



2017

**SATYAM  
FASHION  
INSTITUTE**

Affiliated to  
SNDT Women's  
University, Mumbai



# Dr. Shashikala Wanjari

Hon'able Vice Chancellor, SNDT Women's University, Mumbai



# S.N.D.T. WOMEN'S UNIVERSITY

1, N. THACKERSEY ROAD, MUMBAI - 400 020, MAHARASHTRA, INDIA  
Tel.: (O) 2203 1879, 2203 1881, 2201 4775, Fax: 91-22-2201 8226, 22031882  
E-mail.: vcsndt@sndt.ac.in

SNDT Women's University is the first Women's university in India as well as in South-East Asia. The University was founded by Bharat Ratna Maharshi Dr. Dhondo Keshav Karve in 1916 for a noble cause of Women's Education. The University Headquarters is in Churchgate Campus, Mumbai and the other two campuses of this University are at Juhu, Mumbai and Karve Road, Pune.

The vision of Bharat Ratna Dr. D.K. Karve to build a citadel of learning for women is encapsulated in the motto of the University - 'Sanskrita Stree Parashakti' (An enlightened woman is a source of infinite strength).



## Mission

Empowerment of women, through education, has been the single-minded mission of this University ever since its establishment. With socio-cultural changes and technological advances, the goals and objectives of the University are being continuously reinterpreted to make them relevant to the needs of women and in the context of prevailing needs of the society. The mission statement of the University statement is "**Empowerment of Women through Education**".





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# ADVISORY BOARD



The advisory board has been set up to act as a bridge between the industry and the academics both at national and international levels-

- To give its students the best and through its brainstorming sessions help to upgrade and develop the course curriculum
- Maintain a close relationship with the industry

1. Mr. Vivek Jain - President
2. Ms Manjulika Gautam - Director General IAS (Retd.)
3. Mr. Pradeep Gupta - Secretary
4. Mr. Vivek Jain - CEO, Ornate Collection
5. Dr. Archana Shastri - Former Professor NIFT
6. Dr. Satish Bharadwaj - Former Academic Head NIIT and Director IICD Jaipur
7. Mr. P.K. Agrawal - Omex Engineering Industries
8. Mr Vishal Jain, MD - Vasu Consulting India
9. Dr. Mala Kapoor - Director/Principal, Silver Line School
10. Ms. Sonia Jeetly - Fashion Designer
11. Mr. Niket Mishra - Fashion Designer
12. Rajdeep & Geetanjali Ranawat - Fashion Designer
13. Ms. Varija Bajaj - Fashion Designer
14. Ms. Sulakshna Monga - Fashion Designer
15. Dr. Mitali C. Goswami- Principal Satyam Fashion Institute
16. Mr. SK Bhardwaj- Radnik Export Ltd.
17. Ms Savita Patel- SEWA Trade Facilitation Center.

# Director General's Message



Satyam Fashion Institute is a college only for girls. Earlier, Fashion used to be only for the elite and the rich. Now, at Satyam, we are trying to give an opportunity to girls from all walks of life to come and study design, to get a good quality education and to make a place for themselves in Society. Fashion is not all glamour, it needs lot of hard work, dedication and a lot of effort. We, at Satyam, provide the best Faculty, provide the best opportunities and the best infrastructure. It is then for the students to make the best use of it and to get an outcome. We aim at exploiting the creative talent and individuality of our students to the maximum and help them to start their career suited to their talents.

Please join us in this endeavour.

Best Wishes!  
Ms. Manjulika Gautam  
I.A.S. Retired

# Principal's Message



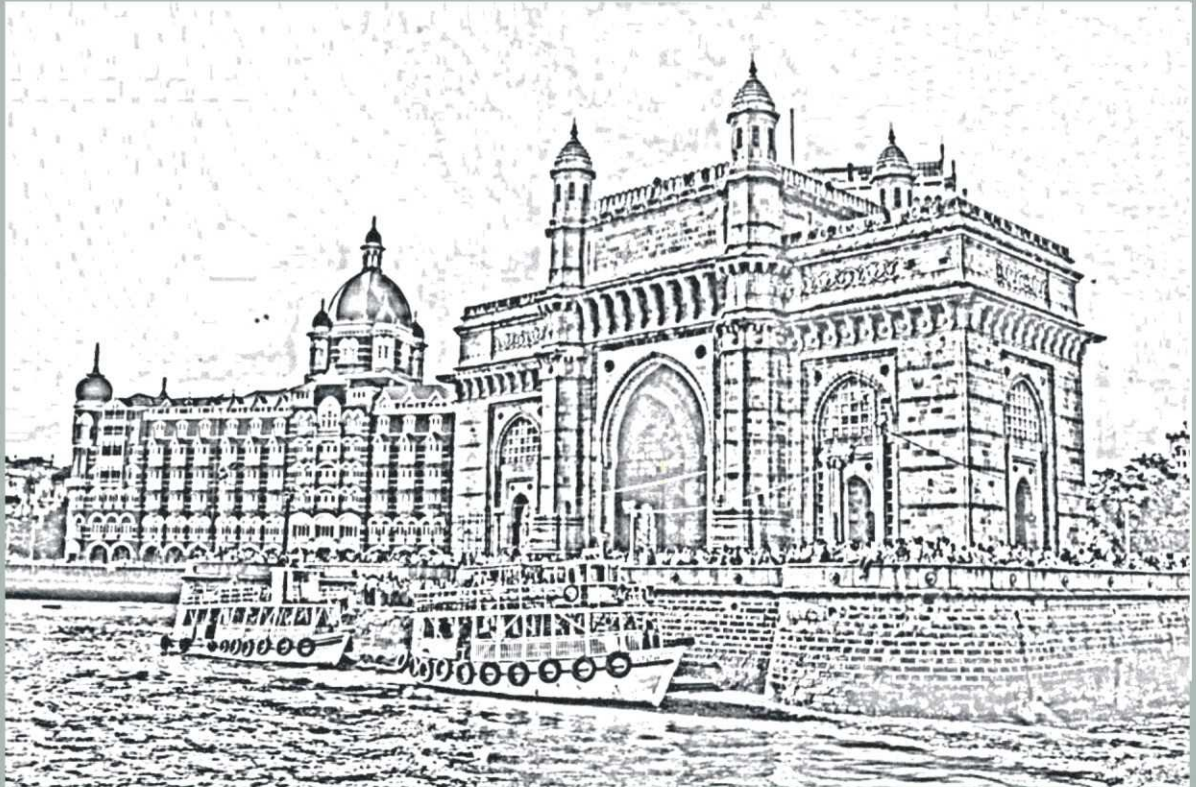
Satyam Fashion Institute is leading design institute in defining design education by employing innovation in all areas. The institute exists to empower women through education by preparing talented students for professional careers, emphasizing learning through individual attention. Satyam is one place where you discover your true potential; realize your dreams and all-in-all design your own success. We offer here 360 degrees learning; we do not want our students to become bookworms... the time, you spend here and invest here -should shape the whole person in you... because these years are the most formative years of your life. We know the value of this time. Hence, we create here an environment to give you a holistic learning.

My advice to you...don't be ordinary be extra ordinary; extraordinary. Be the star performers....achieve excellence in whatever you do.

Best Wishes!

Dr. Mitali C. Goswami

Principal



**Satyam Fashion Institute is affiliated to SNDT Women's University, Mumbai, a Government University, also the first university for women in India & South East Asia.**

The university is committed to the cause of women's empowerment through access to education particularly higher education through relevant courses in formal and informal streams and provides a wide range of professional and vocational courses for women to cater to the changing socio-economic needs, with human values and purposeful social responsibility and to achieve excellence with quality in every activity. The University was founded by Bharat Ratna Maharshi Dr. Dhondo Keshav Karve in 1916 for a noble cause of Women's Education. In 1951 the university acquired statutory recognition and this recognition came along with the rare privilege of jurisdictions across the country.

The University Headquarters is in Churchgate, Mumbai and the other two campuses of this University are at Juhu, Mumbai and Pune. The University has more than 200 affiliated colleges in Maharashtra, Gujarat, Madhya Pradesh, Assam, Goa and Uttar Pradesh. The University for the first time has extended its division in the Northern part of India in Delhi NCR by giving affiliation to SATYAM FASHION INSTITUTE, NOIDA for the degree of B. Design (4 years) with specialization in Fashion Design, Lifestyle Accessories Design, Textile Design and also Post Graduate Diploma (2 years) in Fashion Design.

**Special Features:-**

1. First university of Maharashtra to offer the degree of B.Design in Fashion Technology
2. Offering extensive range of undergraduate and post graduate courses
3. More than 60,000 students take advantage of multi-entry points into academic structure
4. Medium of instruction in multiple languages like Marathi, Gujarati, Hindi & English
5. Selected by UGC for export of higher education
6. Scholarships are granted to students on a need - cum - merit basis



Bachelor of Design: Fashion  
PGDFD

# THE INSTITUTE



**Satyam Fashion Institute (SFI) is on the map of Professional Higher Education with a strong dedication to the cause of women empowerment by educating them in the field of Fashion & Design. These trained professionals will scale new heights and set new benchmarks in the growth of the Indian economy and will form an integral part of industry set up.**

The proximity of the college to industry creates a unique opportunity for collaboration and an ability to address market behavior. Regular field trips along with lectures and seminars by visiting industrialists, designers, academicians, manufacturers, artists and media personalities broaden students' awareness of their subjects. Students have an opportunity to develop ties with the professional community through visits to exhibitions, fairs and media houses etc.

SFI believes in the growth of students by making them learn by doing. This not only develops their technical, motor skills and knowledge but also makes them strong for the competitive environment of today's world.

SFI is committed to the idea of enhancing purposeful education with human values and social responsibilities finally making student a complete professional. There are four levels of study and all the levels are designed and balanced with theoretical and practical knowledge with industrial exposure. Time management plays a vital role in the completion of the assignments.

The Institute offers an outstanding learning environment for students by providing state of the art infrastructure, facilities, course curriculum and teaching methodology.

All these are designed, in view of its commitment to achieve excellence in the field of **Fashion & Design**. It serves the industry by providing an excellent trained manpower. SFI focuses on development of its students not only by imparting quality education but also in instilling a sense of self worth and discipline.



# Foundation Year



Foundation program is modeled around the concept of bringing students from various educational settings to one ground level, universal to all design studies by creating a basic understanding of art, illustration and design. It pushes students to see newer possibilities by helping them understand their individual design sensibilities and develop a creative attitude towards all things.

During this 1 year curriculum, which is initial and common to all three design streams offered at SFI a student crosses various limits and mental blocks to develop an open mind to allow inflow of newer and innovative ideas. Each student unlearns and relearns numerous concepts to be able to view world with a better perspective. During the process she realises the importance design holds in our day to day lives.

Towards the end of this programme, students are briefed about the choice of three streams- Lifestyle Accessories Design, Textile Design and Fashion Design which they can choose for their further design studies, in the second year.

One year of knowledge brings in advance fluidity of fabric, superior craftsmanship of construction and inventive silhouettes. Students concentrate on executing ideas/ individual work style in design, construction and presentation through understanding of commercial and technical aspect of the apparel industry. Introduction of market input for students to learn the process, skill and language of design.

## Curriculum:

### Semester I

Drawing And Sketching  
Environmental Studies  
Fundamental of Design  
Communication Skills  
History of Art & Design

### Semester II

Technical Drawing- Foundation  
Advance Design  
Material Studies  
Computers Application In Data Management And  
Presentation  
Art Appreciation



# Fashion Design-4yrs



Fashion Design program is conceptualized to develop a professional and creative attitude in students towards the aspect of design, technology, merchandise required to create, produce and market to the ever changing apparel industry. Students are exposed to innovative and experimental yet practical understanding of contemporary design to pursue a wide range of careers in the global fashion design industry.

Graduating students emerge as professionals for a wide range of careers in the national & global design industry. A student will pursue a career as Fashion designer, fashion stylist, buyer, forecaster, computer-assisted designer/design interpreter, pattern engineer, entrepreneur, design manager, visual/promotional merchandiser, fashion illustrator, technical costume, ready-to-wear and high fashion designers.

Year II : Students are exposed to basic knowledge of apparel design with appropriate input to acquire technical skills and knowledge to be applied in academic exercises. End of term students contribute to integrated term project.

Year III: Previous year's knowledge brings in advance fluidity of fabric, superior craftsmanship of construction and inventive silhouettes. Students concentrate on executing ideas/ individual work style in design, construction and presentation through understanding of commercial and technical aspect of the apparel industry. Introduction of market input for students to learn the process, skill and language of design.

Year IV: At the end of the program students consolidate their skills knowledge to design, produce and present a design collection that can be seen from concept sketch to a finished garment.



## Bachelor of Design: Fashion PGDFD

### Bachelor of Design

### Curriculum:

#### Semester III

Fundamentals of Illustration & Design Concept  
Introduction to Pattern Making (Flat And Draping)  
Introduction to Textile  
History of Fashion (Indian & Western) And Women's Studies  
Marketing and Merchandising

#### Semester IV

Basic Fashion Illustration & Design Concept  
Basic Pattern Making (Flat And Draping)  
Introduction to Garment Construction  
Computer Aided Rendering Technique In Fashion  
Principles of Management

#### Semester V

Advance Fashion Illustration & Design Concept  
Advance Pattern Making (Flat, Draping And Grading)  
Basic Garment Construction  
Craft Research and Design  
Indian Textile and Embroideries

#### Semester VI

Computer Application in Fashion (2D)  
Industry Research Project  
Advance Garment Construction  
Fashion Forecasting  
Dyeing and Printing & Surface Ornamentation

#### Semester VII

Creative Pattern Making  
Fashion Styling and Costume Designing  
Range Development  
Quality Assurance Management  
Introduction to Entrepreneurship and IPR

#### Semester VIII

Elective (Any two) from 1-4  
Men's wear  
Women's wear  
Kid's Wear  
Fabric Styling for Apparels  
Retail and Visual Merchandising  
Graduating Show  
Internship







# Life Style Accessory Design-4yrs

This program prepares a professional designer for a multi-faceted field combining the architecture of product and decoration. The course introduces students to the field of contemporary design related to life style products that are personal, functional yet expressive, decorative and interesting to use. Students investigate human interaction with the product from new perspective, concentrating on user-centered innovations. The course prepares students for a wide range of careers such as designers, product merchandisers, and managers, entrepreneurs in the field of jewelry, leather goods, gift ideas, designer craft people, freelance designers, and interior or exhibition promoters. The college offers students to pursue specialization in the field of costume and precious jewelry, ceramics, home accessories, table and office accessories, footwear, fashion bags, belts, gloves, glass accessories, handicraft using material like wood, leather ceramic etc.

Year II: Program allows students to develop conceptual thinking, design methodology, critical analysis, an advanced technical proficiency which runs through the entire course. The programme enhances skills and knowledge of materials and the process of construction. Students learn to appreciate design and history of different product range and understanding of social-cultural influence.

Year III: Students express their design philosophy through writing, presentation and development of the product prototype. As students progress through design development, project execution and critical evaluation of their finished work they build their professional skills toward design careers, ability to generate thinking process toward range development and design collection in relation to fashion and prevailing trends.

Year IV: In the final year, students investigate areas of personal interest, taking projects from concept through to prototype stage to manufacturing actual product. The holistic approach builds professional capabilities and values to realize and execute design within a market of challenges.





### Life Style Accessory Design

## Curriculum:

#### Semester III

History of Design and Visual Dictionary  
Technical Drawing and AUTOCAD (Basics)  
Computer Application – III  
Industrial Machinery & Tools and Product Development  
Material Studies

#### Semester IV

Technical Drawing and Product Illustration  
Craft Cluster Documentation I  
Computer Application –IV  
Materials Studies and Product Development  
Global Cultural Analysis and Product Development

#### Semester V

Material Studies and Product Development (Fashion Accessories- Home décor and Lighting Prod.)  
Surface Ornamentation and Product Development (Fashion Accessories- Costume Jewellery and Watches)  
Computer Application-V  
Marketing and Merchandising  
Fashion Forecasting

#### Semester VI

Surface techniques and Product development (Lifestyle product – Bags, Belts, Millinery etc.)  
Construction technique and Product Development (Lifestyle Product - footwear)  
Lifestyle product photography  
Introduction to recycling  
Term project-Home furnishings

#### Semester VII

Creative Product Development  
Product Packaging  
Visual Merchandising and Retail Management  
Quality Management, Export Documentation and IPR  
Internship

#### Semester VIII

Space Management  
Branding and creative advertising  
Graduation Project – Collection  
Graduation Project - Report / Documentation  
Graduation Project - Show





# PG Diploma Fashion Design-2yrs

The increasing relevance of design management, promotion and sale calls for innovative design development. All these require strong understanding of trade management practices and supply chain and understanding of fashion dynamics at global level. The program of fashion design builds up student's knowledge base in management techniques, costing and global trade practices.

The students of this program can pursue careers as fashion designers, fashion merchandisers, fashion stylist, design managers with domestic market and export sector.

Year I: The course curriculum in the 1st year covers design and technical skills, fashion attributes, fundamentals of supply chain, principles of management and communication skills. At the end of the 1st year the students undertake industry internship.

Year II: The student would concentrate on enhancing technical knowledge, design skills, expanding research areas and to develop creative working on design projects. In the final semester the students would design collections by developing a range and presenting them in the form of a fashion show.

## Curriculum:

### Semester I

Textile Science  
Elements of Design – I  
Fashion Illustration-I  
Fashion Studies  
Pattern Making I  
Garment construction I  
Computer

### Semester II

Principle of Fashion Marketing  
Principle of Fashion Marketing  
FASHION ILLUSTRATION-II  
Pattern Making II  
Garment Construction-II  
Textile Design & Surface Ornamentation  
Computer Aided Design

### Semester III

Design of Fashion History  
Operations Research and Fashion Forecasting  
Customer Service and CRM  
Visual Merchandising  
Apparel Quality Management  
Internship

### Semester IV

Range Development  
Brand Management  
Portfolio Development  
Business Economics and Statistics  
Trend Research And Forecasting





## Infrastructure & lab facilities

### **CAD lab**

Computer Aided designing is a computer added drafting program primarily used by interior designers, architects, etc. It is used to create 2D drawings and 3D models. This program prepares professional designers. Here students are guided to draft the plans and then to create 3D models of the same plan professionally in 3D Max.

### **Library**

To keep an update with the latest happenings and to correlate it to the history, merging it with technology the students need the resource of information. The library at SFI maintains the record of the entire requirement to cater to the need of students. It has incorporated collections of prints, visuals, and creative resources which are systematically organized with different sources from India and abroad. The list of books is being upgraded as per the requirement from time to time.

### **In Campus Hostel**

SFI is a girl's institution and the students come from almost all the States in India. Satyam Fashion Institute has the privilege of a well secured Air Conditioned Hostel in Campus with Wi-Fi connectivity to accommodate almost 100 students. The students can avail this facility on first come first serve basis.

### **Canteen**

The college canteen serves hygienic, delicious and quality food with a wide variety of choice at a reasonable price.

### **Transportation**

SFI campus is well connected to the public transport services. More over the institute also provides transport amenities to students residing in the areas of NCR to remove the hurdle of distance. Different routes have been identified for easy access of the cab services for the students.

### **Conference hall**

The conference hall is the perfect place for decision making, creative thinking and it leads to solution of complex problems through discussion over round table, weekly seminars and Saturday workshops.



### **Sports facilities**

Overall physical development is essential for mental development of the students which would in turn enable them to come up with innovations and creations. SFI is dedicated towards providing amenities for overall growth of the students.

### **Pattern Making and Grading Lab**

In this lab, the students learn to create patterns for different kind of garments. It provides a hands-on experience to the students while nurturing their creativity in fashion designing. The structured mannequins and dress forms provides physical form and shape to the creations.

### **Garment Construction Lab**

This lab is equipped with the world's best brand of industry-grade stitching and special machineries. The students are getting extensive machine hours and it helps them to develop garment construction skills up to the Industry requirements.

### **Computer Lab**

SFI has a highly sophisticated computer lab equipped with all latest Software and Internet connectivity to make the students proficient in wide range of computer applications.

### **Dyeing and Printing Lab**

This lab provides the student with the skills of adding aesthetic value to textile material and develops the sense of color. The equipments installed in the lab are the best available and cover the range of chemical finishing lab processes such as scouring, bleaching, dyeing, printing, etc. The student is provided with hands-on practice in all of the chemical processes right from fiber identification up to textile finishing.

### **Fashion Model Drawing Lab**

This lab is primarily designed to bring out the creative talents of the students with an effective use of color, form and materials as per the latest trends in fashion.

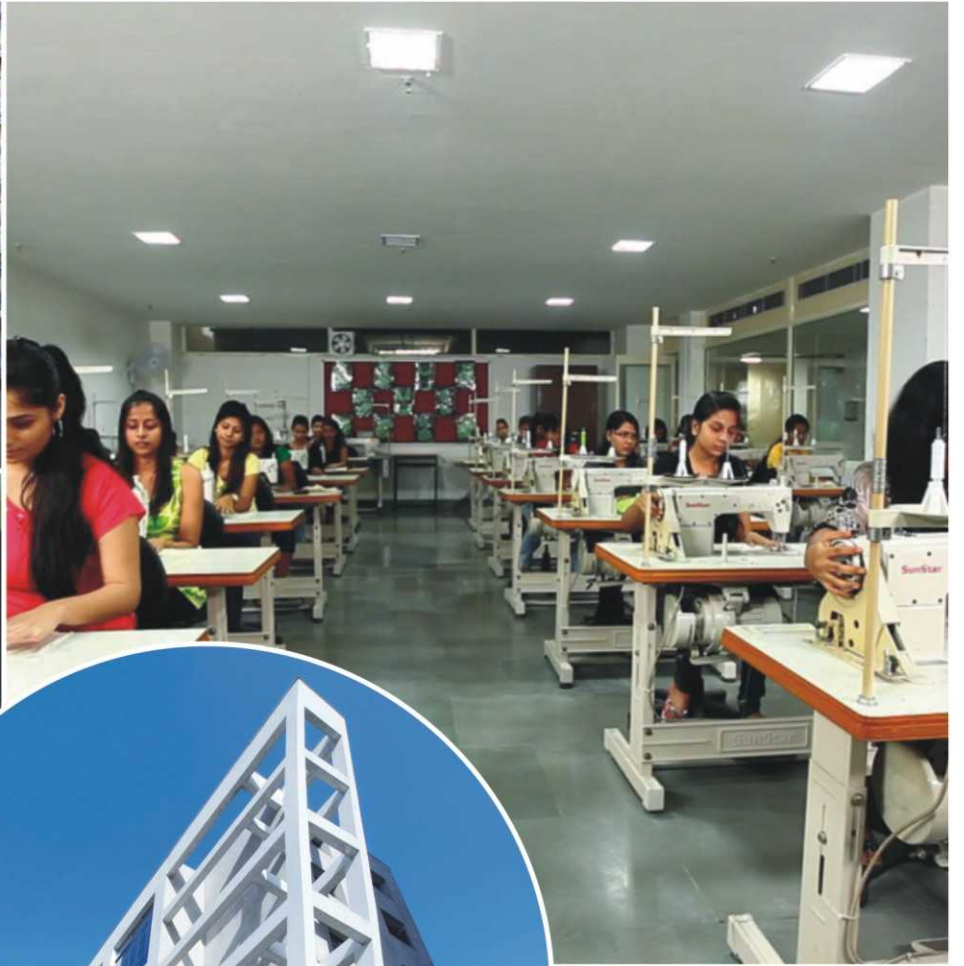
### **Life Style & Accessory Lab**

Accessory is a vital part of designing. The students learn to utilize the various material resources and transform them into a fashion statement. The accessory lab is equipped with all the tools and apparatus required to mould the material resources into fashion accessories.

### **Textile Lab and Weaving Lab**

Design Studio enables students to attain excellence by practice in the Industry like environment. Design shoppe provides a platform to display the creative products of the students.







# Sports & Aerobics

Recreation in college life plays a pivotal role in student's life. It not only boosts confidence among students but give them a healthy way. Recreational and fitness activities promote physical and psychological well-being & contribute to the development and healthy lifestyle. Celebration of myriad festivals enables them to understand the Indian culture and things behind it. It develops their cognitive skills. Various celebrities, bureaucrat, industry people and people of repute come and give motivational sessions for students. Festivals like Christmas, Lohri, Holi, Diwali, Teej are celebrated with great fun & frolic. The participation from all is immense. Almost all festivals are celebrated with great enthusiasm and unity. Students are given a platform to train themselves on both internal and external level.

**Sports/ Aerobics:** Leisure pursuits and physical exercise in a variety of indoor & outdoor facilities including individual and group activities are scheduled





Teacher's day Celebration



Cricket Match



Fresher's Party



Treeman



Saraswati Puja



Alumni Meet



Tree Plantation



Birthday Celebration

# Exhibition & Display



Lifestyle Accessory Design Department organized an exhibition "MAVERICK" for one week from 12<sup>th</sup> November 2016 to 19<sup>th</sup> November, 2016, under the umbrella of Satyam Fashion Institute Noida on the occasion of the Visit of Vice Chancellor of SNTD University.

The exhibition was inaugurated by the VC of SNTD University, Dr. Shashikala Wanjari.

This exhibition showcased the products designed and developed by the students that accessorize as a part of their curriculum. The exhibition was a great display; and showcased how the materials respond and look when treated in different ways.

The exhibit included vast range of Craft Cluster products, leather, and metal products such as jewelry, hard goods as well as forms of braiding, knotting, and tassel techniques in form of jewelry. A range of clay, wood, acrylic products that form good interior and exterior usage, was also displayed.







## Vista 2016

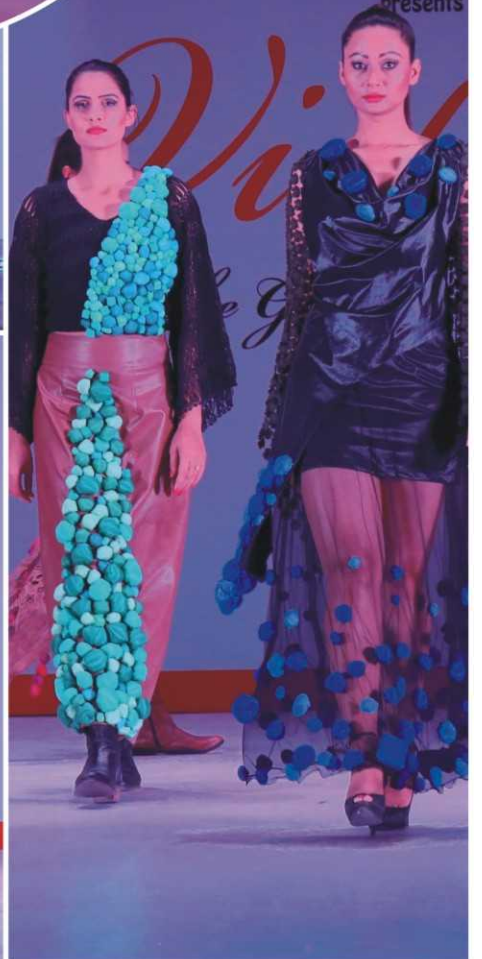
New Delhi, April 9, 2016: Graduating designers of Satyam Fashion Institute celebrated the true spirit of womanhood on the ramp at Vista 2016 at NCUI Auditorium, Siri Fort, New Delhi. 34 budding designers showcased their creative collection in 13 sequence themes elegantly choreographed by Rachana Sikka.

The students captivated the audience with their creative imaginations in the mixture of colors and fabrics in the unique and appealing themes including 'HOSHIMI : HAIKU NO AKI', 'Ahilya', 'Charm of Russia', 'An Attitude for the Indian Weave' 'Two Worlds Collide' and many more. The ramp glittered with different segments of collections and concepts translated most accurately for today's woman, in shades of black, red, orange, and warm color palette. The glamour extravaganza witnessed renowned names from the fashion industry such as Sonia Jetleey, Chhaya Mehrotra, Pallavi Mohan, Niket Mishra, Bir Kaur Dhillon, Sonia Sarin, Aamer Zakir, Inderpal Singh, Vivek Mishra and many more.

Speaking on the occasion Dr. Mitali C. Goswami, principal, Satyam Fashion Institute said " The students are so imaginative and have presented vivid colors and fabulous work in their collection. With the modern and cultural revolutions of fashion concept have undergone a tremendous change; fashion now is a perfect design, a technology, a science to be studied and to be communicated. I am really proud to see my students so confident, self dependent and self conscious, which will definitely help them to mark their presence in the global revolution of their own strength and carve a niche for themselves."

Ms. Manjulika Gautam, Director General, SFI said, " I'm really glad to see my student's talent in selection of colors and fabrics and creativity in collaborating them and presenting the master pieces. I hope the junior students will learn and do well in future. I hope everybody enjoyed it. Our fashion shows and events encourage our women students to realize their true worth and potential by engaging them in various themes."









## Bachelor of Design: Fashion PGDFD

# Orientation 2016

An in-house 3days Orientation for fresher's was organized by Satyam Fashion Institute, Noida from 2<sup>nd</sup> August to 4<sup>th</sup> August 2016. During Orientation various programs were organized for the fresher's which included Alumni talk, Talent hunt, workshops, Fashion show. Fresher's have showcased their talents under various categories like singing, dancing, acting etc. Worli painting and modern art work and replica of renowned artist's work was organized in the college premises being painted on the wall of the campus. Students of Fashion Design Department presented a fashion show ,they have created beautiful garments and bags.

Green house was inaugurated by Chairperson Ms Sneh Singh and Director General Ms Manjulika Gautam. The concept was initiated by Principal Dr Mitali Goswami keeping in mind the environmental policies by Govt of India. It's a small initiative by Principal Dr. Mitali Goswami towards teaching the students the importance of green India clean India.

On the Final Day of Orientation Prizes to the winners were distributed by **Director General Ms Manjulika Gautam ( Rtd IAS officer ) and Principal , Dr Mitali. C. Goswami.**



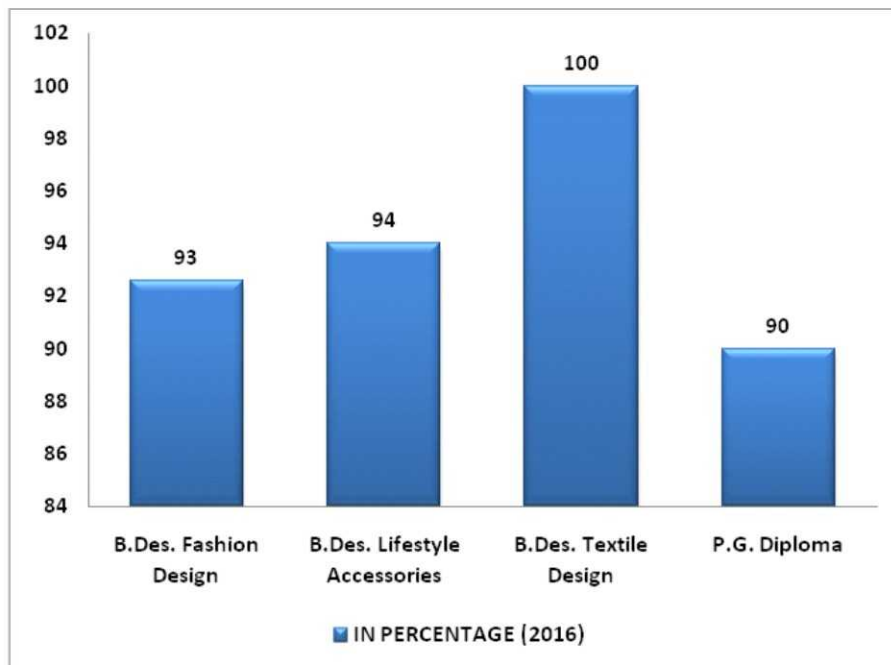
Boutique International Pvt. Ltd. Gokaldas Exports Ltd.  
Design Impex A.S. Fashion Catmoss Retail Pvt. Ltd.  
Ivory Clothing Pvt. Ltd. Chhaya Mehrotra Arvind Lifestyle Brands Limited  
Ethnic India B.L. International Varija Bajaj Marks and Spencers  
Shantanu & Nikhil Sonia Jetleey Ankhua Exports Pvt. Ltd. J.S. Design Pvt. Ltd. Niket Mishra  
Merlin Creations Varija Bajaj Boutique International Pvt. Ltd.  
Niket Mishra Elvy Lifestyle Pvt. Ltd. Design Impex A.S. Fashion  
C.L. Gupta Ivory Clothing Pvt. Ltd. Chhaya Mehrotra  
Episode Abdul Halder Ethnic India B.L. International  
FASHION INDUSTRY Merlin Creations Leather Edge  
Avid Apparels Kamal Enterprises  
Atelier ITC Limited Niki Mahajan Celestial Knits and Fabs Ltd.  
Alvin Kelly Ritu Beri  
Gokaldas Exports Ltd. J.S. Design Pvt. Ltd. CTA Apparels Pvt. Ltd.  
Alvin Kelly Marks and Spencers Rajdeep Ranawat  
Ritu Beri Rajdeep Ranawat Episode Abdul Halder  
CTA Apparels Pvt. Ltd. Catmoss Retail Pvt. Ltd.  
Arvind Lifestyle Brands Limited



# Placement

We associate with the industry in multiple ways which are:

- Internships: Two months on –job training after the completion of the 6<sup>th</sup> semester in B. Design programmes and 2<sup>nd</sup> semester in PG programmes
- Graduation Projects: Four months on-site industry projects to be done in case of B. Des. LA programmes in the 8<sup>th</sup> semester
- Graduation Collections: Industry sponsored range development by the students of B. Des. FD, TD and P.G. FD in the 8<sup>th</sup> semester
- Placements: Campus placement facilities in the 8th semester of each programme using campus placement drive as well as off-campus interviews, if required



“ SFI has achieved 96% placements for its Batch of B.Design Programme (2012-2016) and 90% placements for PG Diploma Programme (2014-2016) ”

**Notable Companies which offered placements (2016)**

Marks & Spencers	360 Clothing
Celestial Knits	Ace Group
Concept Source Inc.	Promotional Club
Suneet Varma	WGS International
Shoppers Stop	P C Jewellers
Varun and Nidhika	Rajdeep Ranawat
Witty Bae	Varija Bajaj
Prati Kreations	Internation Sourcing Inc.

• The packages offered varies from 1.44 LPA to 3.24 LPA

For any details or queries for the placement, internships and other kinds of industry interface, you can get in touch with the industry coordinator:  
Vandana Jaglan  
Email Id: vandana.jaglan@satyamfashion.ac.in



# Industry Collaborations

Satyam Fashion Institute has made its name in the industry by grooming the young minds to a skilled design professional and gained a wide recognition. The institute holds strong industry linkages in each specialization and the students get themselves trained in various aspects of design through ample industry interaction in the form of Graduation projects, design collections, live projects and internships. We have developed industrial association with major players in the market.

## Associated Companies and Designers:

### Designers

Abdul Halder  
Anjali Kali  
Arjun Saluja  
Atelier  
Chhaya Mehrotra  
Gaurav Gupta  
Hemant & Nandita  
Joy Mitra  
Karan Monga  
Manish Gupta  
Neeraj & Alpana  
Niket Mishra  
Niki Mahajan  
Pallavi Singh  
Pankaj & Nidhi  
Payal Jain  
Pooja Motwani  
Raag by Deepa MS  
Raakesh Agarwal  
Rajdeep Ranawat  
Ritu Beri  
Shantanu & Nikhil  
Sonia Jetleey  
Sulakshna Monga  
Suneet Verma  
Swati Modo  
Varija Bajaj  
Varun and Nidhika

### Companies

A.S. Fashion  
Alvin Kelly  
Ankhua Exports Pvt. Ltd.  
Arvind Lifestyle Brands Limited  
Avid Apparels  
B.L. International  
Boutique International Pvt. Ltd.  
Catmoss Retail Pvt. Ltd.  
Celestial Knits and Fabs Ltd.  
CTA Apparels Pvt. Ltd.  
Design Impex  
Elvy Lifestyle Pvt. Ltd.  
Ethnic India  
Gokaldas Exports Ltd.  
Horizon Apparel Pvt. Ltd.  
ITC Limited  
Ivory Clothing Pvt. Ltd.  
J.S. Design Pvt. Ltd.  
Leather Edge  
Marks and Spencers  
Moksha Creative Services  
Oneup Impex Pvt. Ltd.  
Orchid Overseas Pvt. Ltd.  
Orient Crafts Ltd.  
Ornate Collections Pvt. Ltd.  
P.C. Jewellers  
Paragoan Apparels Pvt. Ltd  
Radnik Exports Pvt. Ltd.

Rashmi Fashion Bags  
Richa & Co.  
Richa Global Exports Pvt. Ltd.  
Sahu Exports Pvt. Ltd.  
Samtex Fashions Ltd.  
SEWA  
Shahi Exports Pvt. Ltd.  
Shoppers Stop  
Softech India Ltd.  
Sunload Apparel  
Swati Exim Pvt. Ltd.  
Swati Wear Pvt. Ltd.  
TCNS Clothing Company Pvt. Ltd.  
Tristar  
United Colors of Benetton  
Viraj Exports Pvt. Ltd.  
Witty Bae  
Woodland  
Wool Spuns Ltd.

Satyam Fashion Institute also has developed linkages with Ministry of Textiles and DC (Handlooms) to hold industry specific shows and Northern Indian Textile Research Association (NITRA) to conduct industrial training in the textile designing and development.



## INDUSTRY EXPOSURE

Faculty and students join hands to face the challenges posed by the proliferating fashion industry by motivating them through various industry exposures.

1. Faculty development through various exposures. An international conference attended by our faculty was intended to cover all aspects of the apparel industry, including the problems of small-scale enterprises in the developing world, the barriers which are hindering the growth of this industry, the strength and weakness of the manufacturers in different region, globalization issues, resource and manpower scarcity, quality of the product, trade laws, adopting new techniques to improve productivity, managing global supply chain and finally changing apparel industry trends with ever-changing fashions.

2. Our young budding designers are apprentices to designers of fame namely Niket Mishra and Ms. Varija Bajaj honing their skills under their able guidance.

3. Various designer lectures for inspiring our students viz Stanislas Dembinski, Brijesh Dahiya, Designer, Lokmani Narayan, Visual Merchandiser, Monte Carlo

4. Organizing regular trips for various industrial and craft exposures for our students to equip them with practical knowledge and technical know how of the industry. Visit to craftsmen of Sanganer for block printing, blue pottery, handmade papers, meenakari etc.

5. Internships being an integral part of our curriculum to expose our students to the professional nuances of their respective fields. To enhance their personality and soft skill development. Internships are organized with companies like C.L. Gupta Moradabad, PC Jewelers, Delhi, Li & Fung India, Swati Exim Pvt. Ltd., Art Papyrus various export houses like Radnik Exports, Designers like Sonia Jetley, Rajdeep Ranawat and many other.





Bachelor of Design: Fashion  
PGDFD

# Faculty Profile



## **Dr. Mitali C. Goswami** **(Principal)**

Accomplished career reflects 22 years experience as an administrator and design educator at the higher education level and non – profit organization. Outstanding track record in assuring student and client's success. Innovative training and development professional with extensive experience in the design evaluation and enhancement of effective instructional programs and assessment model for design education. Extensive background of developing and implementing special programs and for community out-reach and special needs of students and clients.





Ms. Neetu Malhotra

Masters in Fashion Technology ,  
Fashion design and Clothing  
technology from NIFT, Delhi



Ms. Vandana Jaglan

Post Graduate in Textiles from  
University of Delhi Post Graduate  
in Consultancy Management  
from BITS, Pilani. Pursuing PhD.



Dr. Sakshi shail

P.hd in Home Science (Clothing &  
Textiles) Banasthali Vidyapith.  
Master's in (Clothing & textile)  
Banasthali university. Gold  
medalist during M.Sc.



Ms. Madhupriya Jha

M.Des (Fashion Technology),  
Punjab Technical University, B.  
Des (F&LA), NIFT



Ms. Aaditi

Post Graduate in Fabric and Apparel  
Science from University of Delhi.  
Graduate in Textiles from University of  
Delhi



Ms. Poornima Savan

MFA(Ceramic/pottery) - Vishwa  
Bharti University, Santiniketan  
B.F.A (Sculpture)- College of art ,  
University of Delhi



Mr. Ujjwal Ankur

Masters in History of Art from  
National Museum Institute, New  
Delhi and BFA in Art Education  
from Jamia Milia Islamia, New  
Delhi.



Mr. Devdutt Dharan

MFA (Sculpture) from Kurukshetra  
University and B.F.A.(Art  
Education) from Jamia Milia  
Islamia.



Ms. Madhavi Sharma

Masters in Business  
Administration from Gurukula  
Kangri Vishwavidyalaya,  
Haridwar, Uttarakhand.



Manoj kaushik

Master's and Bachelor's degree  
in Physical Education and  
Certified coaching course from  
International Coaches Course  
by FIVB



If you are confused about what Career growth you will have in the vertical of FASHION DESIGNING then SFI Admission counselors guides you through the maze of questions to find solutions best suited to your profile and / or parameters.

"Career counseling" has never been as important as it is today. Choosing a career is a very personal issue and our role is extremely critical. We work on what's best for each individual'.

For Counseling "Knowledge about the course is not enough,". Dealing with students requires us to have understanding of psychology as well.

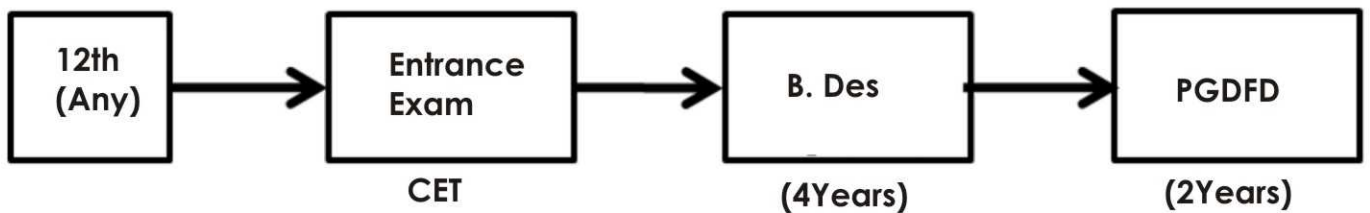
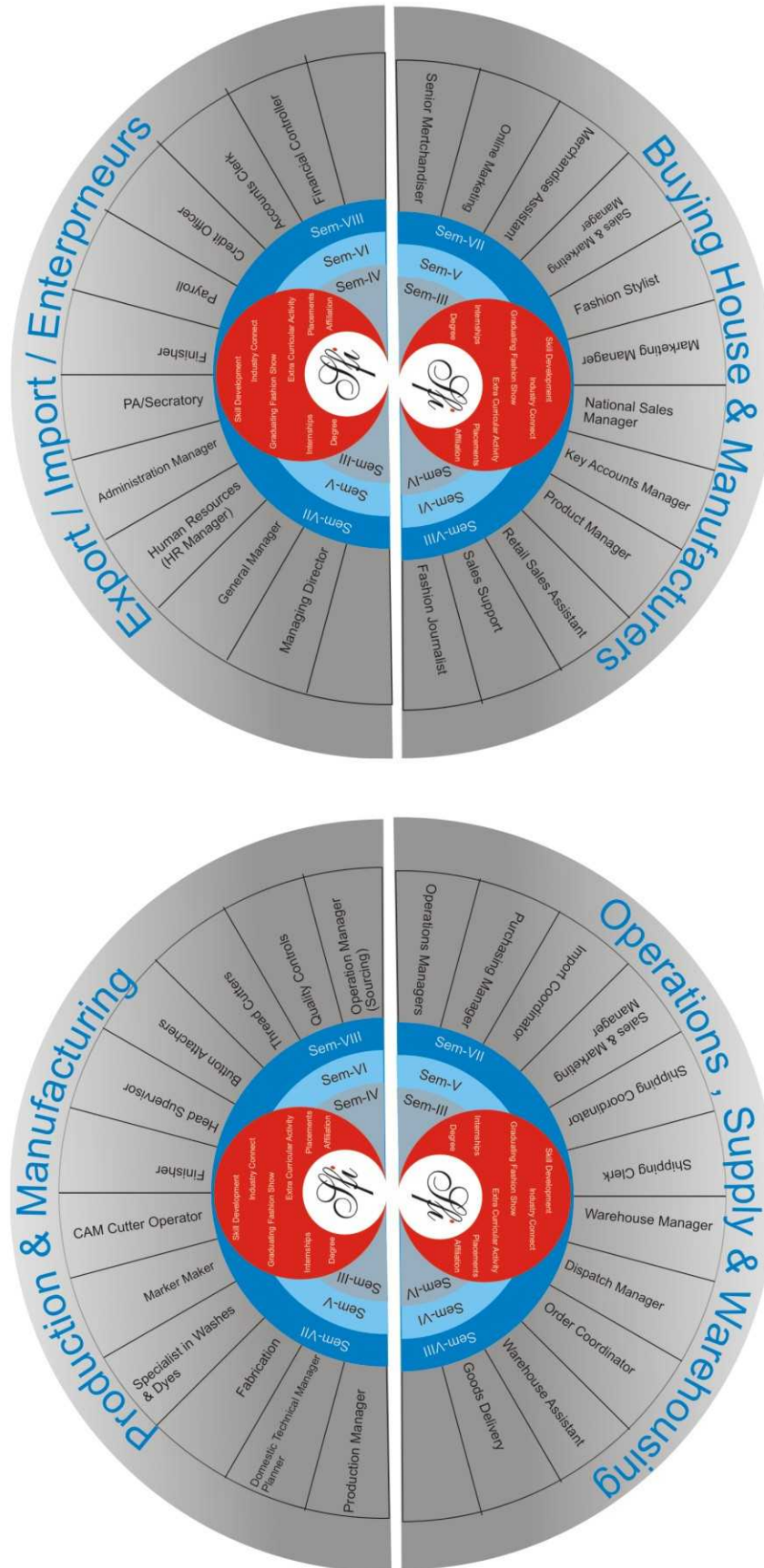
"A counselor with a knowledge in psychology who also has enough industry knowledge are Satyam benchmarks. Applying for education is a **huge decision, both financially and emotionally**. It is mandatory to invest adequate time and effort in order to make the right decision.

Most importantly we do not make any false promises, 'what we promise, we deliver'





# Career Opportunities - Design



# RULES & REGULATIONS



## ADMISSION PROCEDURE - Design Courses (B.Design and Post Graduate Diploma)

Admission for merit seats is based on the marks obtained in qualifying examination and the performance in SNTD Common Entrance Test (SNTD CET) / Situation Test/ Personal Interview. Final admission will be processed on the basis of CET – 60%, Portfolio and Interview – 40%. CET exam consists of General Ability Test (GAT): 30 marks, 1hr. Quantitative Ability, Communication Ability, English Comprehension, & General Knowledge. Creative Ability Test (CAT): 70 marks 1hr 30 minutes.

SNTD CET is to be held in the month of April/ May/June 2016 for B.Design and Post Graduate Diploma courses. Date will be highlighted on website.

Direct Admission under NRI and Management Quota on the basis of merit and personal interview.

Registration - Neatly filled application form along with a DD/ Cheque or cash of Rs. 1500 in favor of Satyam Fashion Institute is to be submitted to the Admission Officer: Satyam Fashion Institute, C-56/A 14 & 15, Sec-62, Noida

The following certificates need to be enclosed with the application form for all the courses at the time of admission.

- a) 10th Mark sheet and certificate
- b) 12th Mark sheet and certificate
- c) Graduation or any other qualifying exam certificate and marks sheet for P.G. Programmes.
- d) Age proof certificate.
- e) Nationality proof certificate.
- f) 5 color passport size photographs.
- g) Transfer certificate.
- l) No objection certificate / Migration certificate in the case of other state.
- j) Co-curricular and extracurricular activity proof certificates.
- k) Medical certificate.
- l) Any other certificate – need to indicate.

STRUCTURE - Fee for B.Design & PG Diploma Courses Rs. 1,50,000 per annum to be paid in two easy installments of Rs. 75000 each. 1st Semester fee at the time of admission, 2nd, 4th, 6th, 8th semester fee latest by 15th Nov. and 3rd, 5th, 7th semester fee latest by 5th July of the respective years.

A late payment fine of Rs.100 per day would have to be paid after the due date. If the semester fee is not paid.

(Fees is subject to change)

## ADMISSION RULES

A late payment fine of Rs. 100 per day would have to be paid after the due date. If the semester fee is not paid within one month of the due date, the admission would stand cancelled and re-admission would be possible only on payment of Rs. 1000 as re-admission charge along with the semester fee

For the academic year 2017-18, if SFI makes any modification during the session, those will be binding for the students.

Hostel / Transport / Locker / Dress / Fashion Show / Industry visit, and tour charges are to be paid extra.

After taking the admission, if the students cancels her admission no fee except caution money will be refunded and the admission will automatically stand cancelled.

Hostel Fee: Rs. 1,10,000/- in two installments .

Scholarship: Following scholarships are available to the students of B.Design & P G Diploma Courses:

1. Merit Scholarship – 10% of the fee for those having 80% and above in qualifying exam.
2. Sister Concession – 10% of the fee if two real sisters are studying and either of the two would get the concession
3. Satyam Staff – 10% of the fee to the daughter/ real sister of the SFI staff
4. Defense Personal Ward- 10% on the first year fee.

Loan facility: SFI has tie up with Indian Overseas Bank who provides educational loan all over India. The students will get preference for taking loan in IOB. The institute will help only in submission of the forms with proper document which is to be pursued by the student herself.

Ragging: Ragging is totally banned in the institute/ college. Anyone found guilty of ragging and /or abetting ragging is liable to be punished. The punishment depending upon the nature and the gravity of the offence as prescribed under UGC act 1956 as further issued vide their draft notification No. F1- 16/2007 (CPP-II) April 2009. All parents/ students is required to sign the undertaking at the time of admission as attached with the admission form.

Visit institute's website - [www.satyamfashion.ac.in](http://www.satyamfashion.ac.in)

Contact on 0120 - 4082000 Mobile: 9958094700

## GENERAL RULES

Every student shall abide by the rules of the institute, which may be updated from time to time.

Identity Card: Every student of the institute must possess the identity card. She should always wear it on person while on campus and should produce whenever called upon to do so by concerned authorities. The loss of I Card should be reported immediately to the office. Rs. 500/- will be charged for issuing a duplicate I card.

Attendance: A student shall be required to attend 75% of the number of lectures and 75% of the number of practicals, separately from actual number of classes conducted in each subject during each semester. Directions for shortage in attendance have to be obeyed by the students.

### Disciplinary Rules:

Anyone found indulging in ragging in any form within or outside the campus, shall be instantly expelled from the institute. The behaviour of the students at all time, within or outside the campus must be above board and must reflect a sense of responsibility.

Students are required to show due regard for the rights and the properties of the institute. Any student found guilty of tampering / damaging the property, fixtures, equipment, furniture, books, building, vehicles, etc. of the institute / shall be liable for punishment and might be expelled from the institute.

Any student found misbehaving in the class, lab, campus and behaving arrogantly with the faculty and or staff or fellow students will be severely punished. The nature of the punishment will depend upon the severity of the offence.

The following will constitute misbehavior and misconduct.

- i. Disobedience
- ii. Objectionable moral influence
- iii. Improper body language
- iv. Back answering
- v. Insubordination etc.

Rules for Hostel and transport are notified separately which must be followed.

Hostel / transport facility once availed cannot be withdrawn and charges will have to be paid for the whole academic year. The students are bound by all the rules and regulations made by the institute from time to time. Any matter not expressly provided for in these rules shall rest at the absolute discretion of the concerned authority, which also reserves the right of modifying these rules as and when felt necessary.

All disputes pertaining to prospectus, admission and conduct of examination shall fall within the jurisdiction of Noida, Uttar Pradesh State only.

Use of mobile phone in the classrooms, labs, library and other academic area is strictly prohibited. Mobiles ringing in the class will be confiscated, auctioned and the proceeds will be donated to a charitable cause. Further, such student will be liable for disciplinary action. Carrying any valuables to the institute will be at the risk of the student and institution will not accept any responsibility of the valuables lost in the class as well as on the campus. Students are required to read the notices put on the notice board of the institute. Institute shall not accept any responsibility for any loss / damage incurred by a student owing to her failure to read the notices in time. Any advance taken by a student towards any activity of the institute should be settled with the authorities within four days from the completion of the activity. To substantiate the expenses, authentic receipts / bill must support the statement.



Students Speak



**Nikita Zutshi**  
Fashion Designer Illustrator at  
GOODEARTH

"I would like to thank Satyam fashion institute for providing such an opportunity to learn here and develop my career. All the faculties are very helpful and supportive"



**Anisha Anand**  
Assistant Professor  
Vidya Institute of Fashion  
Technology

"SFI got me to the best platform and nurtured me to achieve what I am today. The faculty and staff members at SFI are like a pillar for us. SFI certainly helps you to expand your knowledge horizon. SFI is considered to be one of the leading colleges in terms of design and fashion"



**Asheena Grover**

"College Days indeed are an integral part of everyone's life, it is a journey full of ups and downs with beautiful memories to cherish in the later part of life. SFI is not only a College to me, in Surreal terms it is a " Bouquet full of Flowers and Fragrance " that made my life so fresh and colorful. SFI nurtures their every student so well that they bloom beautifully in the industry"



**Nikita Mittal**  
Design and Marketing Merchant  
Orient Craft Ltd

"The dream of Fashion world is all about answering the call of the brand new day with strength, courage and beauty, no matter what era, no matter what time. We have all trudged the campus paths. We've sat in classrooms inspired, dreaming, excited by the great illustrations, history, and art taught by fine teachers challenging us to think, feel, create, question, struggle, and seek our own truth and voice"



**Athira Nair**  
Designer  
Marks and Spencer

"SFI was a place where I was able to grasp inspirations and learning from every nook and corner and nurture myself into a better person in every aspects. I was placed in Marks and Spencer during my college placement. The zeal to work harder every day came into me from my college, that has led me to what I am now today. Thank you Satyam Fashion Institute for being my stepping stones of my growing up"



**Deepika Rao**

"I am very happy to be a part of such an esteemed institution. This institution has not only imparted knowledge in me but a very major role in building my image. I want to thank my mentors and my faculty for the guidance"



**Ayushi Dublish**  
SFI turns budding designers into the world-class professionals by opening their mind, refining their skills. I am

grateful to be a part of the institution that works for the women's empowerment and provide the platform where the girls can explore with their knowledge. Both theoretical and practical skills have been polished by the faculties.



**Anchal Srivastava**

"My romance and intimate relation with fashion manifested into a full time undertaking when I got admission at Satyam Fashion Institute. SFI enabled me to nurture my professional and technical skills alongside creative and conceptual initiatives through practical and theoretical assignments. The unending support and confidence of my teachers has made me more dynamic, diligent and much more hard-working"

# The Sunday Guardian

New Delhi

Published from: New Delhi

Day	Sunday	Date	April 17, 2016
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## Aspiring fashion greets showcased the spirit of womanhood walking the ramp at Vista 2016

**SATYAM FASHION INSTITUTE**

Graduating designers of Satyam Fashion Institute celebrated the true spirit of womanhood on the ramp at Vista 2016 at NCUA Auditorium, Con Fort, New Delhi. 34 budding designers showcased their creative collection in 13 sequential themes elegantly directed and mentored by designer NIKET MISHRA. Show coordinated by Ms. Neetu Mathuria, who is also Head of Fashion Design Department.

Choreographed by Parvathi Sikka. Anchor of the show was Prachi Bhatia. The glamorous extravaganza witnessed renowned names from the fashion industry such as Sonia Jeffrey, Anshu Choudhary Puri, Manish Malhotra, Dr. Karu Chillon, Sanya Sanyal, Aamer Zaki, Indrani Singh, Vivek Mishra, Kiran Chopra, Harman Sidani, and many more. Speaking on the occasion Dr. Mital C. Goswami, principal, Satyam Fashion Institute said, "The students are so imaginative and have presented vivid colors and fabulous work in their collection. Ms. Manjulla Gauram, Director General, IFTI said, "I'm really glad to see my student's talent in selection of colors and fabrics and creativity in collaborating them and presenting the master piece."

BY: AMER ZAKIR

# THE HINDU

New Delhi

Day	Monday	Date	April 18, 2016
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## p3 METROPI Briefly

### Budding

## THE ASIAN AGE

New Delhi

Day	SATYAM	Date	APRIL 16, 2016
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Graduating designers of Satyam Fashion Institute celebrated the true spirit of womanhood on the ramp at Vista 2016 at NCUA Auditorium, Con Fort, New Delhi. 34 budding designers showcased their creative collection in 13 sequential themes elegantly directed and mentored by designer NIKET MISHRA. Show coordinated by Ms. Neetu Mathuria, who is also Head of Fashion Design Department.

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BY: AMER ZAKIR

# ZOOM DEHI

New Delhi

Day	Friday	Date	April 15, 2016
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## THE WOMEN POWER ON THE RAMP

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BY: AMER ZAKIR

# Vista 2016

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BY: AMER ZAKIR

## FASHION NATION

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BY: AMER ZAKIR

## Weave stories

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BY: AMER ZAKIR

# हिंदुस्तान

New Delhi

Day	Thursday	Date	April 14, 2016
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## संक्षेप

Graduating designers of Satyam Fashion Institute celebrated the true spirit of womanhood on the ramp at Vista 2016 at NCUA Auditorium, Con Fort, New Delhi. 34 budding designers showcased their creative collection in 13 sequential themes elegantly directed and mentored by designer NIKET MISHRA. Show coordinated by Ms. Neetu Mathuria, who is also Head of Fashion Design Department.

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BY: AMER ZAKIR





[www.satyamfashion.ac.in](http://www.satyamfashion.ac.in) ,  
[www.facebook.com/satyam.noida](https://www.facebook.com/satyam.noida)

**C-56 A /14&15, Sector - 62, Noida | Ph.: 0120-4082000, M.: 9958094700**

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**Satyam Fashion Institute**  
Affiliated to SNDT Women's University, Mumbai

**2018**  
**PROSPECTUS**





# S.N.D.T. WOMEN'S UNIVERSITY

1, N. THACKERSEY ROAD, MUMBAI - 400 020, MAHARASHTRA, INDIA  
Tel.: (O) 2203 1879, 2203 1881, 2201 4775, Fax: 91-22-2201 8226, 22031882  
E-mail.: vcsndt@sndt.ac.in

SNDT Women's University is the first Women's university in India as well as in South-East Asia. The University was founded by Bharat Ratna Maharshi Dr. Dhondo Keshav Karve in 1916 for a noble cause of Women's Education. The University Headquarters is in Churchgate Campus, Mumbai and the other two campuses of this University are at Juhu, Mumbai and Karve Road, Pune.



The vision of Bharat Ratna Dr. D.K. Karve to build a citadel of learning for women is encapsulated in the motto of the University - 'Sanskrita Stree Parashakti' (An enlightened woman is a source of infinite strength).



## Mission

Empowerment of women, through education, has been the single-minded mission of this University ever since its establishment. With socio-cultural changes and technological advances, the goals and objectives of the University are being continuously reinterpreted to make them relevant to the needs of women and in the context of prevailing needs of the society. The mission statement of the University statement is "**Empowerment of Women through Education**".





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# Advisory Board



The advisory board has been set up to act as a bridge between the industry and the academics both at national and international levels-

- To give its students the best and through its brainstorming sessions help to upgrade and develop the course curriculum
- Maintain a close relationship with the industry

1. Mr. Vivek Jain - President
2. Ms Manjulika Gautam - Director General IAS (Retd.)
3. Mr. Pradeep Gupta - Secretary
4. Mr. Vivek Jain - CEO, Ornate Collection
5. Dr. Archana Shastri - Former Professor NIFT
6. Dr. Satish Bharadwaj - Former Academic Head NIIT and Director IICD Jaipur
7. Mr. P.K. Agrawal - Omex Engineering Industries
8. Mr Vishal Jain, MD - Vasu Consulting India
9. Dr. Mala Kapoor - Director/Principal, Silver Line School
10. Ms. Sonia Jeelty - Fashion Designer
11. Mr. Niket Mishra - Fashion Designer
12. Rajdeep & Geetanjal Ranawat - Fashion Designer
13. Ms. Varija Bajaj - Fashion Designer
14. Ms. Sulakshna Monga - Fashion Designer
15. Dr. Mitali C. Goswami - Principal Satyam Fashion Institute
16. Mr. SK Bharadwaj - Radnik Export Ltd.
17. Ms Savita Patel- SEWA Trade Facilitation Center.



# Director General's Message



Satyam Fashion Institute is a college only for girls. Earlier, Fashion used to be only for the elite and the rich. Now, at Satyam, we are trying to give an opportunity to girls from all walks of life to come and study design, to get a good quality education and to make a place for themselves in Society. Fashion is not all glamour, it needs lot of hard work, dedication and a lot of effort. We, at Satyam, provide the best Faculty, provide the best opportunities and the best infrastructure. It is then for the students to make the best use of it and to get an outcome. We aim at exploiting the creative talent and individuality of our students to the maximum and help them to start their career suited to their talents.

Please join us in this endeavour.

Best Wishes  
Ms. Manjulika Gautam  
I.A.S. Retired

# Principal's Message



Satyam Fashion Institute is a leading design institute in defining design education by employing innovation in all areas. The institute exists to empower women through education by preparing talented students for professional careers, emphasizing learning through individual attention. Satyam is one place where you discover your true potential; realize your dreams and all-in-all design your own success. We offer here 360 degrees learning; we do not want our students to become bookworms... The time, you spend here and invest here -should shape the whole person in you... because these years are the most formative years of your life. We know the value of this time. Hence, we create here an environment to give you a holistic learning. My advice to you...don't be ordinary be extra ordinary; extraordinary. Be the star performers....achieve excellence in whatever you do.

Best Wishes!

Dr. Mitali C. Goswami

Principal



# Affiliation



**University, also the first university for women in India & South East Asia,**

**Satyam Fashion Institute is affiliated to SNDT Women's University, Mumbai, a Government**

The university is committed to the cause of women's empowerment through access to education particularly higher education through relevant courses in formal and informal streams and provides a wide range of professional and vocational courses for women to cater to the changing socio - economic needs, with human values and purposeful social responsibility and to achieve excellence with quality in every activity. The University was founded by Bharat Ratna Maharshi Dr. Dhondo Keshav Karve in 1916 for a noble cause of Women's Education. In 1951 the university acquired statutory recognition and this recognition came along with the rare privilege of jurisdictions across the country.

The University Headquarters is in Churchgate, Mumbai and the other two campuses of this University are at Juhu, Mumbai and Pune. The University has more than 200 affiliated colleges in Maharashtra, Gujarat, Madhya Pradesh, Assam, Goa and Uttar Pradesh. The University for the first time has extended its division in the Northern part of India in Delhi NCR by giving affiliation to SATYAM FASHION INSTITUTE, NOIDA for the degree of B. Design (4 years) with specialization in Fashion Design, Lifestyle Accessories Design, Textile Design and also Post Graduate Diploma (2 years) in Fashion Design.

## **Special Features:-**

1. First university of Maharashtra to offer the degree of B.Design in Fashion Technology
2. Offering extensive range of undergraduate and post graduate courses
3. More than 60,000 students take advantage of multi-entry points into academic structure
4. Medium of instruction in multiple languages like Marathi, Gujarati, Hindi & English
5. Selected by UGC for export of higher education
6. Scholarships are granted to students on a need - cum - merit basis

# The Institute



Satyam Fashion Institute (SFI) is on the map of Professional Higher Education with a strong dedication to the cause of women empowerment by educating them in the field of Fashion & Design. These trained professionals will scale new heights and set new benchmarks in the growth of the Indian economy and will form an integral part of industry set up.

The proximity of the college to industry creates a unique opportunity for collaboration and an ability to address market behavior. Regular field trips along with lectures and seminars by visiting industrialists, designers, academicians, manufacturers, artists and media personalities broaden students' awareness of their subjects. Students have an opportunity to develop ties with the professional community through visits to exhibitions, fairs and media houses etc.

SFI believes in the growth of students by making them learn by doing. This not only develops their technical, motor skills and knowledge but also makes them strong for the competitive environment of today's world.

SFI is committed to the idea of enhancing purposeful education with human values and social responsibilities finally making student a complete professional. There are four levels of study and all the levels are designed and balanced with theoretical and practical knowledge with industrial exposure. Time management plays a vital role in the completion of the assignments.

The Institute offers an outstanding learning environment for students by providing state of the art Infrastructure, facilities, course curriculum and teaching methodology.

All these are designed, in view of its commitment to achieve excellence in the field of **Fashion & Design**. It serves the industry by providing an excellent trained manpower. SFI focuses on development of its students not only by imparting quality education but also in instilling a sense of self worth and discipline.

# Bachelor Of Design - 4yrs

Foundation program is modeled around the concept of bringing students from various educational settings to one ground level, universal to all design studies by creating a basic understanding of art, illustration and design. It pushes students to see newer possibilities by helping them understand their individual design sensibilities and develop a creative attitude towards all things.

During this 1 year curriculum, which is initial and common to all three design streams offered at SFI a student crosses various limits and mental blocks to develop an open mind to allow inflow of newer and innovative ideas. Each student unlearns and relearns numerous concepts to be able to view world with a better perspective. During the process she realises the importance design holds in our day to day lives.

Towards the end of this program, students are briefed about the choice of three streams- Lifestyle Accessories Design, Textile Design and Fashion Design which they can choose for their further design studies, in the second year.

One year of knowledge brings in advance fluidity of fabric, superior craftsmanship of construction and inventive silhouettes. Students concentrate on executing ideas/ individual work style in design, construction and presentation through understanding of commercial and technical aspect of the apparel industry, introduction of market input for students to learn the process, skill and language of design.



## Foundation Year

### Curriculum:

#### **Semester I**

Drawing And Sketching  
Environmental Studies  
Fundamental of Design  
Communication Skills  
History of Art & Design

#### **Semester II**

Technical Drawing- Foundation  
Advance Design  
Material Studies  
Computers Application In Data Management And  
Presentation  
Art Appreciation



“It's been a year or 2, I have passed out from satyam fashion institute but the memories, experience are still fresh in my mind. We never realize the importance of college education but only realize when we enter into this corporate world. That is the turning point when we actually realize whatever we have learnt and being taught in the college are words of wisdom that will brighten our future.”

**Ruchi Verma**  
Assistant Designer  
Suneet Varma Design Pvt.Ltd

“According to me, pretty good and decent place to enrich yourself with a good skill set. Each year is a new experience for me and the faculty of the college is experienced, knowledgeable and friendly. The hostel are good enough and facilities like wifi, washing machine, lift provided to the student. There are many cells formed in the campus and various types of activities arranged by the college which are fabulous. The college aims to build and mold the students into quality designers.”

**Shipra Sharma**



# Fashion Design



Fashion Design program is conceptualized to develop a professional and creative attitude in students towards the aspect of design, technology, merchandise required to create, produce and market to the ever-changing apparel industry. Students are exposed to innovative and experimental yet practical understanding of contemporary design to pursue a wide range of careers in the global fashion design industry.

Graduating students emerge as professionals for a wide range of careers in the national & global design industry. A student will pursue a career as Fashion designer, fashion stylist, buyer, forecaster, computer-assisted designer/design interpreter, pattern engineer, entrepreneur, design manager, visual/promotional merchandiser, fashion illustrator, technical costume, ready-to-wear and high fashion designers.

**Year II:** Students are exposed to basic knowledge of apparel design with appropriate input to acquire technical skills and knowledge to be applied in academic exercises. End of term students contribute to integrated term project.

**Year III:** Previous year's knowledge brings in advance fluidity of fabric, superior craftsmanship of construction and inventive silhouettes. Students concentrate on executing ideas/ individual work style in design, construction and presentation through understanding of commercial and technical aspect of the apparel industry. Introduction of market input for students to learn the process, skill and language of design.

**Year IV:** At the end of the program students consolidate their skills knowledge to design, produce and present a design collection that can be seen from concept sketch to a finished garment.



## Curriculum:

### Semester III

- Fundamentals of Illustration & Design Concept
- Introduction to Pattern Making (Flat And Draping)
- Introduction to Textile
- History of Fashion (Indian & Western) And Women's Studies
- Marketing and Merchandising

### Semester IV

- Basic Fashion Illustration & Design Concept
- Basic Pattern Making (Flat And Draping)
- Introduction to Garment Construction
- Computer Aided Rendering Technique In Fashion
- Principles of Management

### Semester V

- Advance Fashion Illustration & Design Concept
- Advance Pattern Making (Flat, Draping And Grading)
- Basic Garment Construction
- Craft Research and Design
- Indian Textile and Embroideries

### Semester VI

- Computer Application in Fashion (2D)
- Industry Research Project
- Advance Garment Construction
- Fashion Forecasting
- Dyeing and Printing & Surface Ornamentation

### Semester VII

- Creative Pattern Making
- Fashion Styling and Costume Designing
- Range Development
- Quality Assurance Management
- Introduction to Entrepreneurship and IPR

### Semester VIII

- Elective (Any two) from 1-4
- Men's wear
- Women's wear
- Kid's Wear
- Fabric Styling for Apparels
- Retail and Visual Merchandising
- Graduating Show
- Internship

# Life Style Accessory Design



This program prepares a professional designer for a multi-faceted field combining the architecture of product and decoration. The course introduces students to the field of contemporary design related to life style products that are personal, functional yet expressive, decorative and interesting to use. Students investigate human interaction with the product from new perspective, concentrating on user-centered innovations. The course prepares students for a wide range of careers such as designers, product merchandisers, and managers, entrepreneurs in the field of jewelry, leather goods, gift ideas, designer craft people, freelance designers, and interior or exhibition promoters. The college offers students to pursue specialization in the field of costume and precious jewelry, ceramics, home accessories, table and office accessories, footwear, fashion bags, belts, gloves, glass accessories, handicraft using material like wood, leather ceramic etc.

**Year II:** Program allows students to develop conceptual thinking, design methodology, critical analysis, an advanced technical proficiency which runs through the entire course. The program enhances skills and knowledge of materials and the process of construction. Students learn to appreciate design and history of different product range and understanding of social-cultural influence.

**Year III:** Students express their design philosophy through writing, presentation and development of the product prototype. As students progress through design development, project execution and critical evaluation of their finished work they build their professional skills toward design careers, ability to generate thinking process toward range development and design collection in relation to fashion and prevailing trends.

**Year IV:** In the final year, students investigate areas of personal interest, taking projects from concept through to prototype stage to manufacturing actual product. The holistic approach builds professional capabilities and values to realize and execute design within a market of challenges.



## Curriculum:

### Semester III

History of Design and Visual Dictionary  
 Technical Drawing and AUTOCAD (Basics)  
 Computer Application – III  
 Industrial Machinery & Tools and Product Development  
 Material Studies

### Semester IV

Technical Drawing and Product Illustration  
 Craft Cluster Documentation )  
 Computer Application –IV  
 Materials Studies and Product Development  
 Global Cultural Analysis and Product Development

### Semester V

Material Studies and Product Development (Fashion Accessories- Home décor and Lighting Prod.)  
 Surface Ornamentation and Product Development (Fashion Accessories- Costume Jewellery and Watches)  
 Computer Application-V  
 Marketing and Merchandising  
 Fashion Forecasting

### Semester VI

Surface techniques and Product development (Lifestyle product – Bags, Belts, Millinery etc.)  
 Construction technique and Product Development (Lifestyle Product - footwear)  
 Lifestyle product photography  
 Introduction to recycling  
 Term project-Home furnishings

### Semester VII

Creative Product Development  
 Product Packaging  
 Visual Merchandising and Retail Management  
 Quality Management, Export Documentation and IPR  
 Internship

### Semester VIII

Space Management  
 Branding and creative advertising  
 Graduation Project – Collection  
 Graduation Project - Report / Documentation  
**Graduation Project - Show**



# Fashion Communication



Fashion Communication introduces students to the creative, intellectual, technical and communication skills that expose them to problem solving situations commercially and socially. The course highlights an understanding of the theory, principles and skills of design which could be communicated through presentation of ideas and information with the support of traditional means or multimedia communication technology. The course develops students as independent, creative learner, capable of synthesis of their learning into a competent business final report. Students will gain experience of current professional practice through simulated industrial projects and activities developed in collaboration with practitioners.

The curriculum is a combination of theory, exploration, and application which takes students through subjects like fashion studies, philosophy of fashion, advertising, photography, typographic illustrations, graphic design, media law and ethics, technical drawings, visual merchandising, fashion forecasting, journalism, brand management, print media, publication design, lifestyle, digital arts, history etc.

Graduating students emerge as professionals who can offer communication solution in the field of fashion and lifestyle industry. Career opportunities for fashion communication students cover a wide spectrum in the field of multimedia, graphic designing, television, advertising, publication design, photography, exhibition firms, computer application, journalism, branded retail management and visual merchandising.

**Year II:** Students learn the basics of communication design and its implementation depending on the factors like audience needs, cultural needs, media and technologies through visual thinking.

**Year III:** Students would utilize their skilled based learning to widen their creative and design abilities through visual communication medium and working with photographs and basic art related to their assignments.

**Year IV:** A research assignment gives students the opportunity to explore and analyze a chosen area of the lifestyle market. Practical skills and theoretical knowledge acquired in units I & II are put into practical in the major projects.



# Textile Design



Textile design program introduces students to both creative and technical aspect of textile design and production. Many large retail organizations are investing toward design, development and production of textile and clothing. Industry needs graduates with retail and marketing knowledge and an understanding of how garments are designed and produced to bring innovative and cost effective products to market.

India has rich heritage of traditional and varied textiles which gives inspiration to the students to develop and play with the motif, fabric and color.

The course introduces students to subjects like behavior of yarn, history of design and Indian world textile. In-depth knowledge is provided in the field of basic weave, knit structure, embroideries, dyeing techniques, print technology (block and screen), color concepts and principles of design plus graphics. Modules on surface embellishment, advance weaving and printing technology, merchandising, marketing, visual retail and resource management help students to think beyond classroom activities. The four year curriculum builds students as a professional designer with in depth knowledge of fabric chemistry.

Textile design program develops professionals who not only contribute in designing the fabrics but also plays an important role in building the basis of apparel and home furnishings.

The textile graduates get an opportunity to explore the fields of fashion, textile and interiors and crafts. Career opportunities include textile and fashion designer, merchandiser, in fashion buying and export houses, design studios, mills as textile and garment technologist, quality controller, production manager, retail manager, textile trend setter, weave / print designers, carpet designer, independent designers or entrepreneurs.

**Program Year II:** Emphasis on learning to balance design process with technology. Field visits to craft clusters, industries, fairs and mills become an important part of curriculum.

**Year III:** Strengthens students to apply their basic acquired skills and techniques for analysis and to find innovative design solutions to understand industry and market trends.

**Year IV:** Through design projects students are encouraged to apply their abilities to resolve specific design problem. Graduation projects undertaken by student provide the relevant work experience and opportunity to consolidate and use their abilities in a holistic manner in identifying their own skills and solving design problems

# PG Dip. Fashion Design-2yrs

The increasing relevance of design management, promotion and sale calls for innovative design development. All these require strong understanding of trade management practices and supply chain and understanding of fashion dynamics at global level. The program of fashion design builds up student's knowledge base in management techniques, costing and global trade practices.

The students of this program can pursue careers as fashion designers, fashion merchandisers, fashion stylist, design managers with domestic market and export sector.

**Year I:** The course curriculum in the 1st year covers design and technical skills, fashion attributes, fundamentals of supply chain, principles of management and communication skills. At the end of the 1st year the students undertake industry internship.

**Year II:** The student would concentrate on enhancing technical knowledge, design skills, expanding research areas and to develop creative working on design projects. In the final semester the students would design collections by developing a range and presenting them in the form of a fashion show.



## Curriculum:

### Semester I

- Textile Science
- Elements of Design- I
- Fashion Illustration-I
- Fashion Studies
- Pattern Making I
- Garment construction I
- Computer

### Semester II

- Principle of Fashion Marketing
- Principle of Fashion Marketing
- FASHION ILLUSTRATION-II
- Pattern Making II
- Garment Construction-II
- Textile Design & Surface Ornamentation
- Computer Aided Design

### Semester III

- Design of Fashion History
- Operations Research and Fashion Forecasting
- Customer Service and CRM
- Visual Merchandising
- Apparel Quality Management
- internship

### Semester IV

- Range Development
- Brand Management
- Portfolio Development
- Business Economics and Statistics
- Trend Research And Forecasting

# Bachelor of Art (BMM)-3yrs

SFI is emerging a top mass media communication college in noida , Delhi NCR . Mass media has become an important agent that shape peoples opinions, desires and even decision, especially in this digitalised and revolutionised twenty-first century. With this revolution many areas spring-up as an employment potential as well as an opportunity to highlight the glaring apathy to our society by the state and central governments. "



## First Year :

Effective Communication Skills  
Fundamentals of Mass  
Communications  
Contemporary World History  
Traditional Media  
Introduction to Sociology  
Effective Communication Skills  
Fundamentals of Mass  
Communications  
Contemporary World History  
Traditional Media  
Introduction to Sociology

## Second Year :

Introduction to Print Media  
Basics of Advertising  
Fundamentals of Public Relations  
Visual Communication  
Principles of Management  
Introduction to Broadcasting  
Integrated Marketing  
Communication  
Introduction to New Media  
Writing for Media

## Third Year :

SPECIALISATION – ADVERTISING & PR  
SPECIALISATION – JOURNALISM  
SPECIALISATION – ANIMATION



# Infrastructure & Lab Facilities

## Pattern Making and Grading Lab

In this lab, the students learn to create patterns for different kind of garments. It provides a hands-on experience to the students while nurturing their creativity in fashion designing. The structured mannequins and dress forms provides physical form and shape to the creations.

## Garment Construction Lab

This lab is equipped with the world's best brand of industry-grade stitching and special machineries. The students are getting extensive machine hours and it helps them to develop garment construction skills up to the industry requirements.

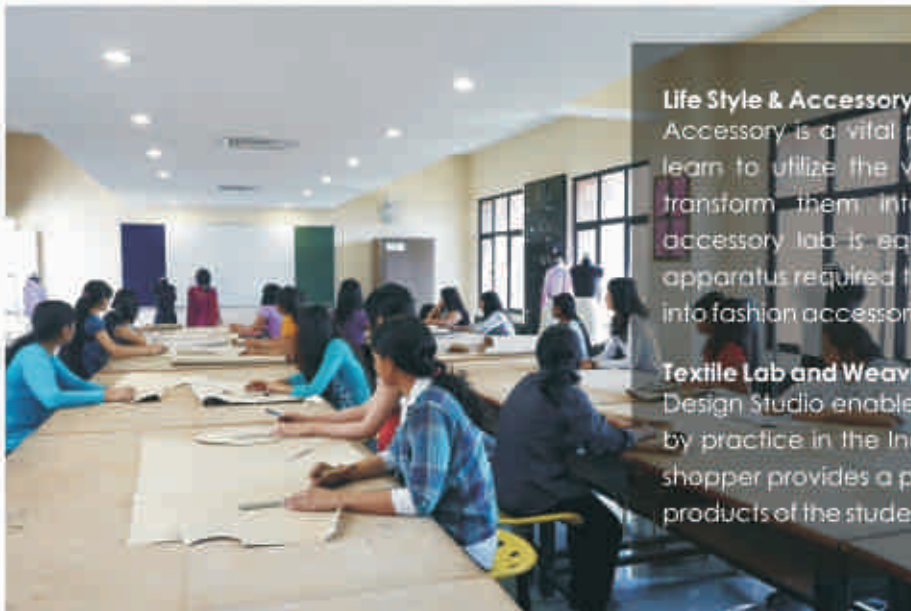


## Life Style & Accessory Lab

Accessory is a vital part of designing. The students learn to utilize the various material resources and transform them into a fashion statement. The accessory lab is equipped with all the tools and apparatus required to mould the material resources into fashion accessories.

## Textile Lab and Weaving Lab

Design Studio enables students to attain excellence by practice in the Industry like environment. Design shopper provides a platform to display the creative products of the students.

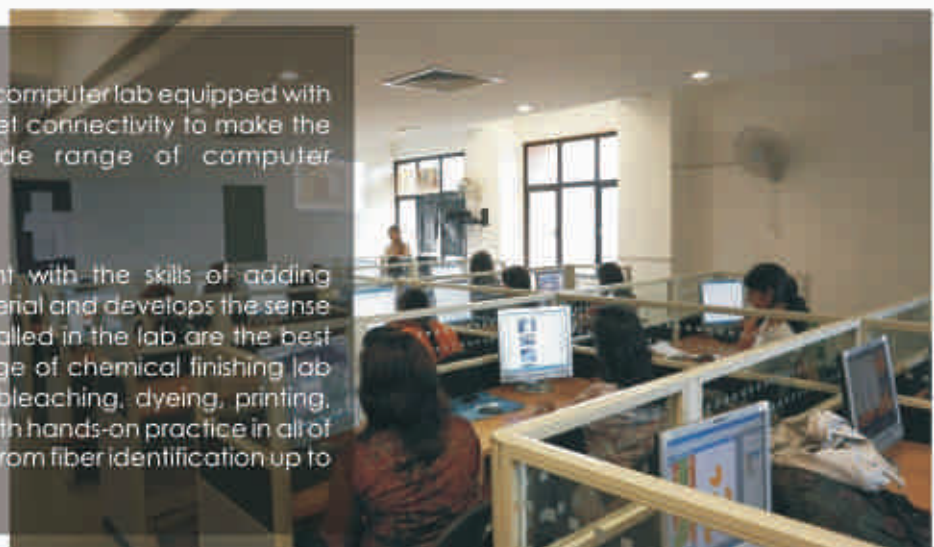


## Computer Lab

SFI has a highly sophisticated computer lab equipped with all latest Software and Internet connectivity to make the students proficient in wide range of computer applications.

## Dyeing and Printing Lab

This lab provides the student with the skills of adding aesthetic value to textile material and develops the sense of color. The equipments installed in the lab are the best available and cover the range of chemical finishing lab processes such as scouring, bleaching, dyeing, printing, etc. The student is provided with hands-on practice in all of the chemical processes right from fiber identification up to textile finishing.





### **Library**

To keep an update with the latest happenings and to correlate it to the history, merging it with technology the students need the resource of information. The library at SFI maintains the record of the entire requirement to cater to the need of students. It has incorporated collections of prints, visuals, and creative resources which are systematically organized with different sources from India and abroad. The list of books is being upgraded as per the requirement from time to time.

### **Fashion Model Drawing Lab**

This lab is primarily designed to bring out the creative talents of the students with an effective use of color, form and materials as per the latest trends in fashion.

### **In Campus Hostel**

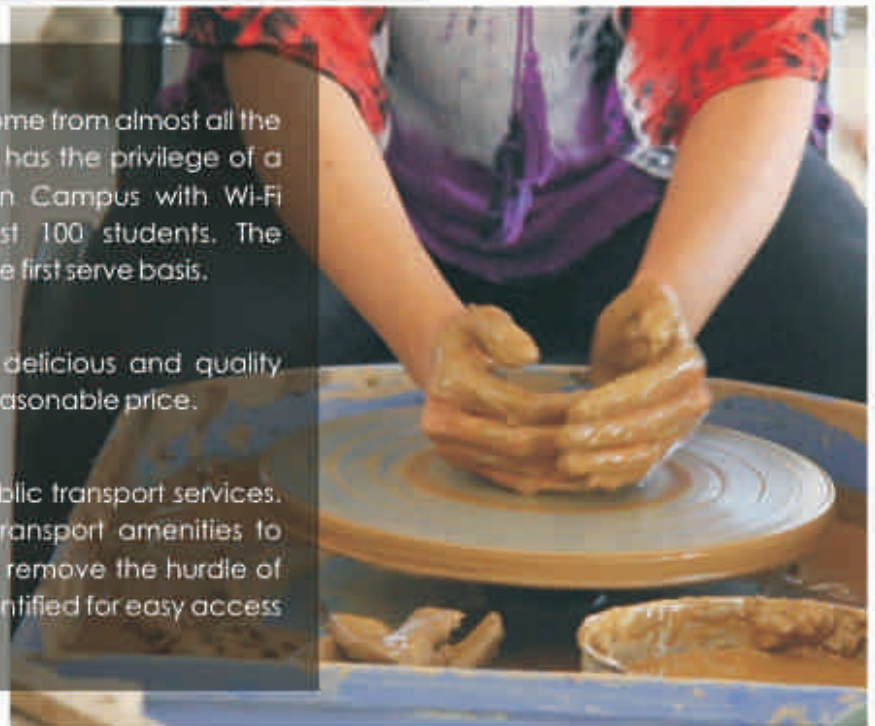
SFI is a girl's institution and the students come from almost all the States in India. Satyam Fashion Institute has the privilege of a well secured Air Conditioned Hostel in Campus with Wi-Fi connectivity to accommodate almost 100 students. The students can avail this facility on first come first serve basis.

### **Canteen**

The college canteen serves hygienic, delicious and quality food with a wide variety of choice at a reasonable price.

### **Transportation**

SFI campus is well connected to the public transport services. More over the institute also provides transport amenities to students residing in the areas of NCR to remove the hurdle of distance. Different routes have been identified for easy access of the cab services for the students.



### **Conference hall**

The conference hall is the perfect place for decision making, creative thinking and it leads to solution of complex problems through discussion over round table, weekly seminars and Saturday workshops.

### **CAD lab**

Computer Aided designing is a computer added drafting program primarily used by interior designers, architects, etc. It is used to create 2D drawings and 3D models. This program prepares professional designers. Here students are guided to draft the plans and then to create 3D models of the same plan professionally in 3D Max.





“It's difficult to sum up the memories and experience of four years in few lines. I consider myself very lucky for being a part of SATYAM FASHION INSTITUTE.. There is something motivational and special in this environment which made us study and enjoy co-curricular activities. All the professors are very helpful and they guided us all the time. Different events and sessions arranged such as Seminars, Fashion Shows and other activities has boosted my confidence to a great extent which I can experience at my workplace now. Participating and organizing events of festivals and sports gave me a different enjoyable experience. I had spent my wonderful days of life in SFI.”

Aarushi Negi

“I am a student of Textile Design. I am incredibly satisfied to be a part of this programme started by Satyam Fashion Institute by taking best faculty and students all aspects to take out my natural skills to make my own signature and define myself in a class where I stand with my creativity and skills. New ways of thinking is promoted here and everyone is very friendly. This college gives multiple opportunities and exposure to those open and willing. It is an excellent platform to learn and unlearn, realize and showcase your talent. It has been an exciting journey so far “I can positively say Satyam fashion Institute has made me a better person with positive attitude.”

Mahima Malik



# Sports & Aerobics

Recreation in college life plays a pivotal role in student's life. It not only boosts confidence among students but give them a healthy way among students but give them a healthy way to develop. Recreational and fitness activities promote physical and psychological well-being & contribute to the development and healthy lifestyle. Celebration of myriad festivals enables them the Indian culture and things behind it. It develops their cognitive skills. Various celebrities, bureaucrat, industry people and people of repute come and give motivational sessions for students. Festivals like Christmas, Lohri, Holi, Diwali, Teej are celebrated with great fun & frolic. The participation from all is immense. Almost all festivals are celebrated with great enthusiasm and unity. Students are given a platform to train themselves on both internal and external level.

Sports/ Aerobics: Leisure pursuits and physical exercise in a variety of indoor & outdoor facilities including individual and group activities are scheduled.





“Fashion industry never appealed me as much as it did when I spent my first day at Satyam Fashion Institute. I always knew that I will work hard for chasing what I want but running without any direction is a complete waste. Creativity knows no boundaries and it's the intelligence which makes it a lethal combination.

There's no alternative to education and my thirst only grew for learning more. SFI not only made me a confident and knowledgeable professional but also helped me shape my career ahead.

My Bachelor's degree proved to be of great importance and because of that, I got the opportunity to study in a British university with a scholarship. There's a lot to accomplish and achieve and I can't thank enough for making me who I am.”

**Shweta Chowdhary**

“DON'T LET DREAMS JUST BE A DREAM. WITH GOD, HARD WORK AND DETERMINATION, IT CAN BECOME A REALITY.

Those words makes me topper in SNT WOMEN'S UNIVERSITY MUMBAI and SFI in 2012. SFI makes a platform to make my dream into reality.”

**Janet Benny**  
Creative Executive -Action ,  
Micro Industrial Corporation



# Vista 2017

## **Fashion Show Celebrates Womanhood**

Enthusiastic designers of Satyam Fashion Institute showcased the spirit of Women Power on the Ramp - New Delhi, April 8, 2017. The true strength of womanhood was celebrated by the graduating designers of Satyam Fashion Institute on the ramp at NCU Auditorium, Siri Fort, New Delhi. 32 budding designers showcased their creative collection in 12 sequence themes gracefully choreographed by Rachna Sikka at Vista 2017, the most awaited annual Graduating Fashion Show of Satyam Fashion Institute.

The glamour extravaganza witnessed renowned names from the fashion industry such as Sonia Jetleey, Varija Bajaj, Rajdeep Ranawat, Niket Mishra, Manish Gupta, Aamer Zakir, Rajeev Bansal Rahul Srivastava, Himmendra Gupta, Ms Guriya Sabharwal, Kaushik Sheel and many more.

### **Winning Categories:**

**Best Research  
work Winners -Ms  
Rajvizithi and Ms  
Pratishtha for the  
Collection  
Glitterati on Fleek**



**Best Graduation  
Portfolio Winners Ms.  
Tanu, Ms.  
Amandeep, Ms.  
Akshita for the  
Theme- Unexplored  
treasure of India**

**Best Surface  
Exploration Winners  
Ms Rajni, Ms Nisha  
Ms Priya for the  
collection Bringing  
up the beauty**



**Most commercially viable collection**  
**Winners Ms Srushti, Ms Mansi, Ms Anshika for the collection Mid Night Hour**



**Most Innovative Collection**  
**Winners Ms. Monika Sharma, Ms. Himani, Ms. Yachna for the collection Handloom Renaissance..**



**Best Muslin Tolls Collection**  
**Winners Ms Deepthi, Ms. Babli, Ms. Sonali for the collection Style with Passion.**



**Designer of the Year 2017**  
**Winners Ms. Monika Goel, Ms. Pallavi, Ms. Radhika for the Collection Dark Force**





# Orientation 2017

An in-house 3 days Orientation for fresher's was organized by Satyam Fashion Institute, Noida from 26th to 28th July 2017. During Orientation various programs were organized for the fresher's which included Alumni talk, Exhibition, workshop, Fashion show.

Students of Fashion Design Department presented a fashion show, they have created beautiful garments and products. On the Final Day of Orientation Prizes to the winners were distributed by Chairperson Ms Sneh Singh, Director General Ms Manjulika Gautam ( Retd IAS officer ) and Principal, Dr Mitali. C. Goswami.



Boutique International Pvt. Ltd. Gokaldas Exports Ltd.  
**Design Impex A.S. Fashion** Catmoss Retail Pvt. Ltd.  
 Ivory Clothing Pvt. Ltd. Chhaya Mehrotra Arvind Lifestyle Brands Limited  
 Ethnic India B.L. International Varija Bajaj Marks and Spencers  
 Shantanu & Nikhil Arjun Saluja J.S. Design Pvt. Ltd. **Niket Mishra**  
 Sonia Jetleey Ankhua Exports Pvt. Ltd. Boutique International Pvt. Ltd.  
 Elvy Lifestyle Pvt. Ltd. **Design Impex A.S. Fashion**  
**Niket Mishra** C.L. Gupta Arvind Lifestyle Brands Limited  
 Merlin Creations **FASHION INDUSTRY** Merlin Creations  
 Episode Abdul Halder Leather Edge  
 Catmoss Retail Pvt. Ltd. Celestial Knits and Fabs Ltd.  
 Arvind Lifestyle Brands Limited Alvin Kelly **Ritu Beri**  
 Gokaldas Exports Ltd. J.S. Design Pvt. Ltd. **CTA Apparels Pvt. Ltd.**  
 Alvin Kelly Marks and Spencers **Rajdeep Ranawat**  
**Ritu Beri** Kamal Enterprises **Avid Apparels**  
**CTA Apparels Pvt. Ltd.** Rajdeep Ranawat Episode Abdul Halder  
 Arvind Lifestyle Brands Limited Catmoss Retail Pvt. Ltd.

# Placement

We associate with the industry in multiple ways which are:

- ❖ **Internships:** Two months on – job training after the completion of the 6th semester in B. Design programmes and 2nd semester in PG programmes
- ❖ **Graduation Projects:** Four months on-site industry projects to be done in case of B. Des. LA programmes in the 8th semester
- ❖ **Graduation Collections:** Industry sponsored range development by the students of B. Des. FD, TD and P.G. FD in the 8th semester
- ❖ **Placements:** Campus placement facilities in the 8th semester of each programme using campus placement drive as well as off-campus interviews, if required



“ SFI has achieved 87% placements for its Batch of B.Design Programme (2013-2017) and 84% placements for PG Diploma Programme (2015-2017) ”

#### Notable Companies which offered placements (2017)

Concept Weaver	Kalakriti Exports
Celestial Knits	RNG Apparels
R S Expo & Fabs Ltd.	Raag by Deepa MS
Suneel Varma	Stalwart Trends
Shoppers Stop	P C Jewellers
Varun and Nidhika	Vorija Baja
Pankaj and Nidhi	Neethoz Apparel & Design

\*The packages offered varies from 1-44 LPA to 3.15 LPA

For any details or queries for the placement, internships and other kinds of industry interface, you can get in touch with the placement cell.

Dr. Vandana Jaglan

Email Id: [vandana.jaglan@satyamfashion.ac.in](mailto:vandana.jaglan@satyamfashion.ac.in)

Ms. Neetu Malhotra

Email Id: [neetu.malhotra@satyamfashion.ac.in](mailto:neetu.malhotra@satyamfashion.ac.in)

# Industry Collaborations

Satyam Fashion Institute has made its name in the industry by grooming the young minds to a skilled design professional and gained a wide recognition. The institute holds strong industry linkages in each specialization and the students get themselves trained in various aspects of design through ample industry interaction in the form of Graduation projects, design collections, live projects and internships. We have developed industrial association with major players in the market.

## Associated Companies and Designers:

### Designers

Abdul Halder  
Anjali Kall  
Arjun Saluja  
Atelier  
Chhaya Mehrotra  
Gaurav Gupta  
Hemant & Nandita  
Jay Mitra  
Karan Monga  
Manish Gupta  
Neeraj & Alpana  
Niket Mishra  
Niki Mahajan  
Pallavi Singh  
Pankaj & Nidhi  
Payal Jain  
Pooja Motwani  
Raag by Deepa MS  
Rakesh Agarwal  
Rajdeep Ranawat  
Ritu Beri  
Shantanu & Nikhil  
Sonia Jetleey  
Sulakshna Monga  
Suneet Verma  
Swati Modo  
Varja Bajaj  
Varun and Nidhika

### Companies

A.S. Fashion  
Alvin Kelly  
Ankhua Exports Pvt. Ltd.  
Arvind Lifestyle Brands Limited  
Avid Apparels  
B.L. International  
Boutique International Pvt. Ltd.  
Catmoss Retail Pvt. Ltd.  
Celestial Knits and Fabs Ltd.  
CTA Apparels Pvt. Ltd.  
Design Impex  
Eivy Lifestyle Pvt. Ltd.  
Ethnic India  
Gokaldas Exports Ltd.  
Horizon Apparel Pvt. Ltd.  
ITC Limited  
Ivory Clothing Pvt. Ltd.  
J.S. Design Pvt. Ltd.  
Leather Edge  
Marks and Spencers  
Moksha Creative Services  
Oneup Impex Pvt. Ltd.  
Orchid Overseas Pvt. Ltd.  
Orient Crafts Ltd.  
Omate Collections Pvt. Ltd.  
P.C. Jewellers  
Paragoan Apparels Pvt. Ltd.  
Radnik Exports Pvt. Ltd.

Rashmi Fashion Bags  
Richa & Co.  
Richa Global Exports Pvt. Ltd.  
Sahu Exports Pvt. Ltd.  
Samtex Fashions Ltd.  
SEWA  
Shahi Exports Pvt. Ltd.  
Shoppers Stop  
Sofftech India Ltd.  
Sunioard Apparel  
Swati Exim Pvt. Ltd.  
Swati Wear Pvt. Ltd.  
TCNS Clothing Company Pvt. Ltd.  
Tristar  
United Colors of Benetton  
Viraj Exports Pvt. Ltd.  
Witty Bae  
Woodland  
WoolSpuns Ltd.

Satyam Fashion Institute also has developed linkages with Ministry of Textiles and DC (Handlooms) to hold industry specific shows and Northern Indian Textile Research Association (NITRA), Weavers' Service Centre (WSC), Tukatech Inc., Nikon to conduct industrial training in the textile designing, printing, Computer Aided designing and photography.



“For me, the best part about my college would be the encouraging faculty. They're motivational conduct and support has always kept me going. Talking of the college events we get to participate in several surpassing fashion contests and shows (one of which we'd participated lately was, the Shopper's stop fashion show).

Satyam gives the best industry exposure to every student and helps you grow in the learning environment.”

**Pragati Dhami**

“I would like to thank Satyam fashion institute for providing such an opportunity to learn here and develop my career. All the faculties are very helpful and supportive.

Satyam gave me opportunity to participate in VOGUE INDIA DESIGN CONTEST & I was amongst the winner of VOGUE DESIGN CONTEST INDIA in 2014. Also, they gave me an opportunity to choreograph their fashion show( MISS SFI 2015) which turned out amazing experience for me.

Overall, I got a quite good makeover from here to which I am very thankful.

I will surely miss all the moments I made here.”

**Nikita zutshi**  
Fashion Designer/Illustrator  
GOODEARTH (Unit of EICHER PVT LTD )



# INDUSTRY EXPOSURE

Faculty and students join hands to face the challenges posed by the proliferating fashion industry by motivating them through various industry exposures.

1. Organizing regular trips for various industrial and craft exposures for our students to equip them with practical knowledge and technical know how of the industry. Visit to craftsmen of Sanganer for block printing, blue pottery, handmade papers, meenakari etc.
2. Internships being an integral part of our curriculum to expose our students to the professional nuances of their respective fields. To enhance their personality and soft skill development. Internships are organized with companies like C.L. Gupta Moradabad, PC Jewelers, Delhi, Li & Fung India, Swati Exim Pvt. Ltd., Art Papyrus various export houses like Radnik Exports, Designers like Sonia Jetley, Rajdeep Ranawat and many other.

Faculty members visited the International Textiles Fair 'Ambiente - Heimtextil' organized by Messe Frankfurt to gain the insights of latest fabric developments.



Interactive sessions of the faculty members were held with the industry persons for discussing the relevant industry requirements and updating the newer developments.

Students of SFI participated in the onsite visual merchandising display of the 10 stores of India's biggest retail chain Shoppers Stop in Delhi and NCR during its End of Season Sale (EOSS) display. The students worked on the sustainable designs based on paper and utilized creative folding techniques to create visual textures on mannequins.



Samshek Fashion Pvt. Ltd. conducted a session for providing styling and graphic designing opportunity to SFI students where six students were selected to work on board with the company.

15 students of SFI were selected to present the Autumn-Winter 2017 collection of the Shoppers Stop to its premium shoppers and they walked to showcase the season's collection of Ethnic, Formal and Casual Wear which were styled by the students.



SFI students and alumni attended the workshop 'Masterclass platform' where the ace designers like Suneet Varna, Manish Arora, Rahul Mishra and fashion industry stalwarts like Shefalee Vasudev, Sucharu Uppal, Priyanka Gill etc. interacted with the students.

Faculty members attended the personal styling working 'Mood Fashion' organized by Samshek Fashion Pvt. Ltd.



College Principal and faculty member attended the Faculty Development workshop 'Understanding Fabrics' organized by Sarv International and industry expert Mr. Akshay Tholia.

Faculty members attended 13th International Conference on Apparel and Home Textiles (ICAHT - 2017) organized by OGTC, Delhi



# Faculty Profile



Accomplished career reflects 22 years experience as an administrator and design educator at the higher education level and non – profit organization. Outstanding track record in assuring student and client's success.

Innovative training and development professional with extensive experience in the design evaluation and enhancement of effective instructional programs and assessment model for design education.

Extensive background of developing and implementing special programs and for community out-reach and special needs of students and clients.



**Dr. Mitali C. Goswami  
(Principal)**



**Ms. Neetu Malhotra**

Masters in Fashion Technology , Fashion design and Clothing technology from NIFT, Delhi



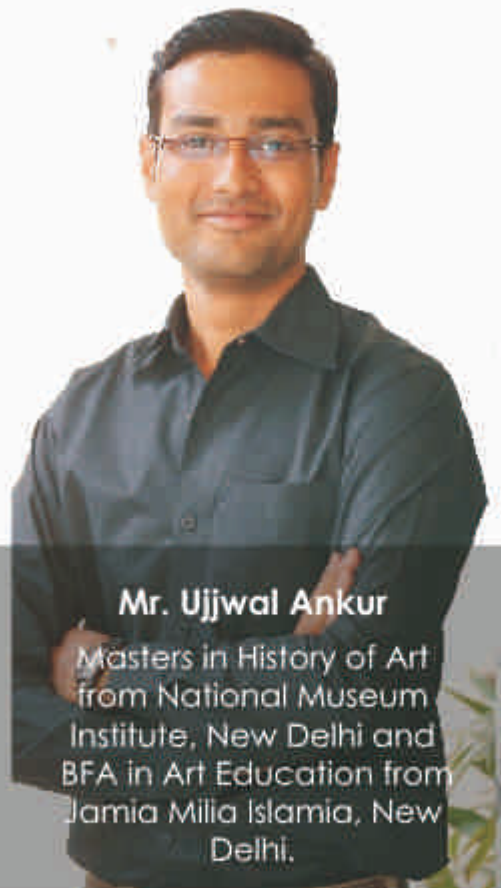
**Dr. Vandana Jaglan, Ph.D**

Post Graduate in Textiles from University of Delhi Post Graduate in Consultancy Management from BITS, Pilani. Ph.D. from NIFT, Delhi



**Ms. Madhupriya Jha**

M.Des (Fashion Technology), Punjab Technical University, B. Des (F&LA), NIFT



**Mr. Ujjwal Ankur**

Masters in History of Art from National Museum Institute, New Delhi and BFA in Art Education from Jamia Millia Islamia, New Delhi.



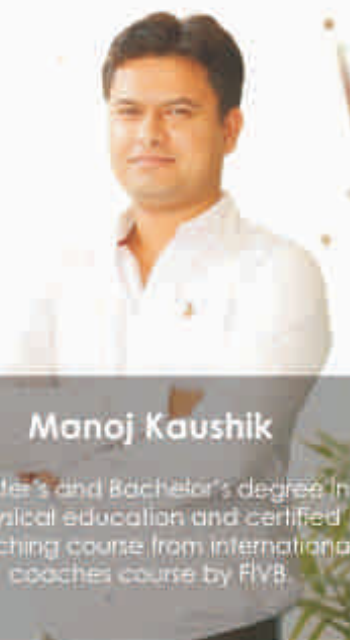
**Dr. Sakshi Shail**

Ph.D. in Home Science (Clothing & Textiles) Banasthali Vidyapith.  
Master's in (Clothing & textile) Banasthali university. Gold medalist during M.Sc.



**Ms. Aaditi**

Post Graduate in Fabric and Apparel Science from University of Delhi.  
Graduate in Textiles from University of Delhi



**Manoj Kaushik**

Master's and Bachelor's degree in physical education and certified coaching course from international coaches course by FIVB.



**Ms. Poornima Savan**

MFA(Ceramic/pottery) - Vishwa Bharati University, Santiniketan B.F.A (Sculpture)- College of art, University of Delhi



**Mr. Devdutt Dharan**

MFA (Sculpture) from Kurukshetra University and B.F.A. (Art Education) from Jamia Millia Islamia.

# Student support Services



if you are confused about what Career growth you will have in the vertical of FASHION DESIGNING then SFI Admission counselors guides you through the maze of questions to find solutions best suited to your profile and / or parameters.

"Career counseling" has never been as important as it is today. Choosing a career is a very personal issue and our role is extremely critical. We work on what's best for each individual'.

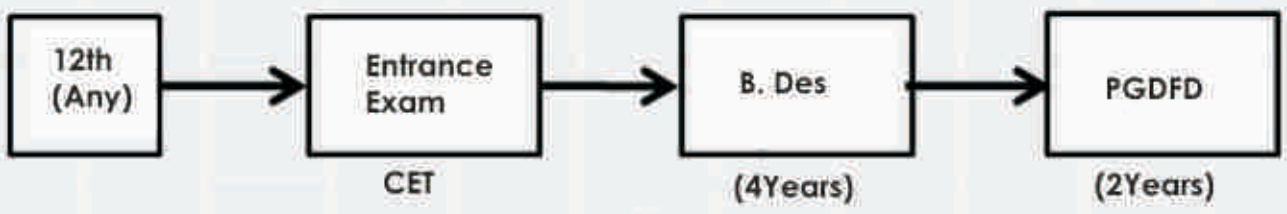
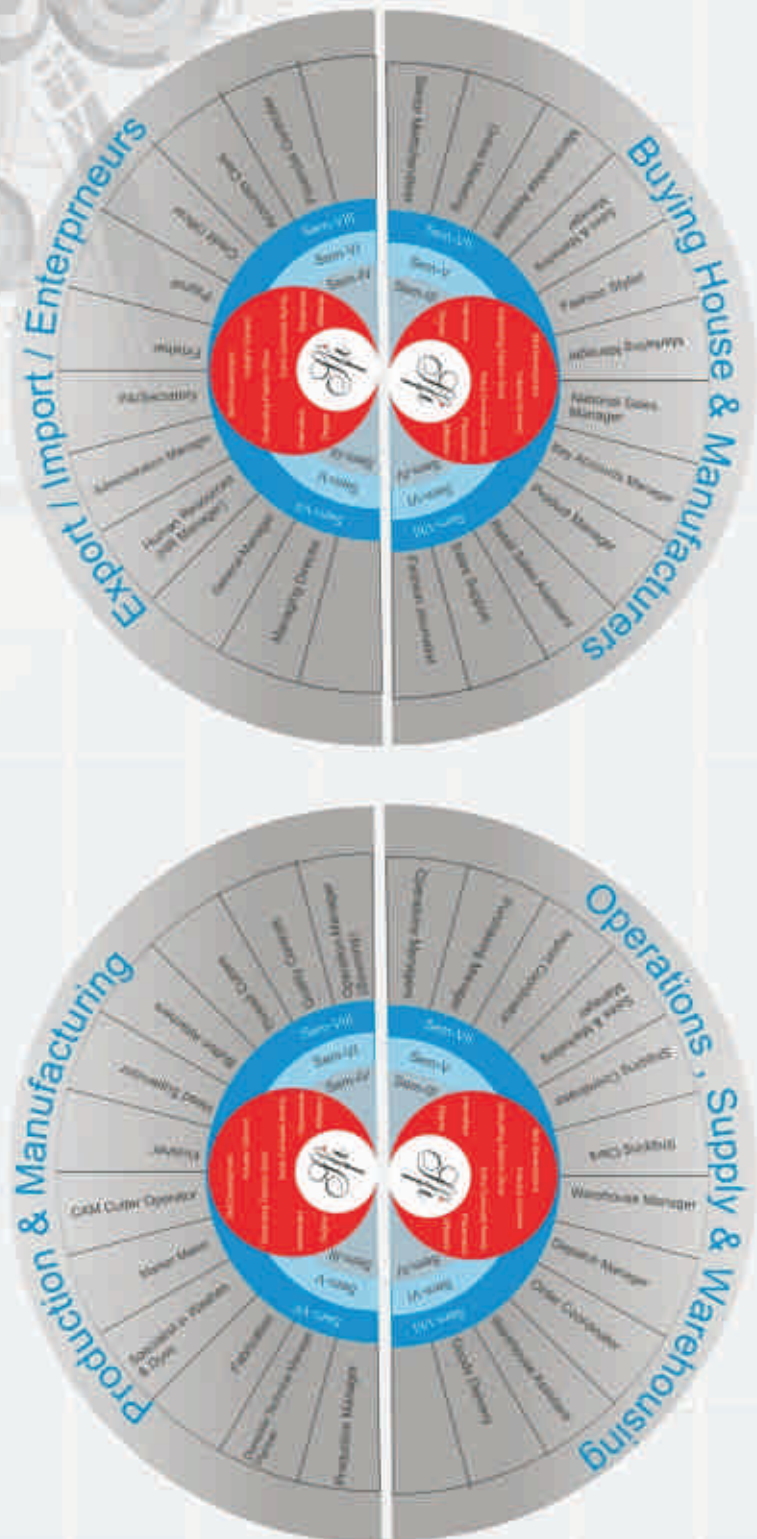
For Counseling "Knowledge about the course is not enough.". Dealing with students requires us to have understanding of psychology as well.

"A counselor with a knowledge in psychology who also has enough industry knowledge are Satyam benchmarks. Applying for education is a huge decision, both financially and emotionally. It is mandatory to invest adequate time and effort in order to make the right decision.

Most importantly we do not make any false promises. 'what we promise, we deliver'



# Career Opportunities - Design



# RULES & REGULATIONS

## ADMISSION PROCEDURE - Design Courses (B.Design and Post Graduate Diploma)

Admission for merit seats is based on the marks obtained in qualifying examination and the performance in SNTD Common Entrance Test (SNTD CET) / Situation Test/ Personal Interview. Final admission will be processed on the basis of CET – 60%, Portfolio and Interview – 40%. CET exam consists of General Ability Test (GAT); 30 marks, 1hr. Quantitative Ability, Communication Ability, English Comprehension, & General Knowledge. Creative Ability Test (CAT); 70 marks 1hr 30 minutes.

SNTD CET is to be held in the month of April/ May/June 2018 for B.Design and Post Graduate Diploma courses. Date will be highlighted on website.

Direct Admission under NRI and Management Quota on the basis of merit and personal interview.

Registration - Neatly filled application form along with a DD/ Cheque or cash of Rs. 1000 (for B.Design and PGDFD) & Rs. 500/- for BMM in favor of Satyam Fashion Institute is to be submitted to the Admission Officer: Satyam Fashion Institute, C-56/A 14 & 15, Sec-62, Noida.

The following certificates need to be enclosed with the application form for all the courses at the time of admission.

- a) 10th Mark sheet and certificate
- b) 12th Mark sheet and certificate
- c) Graduation or any other qualifying exam certificate and marks sheet for P.G. Programmes.
- d) Age proof certificate.
- e) Nationality proof certificate.
- f) 5 color passport size photographs.
- g) Transfer certificate.
- h) No objection certificate / Migration certificate in the case of other state.
- i) Co-curricular and extracurricular activity proof certificates.
- k) Medical certificate.
- l) Any other certificate – need to indicate.

FEE STRUCTURE - For B. Design & PG Diploma Courses Rs. 1,50,000 per annum to be paid in two easy installments of Rs. 75000 each. 1st Semester fee at the time of admission, 2nd, 4th, 6th, 8th semester fee latest by 16th Nov. and 3rd, 5th, 7th semester fee latest by 16th June of the respective years.

FEE STRUCTURE - For Bachelor of Mass Media Rs. 65000 per annum to be paid in two easy installments of Rs. 32500 each. 1st Semester fee at the time of admission, 2nd, 4th, 6th semester fee latest by 16th Nov. and 3rd, 5th semester fee latest by 16th June of the respective years

A late payment fine of Rs. 100 per day would have to be paid after the due date. If the semester fee is not paid, (Management reserves the right to revise the fees charged at the start of the academic session).

## ADMISSION RULES

A late payment fine of Rs. 100 per day would have to be paid after the due date. If the semester fee is not paid within one month of the due date, the admission would stand cancelled and re-admission would be possible only on payment of Rs. 4000 as re-admission charge along with the semester fee.

For the academic year 2018-19, if SFI makes any modification during the session, those will be binding for the students.

Hostel / Transport / Locker / Dress / Fashion Show / Industry visit, and four charges are to be paid extra.

After taking the admission, if the students cancels her admission no fee except caution money will be refunded and the admission will automatically stand cancelled.

**Hostel Fee:** Rs. 1,10,000/- in three installments.

**Scholarship:** Following scholarships are available to the students of B. Design & P.G. Diploma Courses:

1. Merit Scholarship – 10% of the fee for those having 80% and above in qualifying exam.
2. Sister Concession – 10% of the fee if two real sisters are studying and either of the two would get the concession.
3. Satyam Staff – 10% of the fee to the daughter/ real sister of the SFI staff.
4. Defense Personal Ward- 10% on the first year fee.

**Loan facility:** SFI has tie up with Indian Overseas Bank who provides educational loan all over India. The students will get preference for taking loan in IOB. The Institute will help only in submission of the forms with proper document which is to be pursued by the student herself.

**Ragging:** Ragging is totally banned in the institute/ college. Anyone found guilty of ragging and /or abetting ragging is liable to be punished. The punishment depending upon the nature and the gravity of the offence as prescribed under UGC act 1956 as further issued vide their draft notification No. F1- 16/2007 (CPP-II) April 2009. All parents/ students is required to sign the undertaking at the time of admission as attached with the admission form.

Visit institute's website - [www.satyamfashion.ac.in](http://www.satyamfashion.ac.in)

Contact on 0120-0120-4242805 / 4540130/ Mobile: 9958094700

## GENERAL RULES

Every student shall abide by the rules of the Institute, which may be updated from time to time.

**Identity Card:** Every student of the institute must possess the identity card. She should always wear it on person while on campus and should produce whenever called upon to do so by concerned authorities. The loss of I Card should be reported immediately to the office. Rs. 500/- will be charged for issuing a duplicate I card.

**Attendance:** A student shall be required to attend 75% of the number of lectures and 75% of the number of practicals, separately from actual number of classes conducted in each subject during each semester. Directions for shortage in attendance have to be obeyed by the students.

### Disciplinary Rules:

Anyone found indulging in ragging in any form within or outside the campus, shall be instantly expelled from the institute. The behaviour of the students at all time, within or outside the campus must be above board and must reflect a sense of responsibility.

Students are required to show due regard for the rights and the properties of the institute. Any student found guilty of tampering / damaging the property, fixtures, equipment, furniture, books, building, vehicles, etc. of the institute / shall be liable for punishment and might be expelled from the institute.

Any student found misbehaving in the class, lab, campus and behaving arrogantly with the faculty and or staff or fellow students will be severely punished. The nature of the punishment will depend upon the severity of the offence.

The following will constitute misbehavior and misconduct.

- i. Disobedience
- ii. Objectionable moral influence
- iii. Improper body language
- iv. Back answering
- v. Insubordination etc.

Rules for Hostel and transport are notified separately which must be followed.

Hostel / transport facility once availed cannot be withdrawn and charges will have to be paid for the whole academic year. The students are bound by all the rules and regulations made by the institute from time to time. Any matter not expressly provided for in these rules shall rest at the absolute discretion of the concerned authority, which also reserves the right of modifying these rules as and when felt necessary.

All disputes pertaining to prospectus, admission and conduct of examination shall fall within the jurisdiction of Noida, Uttar Pradesh State only.

Use of mobile phone in the classrooms, labs, library and other academic area is strictly prohibited. Mobiles ringing in the class will be confiscated, auctioned and the proceeds will be donated to a charitable cause. Further, such student will be liable for disciplinary action. Carrying any valuables to the institute will be at the risk of the student and institution will not accept any responsibility of the valuables lost in the class as well as on the campus. Students are required to read the notices put on the notice board of the institute. Institute shall not accept any responsibility for any loss / damage incurred by a student owing to her failure to read the notices in time. Any advance taken by a student towards any activity of the institute should be settled with the authorities within four days from the completion of the activity. To substantiate the expenses, authentic receipts / bill must support the statement.



# SATYAM FASHION INSTITUTE

(Affiliated to SNDT, Women's University, Mumbai)

C-56A/14&15, Sector-62, Noida-201309

ADMISSION FORM

2018-19

Form No. _____
Registration / Exam 2018
Fee DD No. _____
Bank _____
Date: _____

Affix  
Recent colour  
photograph here

**Note :** Please read the form carefully before filling it. Fill the form in capital letters. Attach the required documents. Incomplete forms will be rejected.

I. Programme applied for : 1st Year  Lateral Entry (2nd Year)

**Faculty of Fashion & Design :-**

**1. Bachelor of Design**

Fashion Design  Lifestyle Accessories  Textile Design  Fashion Communication

**2. PG Diploma**

**3. Bachelor of Art**

Fashion Design  Mass Media

ii. Registration No. \_\_\_\_\_  
(to be given by the office)

iii. Personal *(The name should be as in the certificate of last examination passed)*

a) Name Ms. \_\_\_\_\_  
Last Name First Name Middle Name

\_\_\_\_\_ Father's Name Mother's Name

b) Date of Birth : Date \_\_\_\_\_ Month \_\_\_\_\_ Year \_\_\_\_\_

Height \_\_\_\_\_ Weight \_\_\_\_\_ Blood Group \_\_\_\_\_

c) Marital Status : Married  Single

d) Religion : \_\_\_\_\_ Nationality : \_\_\_\_\_

e) Language Known: \_\_\_\_\_

f) Category : General  SC/ST  Others

#### IV. Family Information

Family Member	Name	Age	Qualification	Occupation/ Organisation	Designation	Mobile No.
Father						
Mother						
Spouse						
Brother/ Sister						

#### V. Academic Qualification

Exam Passed	Name of the Institution	Name of the Board / University	Year	Subject	Marks	% or CGPA
10th						
12th						
Graduation						
Post Graduation						
Others						

Participation in Extracurricular Activities .....

(Attach separate sheet mentioning your special achievement along with photocopies of certificates)

VI. Address for Correspondence (For all communication including letter of admission)

Telephone Numbers (include STD)

Home \_\_\_\_\_ Office \_\_\_\_\_

Mob. \_\_\_\_\_ Other \_\_\_\_\_

VII. Permanent Address

Telephone Numbers (include STD)

Home \_\_\_\_\_ Other \_\_\_\_\_

Mob. \_\_\_\_\_

E mail Address

(father)

(mother)

(student)

VIII. Local Guardian's (Outstation applicants Only)

Name ..... Address.....

Telephone No. .... Mobile ..... Email.....

IX. I request to avail the hostel facility. I will deposit the requisite fee for the whole session. I know that once my request is granted I will have to abide by the rules and regulations. / Hostel facility not required.

X. I also request for transport facility. I will deposit the requisite fee for the whole session. I know that once my request is granted I will have to abide by the rules and regulations. /Transport Facility not required.

XI. Signature

I wish to apply for admission in Satyam Fashion Institute and promise to abide by the Rules & Regulations of the college. I certify that the information given by me in the application form is Complete to the best of my knowledge and belief. I understand and agree that misrepresentation or omission of facts will justify the denial of admission, the cancellation of the admission or expulsion; I undertake to pay all the dues of the institute in time. Any Financial loss Caused by me can be adjusted from my security deposit paid to the institute. I further declare that I shall submit myself to the disciplinary jurisdiction of the college. I am fully aware that fee once deposited would not be refunded in any case except the security money.

I have read and understood all the Terms & Conditions for the Admission mentioned in the prospectus and agree to them in totality. I know that ragging in any form is prohibited. If I am found in any such activity I am liable to be punished as per norms laid down by Hon.'supreme court.

Signature of the Applicant :

Signature of local guardian :

Signature of the Parent :

Place

Place

Place

Date

Date

Date

XII. Enclosures Check List (Incomplete forms will be rejected)

To avoid rejection of Form check each item you are enclosing with the Application.

6 Photographs

Data Base Form

Attested Photocopy of Educational Mark sheet & Certificates

Others (Please specify) \_\_\_\_\_

Details of Payment of dues

Cash Receipt No.

Demand Draft No. \_\_\_\_\_

Date \_\_\_\_\_

Bank Name \_\_\_\_\_

XV. Admission

We recommend the applicant for Provisional admission to ..... after having verified her original certificates. Please accept prescribed fees from the applicant. However, her admission is subject to the approval of the Governing Body of the college & the university.

Admission committee co-ordinator

## UNDERTAKING BY THE CANDIDATE/STUDENT

1. I, \_\_\_\_\_ D/O Sh \_\_\_\_\_  
have carefully read and fully understood the law prohibiting ragging and the direction of the supreme court and the central/state government in this regard.
2. I have received a copy of the UGC regulations on curbing the menace of ragging in Higher Education Institute 2009.
3. I hereby undertake that
  - I will not indulge in any behaviour or act that may come under the definition of ragging
  - I will not participate in or propagate ragging in any form
  - I will not hurt anyone physically or psychologically or cause any other harm.
4. I hereby agree that if found guilty of any aspect of ragging, I may be punished as per the provisions of the UGC regulations mentioned above and/or as per the law in force.

Signed this \_\_\_\_\_ day of \_\_\_\_\_ month of \_\_\_\_\_ year

Signature.....

Name: .....

Address:.....

.....

.....

## UNDERTAKING BY THE PARENT/GUARDIAN

1. I, \_\_\_\_\_  
F/o. M/o. G/o. Sh \_\_\_\_\_,  
have carefully read and fully understood the law prohibiting ragging and the direction of the supreme court and the central/state government in this regard as well as UGC Regulations on curbing the Menace of Ragging in Higher Education Institute, 2009.
2. I assure you that my son/daughter/ward will not indulge in any act of ragging.
3. I hereby agree that if found guilty of any aspect of ragging. I may be punished as per the provisions of the UGC regulations mentioned above and/or as per the law in force.

Signed this \_\_\_\_\_ day of \_\_\_\_\_ month of \_\_\_\_\_ year

Signature.....

Name: .....

Address:.....

.....

.....

# Bachelor of Fashion Design (4yrs)

Fashion Design  
Lifestyle Accessories  
Fashion Communication  
Textile Design

# Post Graduate Diploma (2 yrs)

Fashion Design



# Bachelor of Mass Media (3 yrs)

BMM





[www.satyamfashion.ac.in](http://www.satyamfashion.ac.in) ,  
[www.facebook.com/satyam.noida](https://www.facebook.com/satyam.noida)

C-56 A /14 & 15, Sector - 62, Noida | Ph.: 0120-4242805 / 4540130, M.: 9958094700



# S.N.D.T. WOMEN'S UNIVERSITY

1, N. THACKERSEY ROAD, MUMBAI - 400 020, MAHARASHTRA, INDIA  
Tel.: (O) 2203 1879, 2203 1881, 2201 4775, Fax: 91-22-2201 8226, 22031882  
E-mail.: vcsndt@sndt.ac.in

SNDT Women's University is the first Women's university in India as well as in South-East Asia. The University was founded by Bharat Ratna Maharshi Dr. Dhondo Keshav Karve in 1916 for a noble cause of Women's Education. The University Headquarters is in Churchgate Campus, Mumbai and the other two campuses of this University are at Juhu, Mumbai and Karve Road, Pune.

The vision of Bharat Ratna Dr. D.K. Karve to build a citadel of learning for women is encapsulated in the motto of the University - 'Sanskrita Stree Parashakti' (An enlightened woman is a source of infinite strength).

The University has more than 200 affiliated colleges in Maharashtra, Gujarat, Madhya Pradesh, Assam, Goa and Uttar Pradesh. The University for the first time has extended its division in the Northern part of India in Delhi NCR by giving affiliation to SATYAM FASHION INSTITUTE, NOIDA for the degree of B. Design (4 years) with specialization in Fashion Design, Lifestyle Accessories Design, Textile Design and also Post Graduate Diploma (2 years) in Fashion Design, Bachelor's in Mass Media.

## Mission

Empowerment of women, through education, has been the single-minded mission of this University ever since its establishment. With socio-cultural changes and technological advances, the goals and objectives of the University are being continuously reinterpreted to make them relevant to the needs of women and in the context of prevailing needs of the society. The mission statement of the University statement is **"Empowerment of Women through Education"**.



**NAAC**  
NATIONAL ASSESSMENT AND  
ACCREDITATION COUNCIL



UGC



MHRD

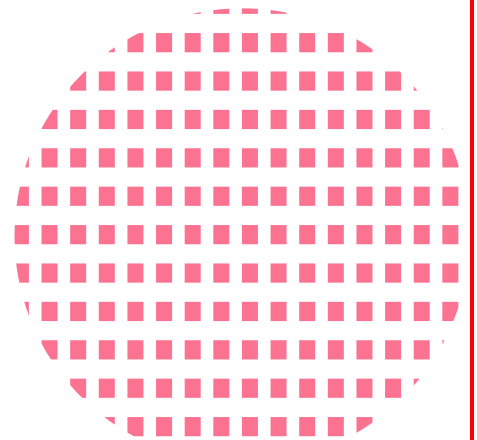
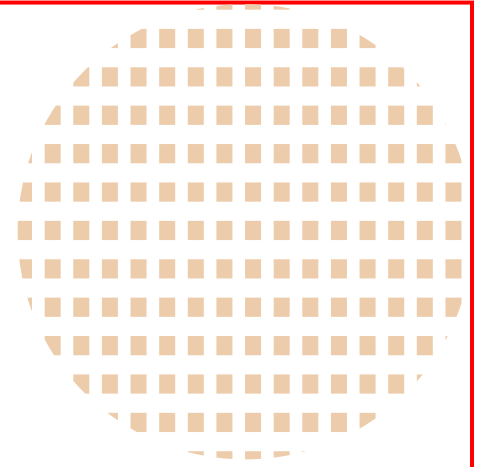


The National Mission on Education through ICT (NME-IT)



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# Advisory Board



The advisory board has been set up to act as a bridge between the industry and the academics both at national and international levels-

1. Ms Manjulika Gautam-Director General IAS (Retd.)
2. Mr. Pradeep Gupta-Secretary
3. Mr. Vivek Jain-CEO, Ornate Collection
4. Dr. Archana Shastri-Former Professor NIFT
5. Dr. Satish Bharadwaj - Former Academic Head NIIT and Director IICD Jaipur
6. Mr. P.K. Agrawal-Omex Engineering Industries
7. Mr. Vishal Jain, MD-Vasu Consulting India
8. Dr. Mala Kapoor-Director/Principal, Silver Line School
9. Ms. Sonia Jeetly-Fashion Designer
10. Mr. Niket Mishra-Fashion Designer
11. Rajdeep & Geetanjali Ranawat-Fashion Designer
12. Ms. Varija Bajaj-Fashion Designer
13. Ms. Sulakshna Monga-Fashion Designer
14. Dr. Mitali C. Goswami-Principal Satyam Fashion Institute
15. Mr. SK Bhardwaj- Radnik Export Ltd.
16. Ms. Savita Patel- SEWA Trade Facilitation Center.

# Director General's Message

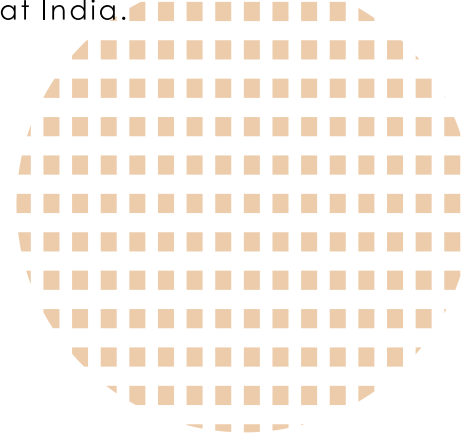


Satyam Fashion Institute is in its second decade of existence and all of us working here are dedicated to the ideals of high quality education and becoming a Centre of Excellence. We provide opportunities to all the girls who wish to pursue a career in Designing and we help them to develop their creativity and aesthetic sense. Our focus is also on personality development and empowerment so that qualified and talented young women can play a role in the development of a great India.

Best Wishes!

Ms. Manjulika Gautam

I.A.S. - (Retired)





Orientation 2018

# Principal's Message

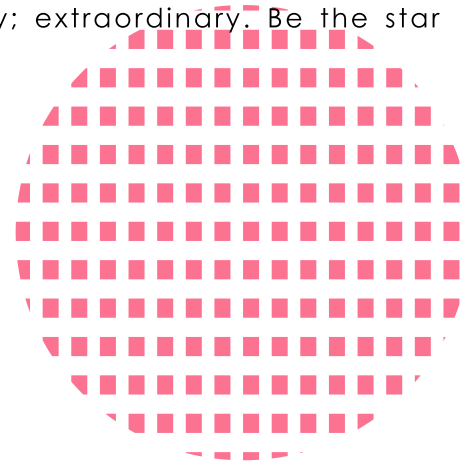


Satyam Fashion Institute is a leading design institute in defining design education by employing innovation in all areas. The institute exists to empower women through education by preparing talented students for professional careers, emphasizing learning through individual attention. Satyam is one place where you discover your true potential; realize your dreams and all-in-all design your own success. We offer here 360 degrees learning; we do not want our students to become bookworms... the time, you spend here and invest here -should shape the whole person in you... because these years are the most formative years of your life. We know the value of this time. Hence, we create here an environment to give you a holistic learning.

My advice to you...don't be ordinary be extra ordinary; extraordinary. Be the star performers....achieve excellence in whatever you do.

Best Wishes!

Dr. Mitali C. Goswami  
Principal



**Satyam Fashion Institute (SFI) is on the map of Professional Higher Education with a strong dedication to the cause of women empowerment by educating them in the field of Fashion & Design. These trained professionals will scale new heights and set new benchmarks in the growth of the Indian economy and will form an integral part of industry setup.**

The proximity of the college to industry creates a unique opportunity for collaboration and an ability to address market behavior. Regular field trips along with lectures and seminars by visiting industrialists, designers, academicians, manufacturers, artists and media personalities broaden students' awareness of their subjects. Students have an opportunity to develop ties with the professional community through visits to exhibitions, fairs and media houses etc.

SFI believes in the growth of students by making them learn by doing. This not only develops their technical, motor skills and knowledge but also makes them strong for the competitive environment of today's world.

SFI is committed to the idea of enhancing purposeful education with human values and social responsibilities finally making the student a complete professional. There are four levels of study and all the levels are designed and balanced with theoretical and practical knowledge with industrial exposure. Time management plays a vital role in the completion of the assignments.

The Institute offers an outstanding learning environment for students by providing state of the art Infrastructure, facilities, course curriculum and teaching methodology.





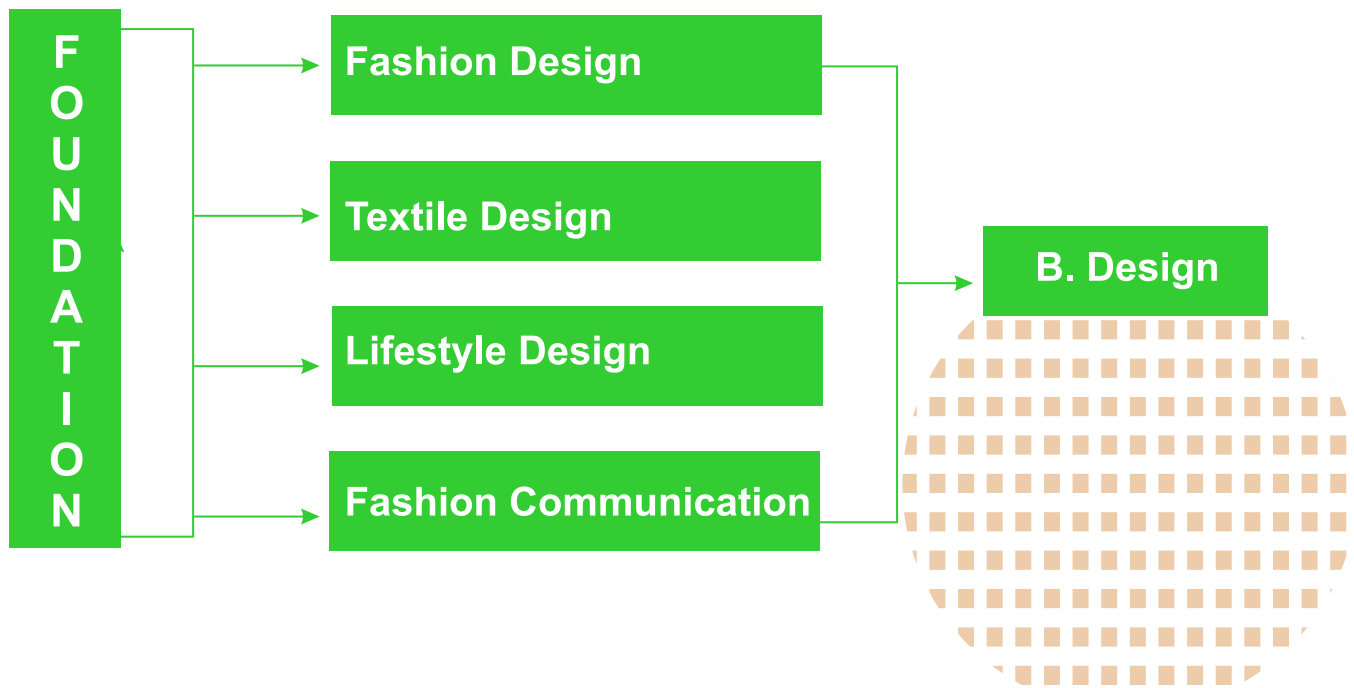
# Bachelor Of Design - 4yrs

Foundation program is modeled around the concept of bringing students from various educational settings to one ground level, universal to all design studies by creating a basic understanding of art, illustration and design. It pushes students to see newer possibilities by helping them understand their individual design sensibilities and develop a creative attitude towards all things.

During this 1 year curriculum, which is initial and common to all three design streams offered at SFI, a student crosses various limits and mental blocks to develop an open mind to allow inflow of newer and innovative ideas. Each student unlearns and relearns numerous concepts to be able to view the world with a better perspective. During the process she realises the importance that design holds in our day to day lives.

Towards the end of this program, students are briefed about the choice of three streams- Lifestyle Accessories Design, Textile Design and Fashion Design which they can choose for their further design studies, in the second year.

One year of knowledge brings in advance fluidity of fabric, superior craftsmanship of construction and inventive silhouettes. Students concentrate on executing ideas/ individual work style in design, construction and presentation through understanding of commercial and technical aspect of the apparel industry. Introduction of market input for students to learn the process, skill and language of design.



# Fashion Design

Careers

*Garment Technologist*

*Fashion Stylist*

*Fashion Designers*

*Fashion Consultant*

*Retail Buyer*

*Fashion Boutique*

*Fashion Illustrator*

*Fashion Stylist*

*Fashion Journalist*

*Personal Stylist*

*Quality Assurance Manager*

*Fabric Resource Manager*

*Educational Institution*

*Fabric Store Manager*

*Production Manager*

*Fashion Merchandiser*

*Visual Merchandiser*



*PatternCunator*



Fashion design is the art of applying design, aesthetics and natural beauty to clothing and its accessories. It is influenced by cultural and social attitudes, and has varied over time and place. Fashion designers work in a number of ways in designing clothing and accessories such as bracelets and necklaces. Because of the time required to bring a garment onto the market, designers must at times anticipate changes to consumer tastes.

Designers conduct research on fashion trends and interpret them for their audience. Their specific designs are used by manufacturers. This is the essence of a designer's role; however, there is variation within this that is determined by the buying and merchandising approach, and product quality

Fashion designers attempt to design clothes which are functional as well as aesthetically pleasing. Fashion today is a global industry, and most major countries have a fashion industry. China, Bangladesh and India are the biggest manufacturers of clothing, and other notable clothing manufacturing countries are Germany, Indonesia, Malaysia, India, Philippines, South Korea, Spain, and Brazil.



**Srishti Khanna**

"Stepping in to the Fashion Industry with complete confidence is not the only thing SFI has equipped me with. Being privileged to be guided by SFI's experienced faculty, that pushed me to go an extra mile and embrace every opportunity helped me transcend my own boundaries and attain quality hands-on skills.

I would like to thank all the SFI teams and departments who assisted me in accelerating my learning curve by their knowledge and provided me the industry exposure to maintain a professional attitude."

'The future is exciting, so embrace every opportunity'.

I would like to thank Satyam fashion institute for providing me an opportunity to learn and develop my career. All the faculties are very helpful and supportive.

Satyam gave me opportunity to participate in VOGUE INDIA DESIGN CONTEST & I was amongst the winner of VOGUE DESIGN CONTEST INDIA in 2014. Also, they gave me an opportunity to choreograph their fashion show( MISS SFI 2015) which turned out to be amazing experience for me.



**Nikita Zutshi**

# Textile Design

Careers

*Knit Developer*

*Weave Developer*

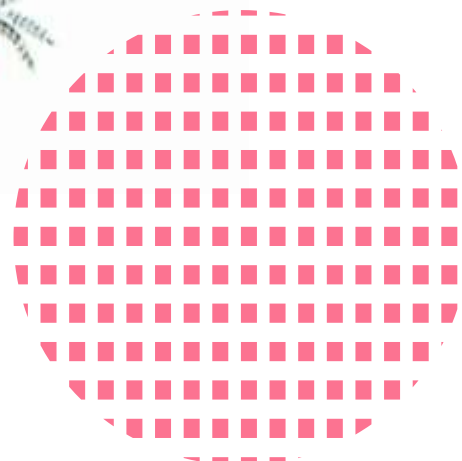
*Print Developer*

*Quality Assurance Inspector For Textiles*

*Freelance Textile Designer*

*Home Furnishings Textile Design*

*Product Developer For Interior Design*





Textile design is essentially the process of creating designs for woven, knitted or printed fabrics or surface ornamented fabrics. Textile designers are involved with the production of these designs, which are used, sometimes repetitively, in clothing and interior decor items.

The field encompasses the actual pattern making while supervising the production process.[1]In other words, textile design is a process from the raw material into finished product. Fiber, yarn and finishes are the key elements to be considered during the textile design procedure.

. The creations of textiles are not only important for their use, but also for the role they play in the fashion industry. Textile designers have the ability to inspire collections, trends, and styles. The textile industry, while being a creative art form, is a very business savvy industry.

Textile designers marry a creative vision of what a finished textile will look like with a deep understanding of the technical aspects of production and the properties of fiber, yarn, and dyes.



**Saloni Garg**

Pursuing Textile Designing from Satyam Fashion Institute has shaped me into an independent and confident individual. The faculty challenged my academic abilities. The institute is well equipped with facilities that brings about the best in us. The homely environment, cooperative seniors and dedicated faculties make the students feel that they have selected the right and the best institute for becoming a textile designer. I am provided with countless opportunities to develop creative skills, leadership and positive thinking through various events. I would like to express my hearty gratitude towards Satyam Fashion Institute for helping me to choose the proper path throughout my journey.



**Tanvi Poddar**

I am a student of Textile Design. I am really lucky to choose Textile Designing as my career because it has a variety of scopes to opt for as well as this field is the base of any other designing industry. Textile industry is growing to a large extent as clothes are one of the basic necessities of human dynasty. The faculties of this department are highly qualified and skilled. I am very well satisfied with the management of the department and our labs that has variety of tools for textile designing. The faculties of Satyam Fashion Institute helped me to think out of the box and increase the level of my creativity. This institute has helped me to grow as a person and it also provides a wide variety of opportunities and platforms to understand and develop ourself not only in the field of designing, but also in other fields like modelling, photography, etc.-

# Lifestyle Accessory Design

Careers

*Accessory Design*

*Jewellery Design*

*Knitwear Design*

*Leather Design*

*Fashion Styling and Image Design*

*Fashion & Lifestyle Business Management*

*Global Luxury Brand Management*

*Footwear Design*

*Footwear Technology*

*Lifestyle Accessory Design*







# Fashion Communication

Careers

*Visual Merchandiser*

*Brand Manager*

*Image Consultant*

*Fashion Journalist*

*Visual Communications Expert*

*Graphic Designer*

*Photography Design*

*Advertising firms*

*Film and Video Communication*

*Exhibition Design*

*Corporate Communication at Fashion Houses*



**FASHION** is the most  
**UNIVERSAL**  
form of communication.





**Astha Rathi**

"Don't be into trends. Don't make fashion own you, but you decide what you are, what you want to express by the way you dress and the way to line". - Gianne Versace Fashion Designing is a way to express the unique side of your creativity. It involves having a sense of style and an eye for color, texture and pattern coordination. In order to prepare for this career in my future I went to Satyam Fashion Institute (SFI), who nourished my creativity, taught me to grind my positive skills. My Bachelor's degree from SFI has proved to be of great importance and is the best decision, and trust me this degree is creating wonders for me.

Having started to work in the fashion industry I realised that the armour SFI has provided me has helped me to withstand any situation. The domain knowledge and industry exposure provided through different efforts of my faculty ensured that I am on top of my game.

I would like to thank all the departments for ensuring to provide us with a practical knowledge that met my specific requirements. They have a 'never leave a man behind' attitude and were there for me through the ups and downs throughout the three years.

Again big thanks to the SFI team.



**Richa Raghavan**

Fashion Communication is one of the newest and upcoming fields in the fashion industry. Today, the fastest growing field is fashion and many Indian brands are competing with international brands. This has opened up tremendous possibilities for a designer of fashion communication, who will work on design strategies, brands, portfolios etc. He / she will also work on areas such as visual merchandising, styling, graphic design, display and exhibit design, advertising, public relations, and creative writing. Students with a degree in fashion communication, will have high level of skill and domain knowledge, and will emerge as professionals who offer extremely effective communication solutions for the fashion and lifestyle industry.

Students will learn about the process of design and how to apply human centered approach to problem solving. An optimum mix of traditional and new design skills is offered along subject like history of design and creative process. The curriculum includes areas such as graphic design, visual merchandising/retail experience design, exhibition and display design, event management, photography, styling, advertising, public relations and creative writing specific to fashion and lifestyle industry. A good course in communication will arm you with an understanding of web and multimedia design, computer graphics, illustration, product design, exhibition design, visualizing and art direction, typography and photography.

Fashion Communication students emerge as dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion and lifestyle industry. Fashion Communications covers a diversity of opportunities in marketing, advertising, public relations, and journalism and has long been considered one of the industry's untapped career resources.

# PG Dip. Fashion Design



The increasing relevance of design management, promotion and sale calls for innovative design development. All these require strong understanding of trade management practices and supply chain and understanding of fashion dynamics at global level. The program of fashion design builds up student's knowledge base in management techniques, costing and global trade practices.

The students of this program can pursue careers as fashion designers, fashion merchandisers, fashion stylist, design managers with domestic market and export sector.

Year I: The course curriculum in the 1st year covers design and technical skills, fashion attributes, fundamentals of supply chain, principles of management and communication skills. At the end of the 1st year the students undertake industry internship.

Year II: The student would concentrate on enhancing technical knowledge, design skills, expanding research areas and to develop creative working on design projects. In the final semester the students would design collections by developing a range and presenting them in the form of a fashion show.



**Moumita Dey**

Satyam Fashion institute is a ship that sailed me across the ocean of knowledge in the direction of my goals. The college is old and well established in its field.

The college is equipped with good infrastructure and guidance of experienced faculties. I have got good support in my internships and placements from the college.

Assistant professor  
AAFT, Marwah Studio



**Guddi Deb**

SATYAM helps in nurturing every student's talent and individuality. They create a niche, that brings out the colourful ideas of every student. Offering platforms to showcase their collection help the students to be a successful designer in future. The kind of effort that the faculties put in is inexplicable. Studying at SFI has brought only success in my life. I thank all the faculties and management for helping me throughout my course period.

I wish SATYAM all success and may the flag fly high.



## Curriculum: Foundation

### Semester I

Drawing And Sketching  
Environmental Studies  
Fundamental of Design  
Communication Skills  
History of Art & Design

### Semester II

Technical Drawing- Foundation  
Advance Design  
Material Studies  
Computers Application In Data Management And Presentation  
Art Appreciation

## Curriculum: Fashion Design

### Semester III

Fundamentals of Illustration & Design Concept  
Introduction to Pattern Making (Flat And Draping)  
Introduction to Textile  
History of Fashion (Indian & Western) And Women's Studies  
Marketing and Merchandising

### Semester IV

Basic Fashion Illustration & Design Concept  
Basic Pattern Making (Flat And Draping)  
Introduction to Garment Construction  
Computer Aided Rendering Technique In Fashion  
Principles of Management

### Semester V

Advance Fashion Illustration & Design Concept  
Advance Pattern Making (Flat, Draping And Grading)  
Basic Garment Construction  
Craft Research and Design  
Indian Textile and Embroideries

### Semester VI

Computer Application in Fashion (2D)  
Industry Research Project  
Advance Garment Construction  
Fashion Forecasting  
Dyeing and Printing & Surface Ornamentation

### Semester VII

Creative Pattern Making  
Fashion Styling and Costume Designing  
Range Development  
Quality Assurance Management  
Introduction to Entrepreneurship and IPR

### Semester VIII

Elective (Any two) from 1-4  
Men's wear  
Women's wear  
Kid's Wear  
Fabric Styling for Apparels  
Retail and Visual Merchandising  
Graduating Show  
Internship

## Curriculum: Textile Design

### Semester III

Introduction to Fibres & Yarns  
Traditional Indian Textile  
Fashion Studies  
Textile Design – Foundation  
Design Process & Women Studies

### Semester IV

Introduction to Weaving & Testing  
Surface Exploration Techniques  
Fabric Development  
Computer Aided Rendering Techniques in Textiles  
Principles of Management

### Semester V

Introduction to Dyeing & Printing  
Fabric Illustration  
Dobby Weaving  
Craft Documentation  
Marketing & Merchandising

### Semester VI

Knits for Apparel & Home Furnishings  
Fabric Development & Computerised Embroidery  
Quality Management  
Campus to Corporate  
Innovation in Textile Studies

### Semester VII

Jacquard Weaving  
Computer Aided Textile Design  
Design Project  
Forecasting  
Introduction to Entrepreneurship

### Semester VIII

Electives (Any two) from 1-4  
Floor Coverings  
Knit Design  
Print Design  
Woven Design  
Design Collection & Show  
Visual & Retail Management  
Portfolio & Internship

## Curriculum: Lifestyle Accessory Design

### Semester III

History of Design and Visual Dictionary  
Technical Drawing and AUTOCAD (Basics)  
Computer Application – III  
Industrial Machinery & Tools and Product Development  
Material Studies

### Semester IV

Technical Drawing and Product Illustration  
Craft Cluster Documentation I  
Computer Application –IV  
Materials Studies and Product Development  
Global Cultural Analysis and Product Development

### Semester V

Material Studies and Product Development (Fashion Accessories- Home décor and Lighting Prod.)  
Surface Ornamentation and Product Development (Fashion Accessories- Costume Jewellery and Watches)  
Computer Application-V  
Marketing and Merchandising  
Fashion Forecasting

### Semester VI

Surface techniques and Product development (Lifestyle product – Bags, Belts, Millinery etc.)  
Construction technique and Product Development (Lifestyle Product - footwear)  
Lifestyle product photography  
Introduction to recycling  
Term project-Home furnishings

### Semester VII

Creative Product Development  
Product Packaging  
Visual Merchandising and Retail Management  
Quality Management, Export Documentation and IPR  
Internship

### Semester VIII

Space Management  
Branding and creative advertising  
Graduation Project – Collection  
Graduation Project - Report / Documentation  
Graduation Project - Show

## Curriculum: Fashion Communication

### Semester III

Computer Application in Fashion Communication  
Fashion Fundamentals- Foundation  
Photography  
Typography  
Introduction to Fashion Accessories and Women's Studies

### Semester IV

Technical Drawing- Basic  
Fashion Fundamentals- Basic  
Visual Merchandising - Foundation  
Design Process  
Fashion Marketing and Merchandising

### Semester V

Fashion Styling, Photography and Videography  
Craft Documentation  
Graphic Design- Foundation  
Writing Skills  
Fashion Advertising

### Semester VI

Creative Advertising  
Exhibition and Display Design  
Fashion Forecasting  
Fashion Journalism and PR  
Principles of Management

### Semester VII

Introduction to light and Sound  
Media Planning and Event Management  
Advertising Project  
Creative Writing  
Introduction to Entrepreneurship and IPR

### Semester VIII

Graphic Design- Basic  
Fashion and Luxury Brand Management  
Portfolio and Internship  
Creative Advertising  
Visual Merchandising- Basic  
Publication Design  
Fashion Styling and Photography

## Curriculum: PG Dip. Fashion Design

### Semester I

Textile Science  
Elements of Design – I  
Fashion Illustration-I  
Fashion Studies  
Pattern Making I  
Garment construction I  
Computer

### Semester II

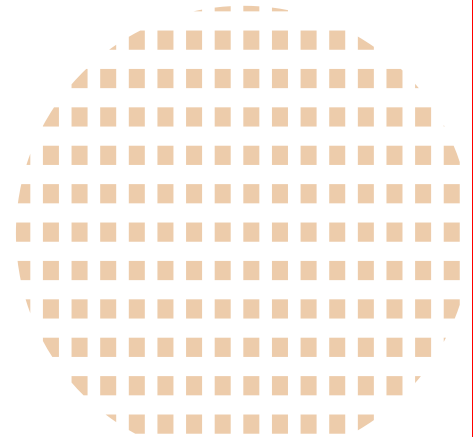
Principle of Fashion Marketing  
Principle of Fashion Marketing  
FASHION ILLUSTRATION-II  
Pattern Making II  
Garment Construction-II  
Textile Design & Surface Ornamentation  
Computer Aided Design

### Semester III

Design of Fashion History  
Operations Research and Fashion Forecasting  
Customer Service and CRM  
Visual Merchandising  
Apparel Quality Management  
Internship

### Semester IV

Range Development  
Brand Management  
Portfolio Development  
Business Economics and Statistics  
Trend Research And Forecasting



## **Pattern Making and Grading Lab**

In this lab, the students learn to create patterns for different kind of garments. It provides a hands-on experience to the students while nurturing their creativity in fashion designing. The structured mannequins and dress forms provides physical form and shape to the creations.

## **Garment Construction Lab**

This lab is equipped with the world's best brand of industry-grade stitching and special machineries. The students are getting extensive machine hours and it helps them to develop garment construction skills up to the Industry requirements.



## **Computer Lab**

SFI has a highly sophisticated computer lab equipped with all latest Software and Internet connectivity to make the students proficient in wide range of computer applications.

## **Dyeing and Printing Lab**

This lab provides the student with the skills of adding aesthetic value to textile material and develops the sense of color. The equipments installed in the lab are the best available and cover the range of chemical finishing lab processes such as scouring, bleaching, dyeing, printing, etc. The student is provided with hands-on practice in all of the chemical processes right from fiber identification up to textile finishing.



## **Life Style & Accessory Lab**

Accessory is a vital part of designing. The students learn to utilize the various material resources and transform them into a fashion statement. The accessory lab is equipped with all the tools and apparatus required to mould the material resources into fashion accessories.

## **Textile Lab and Weaving Lab**

Design Studio enables students to attain excellence by practice in the Industry like environment. Design shopper provides a platform to display the creative products of the students.





### **Library**

To keep an update with the latest happenings and to correlate it to the history, merging it with technology the students need the resource of information. The library at SFI maintains the record of the entire requirement to cater to the need of students. It has incorporated collections of prints, visuals, and creative resources which are systematically organized with different sources from India and abroad. The list of books is being upgraded as per the requirement from time to time.

### **Fashion Model Drawing Lab**

This lab is primarily designed to bring out the creative talents of the students with an effective use of color, form and materials as per the latest trends in fashion.



### **In Campus Hostel**

SFI is a girl's institution and the students come from almost all the States in India. Satyam Fashion Institute has the privilege of a well secured Air Conditioned Hostel in Campus with Wi-Fi connectivity to accommodate almost 100 students. The students can avail this facility on first come first serve basis.

### **Canteen**

The college canteen serves hygienic, delicious and quality food with a wide variety of choice at a reasonable price.

### **Transportation**

SFI campus is well connected to the public transport services. More over the institute also provides transport amenities to students residing in the areas of NCR to remove the hurdle of distance. Different routes have been identified for easy access of the cab services for the students.



### **Conference hall**

The conference hall is the perfect place for decision making, creative thinking and it leads to solution of complex problems through discussion over round table, weekly seminars and Saturday workshops.

### **CAD lab**

Computer Aided designing is a computer added drafting program primarily used by interior designers, architects, etc. It is used to create 2D drawings and 3D models. This program prepares professional designers. Here students are guided to draft the plans and then to create 3D models of the same plan professionally in 3D Max.

# Bachelor of Mass Media Careers

- ❖ Reporter / Correspondent
- ❖ Sub- Editor / Editor
- ❖ Photo Journalist
- ❖ Content Writer
- ❖ Graphic Designer
- ❖ Marketing and Media Sales Executive
- ❖ News Anchor
- ❖ News Editor
- ❖ Cameraman / Videographer
- ❖ Sound Recordist
- ❖ Director / Producer
- ❖ Set Designer / Art Director
- ❖ Video Editor
- ❖ Graphic Designer
- ❖ PCR / MCR Operator
- ❖ Makeup Artist
- ❖ Media Sales Executive
- ❖ Corporate Communication Expert / Consultant
- ❖ Advertising and Brand Management Expert / Consultant
- ❖ Script Writer / Copywriter
- ❖ Director / Producer
- ❖ Production Coordinator
- ❖ Art and Creative Visualizer
- ❖ Graphics and Animation Editor
- ❖ Multimedia Producer / Editor
- ❖ Radio Jockey / Program Presenter
- ❖ News Reader / Anchor / Producer / Editor
- ❖ Producer / Production Assistant
- ❖ Content Writer / Editor
- ❖ Multimedia Editor / Producer
- ❖ Copy Writer / Creative Artist
- ❖ Content Manager
- ❖ Client Servicing and Account Planning Executive
- ❖ Media Planning and Media Buying Executive
- ❖ Image and Identity Management Executive
- ❖ Brand Communication Executive
- ❖ Media Relations Public Relations Officer
- ❖ Event Manager
- ❖ Visual Communicator
- ❖ Event Operations Executive

# Industry Interface



hindustan**times**



92.7 **BIG FM**

ਪੰਜਾਬ ਕੇਸਰੀ



**BW BUSINESSWORLD**

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दैनिक भास्कर



न्यूज़ 24



**IBN7**  
खबर. हर कीमत पर



**Z**  
ZEE NEWS

**NDTV इंडिया**  
एक ही जे एन टिकट

**6 news**





Mass Media are playing an outstanding role in creating and shaping public opinion and strengthening society. The Mass Media are a diversified collection of media technologies that reach a large audience via mass communication. Some of the most popular forms of mass media are newspapers, magazines, radio, advertisements, social media, television, Internet, and films/movies. The discipline places a great focus on the theoretical and cultural approach towards communication sciences, mass communication and communication studies. Media studies also use concepts and techniques from other disciplines such as sociology, anthropology, psychology, politics, economics and philosophy.

### Why BA in Mass Media at SFI?

Interested in pursuing a career in TV Channels, TV Media, Digital Media, Radio, Production House, Print Media, Advertising, Public, Relations, Media Management, Corporate Communication, Film Making, Content Writing, Media Research etc? If yes, then Journalism and Mass Communication is for you. Our skill-based, industry-relevant, and research-led program is well structured to produce the next generation of media practitioners and professionals. Grab a golden opportunity to learn in a simulated environment to produce newspapers, prepare radio broadcasts, produce TV news bulletins, write press releases, run public relations campaigns, produce video films, set up blogs, and work on social media platforms. Be ready to challenge and be challenged in new ways of thinking and expression.

#### **Semester I**

Effective Communication Skills  
Fundamentals of Mass Communications  
Contemporary World History  
Traditional Media  
Introduction to Sociology

#### **Semester II**

Environment Studies  
Indian Political and Economic Systems  
Introduction to Psychology  
Basic Writing  
Introduction to Computers

#### **SPECIALISATION – JOURNALISM**

##### **SEMESTER V**

Research in Mass Media  
Political and Economic Reporting for Print Media  
Newspaper Editing Layout & Design  
Magazines and Journals  
Press Laws and Ethics

##### **SEMESTER VI**

Internship  
News Media Organisation & Management  
Broadcast Journalism  
Social and Developmental

#### **Semester III**

Introduction to Print Media  
Basics of Advertising  
Fundamentals of Public Relations  
Visual Communication  
Principles of Management

#### **Semester IV**

Introduction to Broadcasting  
Integrated Marketing Communication  
Introduction to New Media  
Writing for Media

#### **SPECIALISATION – ANIMATION**

##### **Third Year**

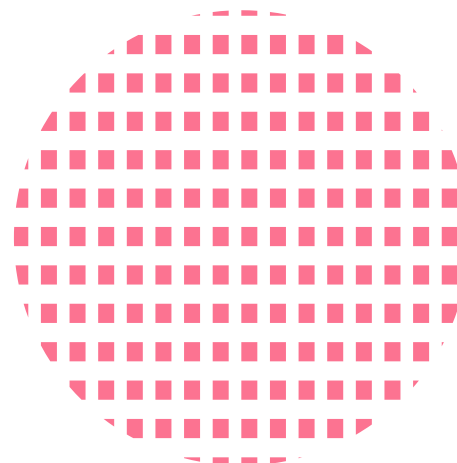
Research in Mass Media  
Introduction to Animation  
Animation Scripting  
2D and 3D Animation  
Basics of Art & Drawing

#### **SPECIALISATION – ADVERTISING & PR SEMESTER V**

Research in Mass Media  
Advertising & Marketing  
Consumer Behaviour  
Branding  
Media Planning & Scheduling

##### **SEMESTER VI**

Internship  
Advertising & Society  
Laws and Ethics in advertising  
Advertising Agencies



## **AV Editing: -**

The Department of Mass Media has well equipped AV editing lab with latest editing units like Adobe Premiere Pro, Nuendo, Sony Sound Forge etc with a view to offer purposeful training to the students. This software enables students to edit in a non-linear mode by offering the latest visual effects and sound application.

## **Internet Radio:-**

Voice of Satyam: The Institute operates an internet radio, providing students an opportunity to produce and broadcast their own programmes.



## **Teaching:-**

Our faculty members have wide industry experience. Media professionals from top companies are part of the visiting faculty team.

## **Library:-**

The Library offers Subject specific books and papers, along with a wide range of national and international dailies.

## **Software:-**

Learn to use Audacity, Adobe Premier, Nuendo, Adobe Photoshop, and In Design, Coral Draw etc.



## **Cameras:-**

The Department of Mass Media has acquired the latest digital cameras both for Studio Production and Outdoor Recording. The Digital Cameras are also used for Still Photography and practical training in camera aesthetics & operations.

## **Computer Laboratories:-**

The Department of Mass Media has fully air-conditioned computer laboratories which are equipped with the latest computer systems in LAN environment, with high speed internet facility, multimedia and media application software.





**Mahima Singh**

"According to me, SFI is a decent and fantastic place of learning, fun and many more productive activities for pursuing B.A. in Mass Media. It is UGC recognized course from SNDT Women's University, Mumbai. When I first came to the college, I really liked the infrastructure and the way faculty treated us. The best part about the institute is that it is a girls' college and provides a very positive and supportive environment of learning. Besides, there are so many opportunities for co curricular activities. The institute is fully equipped with the latest facilities and provides regular interaction and participation in the different houses of Print Media, Electronic Media (Radio and Television) and Web Media to get familiarity with the working of the respective media house.



**Anushka Dhaka**

"To join B.A.( Mass Media) at Satyam Fashion Institute has been a dream come true for me. Truly, SFI is an exciting and dynamic institute with a great professional environment. The Institute offers a great hostel facility along with 24 hours security, which makes it different from other Delhi-NCR media institutions. Here, in Satyam, we are provided tremendous practical exposure along with in depth lectures on theoretical aspects of Journalism and mass Communication. Educational and Industrial visits are regularly organized by the Department of Mass Media which makes us familiar with the working environment of media organizations. I feel extremely lucky to be a part of this institute. To any new student coming to this institute, I would like to say, "Grab every opportunity that comes your way."



**Suhani Bakhshi**

"I am fortunate enough to get enrolled in B.A. ( Mass Media) course at Satyam Fashion Institute, Noida. The Department of Mass Media has made us learn a lot. Various opportunities are provided by the institute and our faculty members to visit the media houses, explore various fields and places and get a personal experience of the same. I love the open campus and the students are very friendly and supportive. The respected faculty members always make an attempt to make us self sufficient and independent women in future. We also regularly get various opportunities to perform and showcase our talents in the various extracurricular activities held within and outside the campus. I would like to express my sincere appreciation to the institute and the respected faculty members for their concerted efforts to transform us as true professional media practitioner."



**Kashish Pandey**

"I am proud of being a bonafide student of B.A. ( Mass Media) in the Department of Mass Media at Satyam Fashion Institute ,Noida. I am really very thankful to the college management and faculty members for being so cooperative and supportive in each and every matter, be it a personal or professional. They always motivate and bring among us clarity about how to achieve our goals in future. The college is highly developed and well maintained. It is a girls' college and is very safe for girls. The college has its own hostel within the campus, which is a very good part of it. The girls who stay in the college are from different states. The Principal and Dean of the college are also very supportive to the students. Our college also provides educational and extension tours and visits to different media channels. From such visits, we learn many new things which help us in interacting with the practicing media professionals. This college also provides opportunities to participate in different programs like fashion show, nukkad natak which gives us more confidence."

# Sports & Aerobics

Great achievements come our way when we maintain our physical and mental well-being and sports help us to maintain a good health and improve coordination and overall personality of an individual. It makes a person more active, attentive and enhances his mental and physical capabilities.

In college life, it's more crucial to keep a track of physical well being with mental and emotional well being.

Various activities are done in the college to provide students a rich exposure of life skills like team building, co operation and trust.

Students play not just for entertainment but Specific skills of different indoor and outdoor games like volleyball, badminton , table tennis, cricket etc. are also inculcated among the students.



# Triptych - 2018

Graduating designers of Satyam Fashion Institute celebrated the true spirit of womanhood through Design Show 'TRIPTYCH 2018' at NCU Auditorium, Siri Fort, New Delhi. 30 budding designers from specialisations – Fashion Design, Textile Design and Lifestyle Accessories showcased their exclusive collection in 14 theme based sequences gracefully choreographed by Rachana Sikka. On this wonderful occasion Satyam Fashion Institute has also launched MEDIA EDUCATION to female students to meet the demand of the emerging new era and to provide students a platform where they can showcase their talent.

The Satyam Fashion Institute students captivated the audience with their creative imagination on the mixture of scintillating colors, fabrics and textures in the unique and appealing 14 themes including Arunaya, Revival of Faded Art, Swa "Life Originates Here", Evolution of Time, Art Meets Fashion Tomorrow Awaits, Out Of The Woods, Klassikos Hudoom, Naturalistic Glow, Enchant, Gehna, Fiction, Azzem and Blazing.

The Collection of the graduating designer of Lifestyle Accessory Department have been purchased by General Mr V.K.Singh during the fashion show. LA student Ms Stuti Mittal had showcased bedsheets using the theme Enchant.



# Events & Competitions

## The Annual "Carnival 2018" - 6th to 8th December 2018



## Asian Designer Week 2018

Our students Saloni Manav, Afroz Perveen and Rajni Singh of Fashion Design Sem 8 and also our Alumni from Fashion design department Monika Sharma showcased their collection in Asian Designers week in Next Gen emerging designer category season 7 held in ITC, Dwarka on 27th October' 2018. Asian Designer Week.



# Events & Competitions

## Triveni Design Competition 2018

Saloni Manav of Fashion Design Semester VI for winning 2nd Prize in Triveni design competition from all over India. Almost 10000 entries were there for the Triveni design competition. Ms Saloni had won cash prize of Rs4000 in Triveni design competition.



## Garment Design Competition with Newspaper- 21st February 2018

Fashion Design Semester 6 students at the Delhi University Competition. SFI students have won three awards and Rs 1000 cash Prize at Dayal Singh College Delhi University for Garment design Competition .



# Events & Competitions

Best Khadi Concept of the Year award goes to Satyam students .Our students have won this award at Miss India Khadi Grand Finale 2018



Fashion, Textile & Lifestyle Design students participated in National Conference, Green Fashion India organized by School of Fashion Technology (SOFT), Pune held in Kala Academy, Goa from 5th – 6th October, 2018. They participated in Green Weave, Green Print, Green Film Poster, Green Accessory and Fashion show competitions.

Ms. Anjali Srivastava, B.Des. Textile Design, Semester V won 1st prize in Green weave design competition and it was adjudged by Mr. Gautam Vazirani, Strategist and Curator, IMG Reliance and Mr. Apurva Kothari, Founder of No Nasties



## Launch Of The Research Journal 'design Quest'

The institute has launched its biannual research journal entitled 'Design Quest – An Advanced Research Journal on Design' (Registration number: UPENG/2018/76546) as approved by Registrar of Newspapers India (RNI). The first issue of the journal was launched by Dr. Syeda Hameed - Former member, Planning Commission & Activist on 31st August, 2018 in India International Centre, New Delhi.

The launch was attended by eminent personalities and authors of research papers of its first issue. The journal provides a platform to emerging and established designers, artists and scholars for sharing and disseminating their findings and research works. The journal is interdisciplinary and will be covering a wide range of design and areas intending to all spheres of life. It is the first of its own kind being launched by any design college in Delhi-NCR and aims to inform latest researches in the academia and industry. This is an initiative to promote research environment under the guidelines of National Assessment and Accreditation Council (NAAC).



# Feather in the Cap

Satyam Noida takes great pride in sharing that our alumni Ms. Tanu Rathi and Ms. Ishani Anand have achieved gold medals in the 67th convocation of SNDT women's university for securing maximum marks in B.Design Fashion Design and Lifestyle Accessory Design respectively.



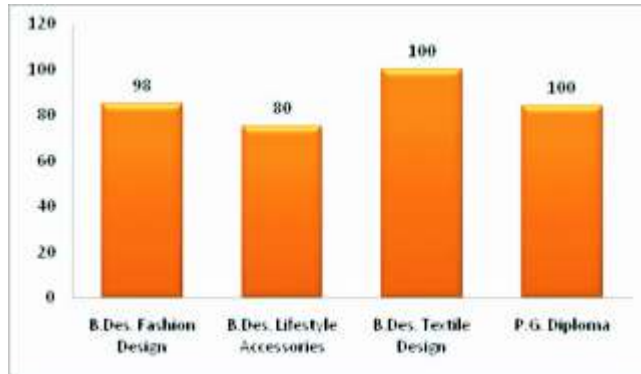
Ms. Neha Singh from lifestyle Accessory department has been awarded with a Gold Medal at 68th Convocation Day in SNDT University Mumbai, on 11th January 2019



We associate with the industry in multiple ways which are:

- Internships: Two months on – job training after the completion of the 6th semester in B. Design programmes and 2nd semester in PG programmes
- Graduation Projects: Four months on-site industry projects to be done in case of B. Des. Lifestyle Accessories (LA) programmes in the 8th semester
- Graduation Collections: Industry sponsored range development by the students of B. Des. Fashion Design (FD), Textile Design (TD) and P.G.D. FD in the final semester
- Placements: Campus placement facilities for the final semester of each programme using campus placement drive as well as off-campus interviews, if required

## Placement Record for the Academic Year 2017 – 18



**SFI has achieved 90% placements for its Batch of B.Design Programme (2014-2018) and 100% placements for PG Diploma Programme (2016-2018)**

### Notable Companies which offered placements (2018)

Sar-tax	Roop by DeepaMS
Three Thread In	Moca Central
Concept Weaver	Fatima Heritage
Cosmo-Ja Global	Su-akshya Men's
Kalki-91	Parichay Clothing
Omaya Mahatma	Amal Sani
SewTex	

•The packages offered varies from 1.44 LPA to 3.24 LPA

For any details or queries for the placement, internships and other kinds of industry interface, you can get in touch with the placement cell.

Dr. Vandana Jaglan

Email id: [vandana.jaglan@satyamfashion.ac.in](mailto:vandana.jaglan@satyamfashion.ac.in)

Ms. Neetu Malhotra

Email id: [neetu.malhotra@satyamfashion.ac.in](mailto:neetu.malhotra@satyamfashion.ac.in)

Satyam Fashion Institute has made its name in the industry by grooming the young minds to a skilled design professional and gained a wide recognition. The institute holds strong industry linkages in each specialization and the students get themselves trained in various aspects of design through ample industry interaction in the form of Graduation projects, design collections, live projects and internships. We have developed industrial association with major players in the market.

## Associated Companies and Designers:

Designers	Companies	
Abdul Halder	A.S. Fashion	Rashmi Fashion Bags
Anjali Kali	Alvin Kelly	Richa & Co.
Arjun Saluja	Ankhua Exports Pvt. Ltd.	Richa Global Exports Pvt. Ltd.
Atelier	Arvind Lifestyle Brands Limited	Sahu Exports Pvt. Ltd.
Chhaya Mehrotra	Avid Apparels	Samtex Fashions Ltd.
Gaurav Gupta	B.L. International	SEWA
Hemant & Nandita	Boutique International Pvt. Ltd.	Shahi Exports Pvt. Ltd.
Joy Mitra	Catmoss Retail Pvt. Ltd.	Shoppers Stop
Karan Monga	Celestial Knits and Fabs Ltd.	Softech India Ltd.
Manish Gupta	CTA Apparels Pvt. Ltd.	Sunboard Apparel
Neeraj & Alpana	Design Impex	Swati Exim Pvt. Ltd.
Niket Mishra	Elvy Lifestyle Pvt. Ltd.	Swati Wear Pvt. Ltd.
Niki Mahajan	Ethnic India	TCNS Clothing Company Pvt. Ltd.
Pallavi Singh	Gokaldas Exports Ltd.	Tristar
Pankaj & Nidhi	Horizon Apparel Pvt. Ltd.	United Colors of Benetton
Payal Jain	ITC Limited	Viraj Exports Pvt. Ltd.
Pooja Motwani	Ivory Clothing Pvt. Ltd.	Witty Bae
Raag by Deepa MS	J.S. Design Pvt. Ltd.	Woodland
Raakesh Agarwal	Leather Edge	Wool Spuns Ltd.
Rajdeep Ranawat	Marks and Spencers	
Ritu Beri	Moksha Creative Services	
Shantanu & Nikhil	Oneup Impex Pvt. Ltd.	
Sonia Jetleey	Orchid Overseas Pvt. Ltd.	
Sulakshna Monga	Orient Crafts Ltd.	
Suneet Verma	Ornate Collections Pvt. Ltd.	
Swati Modo	P.C. Jewellers	
Varija Bajaj	Paragoan Apparels Pvt. Ltd	
Varun and Nidhika	Radnik Exports Pvt. Ltd.	

Satyam Fashion Institute also has developed linkages with Ministry of Textiles and DC (Handlooms) to hold industry specific shows and Northern Indian Textile Research Association (NITRA), Weavers' Service Centre (WSC), Tukatech Inc., Nikon to conduct industrial training in the textile designing, printing, Computer Aided designing and photography.

# INDUSTRY EXPOSURE

Textile Design and Lifestyle Accessory Design, semester 4 students are assisting in store display and visual merchandising for Summer collection of Shopperstop in its Shipra Mall store. Students learnt and utilised various ways of colour blocking, creating focal points, aisle and window display to showcase the collection of home and other brands



Visit to National Textile and Garment Machineries fair 'Gartex 2018' by the students and Faculty members of SFI

SFI students at IFN27, STARup talk show by AH Ventures on 20th January at IIFT, Delhi. Talk Show by designers Varija Bajaj, Jatin Kochhar and Sanjana John



## ADMISSION PROCEDURE - Design Courses (B.Design and Post Graduate Diploma)

Admission for merit seats is based on the marks obtained in qualifying examination and the performance in SNTD Common Entrance Test (SNTD CET) / Satyam Fashion Institute conducts an entrance exam in order to shortlist aspirants for admission in the month of March / April each year.

Also, SFI issues admit card for the design entrance exam ( CET ) via mail. Aspirants are informed that SFI admit card would not be sent to them by any other means such as by post or by hand under any circumstances . You are suggested to bring the print out of the admit card shared via mail on the day of examination at campus .

CET comprises of Quantitative and Analytical Ability(20%) English Comprehension & Communication Ability (20%) General Knowledge & Current Affairs (20%) Creative Ability Test (20%) and Situational Ability (20%) . Aspirants will be appearing for the Personal Interview round on the same day . The sample papers will be shared in the month of February 2019.

Direct Admission under NRI and Management Quota on the basis of merit and personal interview. Registration - Neatly filled application form along with a DD/ Cheque or cash of Rs. 1000 (for B.Design and PGDFD) & Rs. 500/- for BMM in favor of Satyam Fashion Institute is to be submitted to the Admission Officer: Satyam Fashion Institute, C-56/A 14 & 15, Sec-62, Noida.

The following certificates need to be enclosed with the application form for all the courses at the time of admission.

- a) 10th Mark sheet and certificate
- b) 12th Mark sheet and certificate
- c) Graduation or any other qualifying exam certificate and marks sheet for P.G. Programmes.
- d) Age proof certificate.
- e) Nationality proof certificate.
- f) 5 color passport size photographs.
- g) Transfer certificate.
- l) No objection certificate / Migration certificate in the case of other state.
- j) Co-curricular and extracurricular activity proof certificates.
- k) Medical certificate. (Mandatory)
- l) Any other certificate – need to indicate.

**FEE STRUCTURE - For B. Design & PG Diploma Courses** Rs. 1,50,000 per annum to be paid in two easy installments of Rs. 75000 each. 1st Semester fee at the time of admission, 2nd, 4th, 6th, 8th semester fee latest by 16th Nov. and 3rd, 5th, 7th semester fee latest by 16th June of the respective years.

**FEE STRUCTURE - For Bachelor of Mass Media** Rs. 65000 per annum to be paid in two easy installments of Rs. 32500 each. 1st Semester fee at the time of admission, 2nd, 4th, 6th semester fee latest by 16th Nov. and 3rd, 5th semester fee latest by 16th June of the respective years. A late payment fine of Rs.100 per day would have to be paid after the due date. If the semester fee is not paid. *(Management has the reserves the right to revise the fees charged at the start of the academic session).*

### ADMISSION RULES

A late payment fine of Rs. 100 per day would have to be paid after the due date. If the semester fee is not paid within one month of the due date, the admission would stand cancelled and re-admission would be possible only on payment of Rs. 15,000 as re-admission charge along with the semester fee. For the academic year 2019-20, if SFI makes any modification during the session, those will be binding for the students. Hostel / Transport / Locker / Dress / Fashion Show / Industry visit, and tour charges are to be paid extra. After taking the admission, if the students cancels her admission no fee except caution money will be refunded and the admission will automatically stand cancelled.

**Hostel Fee:** Rs. 1,10,000/- in two installments .

**Scholarship:** Following scholarships are available to the students of B. Design & P G Diploma Courses:

1. Merit Scholarship – 10% on the first year fee for those having 80% and above in qualifying exam.
2. Sister Concession – 10% on the first year fee if two real sisters are studying and either of the two would get the concession
3. Satyam Staff – 10% on the first year fee to the daughter/ real sister of the SFI staff
4. Defense Personal Ward- 10% on the first year fee.

**Special seats for physically challenged candidates (only with locomotor disability ) or differently able candidates - No. of seats allocated five , candidate who consider themselves eligible for this category are suggested to subsisted the relevant medical documents duly examined by district medical hospital. these special seat will be awarded a scholarship and offered fee structure for each candidate will be 50 thousand per semester. this is applicable for both B.design and PGDFD**

**Loan facility:** SFI has tie up with Indian Overseas Bank who provides educational loan all over India. The students will get preference for taking loan in IOB. The institute will help only in submission of the forms with proper document which is to be pursued by the student herself.

**Ragging:** Ragging is totally banned in the institute/ college. Anyone found guilty of ragging and /or abetting ragging is liable to be punished. The punishment depending upon the nature and the gravity of the offence as prescribed under UGC act 1956 as further issued vide their draft notification No. F1- 16/2007 (CPP-II) April 2009. All parents/ students is required to sign the undertaking at the time of admission as attached with the admission form.

Visit institute's website - [www.satyamfashion.ac.in](http://www.satyamfashion.ac.in) Contact on 0120-0120-4242805 / 4540130/ Mobile: 9958094700

### **GENERAL RULES**

Every student shall abide by the rules of the institute, which may be updated from time to time.

**Identity Card:** Every student of the institute must possess the identity card. She should always wear it on person while on campus and should produce whenever called upon to do so by concerned authorities. The loss of I Card should be reported immediately to the office. Rs. 500/- will be charged for issuing a duplicate I card.

**Attendance:** A student shall be required to attend 75% of the number of lectures and 75% of the number of practicals, separately from actual number of classes conducted in each subject during each semester. Directions for shortage in attendance have to be obeyed by the students.

### **Disciplinary Rules:**

Anyone found indulging in ragging in any form within or outside the campus, shall be instantly expelled from the institute. The behaviour of the students at all time, within or outside the campus must be above board and must reflect a sense of responsibility. Students are required to show due regard for the rights and the properties of the institute. Any student found guilty of tampering / damaging the property, fixtures, equipment, furniture, books, building, vehicles, etc. of the institute / shall be liable for punishment and might be expelled from the institute. Any student found misbehaving in the class, lab, campus and behaving arrogantly with the faculty and or staff or fellow students will be severely punished. The nature of the punishment will depend upon the severity of the offence.

The following will constitute misbehavior and misconduct.

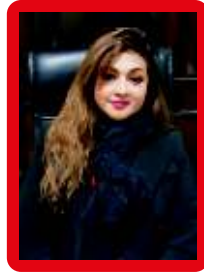
- I. Disobedience
- ii. Objectionable moral influence
- iii. Improper body language
- iv. Back answering
- v. Insubordination etc.

Rules for Hostel and transport are notified separately which must be followed.

Hostel / transport facility once availed cannot be withdrawn and charges will have to be paid for the whole academic year. The students are bound by all the rules and regulations made by the institute from time to time. Any matter not expressly provided for in these rules shall rest at the absolute discretion of the concerned authority, which also reserves the right of modifying these rules as and when felt necessary.

All disputes pertaining to prospectus, admission and conduct of examination shall fall within the jurisdiction of Noida, Uttar Pradesh State only.

Use of mobile phone in the classrooms, labs, library and other academic area is strictly prohibited. Mobiles ringing in the class will be confiscated, auctioned and the proceeds will be donated to a charitable cause. Further, such student will be liable for disciplinary action. Carrying any valuables to the institute will be at the risk of the student and institution will not accept any responsibility of the valuables lost in the class as well as on the campus. Students are required to read the notices put on the notice board of the institute. Institute shall not accept any responsibility for any loss / damage incurred by a student owing to her failure to read the notices in time. Any advance taken by a student towards any activity of the institute should be settled with the authorities within four days from the completion of the activity. To substantiate the expenses, authentic receipts / bill must support the statement.



Dr. Mitali C Goswami



Dr. M. Alam



Ms. Neetu Malhotra



Dr. Vandana Jaglan



Mr. Dev Dutt Dharan



Mr. Ujjwal Ankur



Mr. Manoj Kaushik



Dr. Sakshi Shail



Ms. Purnima Sawan



Ms. Divi Sukhija



Ms. Megha Gupta



Ms. Priyanka Sarkar



Ms. Aditi Dhama



Mr. AK Ranjeet



Ms. Nidhi Arora



Mr. Vikash Mohan



Ms. Sonia Gupta

*Satyam*  
GROUP OF INSTITUTIONS  
Empowering women through education



**PROSPECTUS - 2020**



**Satyam Fashion Institute**

NAAC Accredited

Affiliated to SNDT Women's University, Mumbai



# S.N.D.T. WOMEN'S UNIVERSITY

1, N. THACKERSEY ROAD, MUMBAI - 400 020, MAHARASHTRA, INDIA  
Tel.: (O) 2203 1879, 2203 1881, 2201 4775, Fax: 91-22-2201 8226, 22031882  
E-mail.: vcsndt@sndt.ac.in

SNDT Women's University is the first Women's university in India as well as in South-East Asia. The University was founded by Bharat Ratna Maharshi Dr. Dhondo Keshav Karve in 1916 for a noble cause of Women's Education. The University Headquarters is in Churchgate Campus, Mumbai and the other two campuses of this University are at Juhu, Mumbai and Karve Road, Pune. The vision of Bharat Ratna Dr. D.K. Karve to build a citadel of learning for women is encapsulated in the motto of the University - 'Sanskrita Stree Parashakti' (An enlightened woman is a source of infinite strength).

The University has more than 200 affiliated colleges in Maharashtra, Gujarat, Madhya Pradesh, Assam, Goa and Uttar Pradesh. The University for the first time has extended its division in the Northern part of India in Delhi NCR by giving affiliation to SATYAM FASHION INSTITUTE, NOIDA for the degree of B. Design (4 years) with specialization in Fashion Design, Lifestyle Accessories Design, Textile Design, Fashion Communication, also Post Graduate Diploma (2 years) in Fashion Design and Bachelor's in Mass Media (3 years).

## Mission

Empowerment of women, through education, has been in single-minded mission of this University ever since its establishment. With socio-cultural changes and technological advances, the goals and objectives of the University are being continuously reinterpreted to make them relevant to the needs of women and in the context of prevailing needs of the society. The mission statement of the University is "**Empowerment of women through Education**".



UGC



MHRD



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# Advisory Board



The advisory board has been set up to act as a bridge between the industry and the academics both at national and international levels-

1. Mr. Pradeep Gupta - Secretary
2. Ms. Manjulika Gautam - Trustee - IAS (Retd.)
3. Mr. Vivek Jain - CEO, Ornate Collection
4. Dr. Archana Shastri - Former Professor, NIFT
5. Dr. Satish Bharadwaj - Former Academic Head NIIT and Director IICD Jaipur
6. Mr. P.K. Agrawal - Omex Engineering Industries
7. Mr. Vishal Jain, MD - Vasu Consulting India
8. Dr. Mala Kapoor - Director/Principal, Silver Line School
9. Mr. Himmendra Gupta - Chairman, Neethoz Apparels
10. Ms. Sonia Jeetly - Fashion Designer
11. Rajdeep & Geetanjali Ranawat - Fashion Designer
12. Ms. Varija Bajaj - Fashion Designer
13. Ms. Sulakshna Monga - Fashion Designer
14. Dr. Vandana Jaglan - Principal Satyam Fashion Institute
15. Dr. Neetu Malhotra (hc) - HOD Satyam Fashion Institute
16. Mr. S.K. Bhardwaj - Radnik Export Ltd.
17. Ms. Savita Patel - SEWA Trade Facilitation Center.



## Orientation 2019

# Principal's Message

For me, Design symbolizes the way we communicate expressions and emotions through its diverse forms. Be it through garments, fabrics, footwear, accessories, architecture or interiors, design is the most powerful tool that transforms intangible emotional values into tangible products. Design has its intervention at all stages of life with a strong influence on shaping everything from miniscule to the most significant objects that we could relate to.



This intervention of design with us has its own exclusivity and offers a lot of leverage to be innovative and different. Design is based on logical cues and alike every skill evolves with practice. This evolution leads to new ideas that transform into new trends. Each evolving trend makes a way for an array of new designs, thus making it a continuing process.

With this ideology, my belief about Satyam Fashion Institute is that of a design college focused on creating a platform for the holistic evolution of the students in bringing out their innate qualities and challenging their thought process. It acts as an interface to bring the developmental changes in society through design.

Best wishes to the new-age designers!

Dr. Vandana Jaglan  
Principal

# HOD's Message

Welcome to Satyam Fashion Institute, Noida affiliated to SNDT Women's University, Mumbai .

Design for us is to create something original, inspiring as well as to accommodate the functional needs of the person who will buy it. One should have an aptitude for creating new ideas and concept to transformed them into design and here at Satyam Fashion Institute we offer degree programmes in B.Design (Fashion Design, Textile Design, Lifestyle Accessories and Fashion Communication) and two years Post Graduate Diploma in Fashion Design. All the programs being offered by the institute are highly creative, innovative and focus on research projects based on industry requirement and our objective is to develop critical thinking in students for the innovative research based projects which are carried out with integrity in both theoretical and practical approach.



Our vision is to empower women through education and to become a leading design college for girls. We promotes our students creativity to develop their skills in entrepreneurship so that they can meet the immediate needs of industry.

It gives us immense happiness to help students to discover their aim in life as our students success is our success. We have much to be proud of from our alumni success stories, students research based design shows and exhibition. Special thanks to the industry mentors for the excellent support to our students for their career growth through internships, guest lectures, industry-sponsored projects and placements.

"We aim above the mark to hit the mark." —*Ralph Waldo Emerson*

May all our students achieve what they aspire and may all their dreams come true.

Faithfully Yours,  
Dr Neetu Malhotra (hc)  
HOD & Industry Coordinator



**Satyam Fashion Institute (SFI) is on the map of Professional Higher Education with a strong dedication to the cause of women empowerment by educating them in the field of Fashion & Design. These trained professionals will scale new heights and set new benchmarks in the growth of the Indian economy and will form an integral part of industry set up.**

The proximity of the college to industry creates a unique opportunity for collaboration and an ability to address market behavior. Regular field trips along with lectures and seminars by visiting industrialists, designers, academicians, manufacturers, artists and media personalities broaden students' awareness of their subjects. Students have an opportunity to develop ties with the professional community through visits to exhibitions, fairs and media houses etc.

SFI believes in the growth of students by making them learn by doing. This not only develops their technical, motor skills and knowledge but also makes them strong for the competitive environment of today's world.

SFI is committed to the idea of enhancing purposeful education with human values and social responsibilities finally making the student a complete professional. There are four levels of study and all the levels are designed and balanced with theoretical and practical knowledge with industrial exposure. Time management plays a vital role in the completion of the assignments.

The Institute offers an outstanding learning environment for students by providing state of the art Infrastructure, facilities, course curriculum and teaching methodology.



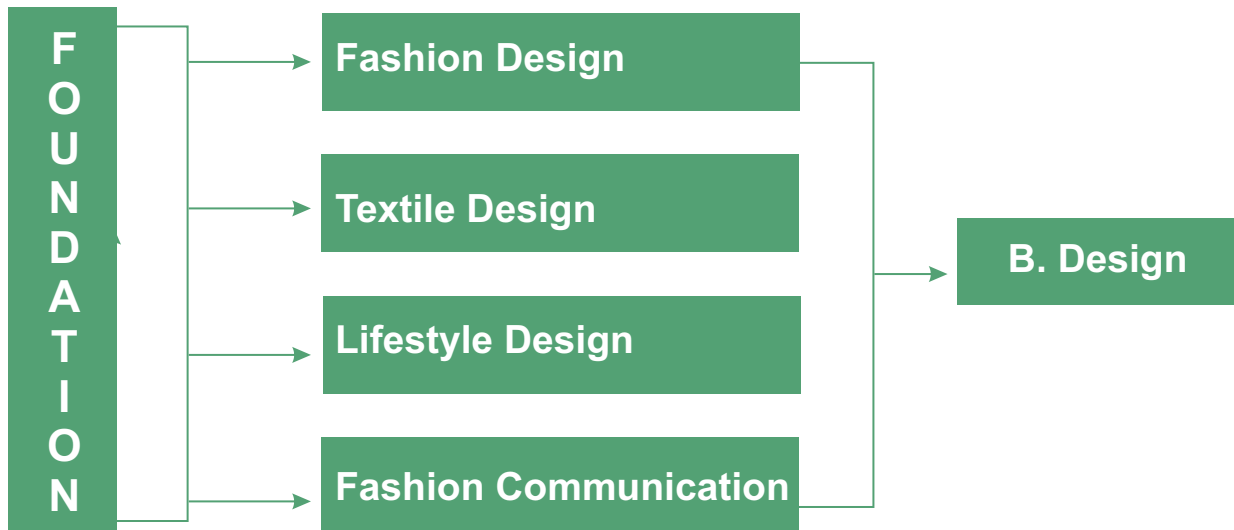
## About Courses

Foundation program is modeled around the concept of bringing students from various educational settings to one ground level, universal to all design studies by creating a basic understanding of art, illustration and design. It pushes students to see newer possibilities by helping them understand their individual design sensibilities and develop a creative attitude towards all things.

During this 1 year curriculum, which is initial and common to all three design streams offered at SFI a student crosses various limits and mental blocks to develop an open mind to allow inflow of newer and innovative ideas. Each student unlearns and relearns numerous concepts to be able to view the world with a better perspective. During the process she realises the importance that design holds in our day to day lives.

Towards the end of this program, students are briefed about the choice of three streams- Lifestyle Accessories Design, Textile Design and Fashion Design which they can choose for their further design studies, in the second year.

One year of knowledge brings in advance fluidity of fabric, superior craftsmanship of construction and inventive silhouettes. Students concentrate on executing ideas/ individual work style in design, construction and presentation through understanding of commercial and technical aspect of the design industry (Fashion, Textile, Lifestyle & Fashion Communication). Introduction of market input for students to learn the process, skill and language of design.



# Fashion Design

Fashion design is the art of applying design, aesthetics and natural beauty to clothing and its accessories. It is influenced by cultural and social attitudes, and has varied over time and place. Fashion designers work in a number of ways in designing clothing and accessories such as bracelets and necklaces. Because of the time required to bring a garment onto the market, designers must at times anticipate changes to consumer tastes.

Designers conduct research on fashion trends and interpret them for their audience. Their specific designs are used by manufacturers. This is the essence of a designer's role; however, there is variation within this that is determined by the buying and merchandising approach, and product quality

Fashion designers attempt to design clothes which are functional as well as aesthetically pleasing. Fashion today is a global industry, and most major countries have a fashion industry. China, Bangladesh and India are the biggest manufacturers of clothing, and other notable clothing manufacturing countries are Germany, Indonesia, Malaysia, India, Philippines, South Korea, Spain and Brazil.







## Careers

Garment Technologist  
Fashion Designer  
Fashion Illustrator  
Quality Assurance Manager  
Production Manager  
Visual Merchandiser  
Fashion Stylist  
Fashion Consultant  
Fashion Boutique  
Fashion Stylist  
Personal Stylist  
Fashion Merchandiser

## Testimonials

Graduating from satyam has helped me to enhance my creativity by providing well equipped labs and resources!



The faculty members are dedicated expert in their fields and share the wealth of their enormous experience, reality and wisdom!

Offering a platform to showcase their collection, guest faculty visits, new industry people meet and greet is the best exposure one student will get here, which helps the students to be a successful designer or a successful person!

SFI has encouraged me to believe that "Allow your passion to become your purpose, and it will one day become your profession"

**Rajvizithi Singh**

Fashion Stylist, New Delhi

"Satyam Fashion Institute provides the best platform to step into a Designer's life. The Faculty & staff members at SFI are like parents who were always like a pillar for theoretical as well as practical experiences. My journey at SFI has been amazing and very memorable as it has helped me enhance my creativity to different levels."



Thank you

**Ragini Ohri**

Asstt. Designer

Shree Bharat International Pvt. Ltd.

# Textile Design

Textile design is essentially the process of creating designs for woven, knitted or printed fabrics or surface ornamented fabrics. Textile designers are involved with the production of these designs, which are used, sometimes repetitively, in clothing and interior decor items.

The field encompasses the actual pattern making while supervising the production process. In other words, textile design is a process from the raw material into finished product. Fiber, yarn and finishes are the key elements to be considered during the textile design procedure.

The creations of textiles are not only important for their use, but also for the role they play in the fashion industry. Textile designers have the ability to inspire collections, trends, and styles. The textile industry, while being a creative art form, is a very business savvy industry.

Textile designers marry a creative vision of what a finished textile will look like with a deep understanding of the technical aspects of production and the properties of fiber, yarn, and dyes.







## Careers

Knit Designer

Weave Designer

Print Designer

Quality Manager  
For Textiles

Textile Designer

Home Decor Designer

Merchandiser

## Testimonials



I am currently pursuing Textile design from Satyam Fashion Institute. It is one of the top most Institute which is located in Noida. It provides UGC approved courses in affiliation with SNDT Women's Government University, Mumbai. I am very grateful to have some amazing opportunities in this college. Our college offers 6 courses across 2 streams namely design and management and across 3 degrees like B.Des in Fashion, Textile, Lifestyle & Accessories).

Textile design program introduces to both creative and technical aspect of textile design & production. TD program develops professionals who not only contribute in designing the fabrics but also plays an important role in building the basic of apparel and home furnishing.

I love this college. Teachers are friendly. They are always willing to help us. There is lot of interactions between teachers and students. They take the time to explain course subject and are very supportive to students who requires extra help. Workshops are held occasionally for us. I also like that SFI is a pretty safe place to study and live. My classmates are friendly, well mannered .I learnt a lot of useful things till now.

**Akansha Verma**  
Batch -2016-2020



Studying at “SATYAM FASHION INSTITUTE” gives me immense pleasure and honor to be a part of this Institution. It always pushed me to attain heights beyond my capabilities which in turn help me to achieve an overall growth.

It has given me more than just a qualification; it has given an experience; an experience that has left an indelible mark on my mind and memories of which I shall cherish forever. It was a pleasing experience to be part of such a reputed institute where I was able to nurture my dreams and turn them into reality.”

“SATYAM FASHION INSTITUTE” has proved to be a landmark in my career as my expectations have been fulfilled. I want to extend my thanks to all faculty members for their constant support and guidance that made me more confident and enriched in my academic arena. The Industrial exposure given here has made me realize my career goals and I am geared for my future challenges and opportunities.”

**Tistha Das**  
Assistant Designer cum Product Developer  
Meenu Creation

# Lifestyle Accessory Design

To complete the perfect outfit, many people will often rely on the addition of accessories. These can include items such as jewelry, belts, shoes, scarves, hats, and handbags. Accessories not only help complete and ensemble, but they can also add a splash of color, personality, and style to the wearer.

In the fashion industry, accessory design refers to the act of designing and creating these accessories. Some designers will stick with classic timeless designs, such as black leather handbags, while others may create wilder, trendier accessories. An accessory designer is a type of fashion designer that plans the aesthetics and functionality of different accessories. Like other individuals in the fashion industry, an accessory designer must be very knowledgeable about past, current, and future fashion trends. They must be able to predict what types of accessories consumers will find fashionable at the beginning of future fashion seasons..

Some accessory designers may only specialize in a certain type of accessory. Others, however, may design and create several different types of accessories, as well as garments.







## Careers

Accessory Designer

Jewellery Designer

Leather Designer

Fashion Styling and Image Designer

Global Luxury Brand Management

Footwear Designer

Product Designer

## Testimonials

“Satyam Fashion Institute was an amazing experience overall. I love the programme! I think I’ve learned a lot about the Lifestyle accessories department... but also learned about clothing and personality development as well. And I have got a lot of freedom of countless inspiring Innovations into the significance of designing and also from every person there. Dedicated enthusiastic faculties but more important: the opportunities and lessons for life! - this course offered a lot. My overall experience exceeded my expectations.”

**Richa Mohindru**

Jewellery Designer



An amazing journey from the start till the end!! I have always wanted to take up a Lifestyle Accessories Design Course but always found a reason to put it off. When I saw this course it sounded like it covered everything I wanted, so I took the plunge and enrolled myself. I feel glad to say that it definitely didn't disappoint. It was so inspiring and I feel so much more confident and passionate about my future. Satyam Fashion Institute is perfect!!

I was a bit skeptical about the outcome of the course, but by the end of the course, I was very satisfied by everything that I had learned, experienced and accomplished. The teachers completely understand our individual goals and help us in selecting course. They make sure to cater to our needs throughout the course. A very enlightening experience and a very valuable course. Thank You Satyam Fashion Institute for being the wings to my career!

**Aarushi Mittal**

Stylist



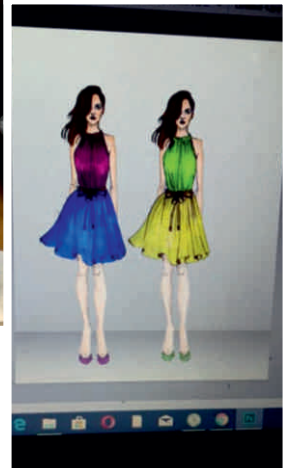
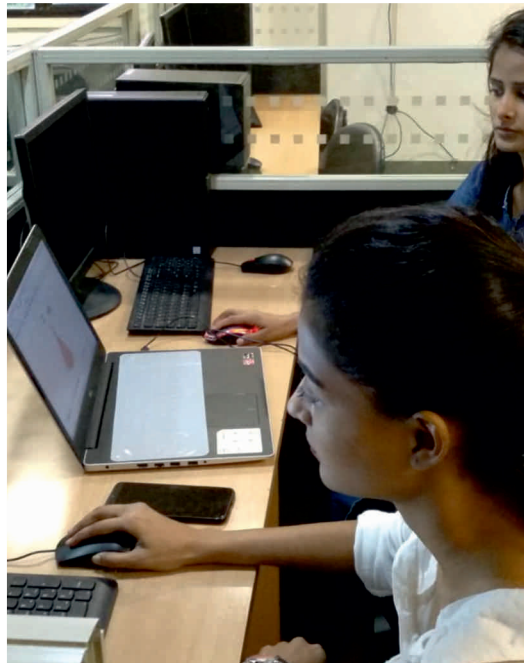
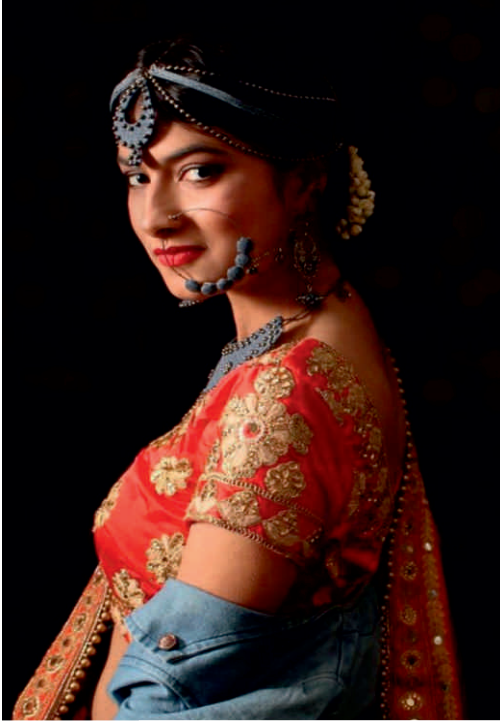
# Fashion Communication

Fashion Communication is one of the newest and upcoming fields in the fashion industry. Today, the fastest growing field is fashion and many Indian brands are competing with international brands. This has opened up tremendous possibilities for a designer of fashion communication, who will work on design strategies, brands, portfolios etc. He / she will also work on areas such as visual merchandising, styling, graphic design, display and exhibit design, advertising, public relations, and creative writing. Students with a degree in fashion communication, will have high level of skill and domain knowledge, and will emerge as professionals who offer extremely effective communication solutions for the fashion and lifestyle industry

Students will learn about the process of design and how to apply human centered approach to problem solving. An optimum mix of traditional and new design skills is offered along subject like history of design and creative process. The curriculum includes areas such as graphic design, visual merchandising / retail experience design, exhibition and display design, event management, photography, styling, advertising, public relations and creative writing specific to fashion and lifestyle industry. A good course in communication will arm you with an understanding of web and multimedia design, computer graphics, illustration, product design, exhibition design, visualizing and art direction, typography and photography.

Fashion Communication students emerge as dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion and lifestyle industry. Fashion Communications covers a diversity of opportunities in marketing, advertising, public relations, and journalism and has long been considered one of the industry's untapped career resources.







## Careers

Visual Merchandiser

Brand Manager

Image Consultant

Fashion Journalist

Graphic Designer

Fashion Photography

Content Writer

Film and Video Communication

Exhibition Designer

Communication at Fashion Houses

## Testimonials



“College is like a foundation of knowlegde and we the students are there to drink”

This above statement is

absolutely true which you will not realise when you are in college but when you will enter into this corporate world. That is the turning point when you realise that what ever you learnt and being taught were words of wisdom that will brighten your future. "Satyam fashion Institute" has given me a lot of opportunities that has helped me explore the nuances of this field. It was a perfect blend of learning and my hardwork under the lights of sfi faculties that has helped me enlighten my work. I am grateful to my faculties of sfi that the talent, qualities i had where further polished by them and helped me shine like a star.

**Ruchi**

Merchandiser

Gauri & Nainika

# Post Graduate Diploma in Fashion Design



# Post Graduate Diploma in Fashion Design

The increasing relevance of design management, promotion and sale calls for innovative design development. All these require strong understanding of trade management practices and supply chain and understanding of fashion dynamics at global level. The program of fashion design builds up student's knowledge base in management techniques, costing and global trade practices.

The students of this program can pursue careers as fashion designers, fashion merchandisers, fashion stylist, design managers with domestic market and export sector.

Year I: The course curriculum in the 1st year covers design and technical skills, fashion attributes, fundamentals of supply chain, principles of management and communication skills. At the end of the 1st year the students undertake industry internship.

Year II: The student would concentrate on enhancing technical knowledge, design skills, expanding research areas and to develop creative working on design projects. In the final semester the students would design collections by developing a range and presenting them in the form of a fashion show.



## Careers

Garment Technologist  
Fashion Designer  
Fashion Illustrator  
Quality Assurance Manager  
Production Manager  
Visual Merchandiser  
Fashion Stylist  
Fashion Consultant  
Fashion Boutique  
Fashion Stylist  
Personal Stylist  
Fashion Merchandiser

## Testimonials

I am really thankful to my parents for allowing me to go to Noida and study at SFI. Otherwise it wouldn't be possible for me to get the industry exposure and a challenging job. SFI regard students as valued clients to whom the college has always tried to satisfy the needs by way of different training, Market visits which is required by student at various levels of his career along with theoretical background. they will not only teach about the fashion industry but also the marketing and software knowledge. that's the reason I am able to stand with a leading company Godrej Properties as a Marketing Head.

### **Priyanka Sharma**

Senior Executive (Sales - Marketing)  
Godrej Properties Ltd, Bangalore

If there's one name that I'd say that changed my entire career, is SFI. The teachers are so supportive and encouraging that even after completing my graduation, they're still just a call away whenever I need any assistance. It's just because of them I found my entrepreneurship skills and being able to successfully run my own venture today!

### **Sshristi Srivastava**

Founder of [sshrishtifashionstylist.com](http://sshrishtifashionstylist.com)  
Senior Fashion Stylist in Asort.com & Freelance  
celebrity stylist

## Curriculum: Foundation

### Semester I

Drawing And Sketching  
Environmental Studies  
Fundamental of Design  
Communication Skills  
History of Art & Design

### Semester II

Technical Drawing- Foundation  
Advance Design  
Material Studies  
Computers Application In Data Management And Presentation  
Art Appreciation

## Curriculum: Fashion Design

### Semester III

Fundamentals of Illustration & Design Concept  
Introduction to Pattern Making (Flat And Draping)  
Introduction to Textile  
History of Fashion (Indian & Western) And Women's Studies  
Marketing and Merchandising

### Semester IV

Basic Fashion Illustration & Design Concept  
Basic Pattern Making (Flat And Draping)  
Introduction to Garment Construction  
Computer Aided Rendering Technique In Fashion  
Principles of Management

### Semester V

Advance Fashion Illustration & Design Concept  
Advance Pattern Making (Flat, Draping And Grading)  
Basic Garment Construction  
Craft Research and Design  
Indian Textile and Embroideries

### Semester VI

Computer Application in Fashion (2D)  
Industry Research Project  
Advance Garment Construction  
Fashion Forecasting  
Dyeing and Printing & Surface Ornamentation

### Semester VII

Creative Pattern Making  
Fashion Styling and Costume Designing  
Range Development  
Quality Assurance Management  
Introduction to Entrepreneurship and IPR

### Semester VIII

Elective (Any two) from 1-4  
Men's wear  
Women's wear  
Kid's Wear  
Fabric Styling for Apparels  
Retail and Visual Merchandising  
Graduating Show  
Internship

## Curriculum: Textile Design

### Semester III

Introduction to Fibres & Yarns  
Traditional Indian Textile  
Fashion Studies  
Textile Design – Foundation  
Design Process & Women Studies

### Semester IV

Introduction to Weaving & Testing  
Surface Exploration Techniques  
Fabric Development  
Computer Aided Rendering Techniques in Textiles  
Principles of Management

### Semester V

Introduction to Dyeing & Printing  
Fabric Illustration  
Dobby Weaving  
Craft Documentation  
Marketing & Merchandising

### Semester VI

Knits for Apparel & Home Furnishings  
Fabric Development & Computerised  
Embroidery  
Quality Management  
Campus to Corporate  
Innovation in Textile Studies

### Semester VII

Jacquard Weaving  
Computer Aided Textile Design  
Design Project  
Forecasting  
Introduction to Entrepreneurship

### Semester VIII

Electives (Any two) from 1-4  
Floor Coverings  
Knit Design  
Print Design  
Woven Design  
Design Collection & Show  
Visual & Retail Management  
Portfolio & Internship

## Curriculum: Lifestyle Accessory Design

### Semester III

History of Design and Visual Dictionary  
Technical Drawing and AUTOCAD (Basics)  
Computer Application – III  
Industrial Machinery & Tools and Product Development  
Material Studies

### Semester IV

Technical Drawing and Product Illustration  
Craft Cluster Documentation I  
Computer Application –IV  
Materials Studies and Product Development  
Global Cultural Analysis and Product Development

### Semester V

Material Studies and Product Development  
(Fashion Accessories- Home décor and Lighting Prod.)  
Surface Ornamentation and Product Development (Fashion Accessories- Costume Jewellery and Watches)  
Computer Application-V  
Marketing and Merchandising  
Fashion Forecasting

### Semester VI

Surface techniques and Product development (Lifestyle product – Bags, Belts, Millinery etc.)  
Construction technique and Product Development (Lifestyle Product - footwear)  
Lifestyle product photography  
Introduction to recycling  
Term project-Home furnishings

### Semester VII

Creative Product Development  
Product Packaging  
Visual Merchandising and Retail Management  
Quality Management, Export Documentation and IPR  
Internship

### Semester VIII

Space Management  
Branding and creative advertising  
Graduation Project – Collection  
Graduation Project - Report / Documentation  
Graduation Project - Show

## Curriculum: Fashion Communication

### Semester III

Computer Application in Fashion Communication  
Fashion Fundamentals- Foundation  
Photography  
Typography  
Introduction to Fashion Accessories and Women's Studies

### Semester IV

Technical Drawing- Basic  
Fashion Fundamentals- Basic  
Visual Merchandising - Foundation  
Design Process  
Fashion Marketing and Merchandising

### Semester V

Fashion Styling, Photography and Videography  
Craft Documentation  
Graphic Design- Foundation  
Writing Skills  
Fashion Advertising

### Semester VI

Creative Advertising  
Exhibition and Display Design  
Fashion Forecasting  
Fashion Journalism and PR  
Principles of Management

### Semester VII

Introduction to light and Sound  
Media Planning and Event Management  
Advertising Project  
Creative Writing  
Introduction to Entrepreneurship and IPR

### Semester VIII

Graphic Design- Basic  
Fashion and Luxury Brand Management  
Portfolio and Internship  
Creative Advertising  
Visual Merchandising- Basic  
Publication Design  
Fashion Styling and Photography

## Curriculum: PG Dip. Fashion Design

### Semester I

Textile Science  
Elements of Design – I  
Fashion Illustration-I  
Fashion Studies  
Pattern Making I  
Garment construction I  
Computer

### Semester II

Principle of Fashion Marketing  
Principle of Fashion Marketing  
FASHION ILLUSTRATION-II  
Pattern Making II  
Garment Construction-II  
Textile Design & Surface Ornamentation  
Computer Aided Design

### Semester III

Design of Fashion History  
Operations Research and Fashion Forecasting  
Customer Service and CRM  
Visual Merchandising  
Apparel Quality Management  
Internship

### Semester IV

Range Development  
Brand Management  
Portfolio Development  
Business Economics and Statistics  
Trend Research And Forecasting

# Bachelor of Mass Media

## Careers

- ❖ Reporter / Correspondent
- ❖ Sub- Editor / Editor
- ❖ Photo Journalist
- ❖ Content Writer
- ❖ Graphic Designer
- ❖ Marketing and Media Sales Executive
- ❖ News Anchor
- ❖ News Editor
- ❖ Cameraman / Videographer
- ❖ Sound Recordist
- ❖ Director / Producer
- ❖ Set Designer / Art Director
- ❖ Video Editor
- ❖ Graphic Designer
- ❖ PCR / MCR Operator
- ❖ Makeup Artist
- ❖ Media Sales Executive
- ❖ Corporate Communication Expert / Consultant
- ❖ Advertising and Brand Management Expert / Consultant
- ❖ Script Writer / Copywriter
- ❖ Director / Producer
- ❖ Production Coordinator
- ❖ Art and Creative Visualizer
- ❖ Graphics and Animation Editor
- ❖ Multimedia Producer / Editor
- ❖ Radio Jockey / Program Presenter
- ❖ News Reader / Anchor / Producer / Editor
- ❖ Producer / Production Assistant
- ❖ Content Writer / Editor
- ❖ Multimedia Editor / Producer
- ❖ Copy Writer / Creative Artist
- ❖ Content Manager
- ❖ Client Servicing and Account Planning Executive
- ❖ Media Planning and Media Buying Executive
- ❖ Image and Identity Management Executive
- ❖ Brand Communication Executive
- ❖ Media Relations Public Relations Officer
- ❖ Event Manager
- ❖ Visual Communicator
- ❖ Event Operations Executive

## Industry Interface



hindustantimes



92.7 BIG FM

ਪੰਜਾਬ ਕੇਸਰੀ



BW BUSINESSWORLD

INDIA TV



दैनिक भास्कर



न्यूज़ 24



IBN7 खबर, हर कीमत पर



2 ZFF NEWS

इंडिया खबर सही जो सब दिखए





Mass Media are playing an outstanding role in creating and shaping public opinion and strengthening society. The Mass Media are a diversified collection of media technologies that reach a large audience via mass communication. Some of the most popular forms of mass media are newspapers, magazines, radio, advertisements, social media, television, Internet, and films/movies. The discipline places a great focus on the theoretical and cultural approach towards communication sciences, mass communication and communication studies. Media studies also use concepts and techniques from other disciplines such as sociology, anthropology, psychology, politics, economics and philosophy.

Why BA in Mass Media at SFI?

Interested in pursuing a career in TV Channels, TV Media, Digital Media, Radio, Production House, Print Media, Advertising, Public, Relations, Media Management, Corporate Communication, Film Making, Content Writing, Media Research etc? If yes, then Journalism and Mass Communication is for you. Our skill-based, industry-relevant, and research-led program is well structured to produce the next generation of media practitioners and professionals. Grab a golden opportunity to learn in a simulated environment to produce newspapers, prepare radio broadcasts, produce TV news bulletins, write press releases, run public relations campaigns, produce video films, set up blogs, and work on social media platforms. Be ready to challenge and be challenged in new ways of thinking and expression.

#### **Semester I**

Effective Communication Skills  
Fundamentals of Mass Communications  
Contemporary World History  
Traditional Media  
Introduction to Sociology

#### **Semester II**

Environment Studies  
Indian Political and Economic Systems  
Introduction to Psychology  
Basic Writing  
Introduction to Computers

#### **SPECIALISATION – JOURNALISM**

##### **SEMESTER V**

Research in Mass Media  
Political and Economic Reporting for Print Media  
Newspaper Editing Layout & Design  
Magazines and Journals  
Press Laws and Ethics

##### **SEMESTER VI**

Internship  
News Media Organisation & Management  
Broadcast Journalism  
Social and Developmental

#### **Semester III**

Introduction to Print Media  
Basics of Advertising  
Fundamentals of Public Relations  
Visual Communication  
Principles of Management

#### **Semester IV**

Introduction to Broadcasting  
Integrated Marketing Communication  
Introduction to New Media  
Writing for Media

#### **SPECIALISATION – ANIMATION**

##### **Third Year**

Research in Mass Media  
Introduction to Animation  
Animation Scripting  
2D and 3D Animation  
Basics of Art & Drawing

#### **SPECIALISATION – ADVERTISING & PR**

##### **SEMESTER V**

Research in Mass Media  
Advertising & Marketing  
Consumer Behaviour  
Branding  
Media Planning & Scheduling

##### **SEMESTER VI**

Internship  
Advertising & Society  
Laws and Ethics in advertising  
Advertising Agencies

## **ADMISSION PROCEDURE - Design Courses** (B.Design and Post Graduate Diploma)

Admission for merit seats is based on the marks obtained in qualifying examination and the performance in SNTD Common Entrance Test (SNTD CET) / Satyam Fashion Institute conducts an entrance exam in order to shortlist aspirants for admission in the month of March / April each year.

Also, SFI issues admit card for the design entrance exam (CET) via mail. Aspirants are informed that SFI admit card would not be sent to them by any other means such as by post or by hand under any circumstances. You are suggested to bring the print out of the admit card shared via mail on the day of examination at campus.

**CET** comprises of Quantitative and Analytical Ability(20%) English Comprehension & Communication Ability (20%) General Knowledge & Current Affairs (20%) Creative Ability Test (20%) and Situational Ability (20%). Aspirants will be appearing for the Personal Interview round on the same day. The sample papers will be shared in the month of February 2019.

Direct Admission under NRI and Management Quota on the basis of merit and personal interview. Registration - Neatly filled application form along with a DD/ Cheque or cash of Rs. 1000 (for B.Design and PGDFD) & Rs. 500/- for BMM in favor of Satyam Fashion Institute is to be submitted to the Admission Officer: Satyam Fashion Institute, C-56/A 14 & 15, Sec-62, Noida.

The following certificates need to be enclosed with the application form for all the courses at the time of admission.

- a) 10th Mark sheet and certificate
- b) 12th Mark sheet and certificate
- c) Graduation or any other qualifying exam certificate and marks sheet for P.G. Programmes.
- d) Age proof certificate.
- e) Nationality proof certificate.
- f) 5 color passport size photographs.
- g) Transfer certificate.
- h) No objection certificate / Migration certificate in the case of other state.
- i) Co-curricular and extracurricular activity proof certificates.
- j) Medical certificate. (Mandatory)
- k) Any other certificate – need to indicate.

**FEE STRUCTURE - For B. Design & PG Diploma** Courses amount to be pay in two easy installments. 1st Semester fee at the time of admission, 2nd, 4th, 6th, 8th semester fee latest by 16th Nov. and 3rd, 5th, 7th semester fee latest by 16th June of the respective years.

**FEE STRUCTURE - For Bachelor of Mass Media** Courses amount to be pay in two easy installments. 1st Semester fee at the time of admission, 2nd, 4th, 6th semester fee latest by 16th Nov. and 3rd, 5th semester fee latest by 16th June of the respective years. A late payment fine of Rs.100 per day would have to be paid after the due date. If the semester fee is not paid. *(Management has the reserves the right to revise the fees charged at the start of the academic session)*. A student who has been suspended or expelled for reasons relating to student academic misconduct/ student general misconduct and/or consistently low attendance without sound medical proof will not be entitled to a refund of tuition fees.

### **ADMISSION RULES**

A late payment fine of Rs. 100 per day would have to be paid after the due date. If the semester fee is not paid within one month of the due date, the admission would stand cancelled and re-admission would be possible only on payment of Rs. 15,000 as re-admission charge along with the semester fee. For the academic year 2020-21, if SFI makes any modification during the session, those will be binding for the students. Hostel / Transport / Locker / Dress / Fashion Show / Industry visit, and tour charges are to be paid extra. After taking the admission, if the students cancels her admission no fee except caution money will be refunded and the admission will automatically stand cancelled.

**Hostel Fee:** Amount two be paid in two installments.

**Scholarship:** Following scholarships are available to the students of B. Design & P G Diploma Courses:

1. Merit Scholarship – 10% on the first year fee for those having 80% and above in qualifying exam.
2. Sister Concession – 10% on the first year fee if two real sisters are studying and either of the two would get the concession.
3. Satyam Staff – 10% on the first year fee to the daughter/ real sister of the SFI staff.
4. Defense Personal Ward- 10% on the first year fee.

**Special seats for physically challenged candidates (only with locomotor disability) or differently abled candidates - Number of seats allocated five, candidate who consider themselves eligible for this category are suggested to subsisted the relevant medical documents duly examined by district medical hospital. these special seat will be awarded a scholarship and offered fee structure for each candidate will be 50 thousand per semester. this is applicable for both B.design and PGDFD.**

**Loan facility:** SFI has tie up with Indian Overseas Bank who provides educational loan all over India. The students will get preference for taking loan in IOB. The institute will help only in submission of the forms with proper document which is to be pursued by the student herself.

**Ragging:** Ragging is totally banned in the institute/ college. Anyone found guilty of ragging and /or abetting ragging is liable to be punished. The punishment depending upon the nature and the gravity of the offence as prescribed under UGC act 1956 as further issued vide their draft notification No. F1- 16/2007 (CPP-II) April 2009. All parents/ students is required to sign the undertaking at the time of admission as attached with the admission form.

Visit institute's website - [www.satyamfashion.ac.in](http://www.satyamfashion.ac.in) Contact on 0120-0120-4242805 / 4540130/ Mobile: 9958094700 / 01

### **GENERAL RULES**

Every student shall abide by the rules of the institute, which may be updated from time to time.

**Identity Card:** Every student of the institute must possess the identity card. She should always wear it on person while on campus and should produce whenever called upon to do so by concerned authorities. The loss of I Card should be reported immediately to the office. Rs. 500/- will be charged for issuing a duplicate I card.

**Attendance:** A student shall be required to attend 75% of the number of lectures and 75% of the number of practicals, separately from actual number of classes conducted in each subject during each semester. Directions for shortage in attendance have to be obeyed by the students.

### **Disciplinary Rules:**

Anyone found indulging in ragging in any form within or outside the campus, shall be instantly expelled from the institute. The behaviour of the students at all time, within or outside the campus must be above board and must reflect a sense of responsibility. Students are required to show due regard for the rights and the properties of the institute. Any student found guilty of tampering / damaging the property, fixtures, equipment, furniture, books, building, vehicles, etc. of the institute / shall be liable for punishment and might be expelled from the institute. Any student found misbehaving in the class, lab, campus and behaving arrogantly with the faculty and or staff or fellow students will be severely punished. The nature of the punishment will depend upon the severity of the offence.

The following will constitute misbehavior and misconduct.

- i. Disobedience
- ii. Objectionable moral influence
- iii. Improper body language
- iv. Back answering
- v. Insubordination etc.

Rules for Hostel and transport are notified separately which must be followed.

Hostel / transport facility once availed cannot be withdrawn and charges will have to be paid for the whole academic year. The students are bound by all the rules and regulations made by the institute from time to time. Any matter not expressly provided for in these rules shall rest at the absolute discretion of the concerned authority, which also reserves the right of modifying these rules as and when felt necessary.

All disputes pertaining to prospectus, admission and conduct of examination shall fall within the jurisdiction of Noida, Uttar Pradesh State only.

Use of mobile phone in the classrooms, labs, library and other academic area is strictly prohibited. Mobiles ringing in the class will be confiscated, auctioned and the proceeds will be donated to a charitable cause. Further, such student will be liable for disciplinary action. Carrying any valuables to the institute will be at the risk of the student and institution will not accept any responsibility of the valuables lost in the class as well as on the campus. Students are required to read the notices put on the notice board of the institute. Institute shall not accept any responsibility for any loss / damage incurred by a student owing to her failure to read the notices in time. Any advance taken by a student towards any activity of the institute should be settled with the authorities within four days from the completion of the activity. To substantiate the expenses, authentic receipts / bill must support the statement.

## **Pattern Making and Grading Lab**

In this lab, the students learn to create patterns for different kind of garments. It provides a hands-on experience to the students while nurturing their creativity in fashion designing. The structured mannequins and dress forms provides physical form and shape to the creations.

## **Garment Construction Lab**

This lab is equipped with the world's best brand of industry-grade stitching and special machineries. The students are getting extensive machine hours and it helps them to develop garment construction skills up to the Industry requirements.



## **Computer Lab**

SFI has a highly sophisticated computer lab equipped with all latest Software and Internet connectivity to make the students proficient in wide range of computer applications.

## **Dyeing and Printing Lab**

This lab provides the student with the skills of adding aesthetic value to textile material and develops the sense of color. The equipments installed in the lab are the best available and cover the range of chemical finishing lab processes such as scouring, bleaching, dyeing, printing, etc. The student is provided with hands-on practice in all of the chemical processes right from fiber identification up to textile finishing.



## **Life Style & Accessory Lab**

Accessory is a vital part of designing. The students learn to utilize the various material resources and transform them into a fashion statement. The accessory lab is equipped with all the tools and apparatus required to mould the material resources into fashion accessories.

## **Textile Lab and Weaving Lab**

Design Studio enables students to attain excellence by practice in the Industry like environment. Design shopper provides a platform to display the creative products of the students.





### **In Campus Hostel**

SFI is a girl's institution and the students come from almost all the States in India. Satyam Fashion Institute has the privilege of a well secured Air Conditioned Hostel in Campus with Wi-Fi connectivity to accommodate almost 100 students. The students can avail this facility on first come first serve basis.

### **Canteen**

The college canteen serves hygienic, delicious and quality food with a wide variety of choice at a reasonable price.

### **Transportation**

SFI campus is well connected to the public transport services. More over the institute also provides transport amenities to students residing in the areas of NCR to remove the hurdle of distance. Different routes have been identified for easy access of the cab services for the students.



### **Library**

To keep an update with the latest happenings and to correlate it to the history, merging it with technology the students need the resource of information. The library at SFI maintains the record of the entire requirement to cater to the need of students. It has incorporated collections of prints, visuals, and creative resources which are systematically organized with different sources from India and abroad. The list of books is being upgraded as per the requirement from time to time.

### **Model Drawing Lab**

This lab is primarily designed to bring out the creative talents of the students with an effective use of color, form and materials as per the latest trends in fashion.



### **Conference hall**

The conference hall is the perfect place for decision making, creative thinking and it leads to solution of complex problems through discussion over round table, weekly seminars and Saturday workshops.

### **CAD lab**

Computer Aided designing is a computer added drafting program primarily used by interior designers, architects, etc. It is used to create 2D drawings and 3D models. This program prepares professional designers. Here students are guided to draft the plans and then to create 3D models of the same plan professionally in 3D Max.

# Sports & Aerobics

Great achievements come our way when we maintain our physical and mental well-being and sports help us to maintain a good health and improve coordination and overall personality of an individual. It makes a person more active, attentive and enhances his mental and physical capabilities.

In college life, it's more crucial to keep a track of physical well being with mental and emotional well being.

Various activities are done in the college to provide students a rich exposure of life skills like team building, co operation and trust.

Students play not just for entertainment but Specific skills of different indoor and outdoor games like volleyball, badminton , table tennis, cricket etc. are also inculcated among the students.



# Triptych - 2019

Satyam Fashion Institute celebrated the true spirit of womanhood through Design Show 'TRIPTYCH 2019' at NCUI Auditorium, Siri Fort, New Delhi.

This glamorous event provided a platform to showcase the ravishing attires designed by the Graduating Batch. 73 budding designers from specializations – Fashion Design, PGDFD and Lifestyle Accessories showcased their exclusive collection in 20 theme based sequences gracefully choreographed by Rachana Sikka.

The Satyam Fashion Institute students captivated the audience with their creative imagination on the mixture of scintillating colors, fabrics and textures in the unique and appealing 20 themes including crossing the Boundaries, Cenderawasih, Ardhanari, Vintage to Vouge, Kala Taqseem Nahi Hoti, Kravisiya, Versalies, Dreams of Beauty, Equality In Diversity, Face Off, Rang Laal, Frosting Eve.



# Events & Competitions



# Events & Competitions



Independence Day Celebration - 2019



Annual Sports Meet -2019



World skill competition 2019



# Events & Competitions

Sustainable Fashion Product competition held at FDDI on 20-11-2019. Our students grabbed both first and second position at FDDI in Sustainable Competition with a cash price of Rs. 10,000 & Rs. 8000.



Participation of SFI students in DAV School Fashion Show



SFI students participated in the international conference organised by IICD, Jaipur. Students of fashion and textile design were selected for poster and paper presentation



# Events & Competitions

## Alumni - Meet - 2019



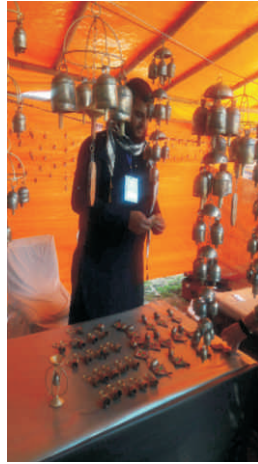
## Texcon 2019 Conference



## Ms. India Khadi Competition



# Industry Exposure & Visits



# Industry Exposure & Visits



# Placement

We associate with the industry in multiple ways which are:

- Internships: Two months on – job training after the completion of the 6th semester in B. Design programmes and 2nd semester in PG programmes
- Graduation Projects: Four months on-site industry projects to be done in case of B. Des. Lifestyle Accessories (LA) programmes in the 8th semester
- Graduation Collections: Industry sponsored range development by the students of B. Des. Fashion Design (FD), Textile Design (TD) and P.G.D. FD in the final semester
- Placements: Campus placement facilities for the final semester of each programme using campus placement drive as well as off-campus interviews, if required

## Placement Record for the Academic Year 2018–19

“SFI has achieved 87% placements for its Batch of B. Design Programme (2015-2019) and 92% placements for PG Diploma Programme (2017-2019)”

### Notable Companies which offered placements (2019)

RNG Apparels	Lifestyle Intl. (Max Retail)
Shree Bharat International	Sini Designs Pvt. Ltd.
Concept Weaver	Eastern Heritage
Cosmique Global	Paridhan Clothing
Kalakriti	Suneet Verma
Joy Mitra	Krishiv Exim
Sowtex	Kneedle Craft Pvt. Ltd.
Neethoz Apparels	Swati Exim Pvt. Ltd

- The packages offered varies from 1.80 LPA to 3.56 LPA

For any details or queries for the placement, internships and other kinds of industry interface, you can get in touch with the placement cell:

Dr. Vandana Jaglan

Email Id: [vandana.jaglan@satyamfashion.ac.in](mailto:vandana.jaglan@satyamfashion.ac.in)

Dr. Neetu Malhotra (h.c)

Email id: [neetu.malhotra@satyamfashion.ac.in](mailto:neetu.malhotra@satyamfashion.ac.in)

# Placement Drive



Satyam Fashion Institute has made its name in the industry by grooming the young minds to a skilled design professional and gained a wide recognition. The institute holds strong industry linkages in each specialization and the students get themselves trained in various aspects of design through ample industry interaction in the form of Graduation projects, design collections, live projects and internships. We have developed industrial association with major players in the market.

## Associated Companies and Designers:

### Designers

Abdul Halder  
Anjali Kali  
Arjun Saluja  
Atelier  
Chhaya Mehrotra  
Gaurav Gupta  
Hemant & Nandita  
Joy Mitra  
Karan Monga  
Manish Gupta  
Neeraj & Alpana  
Niket Mishra  
Niki Mahajan  
Pallavi Singh  
Pankaj & Nidhi  
Payal Jain  
Pooja Motwani  
Raag by Deepa MS  
Raakesh Agarwal  
Rajdeep Ranawat  
Ritu Beri  
Shantanu & Nikhil  
Sonia Jetleey  
Sulakshna Monga  
Suneet Verma  
Swati Modo  
Varija Bajaj  
Varun and Nidhika

### Companies

A.S. Fashion  
Alvin Kelly  
Ankhua Exports Pvt. Ltd.  
Arvind Lifestyle Brands Limited  
Avid Apparels  
B.L. International  
Boutique International Pvt. Ltd.  
Catmoss Retail Pvt. Ltd.  
Celestial Knits and Fabs Ltd.  
CTA Apparels Pvt. Ltd.  
Design Impex  
Elvy Lifestyle Pvt. Ltd.  
Ethnic India  
Gokaldas Exports Ltd.  
Horizon Apparel Pvt. Ltd.  
ITC Limited  
Ivory Clothing Pvt. Ltd.  
J.S. Design Pvt. Ltd.  
Leather Edge  
Marks and Spencers  
Moksha Creative Services  
Oneup Impex Pvt. Ltd.  
Orchid Overseas Pvt. Ltd.  
Orient Crafts Ltd.  
Ornate Collections Pvt. Ltd.  
P.C. Jewellers  
Paragoan Apparels Pvt. Ltd  
Radnik Exports Pvt. Ltd.

### Rashmi Fashion Bags

Richa & Co.  
Richa Global Exports Pvt. Ltd.  
Sahu Exports Pvt. Ltd.  
Samtex Fashions Ltd.  
SEWA  
Shahi Exports Pvt. Ltd.  
Shoppers Stop  
Softech India Ltd.  
Sunload Apparel  
Swati Exim Pvt. Ltd.  
Swati Wear Pvt. Ltd.  
TCNS Clothing Company Pvt. Ltd.  
Tristar  
United Colors of Benetton  
Viraj Exports Pvt. Ltd.  
Witty Bae  
Woodland  
Wool Spuns Ltd.  
Neethoz Apparels  
R. & A. Silk International  
MSME

Satyam Fashion Institute also has developed linkages with Ministry of Textiles and DC (Handlooms) and MSME to hold industry specific shows and Northern Indian Textile Research Association (NITRA), Weavers' Service Centre (WSC), Tukatech Inc., Nikon to conduct industrial training in the textile designing, printing, Computer Aided designing and photography.



Dr. Vandana Jaglan  
Principal - SFI



Dr. Neetu Malhotra(hc)  
HOD - SFI



Dr. M. Alam



Dr. Sakshi Shail



Mr. Dev Dutt Dharan



Mr. Ujjwal Ankur



Ms. Purnima Sawan



Ms. Megha Gupta



Ms. Priyanka Sarkar



Mr. Manoj Kaushik



Ms. Divi Sukhija



Mr. AK Ranjeet



Ms. Nidhi Arora



Ms. Sonia Gupta



Mr. Sandeep Kumar Maurya

Graduation Ceremony of the Batch of 2019 was organised on 1st February, 2020 in which the students of B.Design programme and Post Graduate Diploma were conferred their degrees. The Chief Guest for the ceremony was Mr. Ravi Kumar Passi, Chairman of Export Promotion Council for Handicrafts. All the dignitaries congratulated the students for their excellent academic performance.





*Satyam*  
GROUP OF INSTITUTIONS  
Empowering women through education

Only for Girls



Accredited by National Assessment and Accreditation Council (NAAC)  
[www.satyamfashion.ac.in](http://www.satyamfashion.ac.in)

**B. Design (4 years)**

- ◆ Fashion Design
- ◆ Lifestyle Accessories Design
- ◆ Textile Design
- ◆ Fashion Communication

**PG. Diploma FD (2 years)**

- ◆ Fashion Design



[www.satyameducation.in](http://www.satyameducation.in)

**B.Ed. (2 years)**

- ◆ Admission on Merit Basis



SCHOOL OF JOURNALISM  
AND MASS COMMUNICATION  
[www.satyammassmedia.com](http://www.satyammassmedia.com)

**Mass Media (3 years)**

- ◆ Bachelor of Arts

C - 56A/14&15, Sector - 62, Noida - 2013109  
Ph.: 9958094700 / 01/ 02 , 0120-4242805 / 4540130  
[www.satyamfashion.ac.in](http://www.satyamfashion.ac.in), <https://www.facebook.com/satyam.noida>

**SATYAM FASHION INSTITUTE, NOIDA**  
**NAAC Accredited**  
**Affiliated to SNDT Women's University**  
**PROSPECTUS 2021**





SATYAM  
FASHION  
INSTITUTE

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# About SNDT Women's University



**Shreemati Nathibai Damodar Thackersey Women's University** is the first Women's university in India as well as in South-East Asia. The University was founded by Bharat Ratna Maharshi Dr. Dhondo Keshav Karve in 1916 for a noble cause of Women's Education. The University Headquarters is in Churchgate Campus, Mumbai and the other two campuses of this University are at Juhu, Mumbai and Karve Road, Pune. The vision of Bharat Ratna Dr. D.K. Karve to build a citadel of learning for women is encapsulated in the motto of the University - 'Sanskrita Stree Parashakti' (An enlightened woman is a source of infinite strength).

The University has more than 200 affiliated colleges in Maharashtra, Gujarat, Madhya Pradesh, Assam, Goa and Uttar Pradesh. The University for the first time has extended its division in the Northern part of India in Delhi NCR by giving affiliation to SATYAM FASHION INSTITUTE, NOIDA for the degree of B. Design (4 years) with specialization in Fashion Design, Lifestyle Accessories Design, Textile Design, Fashion Communication, also Post Graduate Diploma (2 years) in Fashion Design and Bachelor's in Mass Media (3 years).

## Mission

Empowerment of women, through education, has been in single-minded mission of this University ever since its establishment. With socio-cultural changes and technological advances, the goals and objectives of the University are being continuously reinterpreted to make them relevant to the needs of women and in the context of prevailing needs of the society. The mission statement of the University is "**Empowerment of women through Education**".

## AFFILIATION

SNDT is the first university in Maharashtra to obtain a five-star rating from the National Assessment and Accreditation Council (NAAC) of India in the year 2000 and was reaccredited with 'A' grade in 2015.



# Satyam Fashion Institute: Vision & Mission

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Accredited by NAAC

## WHAT WE ASPIRE TO BE

### OUR VISION

To emerge as a top design institute with a distinctive yet complementary location and to be recognised as a leader in defining design education. By employing innovation in all areas, Satyam Fashion Institute provides superior education, talented and dedicated faculty and staff, leading edge technology, advanced learning resources and comprehensive support system. We aim to foster holistic development of women by imparting quality education with requisite skills and training.

## WHO WE ARE... WHAT WE DO

### OUR MISSION

The Institute exists to empower women through education by preparing talented students for professional careers, emphasizing learning through individual attention in a positively oriented university environment. The institute believes in nurturing a self-sustainable environment in the design industry for women from all segments of society and strives to create a 'Centre of Excellence'. We aspire to achieve overall advancement in the country by making Indian women self-reliant and independent through developing entrepreneurial skills.

# The Institute



Satyam Fashion Institute (SFI) is on the map of Professional Higher Education with a strong dedication to the cause of women empowerment by educating them in the field of Fashion & Design. These trained professionals will scale new heights and set new benchmarks in the growth of the Indian economy and will form an integral part of industry set up.

The proximity of the college to industry creates a unique opportunity for collaboration and an ability to address market behavior. Regular field trips along with lectures and seminars by visiting industrialists, designers, academicians, manufacturers, artists and media personalities broaden students' awareness of their subjects. Students have an opportunity to develop ties with the professional community through visits to exhibitions, fairs and media houses etc.

SFI believes in the growth of students by making them learn by doing. This not only develops their technical, motor skills and knowledge but also makes them strong for the competitive environment of today's world.

SFI is committed to the idea of enhancing purposeful education with human values and social responsibilities finally making the student a complete professional. There are four levels of study and all the levels are designed and balanced with theoretical and practical knowledge with industrial exposure. Time management plays a vital role in the completion of the assignments.

The Institute offers an outstanding learning environment for students by providing state of the art infrastructure, facilities, course curriculum and teaching methodology.



# Principal's Message

Dear students,

Welcome to the year 2021-22 at Satyam Fashion Institute (SFI)! Last year has been an year of transformation for all of us. The nationwide closures affected over 91% of the worlds' student population. Covid-19 has prompted our educational experts to rethink the conventional mode of education. But, the past months in the institute made us all stand together and we all have been winners to connect with each other like never before. This experience has no doubt, helped in teaching our students to "reflect" upon our past actions which helped to develop them as better human beings with strong moral values of sharing, caring and respect.

So, this academic year will be a positive start for all the aspiratants to begin their innovative journey with us. The college has highly qualified faculty members, supportive office associates, well equipped laboratories, library with rich collection of books, journals and periodicals, canteen facilities and all other facilities for the holistic development of the students. The curriculum, for all the Design specialisations being offered at SFI, is enriched with well-thought and latest industry oriented subjects that ensures a systematic year-wise progression of the skills. The creative teaching pedagogy adopted by the teachers is ever-evolving to accommodate the needs of young design thinkers. Also, the students are given a great exposure of suitable trainings, workshops and expert lectures during the programme. The college, therefore, envisions to develop a balanced approach for its students leading them into a gamut of successful design careers.

On this note, I extend my warm wishes to all the prospective students for a bright and fulfilling association with us.



**Dr. Vandana Jaglan**  
**Principal**

# HOD's Message

Welcome to Satyam Fashion Institute, Noida affiliated to SNDT Women's University, Mumbai.

Design for us is to create something original, inspiring as well as to accommodate the functional needs of the person who will buy it. One should have an aptitude for creating new ideas and concept to transform them into design and here at Satyam Fashion Institute we offer degree programmes in B.Design ( Fashion Design ,Textile Design , Lifestyle Accessories and Fashion Communication ) and two years Post Graduate Diploma in Fashion Design. All the programs being offered by the institute are highly creative, innovative and focus on research projects based on industry requirement and our objective is to develop critical thinking in students for the innovative research based projects which are carried out with integrity in both theoretical and practical approach.

Our mission is to empower women through education and to become a leading design college for girls. We promote our students' creativity to develop their skills in entrepreneurship so that they can meet the immediate needs of industry.



**Dr. Neetu Malhotra (hc)**  
**HOD & Industry Coordinator**

We can realize that this Covid-19 has been a very challenging phase for all of us, nevertheless, we have worked for the solutions and also for planning the future activities which best serve our students and allow our faculties to deliver their lectures in a meaningful way. We abound with the feeling of gratification to mention that everyone in the SFI team has dealt with this unpredictably crucial Covid-19 phase with optimism & enthusiasm garnering the support of management, SFI teamwork, parents, students & industry. We convey special thanks to the industry mentors for their excellent role in the career growth of our students since these Industry professionals, even during this worldwide pandemic calamity, have extended tremendous support by providing lectures, internships, and placement opportunities to our students.

It gives us immense pleasure in helping students to discover their aim in life since we deem our students' success as our own success. We have much to take pride in the success stories of our alumni as they have helped their juniors by taking knowledgeable lectures and workshop sessions on industry-sponsored projects. We at the SFI campus never defer the decisions which are concerned with the health of our students and with the matters of their personal as well as professional growth. For this, we keep organizing competitions, webinars, academic cell activities, workshops, seminars, expert lectures, meditation series with the heartfulness team, and doing MOU with Delnet library & CII for Industry Incubation.

We would like to thank everyone for every bit they are doing and wish them to continue doing so with the same enthusiasm. We are confident that we will win this challenge successfully.

May all our students achieve what they aspire and may all their dreams come true.

*Neetu Malhotra*  
=



The advisory board has been set up to act as a bridge between the industry and the academics both at national and international levels-

#### BOARD MEMBERS

1. Ms. Sneh Singh - Chairperson
2. Ms. Saroj Chaudhary - Trustee
3. Mr. Pradeep Gupta - Trustee/Secretary
4. Mr. Vivek Jain - Trustee
5. Mr. Pradeep Agarwal - Trustee
6. Mr. Vishal Jain - Trustee
7. Ms. Manjulika Gautam - Trustee - IAS (Retd.)

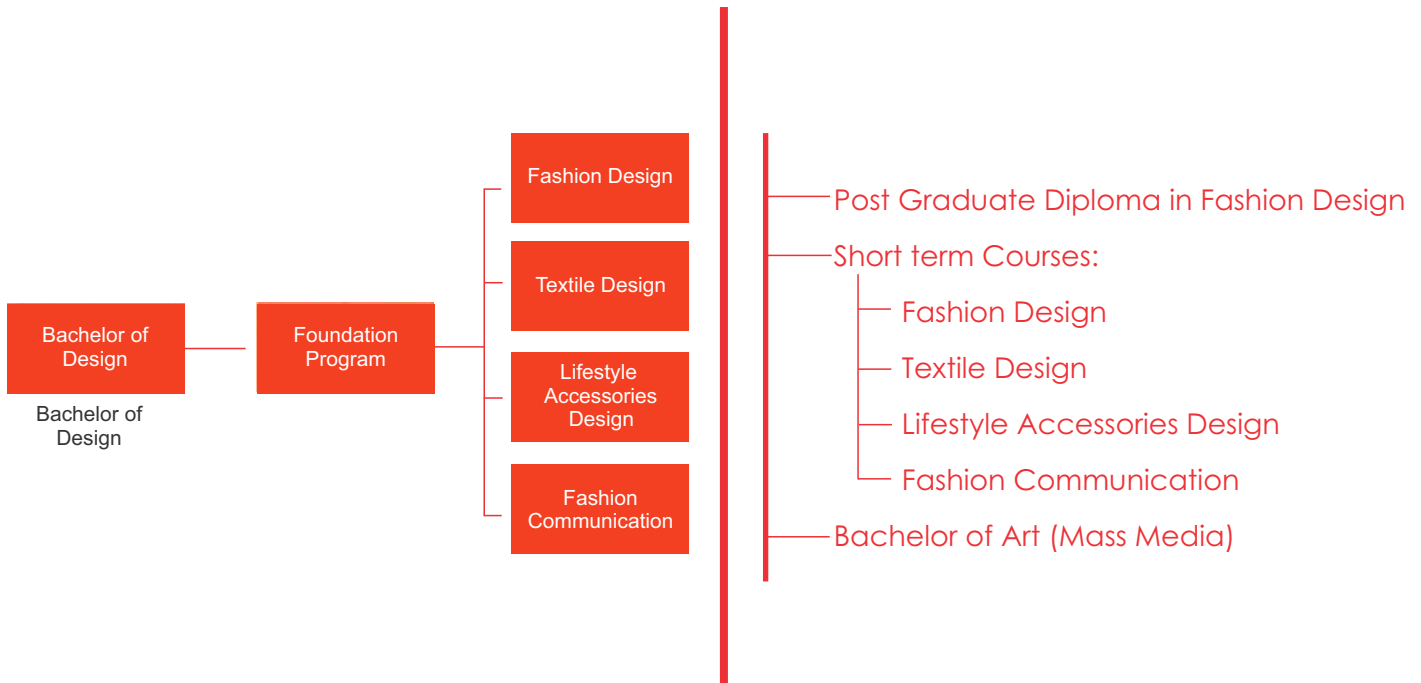
#### ACADEMIA & INDUSTRY

1. Dr. Vandana Jaglan- Principal, Satyam Fashion Institute
2. Dr. Neetu Malhotra (hc)- HOD, Satyam Fashion Institute
3. Mr. Ravi Kumar Passi - Chairman Export Promotion Council of Handicrafts, Ministry of Textiles
4. Ms. Shashi Nangia - Chairperson, Swati Exim Pvt Ltd
5. Mr. Rajeev Bansal - Managing Director, Celestial Knits & Fabs
6. Ms. Neetu Singh - Chairperson Sini Designs & Sini Jewels Pvt Ltd
7. Mr. D.K. Singh - President, Textile Association of India
8. Ms. Sonia Jetleey - Fashion Designer
9. Mr. Anil Peshawari - Founder and Managing Director, Meenu Creation
10. Ms. Sulakshna Monga - Fashion Designer
11. Mr. Rajdeep Ranawat & Ms. Geetanjali Ranawat - Fashion Designer
12. Mr. Manish Tripathi - Fashion Designer
13. Mr. Himmendra Gupta - Chairman, Neethoz Apparel
14. Mr. Ashwinder Singh - Director, Unistyle Image Pvt Ltd
15. Ms. Deepa Sondhi & Ms. Karishma Sondhi - Fashion Designer
16. Ms. Radhika Gupta - Accessories & Fashion Designer
17. Mr. Dhruv Nangia - Director of Swati Exim Pvt Ltd
18. Mr. Rahul Srivastava - Fashion Designer
19. Mr. Rajiv Kumar Raheja - Deputy Director, Confederation of Indian Industry
20. Mr. Kaushik Sheel - Visual Merchandiser, Landmark Group
21. Mr. Manish Ahuja - Fashion Designer
22. Mr. Umesh Gaur - President (India), Tukatech Inc.

# Orientation 2020



# Programs Offered



## Bachelor of Design (4 years)

### Foundation Year

Foundation program is modeled around the concept of bringing students from various educational settings to one ground level, universal to all design studies by creating a basic understanding of art, illustration and design. It pushes students to see newer possibilities by helping them understand their individual design sensibilities and develop a creative attitude towards all things.

During this 1-year curriculum, which is initial and common to all three design streams offered at SFI a student crosses various limits and mental blocks to develop an open mind to allow inflow of newer and innovative ideas. Each student unlearns and relearns numerous concepts to be able to view the world with a better perspective. During the process she realises the importance that design holds in our day to day lives.

Towards the end of this program, students are briefed about the choice of three streams- Lifestyle Accessories Design, Textile Design and Fashion Design which they can choose for their further design studies, in the second year.

One year of knowledge brings in advance fluidity of fabric, superior craftsmanship of construction and inventive silhouettes. Students concentrate on executing ideas/ individual work style in design, construction and presentation through understanding of commercial and technical aspect of the design industry (Fashion, Textile, Lifestyle & Fashion Communication). Introduction of market input for students to learn the process, skill and language of design.

### Foundation (1st year common for all B. Des. courses)

#### Semester I

Drawing And Sketching  
Environmental Studies  
Fundamental of Design  
Communication Skills  
History of Art & Design

#### Semester II

Technical Drawing- Foundation  
Advance Design  
Material Studies  
Computers Application In Data Management  
And Presentation  
Art Appreciation

# Fashion Design

Fashion design is the art of applying design, aesthetics and natural beauty to clothing and its accessories. It is influenced by cultural and social attitudes, and has varied over time and place. Fashion designers work in a number of ways in designing clothing and accessories such as bracelets and necklaces. Because of the time required to bring a garment onto the market, designers must at times anticipate changes to consumer tastes.

Designers conduct research on fashion trends and interpret them for their audience. Their specific designs are used by manufacturers. This is the essence of a designer's role; however, there is variation within this that is determined by the buying and merchandising approach, and product quality

Fashion designers attempt to design clothes which are functional as well as aesthetically pleasing. Fashion today is a global industry, and most major countries have a fashion industry. China, Bangladesh and India are the biggest manufacturers of clothing, and other notable clothing manufacturing countries are Germany, Indonesia, Malaysia, India, Philippines, South Korea, Spain and Brazil.





## Curriculum: 2nd to 4th year

### Semester III

- Fundamentals of Illustration & Design Concept
- Introduction to Pattern Making (Flat And Draping)
- Introduction to Textile
- History of Fashion (Indian & Western) And Women's Studies
- Marketing and Merchandising Principles of Management

### Semester IV

- Basic Fashion Illustration & Design Concept
- Basic Pattern Making (Flat And Draping)
- Introduction to Garment Construction
- Computer Aided Rendering Technique In Fashion
- Principles of Management

### Semester V

- Advance Fashion Illustration & Design Concept
- Advance Pattern Making (Flat, Draping And Grading)
- Basic Garment Construction
- Craft Research and Design
- Indian Textile and Embroideries

### Semester VI

- Computer Application in Fashion (2D)
- Industry Research Project
- Advance Garment Construction
- Fashion Forecasting
- Dyeing and Printing & Surface Ornamentation

### Semester VII

- Creative Pattern Making
- Fashion Styling and Costume Designing
- Range Development
- Quality Assurance Management
- Introduction to Entrepreneurship and IPR

### Semester VIII

- Elective (Any two) from 1-4  
Men's wear  
Women's wear  
Kid's Wear  
Fabric Styling for Apparels  
Retail and Visual Merchandising  
Graduating Show  
Internship



## Careers

Fashion Designer  
Fashion Illustrator  
Quality Assurance Manager  
Production Manager  
Visual Merchandiser  
Fashion Forecaster  
Fashion Consultant  
Fashion Boutique  
Fashion Stylist  
Personal Stylist  
Fashion Merchandiser  
Garment Technologist



**Athira Nair**  
Buying Coordinator, Marks & Spencer

I did my Bachelor of Design in Fashion Design department. Currently I am working as a Buying Coordinator in Marks and Spencer. Its been 4.5 years at M&S. I got this job through the placement drive in Satyam.

I am grateful to this college, for being a part of making me who I am today. SFI was able to make me a whole new person who was ready to face the real world in the industry. SFI helped me through all the necessary trainings and exposures that were required for me as an emerging person in the industry.

The fabulous faculty there made sure that each student is being nurtured and carved into the experts. They recognised that every student has their own quality and those qualities were picked and moulded into excellence.

SFI gave me the wind beneath my wings!!



**Kanchan Sharma**  
Co-Founder, AHMEV

For me, Fashion is not restricted to only clothing and beauty, but it is all encompassing in creativity and expression. Fashion can define you as a person. Professional and experienced teachers who passed on not only theoretical elements, but knowledge of the industry from the very inside of it. All tasks and assignments were created in a way that you learned and practiced to get only better and better within time restraints.

It took time and patience combined, but for me it was most important to be inspired and feel motivated at Satyam Fashion Institute, teachers and staff are always there to help and inspire you. Special thanks to our great tutors. Our Department was like a big fashion family and that is so unusual compared to other fashion colleges. I appreciated it so much!

# Textile Design

Textile design is essentially the process of creating designs for woven, knitted or printed fabrics or surface ornamented fabrics. Textile designers are involved with the production of these designs, which are used, sometimes repetitively, in clothing and interior decor items.

The field encompasses the actual pattern making while supervising the production process. In other words, textile design is a process from the raw material into finished product. Fiber, yarn and finishes are the key elements to be considered during the textile design procedure.

The creations of textiles are not only important for their use, but also for the role they play in the fashion industry. Textile designers have the ability to inspire collections, trends, and styles. The textile industry, while being a creative art form, is a very business savvy industry.

Textile designers marry a creative vision of what a finished textile will look like with a deep understanding of the technical aspects of production and the properties of fiber, yarn, and dyes.





## Curriculum 2nd to 4th year

### Semester III

- Introduction to Fibres & Yarns
- Traditional Indian Textile
- Fashion Studies
- Textile Design – Foundation
- Design Process & Women Studies

### Semester IV

- Introduction to Weaving & Testing
- Surface Exploration Techniques
- Fabric Development
- Computer Aided Rendering Techniques in Textiles
- Principles of Management

### Semester V

- Introduction to Dyeing & Printing
- Fabric Illustration
- Dobby Weaving
- Craft Documentation
- Marketing & Merchandising

### Semester VI

- Knits for Apparel & Home Furnishings
- Fabric Development & Computerised Embroidery
- Quality Management
- Campus to Corporate
- Innovation in Textile Studies

### Semester VII

- Jacquard Weaving
- Computer Aided Textile Design
- Design Project
- Forecasting
- Introduction to Entrepreneurship

### Semester VIII

- Electives (Any two) from 1-4
- Floor Coverings
- Knit Design
- Print Design
- Woven Design
- Design Collection & Show
- Visual & Retail Management
- Portfolio & Internship



## Careers

Knit Designer

Weave Designer

Print Designer

Quality Manager  
For Textiles

Textile Designer

Home Decor  
Designer

Merchandiser

Fabric Quality  
Manager



**Tistha Das**  
Assistant Designer  
Meenu Creation

Studying at "SATYAM FASHION INSTITUTE" gives me immense pleasure and honor to be a part of this Institution. It always pushed me to attain heights beyond my capabilities which in turn help me to achieve an overall growth.

It has given me more than just a qualification; it has given an experience; an experience that has left an indelible mark on my mind and memories of which I shall cherish forever. It was a pleasing experience to be part of such a reputed institute where I was able to nurture my dreams and turn them into reality."

"SATYAM FASHION INSTITUTE" has proved to be a landmark in my career as my expectations have been fulfilled. I want to extend my thanks to all faculty members for their constant support and guidance that made me more confident and enriched in my academic arena. The Industrial exposure given here has made me realize my career goals and I am geared for my future challenges and opportunities."



**Palak Pahwa**  
Store Merchandiser/Designer  
Abhinav Mishra

This college have given me so much. A Platform to enhance my skills, polish my confidence and also taught me one of the greatest lesson of life which is to Face Your Fears.

From Infrastructure to Faculties, i found every single thing impressive in Satyam. Uniqueness of each faculty here is they have a different methodology of teaching.

With Studies, they also focuses on physical as well as mental well being of every individual.

Everyone here is very supportive and understanding. Satyam provides various opportunities, it just that one should know how to grab it and utilise it in the best possible way.

I'm genuinely grateful for Satyam and the opportunities which have been provided."

# Lifestyle Accessories Design

To complete the perfect outfit, many people will often rely on the addition of accessories. These can include items such as jewelry, belts, shoes, scarves, hats, and handbags. Accessories not only help complete an ensemble, but they can also add a splash of color, personality, and style to the wearer.

In the fashion industry, accessory design refers to the act of designing and creating these accessories. Some designers will stick with classic timeless designs, such as black leather handbags, while others may create wilder, trendier accessories. An accessory designer is a type of fashion designer that plans the aesthetics and functionality of different accessories. Like other individuals in the fashion industry, an accessory designer must be very knowledgeable about past, current, and future fashion trends. They must be able to predict what types of accessories consumers will find fashionable at the beginning of future fashion seasons..

Some accessory designers may only specialize in a certain type of accessory. Others, however, may design and create several different types of accessories, as well as garments.



# Lifestyle Accessories Design



# Lifestyle Accessories Design

## Curriculum: 2nd to 4th year

### Semester III

- History of Design and Visual Dictionary
- Technical Drawing and AUTOCAD (Basics)
- Computer Application – III
- Industrial Machinery & Tools and Product Development
- Material Studies

### Semester IV

- Technical Drawing and Product Illustration
- Craft Cluster Documentation I
- Computer Application –IV
- Materials Studies and Product Development
- Global Cultural Analysis and Product Development

### Semester V

- Material Studies and Product Development (Fashion Accessories- Home décor and Lighting Prod.)
- Surface Ornamentation and Product Development (Fashion Accessories- Costume Jewellery and Watches)
- Computer Application-V
- Marketing and Merchandising
- Fashion Forecasting

### Semester VI

- Surface techniques and Product development (Lifestyle product – Bags, Belts, Millinery etc.)
- Construction technique and Product Development (Lifestyle Product - footwear)
- Lifestyle product photography
- Introduction to recycling
- Term project-Home furnishings

### Semester VII

- Creative Product Development
- Product Packaging
- Visual Merchandising and Retail Management
- Quality Management, Export Documentation and IPR
- Internship

### Semester VIII

- Space Management
- Branding and creative advertising
- Graduation Project – Collection
- Graduation Project - Report / Documentation
- Graduation Project - Show



# Lifestyle Accessories Design

## Careers

Accessory Designer  
Jewellery Designer  
Leather Designer  
Fashion Styling and  
Image Designer  
Global Luxury Brand  
Manager  
Footwear Designer  
Product Designer  
Category Manager



**Richa Mohindru**  
Jewellery Designer

"Satyam Fashion Institute was an amazing experience overall. I love the programme! I think I've learned a lot about the Lifestyle accessories department... but also learned about clothing and personality development as well. And I have got a lot of freedom of countless inspiring Innovations into the significance of designing and also from every person there. Dedicated enthusiastic faculties but more important: the opportunities and lessons for life! - this course offered a lot. My overall experience exceeded my expectations."



**Aarushi Mittal**  
Stylist

An amazing journey from the start till the end!! I have always wanted to take up a Lifestyle Accessories Design Course but always found a reason to put it off. When I saw this course it sounded like it covered everything I wanted, so I took the plunge and enrolled myself. I feel glad to say that it definitely didn't disappoint. It was so inspiring and I feel so much more confident and passionate about my future. Satyam Fashion Institute is perfect!!

I was a bit skeptical about the outcome of the course, but by the end of the course, I was very satisfied by everything that I had learned, experienced and accomplished. The teachers completely understand our individual goals and help us in selecting course. They make sure to cater to our needs throughout the course. A very enlightening experience and a very valuable course.

Thank You Satyam Fashion Institute for being the wings to my career!

# Fashion Communication

Fashion Communication is one of the newest and upcoming fields in the fashion industry. Today, the fastest growing field is fashion and many Indian brands are competing with international brands. This has opened up tremendous possibilities for a designer of fashion communication, who will work on design strategies, brands, portfolios etc. He / she will also work on areas such as visual merchandising, styling, graphic design, display and exhibit design, advertising, public relations, and creative writing. Students with a degree in fashion communication, will have high level of skill and domain knowledge, and will emerge as professionals who offer extremely effective communication solutions for the fashion and lifestyle industry

Students will learn about the process of design and how to apply human centered approach to problem solving. An optimum mix of traditional and new design skills is offered along subject like history of design and creative process. The curriculum includes areas such as graphic design, visual merchandising / retail experience design, exhibition and display design, event management, photography, styling, advertising, public relations and creative writing specific to fashion and lifestyle industry. A good course in communication will arm you with an understanding of web and multimedia design, computer graphics, illustration, product design, exhibition design, visualizing and art direction, typography and photography.

Fashion Communication students emerge as dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion and lifestyle industry. Fashion Communications covers a diversity of opportunities in marketing, advertising, public relations, and journalism and has long been considered one of the industry's untapped career resources.



# Fashion Communication



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# Fashion Communication

## Curriculum: 2nd to 4th year

### Semester III

- Computer Application in Fashion Communication
- Fashion Fundamentals- Foundation
- Photography
- Typography
- Introduction to Fashion Accessories and Women's Studies

### Semester IV

- Technical Drawing- Basic
- Fashion Fundamentals- Basic
- Visual Merchandising - Foundation
- Design Process
- Fashion Marketing and Merchandising

### Semester V

- Fashion Styling, Photography and Videography
- Craft Documentation
- Graphic Design- Foundation
- Writing Skills
- Fashion Advertising

### Semester VI

- Creative Advertising
- Exhibition and Display Design
- Fashion Forecasting
- Fashion Journalism and PR
- Principles of Management

### Semester VII

- Introduction to light and Sound
- Media Planning and Event Management
- Advertising Project
- Creative Writing
- Introduction to Entrepreneurship and IPR

### Semester VIII

- Graphic Design- Basic
- Fashion and Luxury Brand Management
- Portfolio and Internship
- Creative Advertising
- Visual Merchandising- Basic
- Publication Design
- Fashion Styling and Photography



# Fashion Communication

## Careers

Visual Merchandiser  
Brand Manager  
Image Consultant  
Fashion Journalist  
Graphic Designer  
Fashion Photography  
Content Writer  
Film and Video  
Communication  
Exhibition Designer  
Communication at Fashion  
Houses



**Rajvizithi Singh**  
Fashion Stylist

Graduating from Satyam has helped me to enhance my creativity by providing well equipped labs and resources! The faculty members are dedicated expert in their fields and share the wealth of their enormous experience, reality and wisdom!

Offering a platform to showcase their collection, guest faculty visits, new industry people meet and greet is the best exposure one student will get here, which helps the students to be a successful designer or a successful person!

SFI has encouraged me to believe that "Allow your passion to become your purpose, and it will one day become your profession"



**Shubhi Srivastava**  
Graphic Designer

The passion for doing something unique inspired me to pursue Fashion Communication course from SFI.

It was a tremendous experience to learn something new every day during my endeavour I learned thoroughly and cleared my vision. I was able to develop a keen eye for creating something unique and delivering it on creative prospect hence I narrowed down my scope to Graphic Design field.

The experience at SFI enabled me to further pursue post graduation in Visual Communication. I have, as a result worked with Dorling Kindersley as Assistant Art Editor for 1 year and Brandwagon Ad agency as graphic designer.

# Post Graduate Diploma in Fashion Design (2 years)

The increasing relevance of design management, promotion and sale calls for innovative design development. All these require strong understanding of trade management practices and supply chain and understanding of fashion dynamics at global level. The program of fashion design builds up student's knowledge base in management techniques, costing and global trade practices.

The students of this program can pursue careers as fashion designers, fashion merchandisers, fashion stylist, design managers with domestic market and export sector.

**Year I:** The course curriculum in the 1st year covers design and technical skills, fashion attributes, fundamentals of supply chain, principles of management and communication skills. At the end of the 1st year the students undertake industry internship.

**Year II:** The student would concentrate on enhancing technical knowledge, design skills, expanding research areas and to develop creative working on design projects. In the final semester the students would design collections by developing a range and presenting them in the form of a fashion show.



# Post Graduate Diploma in Fashion Design (2 years)



# Post Graduate Diploma in Fashion Design (2 years)

## Curriculum: 2 years

### Semester I

- Textile Science
- Elements of Design – I
- Fashion Illustration-I
- Fashion Studies
- Pattern Making I
- Garment construction I
- Computer

### Semester II

- Principle of Fashion Marketing
- Principle of Fashion Marketing
- FASHION ILLUSTRATION-II
- Pattern Making II
- Garment Construction-II
- Textile Design & Surface Ornamentation
- Computer Aided Design

### Semester III

- Design of Fashion History
- Operations Research and Fashion Forecasting
- Customer Service and CRM
- Visual Merchandising
- Apparel Quality Management
- Internship

### Semester IV

- Range Development
- Brand Management
- Portfolio Development
- Business Economics and Statistics
- Trend Research And Forecasting



# Post Graduate Diploma in Fashion Design (2 years)

## Careers

Fashion Designer  
Fashion Illustrator  
Quality Assurance Manager  
Production Manager  
Visual Merchandiser  
Fashion Stylist  
Fashion Consultant  
Fashion Boutique  
Fashion Forecaster  
Personal Stylist  
Fashion Merchandiser  
Garment Technologist  
Store Manager  
Retail Planner  
Retail Manager



**Shrishti Srivastava**  
Creative Head & Fashion Stylist,  
[OnceUponATrunck.com](http://OnceUponATrunck.com)

If there's one name that I'd say that changed my entire career, is SFI. The teachers are so supportive and encouraging that even after completing my graduation, they're still just a call away whenever I need any assistance. It's just because of them I found my entrepreneurship skills and being able to successfully run my own venture today!



**Barkha Arora Grover**  
Owner, 'Poshaque by Barkha Grover'

There are some who create works of art, while there are some who create spaces for works of art to be exhibited. Our Chairman, Principal & HOD together have created this space in the form of our college. The effort, time and vision of the students find expression in every project, every classroom and every corner of the college.

I thank all our teachers for their sincere efforts that they have put in towards our betterment and growth during my 2 year experience at Satyam Fashion Institute.

# Short Term Courses

If you are Creative, Original, Innovative, Fashion-Conscious, Imaginative, Ability to think in three-dimensional way. Satyam Fashion Institute is offering new creative Short Term Courses:-

CAD (Computer Aided Design)  
Garment Design  
Fashion Illustration & Sketching  
Dyeing & Printing Techniques  
Embroidery Techniques  
Costume Jewellery Designing  
Fabric Bags Designing  
Leather Bags Designing  
Belt Designing  
Clay Products  
Footwear Designing  
Home Decor Items  
Fashion Accessories  
Fashion Photography  
Makeup & Styling  
Graphic Design  
Handloom Weaving



# Bachelor of Mass Media (3 years)

Mass Media are playing an outstanding role in creating and shaping of public opinion and strengthening of society. The Mass Media are a diversified collection of media technologies that reach a large audience via mass communication. Some of the most popular forms of mass media are newspapers, magazines, radio, advertising, public relations, corporate communication, multimedia journalism, social media, television and films/movies. The discipline places a great focus on the theoretical and cultural approach towards media, mass communication, journalism and communication studies. Media studies also utilize concepts and techniques from other disciplines such as sociology, anthropology, psychology, politics, economics, law or philosophy.

Interested in pursuing career in TV Channels, TV Media, Digital Media, Radio, Production House, Print Media, Advertising, Public, Relations, Media Management, Corporate Communication, Film Making, Content Writing, Media Research etc? If yes, then Journalism and Mass Communication is for you. Our skill-based, industry-relevant, and research-led program is well structured to produce the next generation of media practitioners and professionals. Grab a golden opportunity to learn in a simulated environment to produce newspapers, prepare radio broadcast content, produce TV Ad, Show, Interview and news bulletins, write press release, run public relations campaigns, produce video films, set up blogs, and work on social media platforms. Be ready to challenge and be challenged in new ways of thinking and expression.

Factors which make us Unique:

- ☑ Industry Focused
- ☑ Hands on Training
- ☑ Exciting Internships/Placements
- ☑ Creating a Portfolio
- ☑ Live Projects
- ☑ Special Lectures by Media Professionals
- ☑ Regular Visits of Media Houses and Channels
- ☑ Focus on contemporary Hard & Soft skills
- ☑ Daily discussions on Current affairs
- ☑ Educational Visits
- ☑ One To One Mentoring and Career Counseling
- ☑ Each student is mentored by expert faculty to develop personality. Opportunities are provided to exhibit and sell artworks.
- ☑ University encourages students to prepare for "Earn while Learn" through online freelance projects based on their interest.



# Bachelor of Mass Media (3 years)



# Bachelor of Mass Media (3 years)

## Curriculum

### SEMESTER - I

- Effective Communication Skills
- Fundamentals of Mass Communications
- Contemporary World History
- Traditional Media
- Introduction to Sociology

### SEMESTER - II

- Environment Studies
- Indian Political and Economic Systems
- Introduction to Psychology
- Event Management Skills
- Introduction to Computers

### SEMESTER -III

- Introduction to Print Media
- Basics of Advertising
- Fundamentals of Public Relations
- Visual Communication
- Principles of Management

### SEMESTER - IV

- Introduction to Broadcasting
- Integrated Marketing Communication
- Introduction to New Media
- Writing for Media
- a. Women's Studies
- b. Women and Media

## SPECIALISATION – ADVERTISING & PR

### SEMESTER - V

- Research in Mass Media
- Advertising & Marketing
- Consumer Behaviour
- Branding
- Media Planning & Scheduling

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### SEMESTER - VI

- Internship
- Advertising & Society
- Laws and Ethics in advertising
- Advertising Agencies

## SPECIALISATION – JOURNALISM

### SEMESTER -V

- Research in Mass Media
- Political and Economic Reporting for Print Media
- Newspaper Editing Layout & Design
- Magazines and Journals
- Press Laws and Ethics

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### SEMESTER - VI

- Internship
- News Media Organisation & Management
- Broadcast Journalism
- Social and Developmental

## SPECIALISATION – ANIMATION

### SEMESTER -V

- Research in Mass Media
- Introduction to Animation
- Animation Scripting
- 2D and 3D Animation
- Basics of Art & Drawing

### SEMESTER - VI

- Internship
- Advanced web designing
- 3D Animation
- Video editing and SFX

# Bachelor of Mass Media (3 years)

## Careers

- ❖ Reporter / Correspondent
- ❖ Sub- Editor / Editor
- ❖ Photo Journalist
- ❖ Content Writer
- ❖ Graphic Designer
- ❖ Marketing and Media Sales Executive
- ❖ News Anchor
- ❖ News Editor
- ❖ Cameraman / Videographer
- ❖ Sound Recordist
- ❖ Director / Producer
- ❖ Set Designer / Art Director
- ❖ Video Editor
- ❖ Graphic Designer
- ❖ PCR / MCR Operator
- ❖ Makeup Artist
- ❖ Media Sales Executive
- ❖ Corporate Communication Expert / Consultant
- ❖ Advertising and Brand Management Expert / Consultant
- ❖ Script Writer / Copywriter
- ❖ Director / Producer
- ❖ Production Coordinator
- ❖ Art and Creative Visualizer
- ❖ Graphics and Animation Editor
- ❖ Multimedia Producer / Editor
- ❖ Radio Jockey / Program Presenter
- ❖ News Reader / Anchor / Producer / Editor
- ❖ Producer / Production Assistant
- ❖ Content Writer / Editor
- ❖ Multimedia Editor / Producer
- ❖ Copy Writer / Creative Artist
- ❖ Content Manager
- ❖ Client Servicing and Account Planning Executive
- ❖ Media Planning and Media Buying Executive
- ❖ Image and Identity Management Executive
- ❖ Brand Communication Executive
- ❖ Media Relations Public Relations Officer
- ❖ Event Manager
- ❖ Visual Communicator
- ❖ Event Operations Executive



# Admission Procedure



## Admission Rules

Admission is based on the marks obtained in qualifying examination and the performance in **SNFI Common Entrance Test** (SFI CET). Satyam Fashion Institute conducts an entrance exam in order to shortlist aspirants for admission each year.

Also, SFI issues admit card for the SFI common entrance exam (CET) via mail. SFI admit card is not sent by any other means such as by post or by hand under any circumstances. You are suggested to bring the print out of the admit card shared via mail on the day of examination at campus.

**CET** comprises of Quantitative and Analytical Ability(20%), English Comprehension & Communication Ability (20%), General Knowledge & Current Affairs (20%), Creative Ability Test (20%)and Situational Ability(20%). Aspirants will be appearing for the Personal Interview round on the same day. The sample papers are shared on request basis.

Direct Admission under NRI and Management Quota on the basis of merit and personal interview.

**Registration** - Neatly filled application form along with a DD/ Cheque or cash of Rs. 1000 (for B.Design and PGDFD) & Rs. 500/- for BMM in favor of Satyam Fashion Institute is to be submitted to the

**Admission Office: Satyam Fashion Institute, C-56/A 14 & 15, Sec-62, Noida.**

The following certificates need to be enclosed with the application form for all the courses at the time of admission.

- a) 10th Marksheet and Passing Certificate
- b) 12th Marksheet and Passing Certificate.
- c) Graduation or any other qualifying exam semester wise/year wise marksheet.
- d) Age proof certificate.
- e) 5 color passport size photographs.
- f) Transfer certificate and character certificate.
- g) No objection certificate / Migration certificate of last qualifying exam.
- h) Co-curricular and extracurricular activity proof certificates.
- i) Medical fitness certificate.( (Mandatory)
- j) Any other certificate – need to indicate.

**Special seats:** For physically challenged candidates (only with locomotor disability) or differently abled candidates - Number of seats allocated five, candidate who consider themselves eligible for this category are suggested to submit the relevant medical documents /certificate duly examined by district medical hospital. These special seat will be awarded a scholarship on the fee structure to all the program. This is applicable for both B. Design and PGDFD.

# Fee Submission Guidelines

## Fee Structure

### B. Design & PG Diploma

Courses amount to be pay in two easy installments. 1st Semester fee at the time of admission, 2nd, 4th, 6th, 8th semester fee as per deadlines issued by management for respective years.

**Bachelor of Mass Media Courses** amount to be payed in two easy installments. 1st Semester fee at the time of admission, 2nd, 4th, 6th semester fee as per deadlines issued by management for respective years.

A late payment fine of Rs.100 per day would have to be paid after the due date. If the semester fee is not paid. (Management has the reserves the right to revise the fees charged at the start os the academic session).

A student who has been suspended or expelled for reasons relating to student academic misconduct/ student general misconduct and/or consistently low attendance without sound medical proof will not be entitled to a refund of tuition fees.

A late payment fine of Rs. 100 per day would have to be paid after the due date. If the semester fee is not paid within one month of the due date, the admission would stand cancelled and re-admission would be possible only on payment of Rs. 15,000 as re-admission charge along with the semester fee. For the academic year 2021-22, if SFI makes any modification during the session, those will be binding for the students. Hostel / Transport / are to be paid separately . After taking the admission, if the students cancels her admission no fee except caution money will be refunded and the admission will automatically stand cancelled.

## Financial Assistance

### Purpose of the loan

- To meet educational expenses such as tuition fees, hostel fees, cost of books, exam fees, and airfare (for studies abroad) for pursuing any Graduation / Post-Graduation / Diploma course in an Institution recognized by the State / Central Government / University.
- For job oriented professional / technical courses from reputed universities in abroad.
- To finance individuals who undertake training programme to acquire skills needed to join as pilots.
- Loan link: [www.job.in/Educational-loans-vidya-Jyoti](http://www.job.in/Educational-loans-vidya-Jyoti).

### Eligible Persons

- Should be an Indian Citizen.
- Should have secured admission to higher education course in recognized institutions in India through Entrance Test / Merit Based Selection process after completion of HSC (10 plus 2 or equivalent).
- In the states where there is no common entrance test (CET) the applicant must secure 60% for others and 55% for SC / ST students in the qualifying examination as Cut-off marks.
- Wherever common entrance test (CET) is absent for securing admission to post graduate courses / research programmes, employment and reputation of institution concerned should be the criteria.
- The student applicant should not be in gainful employment.

### Scholarship Criteria

Following scholarships categories (upto 10% on first year fee) are available to the students of B. Design & P G Diploma Courses:-

- Merit Scholarship – for those candidates having 85% and above in qualifying exam.
- Sister Concession – applied if two real sisters are studying, then either of the two would get the concession.
- Satyam Staff – for the daughter/ real sister of the Satyam staff.
- Defence/ Army/ Paramilitary/ Indian Navy/ Police personnel's ward.
- Doctors in Government hospitals/ Para medical staff of Government hospitals' ward.
- \*\*Special seats for physically challenged candidates (only with locomotor disability) or differently abled - Limited to a

## Rules & Regulations

### GENERAL RULES

Every student shall abide by the rules of the institute, which may be updated from time to time.

**Identity Card:** Every student of the institute must possess the identity card. She should always wear it on person while on campus and should produce whenever called upon to do so by concerned authorities. The loss of I Card should be reported immediately to the office. Rs. 500/- will be charged for issuing a duplicate I card.

**Attendance:** A student shall be required to attend 75% of the number of lectures and 75% of the number of practicals, separately from actual number of classes conducted in each subject during each semester. Directions for shortage in attendance have to be obeyed by the students.

### DISCIPLINARY RULES

**Ragging:** Ragging is totally banned in the institute/ college. Anyone found guilty of ragging and /or abetting ragging is liable to be punished. The punishment depending upon the nature and the gravity of the offence as prescribed under UGC act 1956 as further issued vide their draft notification No. F1- 16/2007 (CPP-II) April 2009. All parents/ students is required to sign the undertaking at the time of admission as attached with the admission form. Visit institute's website - [www.satyamfashion.ac.in](http://www.satyamfashion.ac.in) Contact on 0120 - 0120-4242805 / 4540130/ Mobile: 9958094700 / 01

Anyone found indulging in ragging in any form within or outside the campus, shall be instantly expelled from the institute. The behaviour of the students at all time, within or outside the campus must be above board and must reflect a sense of responsibility. Students are required to show due regard for the rights and the properties of the institute. Any student found guilty of tampering / damaging the property, fixtures, equipment, furniture, books, building, vehicles, etc. of the institute / shall be liable for punishment and might be expelled from the institute. Any student found misbehaving in the class, lab, campus and behaving arrogantly with the faculty and or staff or fellow students will be severely punished. The nature of the punishment will depend upon the severity of the offence.

The following will constitute misbehavior and misconduct:

- I. Disobedience
- ii. Objectionable moral influence
- iii. Improper body language
- iv. Back answering
- v. Insubordination etc.

Rules for Hostel and transport are notified separately which must be followed.

Hostel / transport facility once availed cannot be withdrawn and charges will have to be paid for the whole academic year. The students are bound by all the rules and regulations made by the institute from time to time. Any matter not expressly provided for in these rules shall rest at the absolute discretion of the concerned authority, which also reserves the right of modifying these rules as and when felt necessary.

All disputes pertaining to prospectus, admission and conduct of examination shall fall within the jurisdiction of Noida, Uttar Pradesh State only.

Use of mobile phone in the classrooms, labs, library and other academic area is strictly prohibited. Mobiles ringing in the class will be confiscated, auctioned and the proceeds will be donated to a charitable cause. Further, such student will be liable for disciplinary action. Carrying any valuables to the institute will be at the risk of the student and institution will not accept any responsibility of the valuables lost in the class as well as on the campus. Students are required to read the notices put on the notice board of the institute. Institute shall not accept any responsibility for any loss / damage incurred by a student owing to her failure to read the notices in time. Any advance taken by a student towards any activity of the institute should be settled with the authorities within four days from the completion of the activity. To substantiate the expenses, authentic receipts / bill must support the statement.

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- For job oriented professional / technical courses from reputed universities in abroad.
- To finance individuals who undertake training programme to acquire skills needed to join as pilots.
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- Satyam Staff – for the daughter/ real sister of the Satyam staff.
- Defence/ Army/ Paramilitary/ Indian Navy/ Police personnel's ward.
- Doctors in Government hospitals/ Para medical staff of Government hospitals' ward.
- \*\*Special seats for physically challenged candidates (only with locomotor disability) or differently abled - Limited to a maximum of 5 seats in the given academic year



## Pattern Making & Grading Lab

Students learn how they can independently create patterns for different kinds of garments in common use. The Pattern Making & Grading lab provides the students with hands-on experience while nurturing their creativity for fashion design. The beautiful mannequins and dress forms provide physical form and shape to their creations. Facilities in the lab includes: (a) Pattern Making tables (b) Dress forms (c) Mannequins



## Dyeing and Printing Lab

This lab provides the student with the skills of adding aesthetic value to textile material and develops the sense of colour. The equipment installed in the lab are the best and latest and cover the range of chemical finishing lab processes such as scouring, bleaching, dyeing, printing, etc. The student is provided with hands-on practice in all of the chemical processes right from fibre identification up to textile finishing



## Garment Construction Lab

The garment construction skills of the student are developed and honed to industry standards in this lab. The lab is equipped with the world's best brand of industry-grade stitching and special machinery. The student is allotted extensive machine hours so that she develops confidence and expertise in the operation of all of the machines.



## CAD/Computer Lab

Today technology plays a vital role in evolving, researching and making documentation. To keep the students updated and to fulfil this requirement SFI has established a highly sophisticated equipped lab with all kinds of latest software to make the students proficient in a wide range of Computer Aided Design(CAD) applications . The lab is linked with the internet and is equipped with all required peripheral devices.



## Lifestyle & Accessory Lab

Accessory is a vital part of designing. The students learn to utilize the various material resources and transform them into a fashion statement. The accessory lab is equipped with all the tools and apparatus required to mould the material resources into fashion accessories & varied lifestyle products.



## Fabric Testing Lab

Quality Control is one of the most emphasized areas in global trade these days. The merchandisers of the next generation need to be well acquainted with the latest Quality Control methods used in the industry. Quality Control and testing lab in SFI is furnished with all the latest tools for ensuring in depth learning of stringent quality check methods; an essential need of the Global Industry.



## Textile & Weaving Lab

Textile is the base of any design field, be it fashion or lifestyle accessory design and hence constitutes an integral part of a design institute. The lab is equipped with state of the art facilities with looms for weaving, dyeing and printing and fabric testing equipment. Lab also provides the ICT facility to encourage designing on textile design software.



## Fashion Model Drawing Lab

This lab is primarily designed to bring out the creative talents in the students and provide them with professional guidance to develop them with the use of illustrations. It deals with the effective use of colour, form and material to match the latest trends in fashion.



## Library

To keep an update with the latest happenings and to correlate them to history, merging it with technology, the students need a resource of information. SFI Library like a Resource Centers at SFI compliments the classroom teaching. Online Public Access Catalogue (OPAC) has been introduced for library data search by users. OPAC is a powerful search engine for finding any catalogued information from KOHA. SFI Library has air-conditioned Reading Hall with seating capacity. Internet & WI-FI facility is available for Library Users.



## Transportation

SFI campus is well connected to the public transport services. Moreover the institute also provides transport amenities to students residing in the areas of NCR to remove the hurdle of distance. Different routes have been identified for easy access of the cab services to the students.



## Canteen

The college canteen serves hygienic and good quality food with a wide variety of availability of snacks at a reasonable price and also has a capacity of 50 students at a time.



## Language Lab

Effective Communication has become an essential skill for survival in today's competitive corporate environment. The Language lab is well equipped with all the latest devices which helps in enhancing the listening skills of the students and thus enhancing their speech. It is a place especially developed for fashion sketching and rendering which requires enormous depth in the thought process.



## Wi-Fi Campus

The Internet has become a very powerful tool for design exploration, be it in the areas of fashion forecasting, fashion communication or graphic designing, to name a few (by vince). Moreover, wireless connectivity helps in overcoming the restrictions of seating capacity in computer labs and helps the students to stay updated with the happenings anywhere in the Institute premises.



## Sports Facilities

SFI is dedicated towards providing amenities for overall growth of the students. Various activities are done in the college to provide students a rich exposure of life skills like team building, co-operation and trust. Students play not just for physical wellbeing but also recreation. Students are encouraged to participate in different indoor and outdoor games like volleyball, badminton, table tennis, cricket to name a few.



## Conference hall

The conference hall is the perfect place for decision making, creative thinking and it leads to solution of complex problems through discussion over a round table. It is also the centre for Juries, Placement Drives, Webinars and other formal & important student, faculty & management meetings.



## Reprographics & Stationary

An in-house reprographics and stationery shop for our students basic requirements is also available on campus. Services like photocopy and colour printing are provided along with stock of basic stationery items.



## Photography Lab

Fashion and photography go hand in hand. We equip our students to be able to good communicators regardless of their specialisation. A Photography lab hence, is a basic necessity which we have established at our institute. A fully equipped Photography lab complete with all state-of-art photographic equipment including Cameras, Umbrella lights and Backdrop screens to process images from digital media aids the students in capturing great images for their designed products.

# Resource Centre : Abhivyakti



# Resource Centre : Abhivyakti



# Triptych - Graduating Design Show '20

Satyam Fashion Institute celebrated the true spirit of womanhood through Design Show 'TRIPTYCH 2020 at Satyam Campus, Noida.

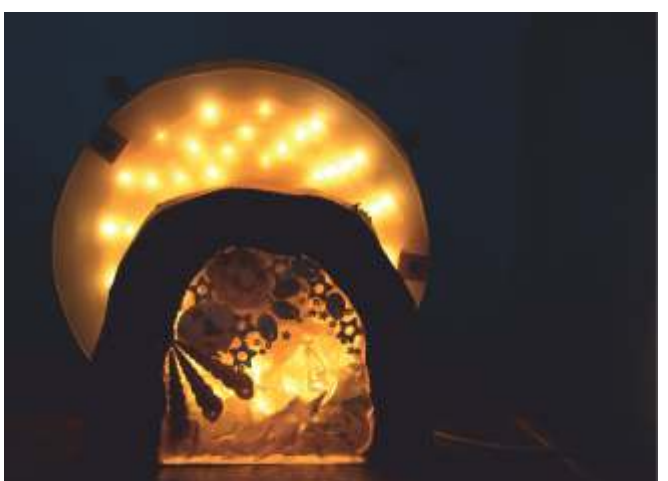
Marking the celebration of International Women's Day & dedicating the true spirit of womanhood, TRIPTYCH 2020 was a gala evening of everything outstanding, stylish and fashionable. The graduating students of Satyam Fashion Institute, Noida put together a dreamy sequence of 23 different themes celebrating life, women, and much more. Over 99 students graduating from Fashion Design, Textile Design, Lifestyle Accessories and Post Graduate Diploma in Fashion Design showcased their garments at the event that was choreographed by Ms. Rachna Sikka.



# Triptych - Graduating Design Show '20



# Design Exhibit



# Design Exhibit

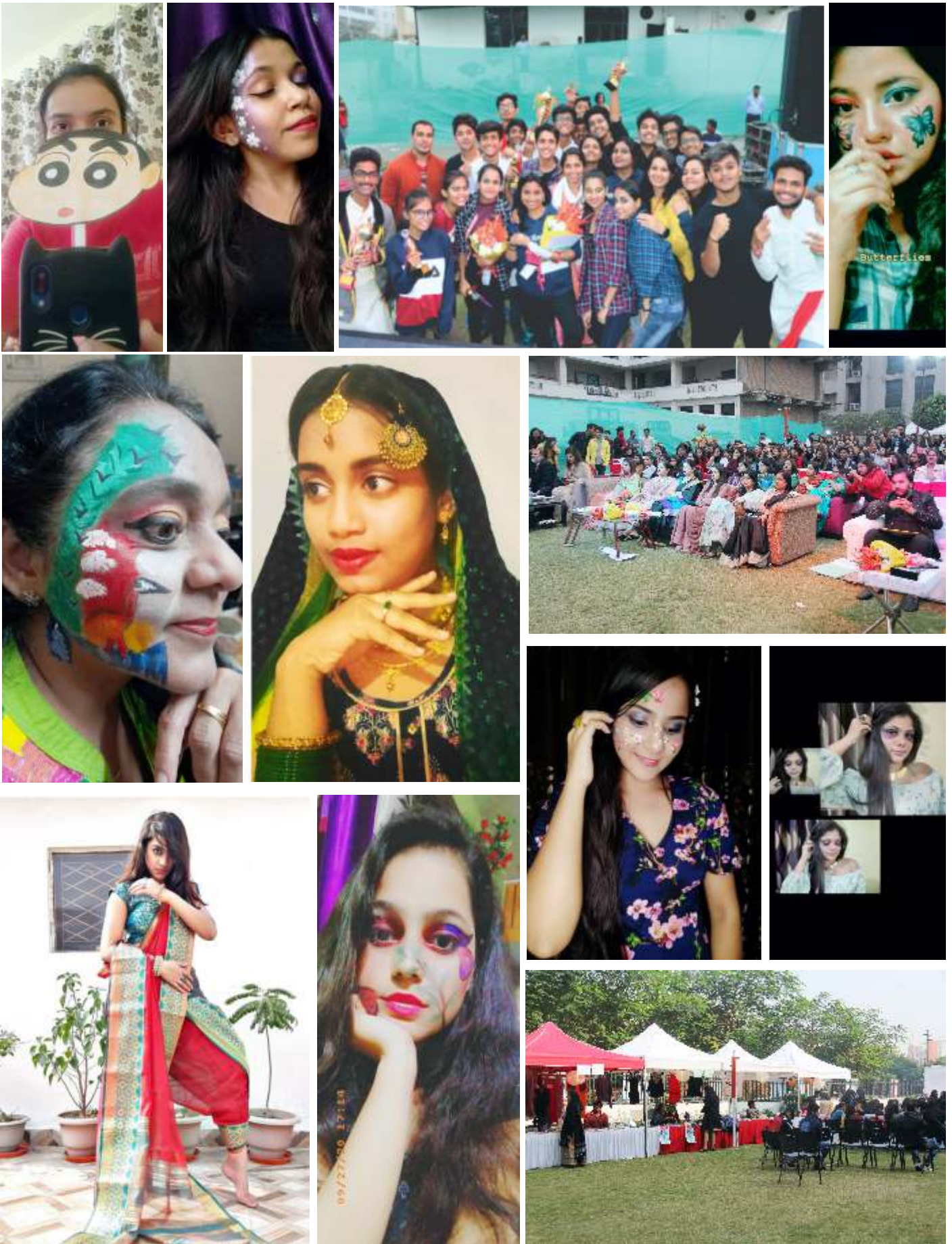


# Design Exhibit

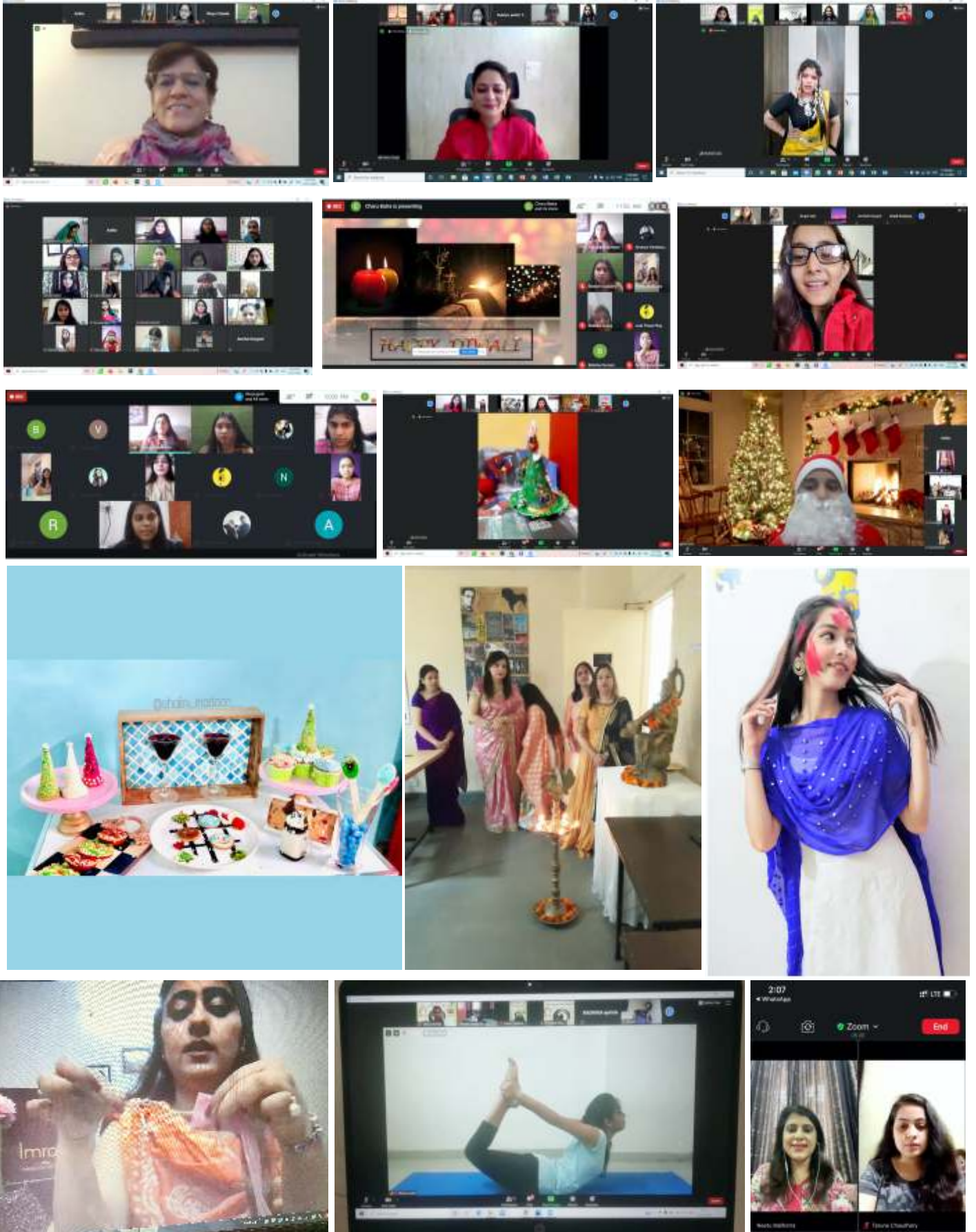




# Events & Competitions



# Events & Competitions



# Webinars & E-learning

## Career Guidance



## Fevicryl Workshop



## Webinar by SNDT University



## Upcycled Jewellery Making



## Future of Indian Fashion



## Collaborating with the Textile Association Of India



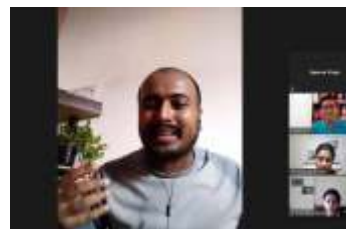
## Make your own Mask Workshop



## Art Pe Charcha



## WGSN Forecasting Webinar



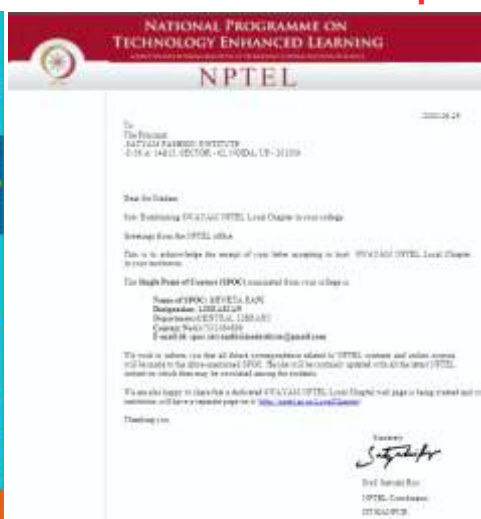
# New Collaborations in 2020

## DELNET Membership

Since Satyam Fashion Institute (SFI) is associated with 'DELNET - Developing Libraries Network' as an Institutional member, the Internal Quality Assurance Cell (IQAC) organised an Awareness session on 22nd October 2020, for understanding the resources under DELNET and its use. Dr. Sangeeta Kaul, Director, DELNET gave valuable guidance and information to the students and staff members.



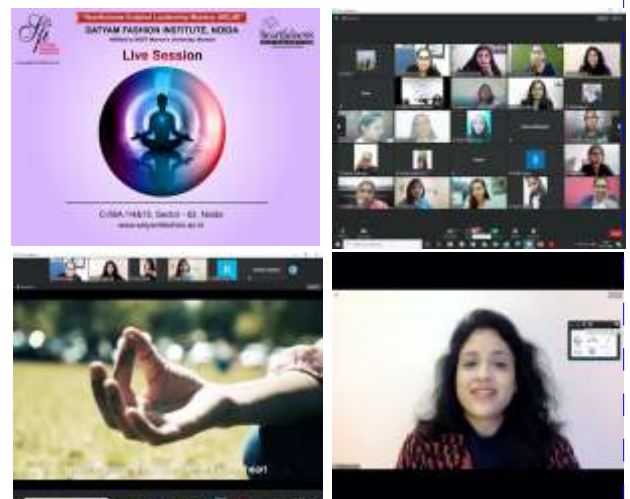
## SFI becomes SWAYAM- NPTEL Local Chapter



Satyam Fashion Institute (SFI) has taken another key step towards providing quality education. The Institute is now registered as SWAYAM-NPTEL Local Chapter. SWAYAM is an initiative launched by the Ministry of Human Resource Development, Government of India under Digital India, covering all advanced education, High School and skill sector courses. National Programme on Technology Enhanced Learning (NPTEL) is a project of MHRD initiated by seven Indian Institutes of Technology (Bombay, Delhi, Kanpur, Kharagpur, Madras, Guwahati and Roorkee) along with the Indian Institute of Science, Bangalore in 2003, to provide quality education to anyone interested in learning from the IITs.

## Heartfulness Enabled Leadership Mastery

Satyam Fashion Institute (SFI) has taken another key step towards providing students an opportunity towards a holistic and mindful development by signing an MOU with Heartfulness Education Trust (HET). As a part of this arrangement weekly meditation workshops are being conducted by experts from the field of meditation. Heartfulness is a path of experiencing our inner Self. It teaches us to dive deep into our heart, and be in a natural state of love, peace, and calmness. When practiced regularly, meditation helps us become in tune with our heart and develop the capacity to remain poised and balanced at all times.



## Confederation of Indian Industry



Satyam Fashion Institute is now the member of CII (Confederation of Indian Industry). CII works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes. CII is a non-government, not-for-profit, industry-led and industry-managed organization and playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8600 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 2,00,000 enterprises from around 234 national and regional sectoral associations. We have a strong network with 67 offices in India & 10 overseas offices catering to the needs of the stakeholders.

# Designer/Industry Collaboration



# Designer/Industry Collaboration



**MR. RAVI K. PASSI**  
CHAIRMAN (EPCH)  
EX CO-CHAIRMAN OF NCDPD



**MR. R.K. SRIVASTAVA**  
EXECUTIVE DIRECTOR(NCDPD)  
MINISTRY OF TEXTILES



**MR. HIMMENDRA GUPTA**  
FOUNDER AND DIRECTOR  
NEETHOZ APPARELS



**MR. MANISH TRIPATHI**  
FASHION DESIGNER  
FOUNDER AND DIRECTOR  
BRAND NAVELI AND ANTAR DESI



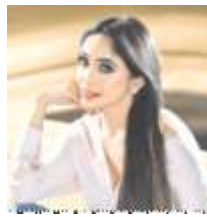
**MS. SONIA JETLEEY**  
FASHION DESIGNER



**MS SHASHI NANGIA**  
CHAIRPERSON  
SWATI EXIM



**MS NEETU SINGH**  
CHAIRPERSON  
SINNI DESIGNS AND  
SINNI JEWELS PVT LTD



**MS. DEEPA SONDHI**  
FASHION DESIGNER  
FOUNDER, KARISHMA AND  
DEEPA SONDHI BRAND



**MS. ANJALI SAHNI**  
FASHION DESIGNER



**MS VARIJA BAJAJ**  
FASHION DESIGNER



**MR MANISH AHUJA**  
FASHION DESIGNER  
LABEL – RAA DESIGNS



**MS RADHIKA GUPTA**  
ACCESSORY AND FASHION DESIGNER



**MR RAJDEEP RANAWAT**  
FASHION DESIGNER



**MS CHHAYA MEHROTRA**  
FASHION DESIGNER



**MR N ROSHAN SINGH**  
CHIEF CREATIVE DIRECTOR  
DBS LIFESTYLE



**MS. RAJEEV BANSAL**  
MANAGING DIRECTOR  
OF CELESTIAL KNITS



**MS. KARISHMA SONDHI**  
FASHION DESIGNER



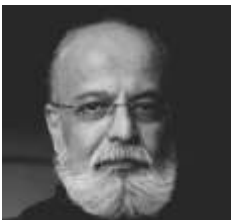
**MR. ANIL PESHAWARI**  
Founder and Managing Director,  
Meenu Creation



**MS. MEENA MEHRA**  
FASHION DESIGNER



**MR. DHRUV NANGIA**  
DIRECTOR OF SWATI EXIM PVT LTD



**MR MAHESH BORSE**  
FOUNDER MAHESH  
BORSE DESIGNS



**MR. ASHWINDER SINGH**  
DIRECTOR  
UNISTYLE IMAGE PVT LTD



**MR RAHUL SRIVASTAVA**  
CHAIRMAN OF RNG APPARELS



**MR GAGAN SAHNI**  
MANAGING DIRECTOR- ZAMA



**MS. SULAKSHANA MONGA**  
FASHION DESIGNER

We associate with the industry in multiple ways which are:

- Internships: Two months on – job training after the completion of the 6th semester in B. Design programmes and 2nd semester in PG programmes
- Graduation Projects: Four months on-site industry projects to be done in case of B. Des. Lifestyle Accessories (LA) programmes in the 8th semester
- Graduation Collections: Industry sponsored range development by the students of B. Des. Fashion Design (FD), Textile Design (TD) and P.G.D. FD in the final semester
- Placements: Campus placement facilities for the final semester of each programme using campus placement drive as well as off-campus interviews, if required

## Placement Record for the Academic Year 2019–20

“SFI has achieved 80% placements for its Batch of B. Design Programme (2016-2020) and 85% placements for PG Diploma Programme (2017-2020)”

### Notable Companies which offered placements (2020)

RNG Apparels	Lifestyle Intl. (Max Retail)
Shree Bharat International	Sini Designs Pvt. Ltd.
Concept Weaver	Eastern Heritage
Cosmique Global	Paridhan Clothing
Kalakriti	Suneet Verma
Joy Mitra	Krishiv Exim
Sowtex	Kneedle Craft Pvt. Ltd.
Neethoz Apparels	Swati Exim Pvt. Ltd
Zara	

The packages offered varies from 1.80 LPA to 3.56 LPA



For any details or queries for the placement, internships and other kinds of industry interface, you can get in touch with the placement cell:

**Dr. Neetu Malhotra (h.c), HOD & Industry Coordinator**

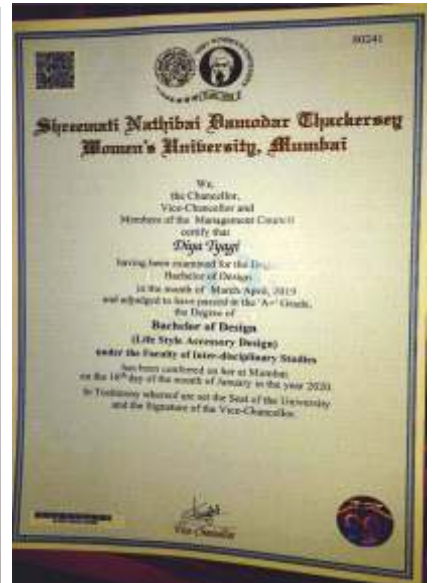
Email id: [neetu.malhotra@satyamfashion.ac.in](mailto:neetu.malhotra@satyamfashion.ac.in)

Ms. Devanshi Arora

Email id: [devanshi@satyamfashion.ac.in](mailto:devanshi@satyamfashion.ac.in)

# Graduation Ceremony 2020

Graduation Ceremony of the Batch of 2019 was organised on 1st February, 2020 in which the students of B.Design programme and Post Graduate Diploma were conferred their degrees. The Chief Guest for the ceremony was Mr. Ravi Kumar Passi, Chairman of Export Promotion Council for Handicrafts. All the dignitaries congratulated the students for their excellent academic performance.



# Academic Cells

S.No.	Name of Academic Cell	Objectives	Activities
1	Internal Quality Assurance Cell (IQAC)	To maintain standards of quality for achieving academic excellence	Monitoring all academics cells through weekly and monthly meetings
2	Admission Cell	To provide information about the design programmes offered by SFI and help in the counselling procedure	Career Guidance and counselling for new students
3	Anti Ragging Cell	To create awareness about the anti-ragging activities and act among the students	Anti-ragging awareness session
4	Women Cell /ICC	To create awareness about social abuses against women in professional areas	Female Health Awareness Session
5	Sports Cell	To inculcate the spirit of well-being and fitness through sports activities	Yoga day Celebration, Sport event National Sports day Celebration
6	Cultural Cell	To encourage the students for participation in various co-curricular activities at inhouse and inter-college level	Orientation, Depawali, Lohri, Christmas & New Year celebration
7	Grievance- Redressal Cell	To make students aware about grievance redressal channel and counsel them in their problems	Counselling to the students affected by Covid-19
8	Examination Cell	To coordinate and monitor the examinations and related activities at inhouse and inter-college level	Internal & External Annual examination
9	Placement Assistance Cell	To assist the prospective students in providing the opportunities for internships and placements	Group discussion, Mock Interviews, Internship Assistance
10	Alumni Cell	To create a network of alumni and interact with them for various possibilities	Alumni sessions for industry awareness for new admissions, Annual Alumni Meet
11	Library Cell	To recommend and help in procurement of relevant books and journals	Delnet & Swayam Webinars
12	Publication Cell	To coordinate and execute the publishing of college magazine, faculty and student research papers, prospectus and other relevant materials	Buzzing Bee Newsletter, Design Quest Journal
13	Extension Activities Cell	To conduct welfare activities in the neighbourhood to enhance & emancipate the communities.	Mask Distribution, Old Cloths Distribution, Mask Making Training



## छात्राओं को आगे बढ़ने के लिए किया प्रेरित



नोएडा-62 स्थित सत्यम फेशन इंस्टीट्यूट में आयोजित हुआ ऑनलाइन कार्यक्रम में मौजूद छात्राओं को प्रेरित करने के लिए विभिन्न कार्यक्रमों का आयोजन किया गया। कार्यक्रम में सत्यम ग्रुप ऑफ इस्टीट्यूट्स के प्रमुख अधिकारियों का विशेष कार्यक्रम का आयोजन किया गया। इस दौरान सत्यम ग्रुप ऑफ इस्टीट्यूट्स के प्रमुख अधिकारियों ने छात्राओं को प्रेरित करने के लिए विभिन्न कार्यक्रमों का आयोजन किया। कार्यक्रम में सत्यम ग्रुप ऑफ इस्टीट्यूट्स के प्रमुख अधिकारियों का विशेष कार्यक्रम का आयोजन किया गया। इस दौरान सत्यम ग्रुप ऑफ इस्टीट्यूट्स के प्रमुख अधिकारियों ने छात्राओं को प्रेरित करने के लिए विभिन्न कार्यक्रमों का आयोजन किया।



## 'ओरिएंटेशन-2020' में छात्राओं ने दिखाई प्रतिभा



नोएडा। सत्यम ग्रुप ऑफ इस्टीट्यूट्स में मंगलवार को 'ओरिएंटेशन-2020' कार्यक्रम का आयोजन किया। स्कूल ऑफ एजुकेशन की प्रिंसिपल डॉ. विनीता अग्रवाल ने छात्राओं को अनुशासन की महत्ता बताई। टैलेंट हंट प्रतियोगिता, नृत्य, नाटक और खेल में भागीदारी कर छात्राओं ने अपनी प्रतिभा दिखाई। इस मौके पर डॉ. वेद तिवारी, ओकारेश्वर पांडेय, निशिकांत पांडेय, डॉ. तारु सिंह, डॉ. प्रियंका मेहता, प्रियंका गुलाटी, अदिति बामु चौक के अलावा स्नेह सिंह, प्रदीप गुप्ता, डॉ. बर्चना अग्रवाल शामिल रहे। व्यूरो



## ओरिएंटेशन प्रोग्राम में छात्राओं ने दिखाई प्रतिभा

■ एनबीटी न्यूज, नोएडा : सेक्टर-62 स्थित सत्यम फेशन इंस्टीट्यूट में नए सत्र की छात्राओं के लिए शनिवार को वर्चुअल ओरिएंटेशन कार्यक्रम का आयोजन हुआ। करीब 75 छात्राओं ने टैलेंट हंट और स्टाइल आइकन 2020 प्रतियोगिता में अपनी प्रतिभा दिखाई। छात्राओं ने संगीत, कला, अभिनय के जरिये सभी को मंत्रमुग्ध कर दिया। 20 छात्राओं ने संस्थान की तरफ से कैश प्राइज व विभिन्न टाइटल जीते।

## स्टाइल आइकन व टैलेंट हंट प्रतियोगिता का आयोजन

नोएडा। सेक्टर-62 स्थित सत्यम फेशन इंस्टीट्यूट में शनिवार को वर्चुअल ओरिएंटेशन का आयोजन किया गया। कार्यक्रम का मुख्य उद्देश्य छात्राओं की प्रतिभा और उन्माह को बढ़ाना था। मुख्य आकर्षण टैलेंट हंट प्रतियोगिता और स्टाइल आइकन 2020 रहे। करीब 75 छात्राओं ने कार्यक्रम में प्रतिभा दिखाई। किसी ने संगीत को किसी ने कला और अभिनय की योग्यता दिखाई। होनहार छात्राओं ने विभिन्न टाइटल भी जीते। करीब 20 छात्राओं ने संस्थान की तरफ से लकड़ पुरस्कार भी जीते। कार्यक्रम में मराहुर दिवाकर सोनिया जेटली और सीनी दिवाकर की अध्यक्षता में प्रतिभागियों का होशला बढ़ाया। चेरपरसंस स्नेह सिंह, प्रार्थव डॉ. बर्चना जागलान, एचओडी डॉ. नीतू मल्लोहा, प्रदीप गुप्ता, प्रार्थव डॉ. विनीता अग्रवाल, एचओडी प्रिंति वरु, डीन डॉ. अलम और मेहम हंट प्रियंका सरकार संक्रम में शामिल हुईं। व्यूरो

## नर्सों सशक्तीकरण की श्रम पर मनाया फेस्ट



## ओरिएंटेशन कार्यक्रम हुआ आयोजित

आज, सेक्टर-62 स्थित सत्यम ग्रुप ऑफ इस्टीट्यूट्स में इस वर्ष नए सत्र की छात्राओं के लिए शनिवार को वर्चुअल ओरिएंटेशन कार्यक्रम का आयोजन किया गया। इस दौरान सत्यम ग्रुप ऑफ इस्टीट्यूट्स के प्रमुख अधिकारियों ने छात्राओं को प्रेरित करने के लिए विभिन्न कार्यक्रमों का आयोजन किया। कार्यक्रम में सत्यम ग्रुप ऑफ इस्टीट्यूट्स के प्रमुख अधिकारियों का विशेष कार्यक्रम का आयोजन किया गया। इस दौरान सत्यम ग्रुप ऑफ इस्टीट्यूट्स के प्रमुख अधिकारियों ने छात्राओं को प्रेरित करने के लिए विभिन्न कार्यक्रमों का आयोजन किया।





## GALA EVENING 'The design industry is an open canvas'

### EXPRESS FEATURES

THE graduating students of Satyam Fashion Institute (SFI), Noida put together a dreamy sequence of 23 different themes celebrating life, women, and more. The show, **TRIPTYCH 2020**, choreographed by Rachna Sikka, was held at the institute premises in Sector 62.

Marking the celebration of International Women's Day and giving an ode to the true spirit of womanhood, the graduating students of different streams viz fashion design, textile design, lifestyle accessories along with students of PG Diploma in Fashion Design put up 23 different themes, including *Unsuitable Love* (a collection celebrating genderless love and designs inspired by the Thanga paintings), *Caution Leaders At Work* (inspired by labourers at construction sites) among others.

"We aim to make a difference in the design industry – the way people dress, the way people perceive clothes. For us, the design industry is an open canvas which allows us to depict our emotions, thoughts and vision," remarked Dr Vandana Jaglan, Principal, Satyam Fashion Institute.

### FF FIBRE:FASHION.COM

Graduating designers of SFI showcase women power on ramp



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### Graduating designers of Satyam Fashion Institute Showcased Women Power on the Ramp



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Satyam Fashion Institute (SFI), Noida organised a fashion show **Triptych 2020** to celebrate the International Women's Day.



The fashion event saw a sequence of 23 different themes celebrating life, women, and more by over 90 students graduating from the institute. The show was choreographed by Rachna Sikka.

Commenting on Triptych 2020, Seeh Singh chairperson of Satyam Group of Institutions in a statement said: "Every individual and every year that goes by is an inspiration. The ideas, the presentation, the out of the box innovative styles of representing something new, something old, something beautiful and sometimes something not so beautiful keeps us going year after year. Being around such creative spirits motivates you to bring out the best in yourself."

Dr. Vandana Jaglan, Principal of Satyam Fashion Institute added: "We aim to make a difference in the design industry, the way people dress, the way people perceive clothes. For us, the design industry is an open canvas and it allows us to depict our emotions, thoughts, and vision. I can foresee a great future for all of them and the industry, they have the tools, skillset, and the mindset to make a difference and make it count."

Triptych 2020 was supported by Couture Fashion Week, Scaud Concepts, The Grooming Room, Cappers Buff, Lalana Academy, and many others.



Graduating designers of Satyam Fashion Institute showcase women power on ramp



23 विषयों पर आधारित महिला शक्ति-2020 का भाग प्रदर्शन



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## Woman power on ramp

The Triptych 2020 was a gala evening of everything outstanding, stylish and fashionable; the graduating students of Satyam Fashion Institute (SFI), Noida put together a dreamy sequence of 23 different themes celebrating life, women, and more over 99 students graduating from Fashion Design, Textile Design, Lifestyle Accessories and Post Graduate Diploma in Fashion Design. The show was recently held Satyam Fashion Institute, Sector 62 Noida was choreographed by Rachna Sikka.

The glamorous event provided a platform to showcase the ravishing attire designed by the Graduating Batch from scratch under the supervision of Show Organisers Dr Vandana Jaglan, Principal,

and Dr Neetu Malhotra, HOD SFI. The event was aptly organised and celebrated with the unabashed spirit of a woman on the auspicious occasion of the International Women's Day. Seeh Singh, Chairperson, and Pradeep Gupta, Secretary, Satyam Group of Institutions talked about their experience with organising the evening. "Every individual and every year that goes by is an inspiration. The ideas, the presentation, the out of the box innovative styles of representing something new, something old, something beautiful and sometimes something not so beautiful keeps us going year after year. Being around such creative spirits motivates you to bring out the best in yourself."





Dr. Vandana Jaglan  
Principal - SFI



Dr. Neetu Malhotra(hc)  
HOD - SFI

## ACADEMIC TEAM



Dr. M. Alam  
Dean SJMC



Ms. Priyanka Sarkar  
Program Head SJMC



Dr. Sakshi Shail  
Asst. Professor



Mr. Ujjwal Ankur  
Asst. Professor



Ms. Devansi Arora  
Asst. Professor



Ms. Vandana Singh  
Asst. Professor



Dr. Preeti Singh  
Asst. Professor



Ms. Garima Rohtagi  
Asst. Professor



Mr. Manoj Kaushik  
Sports Faculty



Ms. Charu Ahluwalia  
Asst. Professor

## ADMINISTRATIVE TEAM



Mr. P.N. Sharma  
Office Superintendent



Mr. Pramod Chaudhary  
Admin Officer



Mr. Lalit  
Account Officer



Mr. Yashveer  
Assistant Manager  
(Office & Liaison)



Ms. Deepti  
Office Assistant



Mr. Laxman Singh Rawat  
System Administrator (IT)



Ms. Saveena Singh  
Admission Manager



Ms. Shweta Rani  
Librarian



Ms. Neetu Sharma  
Technical Staff



Mr. Dheeraj Kumar  
Technical Staff



Ms. Asha Singh  
Hostel Warden

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- ❖ Fashion Design
- ❖ Textile Design
- ❖ Lifestyle Accessories Design
- ❖ Fashion Communication

## PG. Diploma in Fashion Design (2 years)

- ❖ Fashion Design

[www.satyameducation.in](http://www.satyameducation.in)

## B.Ed. (2 years)

- ❖ Bachelor of Education



[www.satyammassmedia.com](http://www.satyammassmedia.com)

## Mass Media (3 years)

- ❖ Bachelor of Arts



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C - 56A/14&15, Sector - 62, Noida - 2013109  
Ph.: 9958094700 / 01/ 02 , 0120-4242805 / 4540130

[www.satyamfashion.ac.in](http://www.satyamfashion.ac.in) | Email ID: [info@satyamfashion.ac.in](mailto:info@satyamfashion.ac.in)