



School of Fashion Technology

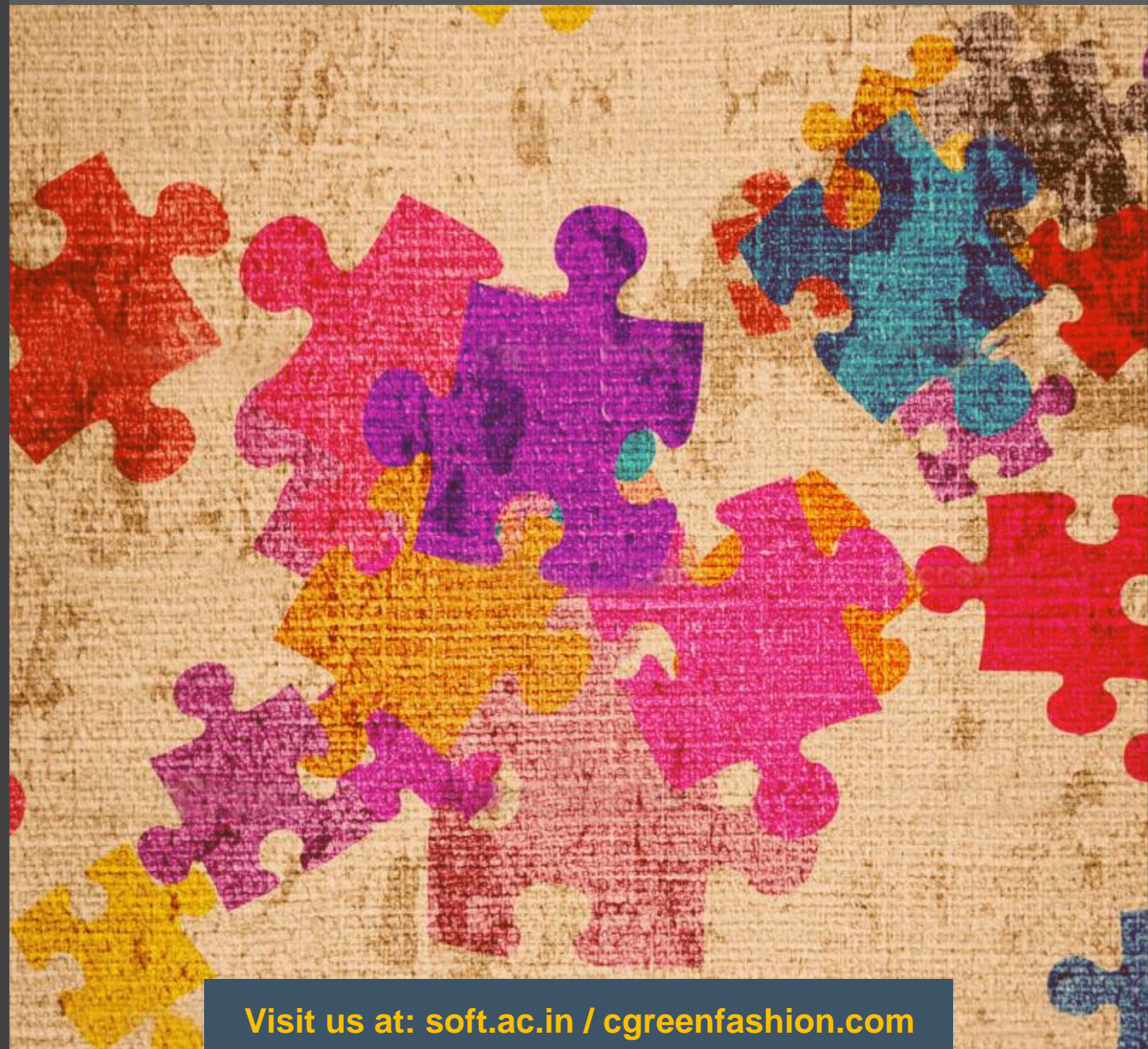
Affiliated to S.N.D.T. Women's University, MUMBAI

2014 PROSPECTUS

**B. Design
Fashion Design**

**B. Design
Fashion Communication**

**B. Design
Textile Design**



Visit us at: soft.ac.in / cgreenfashion.com

VISION

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The empowerment of women through education to make them self-reliant and to bring them into the main stream for the upliftment of the society.

QUALITY POLICY

“Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.” ~William A. Foster

In quest for perfection, we are all here to bring up a new generation of women equipped with efficient and effective tools, to face the challenge of an ever-changing life and unpredictable future.

Everyone endeavors to create constancy of purpose towards improvement of the student and the service provided.

We all aspire to develop outstanding students who use creativity, discipline, motivation and self-direction to reach their fullest potential.

Means to achieve our goals reside in providing top class education to students creating a democratic environment and teamwork spirit, and above all an open-door policy, as well as a positive caring atmosphere across the entire school.

To sum it all.. We don't just teach we create fashion professionals.



ABOUT MKSSS AND SNTD UNIVERSITY

About Maharshi Karve Stree Shikshan Samstha (MKSSS)

The 118 year old parent body has been committed to "Empowerment of Women through Education". The Institution was established by the great visionary and social worker Bharat Ratna Maharshi Dhondo keshav Karve to provide shelter to destitute women.

The work of Maharshi Karve has now blossomed to over units in Pune, Nagpur, Satara, Ratnagiri and Wai.

About S.N.D.T. Women's University

In 1951 the University acquired statutory recognition from Govt. of Maharashtra. This recognition came along with the rare privilege of jurisdiction across the country.

Today, the University has three campuses - Pune, Churchgate & Juhu in Mumbai. It has 178 affiliated colleges in Maharashtra, Gujrat, Goa, Madhya Pradesh & Uttar Pradesh.



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PARENT BODY

LOCAL MANAGING COMMITTEE

Mr. Vishwas Deval,
Chairman, Local Managing Committee

Mr. Purushottam Lele,
Member, Local Managing Committee

Mr. Shivajirao Phengse,
Member, Local Managing Committee

Mr. Ravindra Deshpande,
Member, Local Managing Committee

Dr. Anurag Kashyap,
Member, Local Managing Committee

Dr. M. M. Hundekar,
Principal,
Member, Local Managing Committee

Mr. D. K. Das,
Registrar,
Member, Local Managing Committee

Mr. Ravi Advani
Technical Advisor

ADVISORY BOARD

Mr. Rahul Mehta, Chairman, Advisory Board
Chairman, Creative Casuals, Mumbai and President of The Clothing
Manufacturer Association of India (CMAI), Mumbai

Mr. Suresh Vaidya, Member, Advisory Board
Textile Consultant, Mumbai

Mr. Hemant Trevedi, Member, Advisory Board
Renowned Fashion Designer & Director, Sheetal Design Studio, Mumbai

Mr. S. M. Deshpande, Member, Advisory Board
Advisor, Kamdgiri Fashion Ltd., Thane

Ms. Meher Castelino, Member, Advisory Board
Fashion Journalist, Mumbai

Mr. Narain Hirdaramani, Member, Advisory Board
Managing Director, Ana Exports, Mumbai

Mr. Satish Gokhale, Member, Advisory Board
Managing Director, Design Directions, Pune

Mr. Sumit Chandna, Member, Advisory Board
Member, Advisory Board, SOFT, Sr. Vice President & Head of Buying &
Merchandising,
Supermarkets, Aditya Birla Retail Limited

Mr. Radhesh Kagzi, Member, Advisory Board
President – Merchandising & Production, Creative Lifestyles Pvt. Ltd., Mumbai

Mr. Santosh Katariya, Member, Advisory Board
Managing Director. Crystal Apparel Ltd., Pune

Ms. Nivedita Saboo, Member, Advisory Board
Director. NEO couture, Pune



SOFT TEAM

TEACHING STAFF

Dr. M. M. Hundekar - Principal

Mr. Suresh Karale - Associate Professor
Ms. Garima Bhalla - Assistant Professor
Mr. Umesh Dharmadhikari - Assistant Professor
Mr. Ravindra Shahane - Assistant Professor
Mr. Yogesh Bokil - Assistant Professor
Mr. Sudahakar Jadhav - Assistant Professor
Ms. Madhura Joshi - Assistant Professor
Ms. Mallika Dabhade-Samant- Assistant Professor
Mr. Satyajeet Joglekar - Asst. Co-ordinator-Industrial Relation
Mr. Sameer Sutar - Lecturer
Ms. Amruta Kakatkar - Asst. Academic Co-ordinator
Mr. Ramchandra Deep - Construction Lab Assistant
Mr. Prashant Kulkarni – Computer Lab Assistant
Mr. Rahul Ajankar - Construction Lab Assistant
Mr. Sudesh Sutar - Construction Lab Assistant

ADMINISTRATIVE STAFF

Mr. D. K. Das – Registrar
Ms. Manisha Shenolikar – AAO
Ms. Vrushali Deshpande - AAO Accounts
Mr. Umesh Kamble- Assistant Librarian
Ms. Asmita Gaikwad
Mr. Pritam Walhekar
Mr. Ratnakar Badgujar
Ms. Aparna Kulkarni
Ms. Harshada Gavate
Mr. Rupesh Bodake
Mr. Swamiprasad Golsar
Ms. Uma Mulay
Mr. Sudhir Kale
Mr. Santosh Kondke
Mr. Jeevan Kale
Mr. Rahul Waghmare
Mr. Prashant Kondhalkar
Mr. Amol Bhondave

CENTER OF EXCELLENCE

Infrastructure

School of Fashion Technology (SOFT) is equipped with infra structural facilities in terms of state of the art machinery, software, design studio, art room, cutting sewing & finishing lab, dyeing & printing lab, weaving studio and imparts education comparable to the best in its field. The environment strikes the right chord for learning and overall development of the students. The wide range of activities gives students the much wanted break while ensuring their all-round development. The institutional buildings in the campus are well designed and spacious. To sharpen the students' competitive edge, the auditorium is extensively used for seminars, symposia and guest lectures. It is fully equipped with the latest audio, video and public address system.

Computer Center

The computer center in SOFT is equipped with latest Pentium computers supporting all software, hardware which are part of the curriculum offered through different programs. The CAD/CAM cell has workstations for textiles and apparel design with dedicated high-end software including Lectra, Fashion Studio.

Library

The library in SOFT consist of books and other published resources covering the educational program. It subscribes to world's leading fashion forecast services. The library also has the valuable audio-visual collection of videotapes, slides, CD-ROMs and photographs.

Resource Center

The Resource Center in SOFT consists of books and other published resource covering the educational program. It subscribes to the world's leading fashion journals and fashion forecast services. SOFT also has the valuable audio-visual collection of videotapes, slides, CD-ROMs and photographs.

Campus

The environment of SOFT strikes the right chord for learning and overall development of the students. The wide range of activities gives students the much wanted break while ensuring their all round development. Well-designed campus of SOFT, overwhelmed with light and fresh air gives an added advantage in learning.

Auditorium

To sharpen the students' competitive edge, the auditorium of SOFT is extensively used for seminars, symposiums and guest lectures. It is fully equipped well designed and spacious.

Hostel

SOFT has well-designed semi furnished hostel for girls subject to its norms and conditions. One can apply through proper channel once the merit list is finalized.

Health Club

Inspiring ambience of health club at SOFT makes students inclined towards regular exercise. All the latest equipments with well trained instructors are made available here. Yoga and other fitness programs are also conducted for the students to achieve and maintain good fitness levels.



ASSOCIATIONS AND COLLABORATIONS

SOFT is Associate Member of International Federation of Fashion Technology Institutes (IFFTI)

SOFT is Member of Clothing Manufacturers' Association of India (CMAI)

SOFT is collaborated with **Lorenzo de'Medici** for - Brand Design and Fashion Styling Intensive Undergraduate Course at Lorenzo de'Medici. This course aims to simulate a sort of "fashion brand factory" through a close analysis and practical work on the elements that make up the image of a fashion apparel company in terms of "style branding".

SOFT has signed MOU with **SENECA Institute of Applied Art, Toronto**, Canada for Higher education in Fashion Retail Management.

Collaboration with DyStar for Consortium of Green Fashion (CGF)

SOFT is collaborated with DyStar, the leading international supplier of product and services for textile chain which includes academic training, ecology solutions, colour solutions and online colour search etc.

SOFT in association with DyStar proudly promotes the concepts of ecology along with the Fair Fashion and Responsible Fashion, that aims to reach the grass root level to strengthen that particular strata of industry which ultimately leads to healthy fashion.



PLACEMENTS

Eminent Employers

List of Companies

Anita Dongre & Designs India Ltd
Bestseller Retail India Pvt. Ltd.
DESIGN Fashion Pvt. Ltd.
French Connecturs
Jonalten Saundels, London
Logus Clothing Company
Milaaya Embroidery
Pantaloons
Pepe Jeans
Puma
Reliance
Tehiliani Design Pvt. Ltd.
Vero Moda
VF Arvind Brands

Alok Industries
Creative Garments
Gokaldas Industries
Raymond's
Shahi Exports
Madhura Garments
Mandhana Industries
Bombay Rayon Fashion Limited
Texport Syndicate
Nahar Textiles
Welspun
Pearl Global Limited
Arvind Mill Limited
Aashima Globus
Crystal Apparels

Kalyani clothing
Cotton King
Purple Creations
Melange
Westside and many more ...

List of Designers

Abu Jani and Sandeep Khosla
Rocky S
Sabyasachi Mukherjee
Wendell Rodricks
Vikram Phadnis
Neeta Lulla
Anita Dongre
Hemant Trevedi and many more



B. Design FASHION DESIGN

4 YEARS

The fashion industry in India is a major contributor to the Indian economy. Further with the change in quota policies and recently with the development of new foreign direct investment policies, the industry is experiencing a lot of opportunities & challenges.

B. Design, 4 years well formulated curriculum with specialization in Fashion Design, Fashion Communication & Textile Design offer the candidate a real required knowledge and experience and skills that bring out a versatile fashion professional. B. Design course with specializations has total 120 seats.

The curriculum offer the career in design, merchandising, fashion promotion, fashion styling, fashion fabric development and surface design.

SEM - I

- Drawing & Sketching
- History of Art & Design
- Basic Design
- Environmental Studies
- Communication Skills

SEM - II

- Technical Drawing
- Art Appreciation
- Advance Design
- Material Studies
- Introduction to Computer Application

SEM - III

- Fundamentals of Illustration & Design Concept
- Introduction to Pattern Making
- Introduction to Garment Construction

- Introduction to Textile
- History of fashion (Indian & Western)

SEM - IV

- Basic Fashion Illustration & Design Concept
- Basic Pattern Making
- Basic Garment Construction
- Basic Computer Application
- Elective - Principles of Management

SEM - V

- Advance Fashion Illustration & Design Concept
- Advance Pattern Making
- Advance Garment Construction
- Advance Computer Application
- Indian Textile

SEM - VI

- Computer Aided Illustrations
- Draping
- Dyeing and Printing & Surface Ornamentation
- Marketing and Merchandising
- Fashion Forecasting

SEM - VII

- Creative Pattern Making & Grading
- Fabric Styling
- Portfolio Development
- Retail and Visual Merchandising
- Quality Assurance Management

SEM - VIII

- Introduction to entrepreneurship
- IPR
- Fashion Accessories
- Graduating Show

Reservation policy shall be applicable as per S.N.D.T. Women's University/State Government of Maharashtra.

Scholarship and freeship shall be applicable as per the state government rules.



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FASHION COMMUNICATION

B. Design

4 YEARS

The fashion industry in India is a major contributor to the Indian economy. Further with the change in quota policies and recently with the development of new foreign direct investment policies, the industry is experiencing a lot of opportunities & challenges.

B. Design, 4 years well formulated curriculum with specialization in Fashion Design, Fashion Communication & Textile Design offer the candidate a real required knowledge and experience and skills that bring out a versatile fashion professional.

The curriculum offer the career in Graphic Design, Visual Merchandising, Fashion Promotion, Fashion Styling and Surface Design.

SEM – I

- Drawing and Sketching
- Environmental Studies
- Foundation course in Design
- Communication Skills
- History of Art & Design

SEM – II

- Art Appreciation
- Technical Drawing-Foundation
- Basic Design
- Material Studies
- Computer Application for Design

SEM – III

- Introduction to Fashion Accessories
- Design Process
- Fashion Fundamentals-Foundation
- Photography
- Fashion Marketing and Merchandising

SEM – IV

- Computer Application in Fashion Communication - Foundation
- Fashion Fundamentals-Basic
- Fashion Advertising
- Visual Merchandising-Foundation
- Typography

SEM – V

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

SEM – VI

- Technical Drawing-Basic
- Exhibition and Display Design
- Principles of Management
- Fashion Forecasting

- Fashion Journalism and PR

SEM – VII

- Introduction to light and sound
- Media Planning and Event Management
- Advertising Project
- Creative Writing
- Introduction to Entrepreneurship

SEM – VIII

- Elective (Any two) from 1-4
- Creative Advertising
- Visual Merchandising-Basic
- Publication Design
- Fashion Styling and Photography
- Graphic Design-Basic
- Fashion and Luxury Brand Management
- Portfolio and Internship

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B. Design TEXTILE DESIGN

4 YEARS

The fashion industry in India is a major contributor to the Indian economy. Further with the change in quota policies and recently with the development of new foreign direct investment policies, the industry is experiencing a lot of opportunities & challenges.

B. Design, 4 years well formulated curriculum with specialization in Fashion Design, Fashion Communication & Textile Design offer the candidate a real required knowledge and experience and skills that bring out a versatile fashion professional.

The curriculum offer the career in Textile design, Merchandising, Fashion Promotion, Fashion Styling, Fashion Fabric Development and surface Design.

SEM – I

- Drawing and Sketching
- Environmental Studies
- Foundation course in Design
- Communication Skills
- History of Art & Design

SEM – II

- Art Appreciation
- Technical Drawing-Foundation
- Basic Design
- Material Studies
- Computer Application for Design

SEM – III

- Introduction to Fibers and yarns
- Design Process
- Traditional Indian Textiles
- Computer Application – Basic
- Textile Design - Foundation

SEM – IV

- Introduction to weaving and Testing
- Surface Exploration techniques – Foundation
- Fabric Development – foundation
- Principles of Management
- Fashion Studies – Foundation

SEM – V

- Introduction To Dyeing and Printing
- Fabric illustration
- Dobby Weaving
- Craft Documentation
- Marketing and Merchandising

SEM – VI

- Knitwear (b)
- Fabric Development and Computerized Embroidery
- Innovation textile Study

- Campus to Corporate
- Forecasting Portfolio

SEM – VII

- Jacquard weaving
- Computer Aided Textile Design
- Design Project
- Quality Management and export Management
- Introduction to Entrepreneurship

SEM – VIII

- Elective (Any two) from 1-4
- Floor Coverings
- Knit design
- Woven Design
- Print Design
- Design Collection
- Visual and Retail Management
- Portfolio and Internship

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