!



Khusbu Kumari Gupta
Asst. Professor

STUDENT REFLECTION

Beauty begins the moment you decide to be yourself.

-COCO CHANEL

In the eyes of a child, face paint is magical. It is something capable of transporting them into a world filled with their favourite characters.



As for me embracing my self love started from the new idea of face art.

It all started from November 2020, being a fashion student I have to do the things differently, I love dressing funky and put makeup on my face to look different from others. As I like dressed up so I thought what can I do which will make it different and more realistic, face art is a thing by which I could make it little different from others by matching the dressing just like the painting.



Komal Pandey is a one of my favorite fashion blogger who inspired me to love myself more by dressing and also helped me to think differently, Abby Roberts and Dain Yoon are the person who inspired me by their face art and make up, they make me feel that I can make myself look much more better than I used to be, it is my talent which I can apply on my self only, I don't need anyone's permission to do something different, it is all mine.

Sometimes it is ok to be weird, it is ok to be different to look different, everyone have a different personality, just be yourself and love

- Lisa Halder

I'm Varsha Rangi,

A student of Army Institute of Fashion and Design. I have always been very fond of singing since I was a child, took a few vocal classes, participated at many events, won a lot of prizes as a kid, learned to play instruments such as keyboard and harmonium. Currently I am pursuing a fashion degree and keeping singing as a hobby and trying to give it ample amount of time. At the age of 12, I got an opportunity to participate in Indian Idol, couldn't get much progress there so I kept trying at other events such as school level singing competition etc. I mostly sing classical, Bollywood and Punjabi genre. To be able to follow up on my singing I recently started with an Instagram page where I upload videos. If you want to listen to the songs I upload please check my Instagram page @varsha.rangi. Thank you



I'm Shaikh Izaharul Hoque, a student of Army Institute of Fashion and Design. According to me, my art is all about the intricate details and features that I always desire to capture through my sketches. From inspirational to custom sketches I do it all, coming to customized sketches I had started this in 12th standard and after this I had started working on Adobe Illustrator and Photoshop, and started illustrating mostly everything as I find beauty in almost everything. When I got master in illustration I start a small start up apparel print in which I illustrate the subject which client gives and then print it on apparels (it includes T-shirt, Spotify frames, mugs, keychains, etc.). If you want to check my work then please go to my page at @izahar_art on Instagram.

So in the beginning it was just a hobby but now it my passion which I am following by my heart. I believe that if want create you should have an empty mind, as you may heard a phrase "Khali Dimag shaitan ka Ghar". So, this means you should have a empty head then you can have a fresh and new ideas related to your work.

