

**Design your future in**

**F A S H I O N**

**with Sri Sri Institute of Fashion Studies**

Sri Sri Institute of Fashion Studies aims to inspire budding designers toward creative fulfilment and success in the world of style.



# About Sri Sri Institute of Fashion Studies

## Overview

Fuel your passion for fashion and launch a fulfilling career at the **Sri Sri Institute of Fashion Studies (SSIFS)**. We believe that creativity thrives in a diverse and inclusive environment. At SSIFS, we welcome aspiring designers from all walks of life, backgrounds, and experiences. Our comprehensive programs go beyond just technical skills. We provide a holistic learning experience that equips you with the creative vision, design thinking, and practical knowledge necessary to succeed in the ever-evolving world of fashion.

Our faculty of renowned academics and industry experts has crafted a powerful curriculum designed to equip you with the knowledge and skills to succeed. We're committed to building a strong foundation for your fashion education and helping you become a leader in the field.

# About Founder

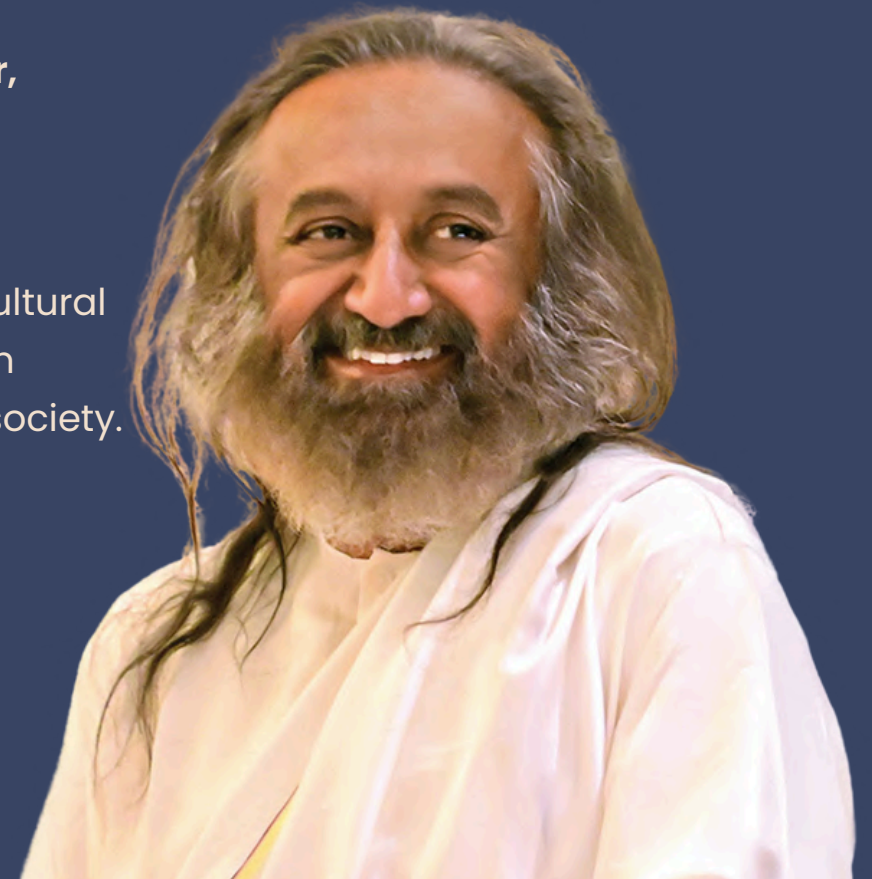
**Sri Sri Ravi Shankar**, a world-renowned spiritual leader, advocates for a stress-free, violence-free world through his organization, the Art of Living, and his teachings.

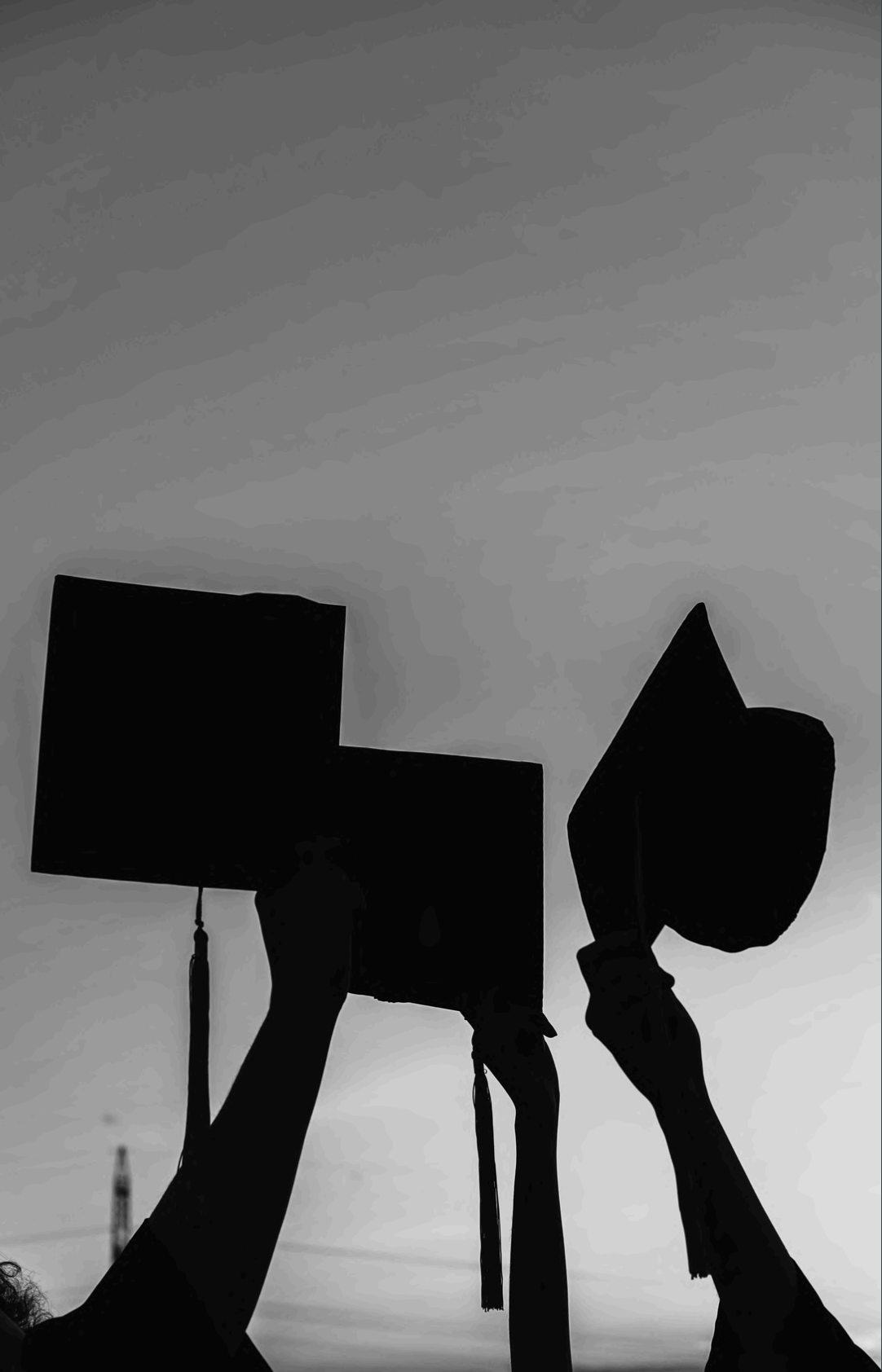
He emphasizes the importance of nurturing basic human values in the classroom, stating, "A child is born with these values, and a teacher needs to uncover them."

What are these human values?

**Compassion, Co-operation, friendliness, smiles, laughter, lightness, wanting to help, a sense of belonging and caring for each other.**

He emphasizes human values, interfaith harmony, and multicultural education for a more peaceful planet. His initiatives reach millions and inspire educational institutions to create a better society.





## About SSRVM

SSRVM Trust, founded in 1999 by the Art of Living, provides stress-free, value-based education across India and abroad. It offers schools, colleges, hospitals, and a university, promoting academic excellence alongside human values. SSRVM Trust has expanded into the field of fashion with the Sri Sri Institute of Fashion Studies. Join us on this journey of excellence and innovation.



**117+**  
Institutions



**0.5M+**  
Alumni



**60,000+**  
Students



**5500+**  
Educators

# Objectives

- Equip aspiring designers with the skills for sustainable fashion.
- Provide technical and creative guidance beyond the course curriculum.
- Integrate knowledge, creative thinking, contemporary thought, and innovation in design and technology to meet industry needs.
- Preserve and promote cultural ethos through design and style.
- Develop designers who appreciate and promote Indian crafts.
- Mold students into responsible, innovative, and adaptable graduates.
- Produce highly competent professionals for the dynamic fashion industry.



## Vision

To establish a firm foundation for sustainable fashion and emerge as a leader in defining design education by providing a holistic curriculum that stimulates creative thinking and incorporates the latest global trends relevant to the industry.

## Mission

To create a dynamic learning environment that leverages innovation capability and transforms creative design aspirants into globally competent professionals who can be valuable assets to the fashion industry.

## Advisory Board

SSIFS is guided by an advisory board consisting of renowned fashion designers, industry experts, academicians, fashion journalists, and fashion stylists. The board is responsible for mentoring students through seminars and providing guidance to the management on academic and administrative policies.



**Suket Dhir**

International Woolmark Prize winner & founder of leading Indian luxury apparel label **SUKETDHIR**.



**Nidhi Raj**

CEO of Flying Machine at Arvind Fashions Ltd & a designer with over 21 years of rich experience in the fashion and lifestyle industry.



**Ami Patel**

Former Fashion Director at L'Officiel India, a global fashion magazine and one of India's best-known senior celebrity stylists.

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### Professor Asha Baxi

Accomplished Fashion Educator, Mentor, Former NIFT Dean, and influential figure in shaping notable designer careers.



### Monica Shah

Co-founder and Creative Lead at JadeByMK, a luxurious bridal and couture label blending Indian artistry with modern twists while preserving traditional crafts.



### Vineet Bahl

Fashion Designer and CEO of free-spirited Womenswear Fashion Label – **Vineet Bahl**

## About Director



**Dr Vandana Narang**  
Director, SSIFS

**Dr. Vandana Narang** is a distinguished fashion expert with nearly four decades of experience. She spent nearly 30 years at the National Institute of Fashion Technology (NIFT), serving as Professor, Campus Director, and Dean until her retirement in January 2023. Dr. Narang holds a Ph.D. from NIFT and specializes in Pattern Making.

Her influential career includes authoring books on Fashion Studies and Pattern Making for the Central Board of Secondary Education in India. Her research, particularly in Men's wear pattern development, and advocacy for Indian pattern-making and augmented virtual reality have significantly impacted the fashion industry. Dr. Narang's contributions have inspired many and continue to shape the field profoundly.



# Our Team

Be runway-ready  
with our expert  
guidance.



## Ekta Bhasin

Ekta brings over a decade of Design Expertise (Apparel & Visual) to the table. An Associate Professor at SSIFS and Guest Faculty at NIFT Delhi, she's passionate about design education. Beyond design, Ekta empowers individuals through Soft Skills training & Yoga (Art of Living Foundation), reflecting her commitment to holistic development.



## Arushi Chawla Dixit

An Assistant Professor at SSIFS with a Bachelor's in Fashion Communication from NIFT Delhi, combines her experience in styling Bollywood celebrities and corporate roles at Aditya Birla and Reliance with her expertise as a certified craniosacral therapist.



## Anshoo Rani

An Associate Professor at SSIFS, brings over two decades of experience in design, Indian textiles, and home furnishing, along with a Postgraduate degree in Knitwear Design from NIFT Kolkata and a commitment to holistic well-being as a faculty member with The Art of Living Foundation.

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## Ashlesha Nidhi

An Assistant Professor at SSIFS with a Bachelor's in Fashion Design and a Master's in Fashion Management from NIFT, brings over six years of experience with industry leaders like Reliance, Meesho, and Myntra, along with a passion for empowering Indian artisans by blending traditional artistry with contemporary trends.



## Arun Kumar

An Associate Professor at SSIFS with 15 years of experience at Raymond and Myntra, holds a Bachelor's in Fashion Technology from NIFT Chennai and an MBA from IIM Calcutta, and is currently developing his own fashion startup.

# Courses Offered



Three Degree programs will be offered at the proposed campus :

- UG Program in Fashion Design - 3 years
- UG Program in Fashion Communication - 3 years
- PG Program in Fashion Management - 2 years

## Bachelors in Fashion Design

The Fashion Design program aims to produce well-rounded graduates who can cater to the ever-changing and dynamic fashion industry. The curriculum provides students with essential knowledge and technical skills, focusing on current industry trends and emerging areas.

## Bachelors in Fashion Communication

The Fashion Communication program aims to produce multi-talented and highly skilled graduates who can assist the industry in creating a unique brand identity to enable them to sell their products and to have maximum impact and visibility.

## Masters in Fashion Management

The Fashion Management program is an intensive course, developing skilled professionals in Fashion Management, Merchandising, Retailing, and Digital Marketing strategies. It fosters entrepreneurship through advanced technologies and managerial skills.

## Opportunities at SSIFS

Our programs offer a variety of exciting and diverse opportunities. SSIFS isn't just about education, it's about launching a creatively fulfilling, exciting, and financially rewarding career in Design.

## What we offer

- Academic Inclusivity
- Empowering Environment
- Comprehensive Programs
- Holistic Learning
- Industry Connections
- Real-World Projects
- Global Exposure

## Fashion Design

- Apparel Designer
- Costume Designer
- Fashion Illustrator
- Fashion Educator
- Fashion Entrepreneur
- Fashion Blogger and Influencer
- Fashion Marketer & Merchandiser

## Fashion Communication

- Product Designer
- Graphic/Visual Designer
- Visual Merchandiser
- Fashion Photographer
- Fashion Stylist
- Fashion Journalist
- Creative Director
- Fashion Consultant
- Fashion Writer or Editor
- Fashion PR Specialist

## Fashion Management

- Brand Manager
- Product Manager
- Store Manager
- Retail Buyer
- Visual Merchandising Manager
- Supply Chain Manager
- Production Manager
- Inventory Manager
- Marketing Manager
- Public Relations Manager:
- E-commerce Manager:
- Financial Analyst
- Wholesale Manager
- Sales Manager
- Fashion Business Consultant
- Fashion Show Producer
- HR Manager
- Fashion Entrepreneur

# Curriculum

## Bachelors in Fashion Design

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Design Fundamentals	Fashion Illustration - 1	Fashion Illustration - 2	Fashion Illustration - 3	Portfolio Development	Graduation Project
Visualisation & Representation	Pattern Making - 1	Pattern Making - 2	Pattern Making - 3	Creative Pattern Making	
Fashion Fundamentals	Draping - 1	Draping - 2	Draping - 3	Luxury Couture	
Digital Design & Communication	Garment Construction - 1	Garment Construction - 2	Garment Construction - 3	Garment Construction - 4	
Geometry	Surface Ornamentation - 1	Surface Ornamentation - 2	Surface Ornamentation - 3	Fashion Styling	
Material Exploration	History of Fashion - 1	History of Fashion - 2	History of Fashion - 3	Wearable Technology	
Traditional Textiles of India	Textile & Fabric Science	Indian & World Textiles	Sustainable Fashion	Circular Fashion	
Creative & Sustainable Practices	Language- English	Fashion Marketing	Craft Based Product Development	Menswear	
Personality Enhancement - ME	Yoga- Mandatory Elective	Self & Society	Optional Elective	Optional Elective	

# Curriculum

## Bachelors in Fashion Communication

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Design Fundamentals	Styling - 1	Styling - 2	Styling - 3	Styling - 4	Graduation Project
Visualisation & Representation	Visual Merchandising - 1	Visual Merchandising - 2	Visual Merchandising - 3	Visual Merchandising - 4	
Fashion Fundamentals	Visual Design - 1	Visual Design - 2	Visual Design - 3	Visual Design - 4	
Digital Design & Communication	Photography - 1	Photography - 2	Photography - 3	Photography/videography - 4	
Geometry	UI/UX - 1	UI/UX - 2	UI/UX - 3	UI/UX - 4	
Material Exploration	Journalism - 1	Journalism - 2	Motion Graphics	Design Innovation	
Traditional Textiles of India	Design Research & Strategy	Design Thinking	Intellectual Property Right	Public Relations	
Creative & Sustainable Practices	Language- English	System Thinking	Design Innovation	Portfolio Building	
Personality Enhancement	Yoga- Mandatory Elective	Self & Society	Optional Elective	Optional Elective	

Semester 1	Semester 2	Semester 3	Semester 4
Operations Management	Buying and Merchandising	Category Management	Graduation project
Marketing Management	Strategic Management	Fashion Business Models	
Financial Accounting	Business Forecasting	Supply Chain Management	
Human Resource Management	Inventory Management	Business Analytics and Big Data, AI	
Organisational Behaviour	Visual Merchandise and Store Planning	Being a CEO	
Digital Transformation	Strategic Brand Management	Building a Startup	
Market Research	Omni Channel Retail	International Business Management	
Garment Appreciation	Microeconomics	Circular Economy	
	Sustainability		

# Curriculum

## Masters in Fashion Management

## Eligibility Criteria

Course Name	Eligibility Criteria	Duration	No. of Seats
Fashion Design	Candidate must have completed 10+2 from a recognized board in India or completed a similar level of education from anywhere in the World	3 years	30
Fashion Communication	Candidate must have completed 10+2 from a recognized board in India or completed a similar level of education from anywhere in the World	3 Years	30
Fashion Management	Any candidate who has completed graduation or undergraduate degree in any discipline from any institution in India or abroad that is recognized by law in that country.	2 Years	30
Orientation	12th & 13th August 2024		
Class Commencement	14th August 2024		



# Admission Calendar

Last date for Online Registration	8th September 2024
Personal Interviews	12th & 13th September 2024
Declaration of result	17th September 2024
Last Date for Payment of Admission Fees	27th September 2024
Orientation	3rd-4th October 2024
Class Commencement	7th October 2024

# Admission Process

Interested candidates may apply on the SSIFS website- [www.ssifs.org](http://www.ssifs.org) on or before **8th September 2024**.

For any queries, please call or message on the following number or email us at – [info@ssifs.org](mailto:info@ssifs.org). Admission will be based on personal interviews to be held on **12th & 13th September 2024**.

Selected candidates will be required to pay the fees by **27th September 2024** to secure their seats.



## ACADEMIC FEES SEMESTER WISE (IN RUPEES)

	2024-2025		2025-2026		2026-2027	
	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6
<b>TUITION FEE</b>	100000	100000	105000	105000	110000	110000
<b>EXAM FEE</b>	2000	0	2000	0	2000	0
<b>TRANSPORT FEE (OPTIONAL)</b>	8750	8750	8750	8750	8750	8750
<b>ONE TIME PAYMENTS</b>						
<b>SECURITY DEPOSIT (REFUNDABLE)</b>	20000	0	0	0	0	0
<b>REGISTRATION FEE</b>	5000	0	0	0	0	0
<b>TOTAL (WITHOUT TRANSPORT FEE)</b>	<b>127000</b>	<b>100000</b>	<b>107000</b>	<b>105000</b>	<b>112000</b>	<b>110000</b>
<b>GRAND TOTAL</b>	<b>135750</b>	<b>108750</b>	<b>115750</b>	<b>113750</b>	<b>120750</b>	<b>118750</b>



# Contact Us

## Address

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