# PROSPECTUS - 2022

**iftk**

## Institute of Fashion Technology Kerala

Government of Kerala

Established in Technical Collaboration with
National Institute of Fashion Technology
Affiliated to University of Kerala | Approved by AICTE, New Delhi

An Institution of Excellence managed by Centre for Continuing Education Kerala, Thiruvananthapuram

# Director's Message

Institute of Fashion Technology Kerala is a premier fashion institute in Kerala imparting high quality fashion education in the field of design and garment manufacturing. Being one of the most creative course options, Fashion Design never goes out of style

The Government of Kerala has set up the Institute of Fashion Technology Kerala (IFTK) under the Centre for Continuing Education Kerala (CCEK) in technical tie-up with National Institute of Fashion Technology (NIFT) and approved by All India Council for Technical Education (AICTE), New Delhi. The institute aims at imparting the best of fashion education through its professionally managed campus at Vellimon in  Kerala, Kollam. It lays emphasis on adherence to high ethical values within the academic community.

I can assure you that the competent faculty, energizing environment and the prospect of growth at IFTK would surely be an impetus to any aspirant desirous of entering the fashion industry/world. Let me proudly invite you to the exciting world of fashion.

Smt. V.Vigneshwari IAS,
Director CCEK

# Contents

## Institute

## Genesis

The Institute of Fashion Technology Kerala (IFTK) was set up under the aegis of the Centre for Continuing Education Kerala (CCEK), Govt. of Kerala, with the intention of developing professionals for taking up leadership positions in fashion business in the emerging global scenario. The Institute is approved AICTE New Delhi and affiliated to the University of Kerala, Thiruvananthapuram.

The Institute aims at envisioning and evolving fashion business education in the country through its professionally managed campus at the beautiful locality of Vellimon, Kundara, Kollam District, Kerala. The Institute aims at providing a common platform for fashion education, research and training.
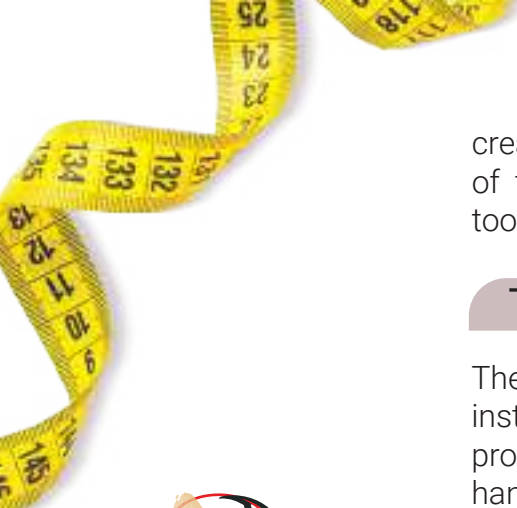
The Memorandum of Understanding signed between the NIFT and the CCEK enables the institute to conduct the classes professionally in the same standard of NIFT. The infrastructures developed at IFTK are at par with fashion institutes of international repute. The Hon. Education Minister, Govt. of Kerala is the Chairman of the Network Coordination Committee constituted for the management of the Institute.

## Teaching Methodology

Teaching at the Institute involves a cohesive, contextual and nurturing environment for learning. The emphasis is on professional development providing a competitive edge by using standardised pedagogy and teaching methodology. It also involves sharing of work as well as learning processes with peers and faculty, whose feedback and guidance are crucial to the student's understanding, development and maturity. Students undertake classroom and workshop assignments, conduct field studies, make presentations and participate in group discussions and seminars and are encouraged to develop industry linkages.

The students get an opportunity to work in an intellectually stimulating environment on projects focusing on integrative abilities that use skills ranging from technical expertise to

creative exposure and conceptualisation. The creative mode of teaching is supplemented by latest visual aids and IT tools.

## The Faculty

The IFTK faculty trained at some of the design and fashion institutes of international repute bring to the class room professional capabilities, wide exposure and years of hands-on industry experience. Committed to growth in their profession, the faculty constantly upgrade their knowledge and skills through sustained interaction with the industry and research work in relevant areas. Students enhance their talents by working with faculty on various real life projects, thereby gaining invaluable knowledge, experience and awareness about the latest global trends.

## IFTK and the Industry

The education programmes at IFTK are extensively integrated with fashion business. The intense and dynamic interaction between the industry and academics provides requisite insight and appreciation of business concepts. Internship and industry visits as well as real life projects, seminars and interactions provide opportunities for students to appreciate and understand the working of the industry. The Institute also undertakes research and consultancy projects for the industry with its expertise in design, management and technology at strategic and operational levels.

## Resource Centre

In the 21st century, Information is the most important resource, and knowledge management is the most crucial function in an organisation. The Resource Centre at IFTK provides the necessary infrastructure to collate and disseminate this critical input. Its integrated collection of print, visual and creative material resources is systematically documented and this is source of information for the study of international and contemporary Indian fashion.

## Academic Infrastructure

The Institute of Fashion Technology Kerala aims at establishing the benchmark for the quality of professionals who go into the fashion industry. The Institute provides comprehensive and state-of-the-art infrastructure and equipment to impart both practical and theoretical training. The facilities and services offered to the students allow them the freedom to experiment with and generate creative ideas.

The classrooms are equipped with audio-visual equipment like LCD, Slide Projector, Television, etc. The Institute invests in the latest equipment to acquaint students with the latest manufacturing technology. The laboratories are equipped with requisite machinery for garment construction, patternmaking, CAD etc..

IFTK realises the significance of the role of Information Technology in modern technical education. The IT infrastructure provided to support academics in IFTK is of international standard. The Institute also understands the value of information in fashion education and has developed Well-stocked Resource materials.

# Recognition

## Approval by AICTE New Delhi

Institute of Fashion Technology Kerala (IFTK) is approved by All India Council for Technical Education (AICTE), New Delhi from the academic year 2019-20 onwards for the conduct of full time four years Bachelor of Design(B.Des) Degree in Fashion Design and a student intake of 60.

## Affiliation with University of Kerala

Institute of Fashion Technology Kerala (IFTK) is the first of its kind in the state of Kerala to get affiliated with University of Kerala, Thiruvananthapuram to offer 4 years (8 Semesters) B.Des (Bachelor Degree in Design) – Fashion Design. This course was introduced at IFTK with the affiliation of University of Kerala, Thiruvananthapuram from the academic year 2014 -15

| | |
|---|---|
| Minister for Education, Kerala State | Chairman [Ex officio] |
| Principal Secretary, Higher Education Department | Vice Chairman [Ex officio] |
| Principal Secretary, Planning Department (or his nominee) | Member |
| Principal Secretary, Finance Department (or his nominee) | Member |
| Director of Technical Education | Member |
| Director of Collegiate Education | Member |
| Senior Joint Director [Poly Stream], Dept. of Technical Education | Member |
| An eminent Educationalist / Scientist | Member, nominated by the Govt. |
| Principal, Govt. Engineering College, Barton Hill, Thiruvananthapuram | Member, nominated by the Govt. |
| Principal, Central Polytechnic College Vattiyoorkavu, Thiruvananthapuram | Member, nominated by the Govt. |
| Principal, Govt. Womens College, Thiruvananthapuram | Member, nominated by the Govt. |
| 1. Managing Director, Keltron, Thiruvananthapuram 2. Chief Executive Officer, Technopark, Thiruvananthapuram | Member, nominated by the Govt. |
| Chairman, Indian Society of Technical Education, Kerala Section | Member |
| Director Centre for Continuing Education Kerala | Treasurer & Member Secretary [Ex officio] |

## Executive Committee

Principal Secretary, Higher Education Department — Chairman

Principal Secretary, Finance Department (or his nominee)

Director of Technical Education

Director of Collegiate Education

Managing Director, Keltron, Thiruvananthapuram

Chief Executive Officer, Technopark, Thiruvananthapuram

Director, Centre for Continuing Education Kerala

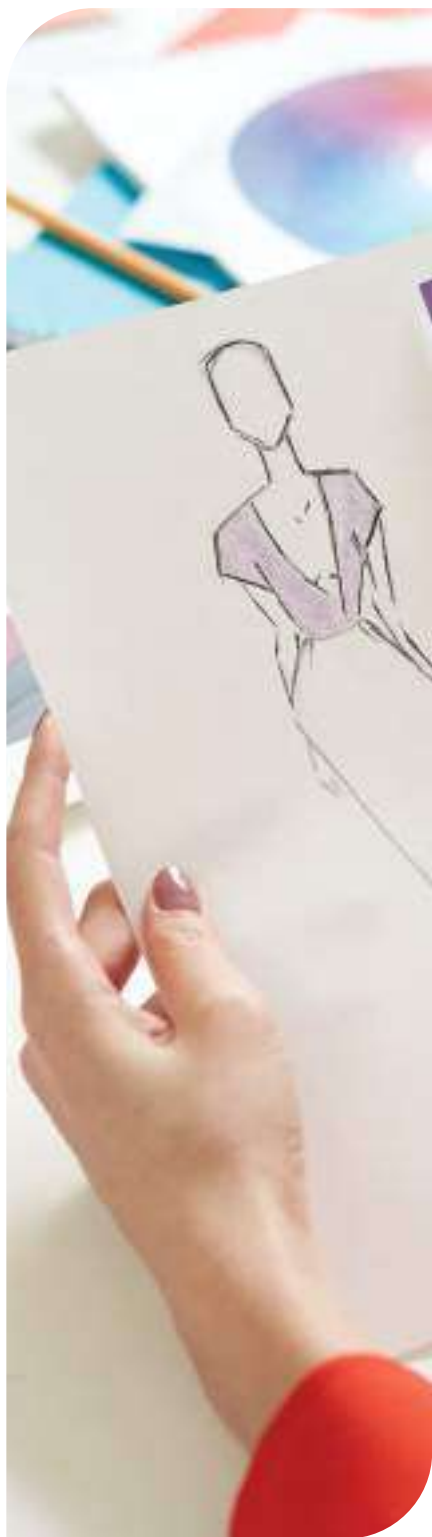# Bachelor Degree in Design (B. Des) Fashion Design



## Course Introduction

Bachelor of Design (B.Des) – Fashion Design is an Undergraduate degree of 4 years duration. The Bachelor of Design educates students to have a voice in the development of a sustainable world. The program provides students with experiences in using established and emerging technologies in a collaborative atmosphere, where integration is perceived as the driver for creative and innovative design. The program teaches that it is the responsibility of the designer to integrate design elements within appropriate social, cultural, ethical and environmental contexts. In their courses, students re-imagine the boundaries of everyday life and bring new dimension to objects, graphics, environments, ceramics, jewellery and textiles. The program encourages students to adopt innovative approaches by challenging conventional applications of materials, systems, processes and technologies.

Bachelor of Design (B.Des) degree has an integrated approach to design. Rather than producing specialists, graduates are flexible with a broad range of skills allowing them to work across a wide range of design disciplines. Fashion Design provides a holistic input on generic design with more focused approach towards apparel. This inculcates in students the ability to develop and channelize creativity. The curriculum hones design sensitization, which balances global fashion aesthetics with an Indian soul.

## Objectives of the Programme

Bachelor of Design (B.Des) – Fashion Design is a four years (8 Semesters) full time programme which employs the best practices and methods which will guide the students to discover and explore the individual style and talent they can offer in this high profile industry.

The rapid changes due to globalisation, advanced technology and communication are affecting the nature of science at large. Fashion Design which is, continuously evolving belongs to and is conditioned by the country's socio-cultural and economic environment.Suspended between tradition and modernity, craftsmanship and industrialisation, design education in India is two–fold trust harnessing available human, material and technological resources on the one hand and aligning itself with global trends and influences on the other.

## Aims of the Programme

1. To develop young and sensitive designers in the field of fashion.

2. To provide professional fashion education in line with the national and international industry prac - tices.

3. To bridge idealism with reality by focusing on innovation and excellence

4. To create sustainable designs with emphasis on economical, ecological & social values.

5. To provide specialized platforms to bring out their creativity

6. To prepare students towards the challenges of design entrepreneurship.

# Course Summary

## Introduction to First year (Foundation Programme)

To meet the dynamics of fashion education, a Foundation Programme, designed to orient and sensitise students towards understanding of the fundamentals of fashion business namely design, technology and management in a sociocultural perspective. The programme focus is to build the base for future learning of the design and technology function.

## Introduction to Second year

Introduces students to various aspects of Fashion Design education through subjects like Fashion Illustration and Design, Fashion Studies, Elements of Textiles, Surface Development Techniques, Design Process and History of Design & Fashion, Pattern Making, Draping and Garment Construction culminate into development of prototypes. Students are given hands on exposure to the craft heritage of the country.

## Introduction to Third Year

Builds on learning of the previous year, by strengthening and building on departmental specialization. The focus is on greater exposure to the complexities and nuances of various segments of the apparel industry. An industry internship is an invaluable experience for students to interface between design and technicalities of production.

## Introduction to Fourth Year

Focuses on niche specializations and electives with a focus on Research, Design & Development. The final semester culminates in a Design Collection, where students present their apparel creations in a show.

## Conditions for Admission

Candidates for admission to the Bachelor of Design Degree course (B.Des) – Fashion Design shall be required to have

**Passed : 12th Standard Examination from the recognised board of Education.**

All Admissions to Bachelor of Design Degree course (B.Des) –Fashion Design shall be subject to passing of an Aptitude Test and interview conducted by IFTK.

## Reservation of seats

The seats reserved for SC/ST/OBC are as per the Kerala Government and University of Kerala norms. 10% of seats are also reserved for Economical Weaker Section (EWS) students as per G.O. (M S) No: 128 / 2020 / HEdn dated 20/03/2020

# Entrance Examination

Aptitude test comprises General Ability test & Creative Ability Test

## 1. General Ability Test (GAT)

### - Quantitative Ability

This sub-test is designed to test the quantitative skills of the candidates. The sub test consists of questions on addition, multiplication, division, fractions, percentage, rate of interest, work and task, ratio and proportion and distance.

### - Communication Ability

This sub-test is aimed at testing the English language skills of the candidates in day-to-day communication in English. It includes questions on synonyms, antonyms, words with corresponding meanings, singular, plural, one word substitutes, idioms and phrases, correct spellings, etc.

### - English Comprehension

This sub-test is to test one's ability to comprehend the meaning of from a given passage.

### - Analytical Ability

This sub-test is designed to test the candidate's inference and logical reasoning.

### - General Knowledge and Current Affairs

This sub-test is designed to test the candidate's knowledge of current affairs.

## 2. Creative Ability Test (CAT)

This test is aimed at judging the skill, power of observation, innovation and design ability of the candidate. An important aspect of the test is the candidate's use of colour and illustration.

## Personal Interview

The entrance examination will be followed by a personal interview. A candidate is judged on the various parameters during individual personal interview by a panel, as listed below:

1. Career orientation
2. Aptness for the field
3. Overall personal achievements in academics and co-curricular activities
4. Communication
5. General awareness and aptitude, creative and lateral thinking are likely to be useful.

PLEASE NOTE: Entrance Examination will be an online proctored  examination.

## Students Welfare

### Recreation

For encouraging student participation in extracurricular activities, various clubs have been formed to enable the students to interact with each other. The clubs function under the guidance of the faculty/officer in charge. The clubs function in the activity hour. The club activities are held throughout the year and the final activities of the clubs are highlighted during the annual event.

### Placement

Institute of Fashion Technology Kerala (IFTK) provides placement assistance to students successfully completing four years Bachelor of Design (B.Des) - Fashion Design. The institute has tie- ups with the leading brands of apparel industry and students are being placed in various designations of design, merchandising, planning, styling, quality and production fields. Some of our placement partners are

Jockey India, Shopper Stop, Raymonds, Swift Merchandise, Ziva Maternity Wear, Fatiz, Hari Anand Design Studio etc.

# Academic fees

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|---|---|
| Tuition Fees | Rs.48000/- per semester * |
| One Time Fee during Admission | |
| Security Deposit | Rs.5000/- (one time refundable) |
| Registration Fees | Rs.2000/- |

## Fee Refund Policy

As per G.O.(Rt.) No.77/2019/H.Edn. dated 18-01-2019, Government have adopted the norms and regulations of All India Council for Technical Education (AICTE) in respect of refund of fee( Clause 7.13 of chapter VII of AICTE approval process handbook 2019-2020) to all courses approved by AICTE in Kerala the norms of AICTE and Govt. of Kerala. Government have also extended the Clause on refund of fees on cancellation of admission to students undergoing course approved by AICTE as per the Approval Process Hand Book

**Accordingly, the norms and regulations in respect of refund of fee will be as follows:-**

(1) In the event of a student withdrawing before the start of the Course, the entire fee collected from the student, after a deduction of the processing fee of not more than Rs.1000/- (Rupees One Thousand only) shall be refunded by the Institution. The Institution will not retain the School/Institution Leaving Certificates in original.

((2) In case, if a student leaves after joining the Course and if the vacated seat is con sequently filled by another student by the last date of admission, the Institution will refund the fee collected after deduction of the processing fee of not more than Rs.1000/- (Rupees One Thousand only) and proportionate deductions of monthly fees and hostel rent, where applicable.

(3) In case the vacated seat is not filled, the Institution will refund the Security Deposit and return the original documents.

(4) The Institution will not demand fee for the subsequent years from the students cancelling their admission at any point of time. Fee refund along with the return of Certificates will be completed within 7 days.

(5) If the Institution is not following guidelines issued by Council regarding refund of fee for cancellation of admission or delaying refunds, it shall be liable to any one or more of the following punitive actions by the Council

- Fine for Non-Compliance of refund rules of the fee levied against each case shall be five times the total fee collected per student.

- Suspension of approval for NRI and supernumerary seats, if any, for one Academic Year.

- Reduction in "Approved Intake".

- No admission in one/more Course(s) for one Academic Year Withdrawal of approval for Programme(s)/Course(s).

# Admission Guidelines

## Admission Calendar

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|---|---|
| Application form available: | 01/04/2022 to 15/06/2022 |
| Last date for submission of application form: | 15/06/2022 |
| Date of Entrance Examination: | 3rd Week of June 2022 |
| Commencement of classes: | 2nd Week of July 2022: |

(Dates are tentative, subject to the orders of Govt. due to COVID19 Pandemic)

The prospectus can be downloaded from the website www.iftk.ac.in.

## Submission of application form (Only Online Application)

Application form has to be submitted only online. Before filling the online application, candidate should complete the online payment of Rs.1500/- using the link provided in the website. No need to send any hard copy of the submitted application form. Please read the instructions carefully mentioned in the website – www.iftk.ac.in before filling the online application form. Forms submitted online after the due date will not be accepted.
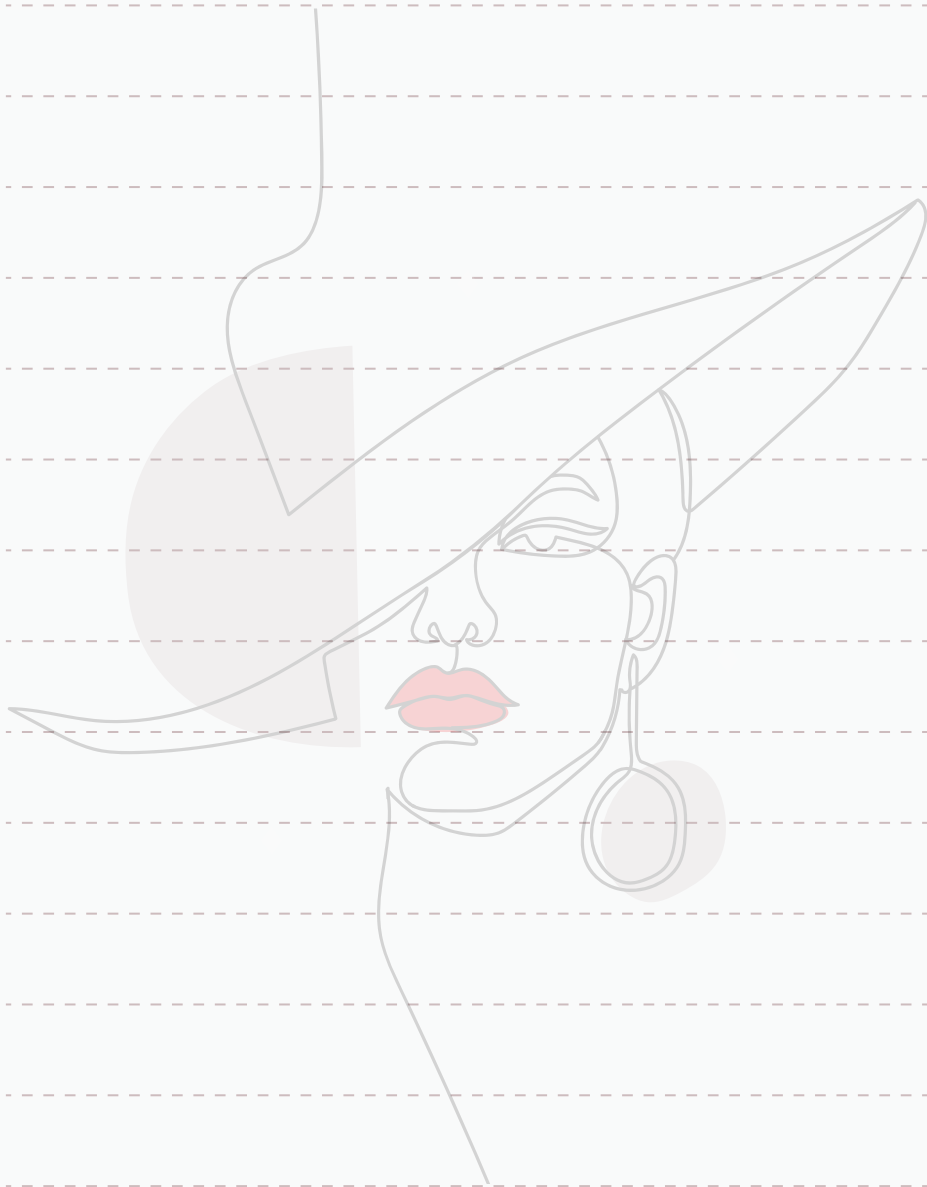
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WhatsApp Number: 9447710275

Note

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# Institute of Fashion Technology Kerala

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