

# School of Fashion Technology

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

# 2016 PROSPECTUS

Bachelor in Design  
Fashion Design

Bachelor in Design  
Fashion Communication

Bachelor in Design  
Textile Design



## VISION & MISSION

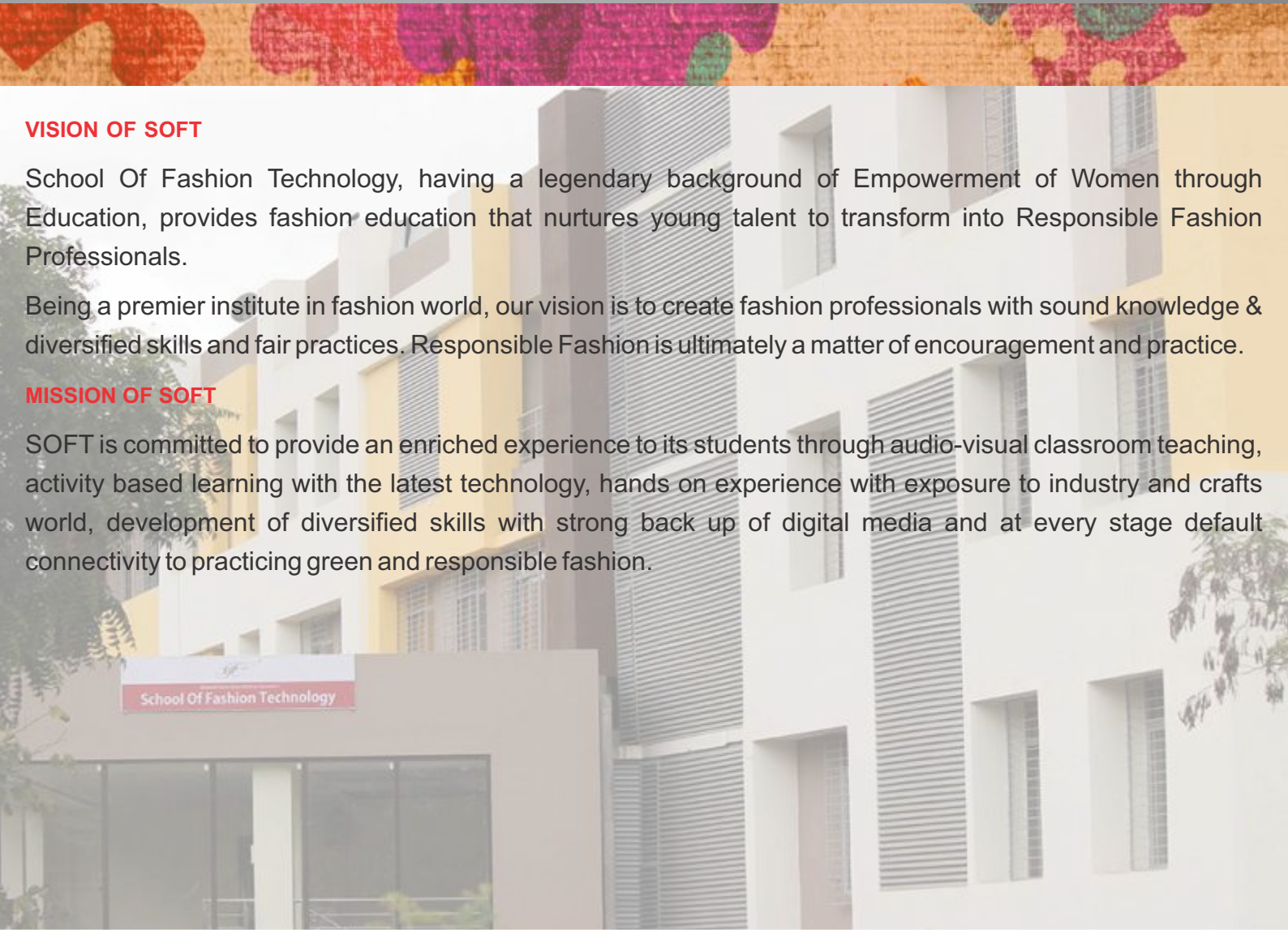
### VISION OF SOFT

School Of Fashion Technology, having a legendary background of Empowerment of Women through Education, provides fashion education that nurtures young talent to transform into Responsible Fashion Professionals.

Being a premier institute in fashion world, our vision is to create fashion professionals with sound knowledge & diversified skills and fair practices. Responsible Fashion is ultimately a matter of encouragement and practice.

### MISSION OF SOFT

SOFT is committed to provide an enriched experience to its students through audio-visual classroom teaching, activity based learning with the latest technology, hands on experience with exposure to industry and crafts world, development of diversified skills with strong back up of digital media and at every stage default connectivity to practicing green and responsible fashion.



## ABOUT MKSSS AND SNDT 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.



## 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

### ADVISORY BOARD

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

**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. Peppermint Clothing Pvt. Ltd., Pune

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

**Mr. Ravi Advani**  
President - Textile Syndicate, Bangalore



## 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. Sameer Sutar - Lecturer  
Ms. Amruta Kakatkar - Asst. Academic Co-ordinator  
Ms. Tejashree Rankhambe - Assistant Professor  
Ms. Sanjana Khirmode - Assistant Professor  
Ms. Divya Jain - Technical Assistant  
Ms. Mohika Joshi - Technical Assistant  
Mr. Ramchandra Deep - Construction Lab Assistant  
Mr. Prashant Kulkarni – Technical Assistant  
Mr. Rahul Ajankar - Construction Lab Assistant  
Mr. Sudesh Sutar - Construction Lab Assistant  
Mr. Swamiprasad Golsar - Computer Lab Assistant

### ADMINISTRATIVE STAFF

Mr. Satyajeet Joglekar - Administrative Officer  
Ms. Revati Moghe – AAO  
Ms. Vrushali Deshpande - AAO Accounts  
Mr. Umesh Kamble- Assistant Librarian  
Mr. Pritam Walhekar  
Mr. Mahendra Nangude  
Mr. Sunil Shivatare  
Ms. Pallavi Bhagwat  
Ms. Harshada Gavate  
Mr. Rupesh Bodake  
Ms. Uma Mulay  
Mr. Sudhir Kale  
Mr. Santosh Kondke  
Mr. Rahul Waghmare  
Mr. Prashant Kondhalkar  
Mr. Amol Bhondave  
Mr. Kishore Waikar  
Mr. Rohan Warpe



## 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

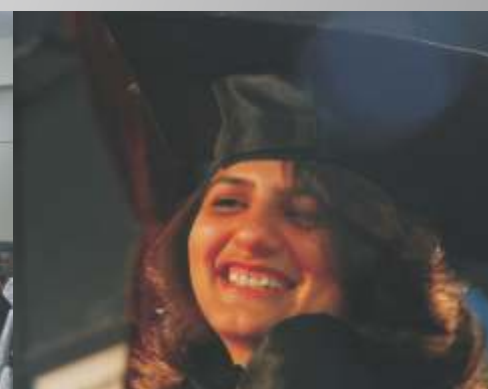
Anita Dongre & Designs India Ltd  
Bestseller Retail India Pvt. Ltd.  
DESIGN Fashion Pvt. Ltd.  
French Connecturs  
Jonalten Saundels, London  
Logus Clothing Company  
Milaaya Embroidery  
Pantaloons  
Pepe Jeans  
Puma  
Reliance  
Tehiliani Design Pvt. Ltd.  
Vero Moda  
VF Arvind Brands

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





## Bachelor in 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 and Sketching (D)
- Environmental Studies (D)
- Fundamental of Design (B)
- Communication Skills (B)
- History of Art & Design (B)

### SEM - II

- Technical Drawing- Foundation (D)
- Advance Design (B)
- Material Studies ©
- Computers Application In Data Management And Presentation ©
- Art Appreciation (B)

### SEM - III

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

### SEM - IV

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

### SEM - V

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

### SEM - VI

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

### SEM - VII

- Creative Pattern Making (A)
- Fashion styling and costume designing(C)
- Range Development (A)
- Quality Assurance Management(A)
- Introduction to entrepreneurship and IPR(C)

### SEM - VIII

- Men's wear(A)
- Women's wear(A)
- Kid's Wear(A)
- Fabric Styling for Apparels (A)
- Retail and Visual Merchandising ©
- Graduating Show(B)
- Internship(B)

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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## Bachelor in Design FASHION COMMUNICATION 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 (D)
- Environmental Studies (D)
- Fundamental of Design (B)
- Communication Skills (B)
- History of Art & Design (B)

- a. Introduction to Fashion Accessories (C)
- b. Women's Studies

- Fashion Forecasting (C)
- Fashion Journalism and PR (A)
- Principles of Management

### SEM – IV

- Technical Drawing-Basic (B)
- Fashion Fundamentals-Basic (A)
- Visual Merchandising-Foundation (A)
- Design Process (A)
- Fashion Marketing and merchandising (C)

### SEM – VII

- Introduction to light and sound (A)
- Media Planning and Event Management (A)
- Advertising Project (A)
- Creative Writing (A)
- Introduction to Entrepreneurship IPR (C)

### SEM – II

- Technical Drawing- Foundation (D)
- Advance Design (B)
- Material Studies (C)
- Computers Application In Data Management And Presentation (C)
- Art Appreciation (B)

### SEM – V

- Fashion Styling, Photography and Videography (A)
- Craft Documentation(B)
- Graphic Design-Foundation (A)
- Writing Skills (A)
- Fashion Advertising (A)

### SEM – VIII

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

### SEM – III

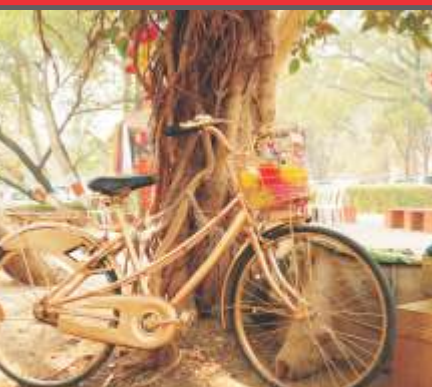
- Computer Application in Fashion Communication- (A)
- Fashion Fundamentals-Foundation (A)
- Photography (B)
- Typography (A)

### SEM – VI

- Creative Advertising (A)
- Exhibition and Display Design (A)

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## Bachelor in 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 (D)
- Environmental Studies (D)
- Foundation course in Design (B)
- Communication Skills (B)
- History of Art & Design (B)

### SEM – II

- Technical Drawing-Foundation (D)
- Advance Design (B)
- Material Studies (C)
- Computers Application In Data Management And Presentation (C)
- Art Appreciation (B)

### SEM – III

- Introduction to Fibers and yarns (A)
- Traditional Indian Textiles (A)
- Fashion Studies ©
- Textile Design -Foundation (A)
  - a. Design Process (A)
  - b. Women's Studies

### SEM – IV

- Introduction to weaving and Testing (A)
- Surface Exploration techniques (A)
- Fabric Development (A)
- Computer Aided Rendering Technique In Textiles (A)
- Principles of Management (C)

### SEM – V

- Introduction To Dyeing and Printing (A)
- Fabric illustration (A)
- Dobby Weaving (A)
- Craft Documentation (A)
- Marketing and Merchandising (C)

### SEM – VI

- Knits For Apparel & Home Furnishing (b)
- Fabric Development and computerized Embroidery (A)
- Quality Management (A)

- Campus to Corporate (B)
- Innovation in textile Studies (C)

### SEM – VII

- Jacquard weaving (A)
- Computer Aided Textile Design (A)
- Design Project (A)
- Forecasting (B)
- Introduction to Entrepreneurship (C)

### SEM – VIII

#### Elective (Any two) from 1-4

- Floor Coverings (A)
- Knit design (A)
- Woven Design (A)
- Print Design (A)
- Design Collection (A)
- Visual and Retail Management (C)
- Portfolio and Internship (B)

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



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## Eligibility

4 YEARS

**For U. G. Program – B. Design** (Affiliated to S. N. D. T. Women's University)

**XIIth Pass in any Stream –**

- Arts/Commerce/Science/Home Science/ Minimum Competency Vocational Course (MCVC) including National Institute of Open Schooling (NIOS).
- Maharashtra State Board of Technical Education (MSBTE)/ State Govt. Technical Education full time diploma of minimum 2 years after Std. X
- For NRI & Foreign students with equivalence certificate from Association of Indian Universities (AIU), New Delhi

**For U.G. Program – B. Design** (Direct 2nd Year Admission)

- Three year Diploma recognized by All India Council for Technical Education (AICTE).
- Five year Diploma in Fine Arts recognized by the State Technical Board.
- Successful completion of 1st year Degree from National Institute of Fashion Technology (NIFT).

### ADMISSION AND FACILITIES FOR DISABLED STUDENTS

- The admission preference is given to the differently abled students.
- For Such students the ramp and lift provision is made in the college.
- The mentors give additional time especially after their teaching hours.
- There is provision of writers if required during examination.
- Extra time is provided for assignments.

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# 2016

## PROSPECTUS



## **School of Fashion Technology**

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

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Opp. to Vision English Medium School, Pune : - 411041.  
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Telephone: 91 20 66833700 / 66833701

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