

THE BUZZING BEE

NEWSLETTER

Volume - 09 July to Dec., 2023 www.satyamfashion.ac.in Language: English Page: 01

Design Collection Showcase at Motorola Event



3rd July, 2023: At Satyam Fashion Institute, we believe in giving opportunities to students to show their design talent to the world. The design students' recently participated in a Motorola product launch event where they presented the Creative Collection to the corporate team of this international mobile brand. This was during the new smartphone launch event where the models were seen wearing their innovative collection. It was truly a wonderful experience for them to manifest their talent.

Industrial CAD Designing Learning

10th July, 2023: Satyam Fashion Institute, Noida organized 'The Art of Industrial CAD Designing' workshop for all the Design students. With the new semester beginning, when the learning is going on in full swing, with this insightful and valuable workshop by Sr. Designer of Sharco Enterprises Mr. Ankur Gosain, SFI, the day turned out to be a great learning and immensely productive. The industry expert introduced "Photoshop" and its various tools that will help them make digital designs in future.



Satyam Fashion Institute, Team and Students Celebrated Foundation Day of SNDT University



5th July, 2023: SNDT, synonymous with women's higher education completed 108 years this year on its Foundation Day, 5th July. Satyam Fashion Institute, Noida which is affiliated to this prestigious university, celebrated the day with all fun and glory. Students scribbled their candid messages that reflected how proud they feel to be part of this journey. It is the first Women's University in India and South-East Asia, which has played a huge role in uplifting women's education.

Fashion Magazines, An Introduction to Cover Design & Writing Skills



10th July, 2023: The new semester at Satyam Fashion Institute, Noida is always about enthusiasm for new learnings. This month, the design students from semester three

were introduced to the world of fashion magazines. They were briefed about the magazine layout, fashion and lifestyle content, and how the extravagant fashion covers are conceptualized.

Alumni Session with Ms. Mahima Malik, Treasurer of SFI Alumni Association



11th July, 2023: At Satyam Fashion Institute, we strongly believe in legacy being carried forward. With this as a core philosophy, our students as professionals reach great success. One such example is Ms. Mahima Malik, who till recently was working as a merchandiser in the textile field and this month donated stunningly beautiful textile blocks to the institute. This was with a purpose of helping the students at the institute to learn from the industrial designs. She also happens to be the Treasurer of the Alumni Association of the institute.

A Value-added Program with Usha International

17th July, 2023: At SFI, Noida, we believe in giving hands-on industry experience to our design students. With this concept, the recently organized exclusive workshop, which was in collaboration with Usha International stood out as a great example. The students got to learn the art



of seams and construction, wherein they made product samples and upskilled their talent. It was a four days value added program that was full of technical and holistic learning and where students made sample of products and displayed as well.

Learning the Art of Fashion Photography By Industry Expert Mr. Naveen Lakhera



24th July, 2023: Photography is an important element of design life, as every style product must get clicked with good photography aesthetics. Satyam Fashion Institute, students from fashion communication introduced the world through their eyes with the art of photography as they got to learn Fashion Photography and Videography from industry expert Mr. Naveen Lakhera, an experienced broadcast video and photo journalist.

Industrial Visit to R&A Silk International Export House

24th July, 2023: Satyam Fashion Institute, student's of semester 7 had a holistic experience of digital pattern



making and garment development. The entire team of R and A Silk International made sure to guide and help the students learn & gain

knowledge of the new techniques utilized in the industry for the production of the garments. Satyam Fashion Institute has also done collaboration with the R and A Silk International Exports House for the students projects and training programs.

Implementation of National Education Policy 2020 with Design Industry

27th July, 2023: The New Education Policy 2020 has been a game changer in many ways. SFI family celebrated the New Education Policy Week by introducing new learning skills under the guidance of industry expert Mr. Himendra Gupta. The design students of various departments were introduced with different life skills with a purpose of upskilling them for Industrial development. It was an insightful session for the design students.





Skilling the Shakti - Women Empowerment



27th July, 2023: To mark the empowerment of women, a one of its kind event G20 Empower "Skilling the Shakti" was organized by FICCI skill development division. The event was a wonderful one with lots of learning, which was a fabulous one. It is indeed a matter of great pleasure and pride that our esteemed



Vice Principal Dr. Neetu

Malhotra participated at the panelists interaction which was chaired by Dr. Rajesh Pankaj, Director & Head Education & Skills, FICCI.

Celebration of National Education Policy 2020 Week

28th July, 2023: Upskilling the design students at SFI is our endeavor and the NEP Week Celebration is a perfect example of this. The 4-day long event



witnessed learning like the art of tie and dye, life skills, etc. The design students were given training and lectures on the importance of craft and life skills, for a better industrial experience. It was an insightful as well as productive week for them. This has marked a fruitful learning for them that will be helpful for them in their further education.



Plantation Drive on World Nature Conservation Day 2023



28th July, 2023: On the occasion of World Conservation Day, SFI family pledged to preserve, protect and conserve our Mother Nature. The Extension Cell of the institute initiated a one of its kind Plantation Campaign where our esteemed Vice Principal Neetu Malhotra, faculties as well as design students enthusiastically

participated in this campaign, planted to mark their contribution to conserve our environment.

National Webinar on New Education Policy-2020



29th July, 2023: With the implementation of NEP 2020, it is important to get a clear know-how of the policies. With this concept, "Awareness for Stakeholders" was organized by SNTD University with its affiliated BM Ruia Girl's College, Mumbai. Our esteemed Vice Principal Dr. Neetu Malhotra and other faculty members



of Satyam Fashion Institute became part of this insightful session by dignitaries, and Resource Person Dr. Smriti Bhosle. She is the Director for Centre for Distance Education, SNTD Women's University, Mumbai.

Sustainability Conclave



30th July, 2023: Satyam Fashion Institute design students got a wonderful opportunity to become part of the 26th Sustainability Conclave of IIM Lucknow. This was with a purpose of promoting sustainable fashion and showcasing the creative collection of our students to other colleges.



The students of SFI left a memorable mark with their participation. They presented their Handloom Collection and professional office wear "Colour Your Profession" that represented a diverse range of executive wear.

A Session with Fashion Designer Manish Tripathi

2nd August, 2023: It was a moment of pleasure and pride at Satyam Fashion Institute, Noida, as we welcomed Mr. Manish Tripathi, who designed Ramlala costume at Ram Mandir Ayodha. He is a well established celebrity fashion designer. He shared his experience and journey



with the fresh semester students. It was an interactive session with him on the topic " Creative Skills in Design Industry " wherein, he briefed these aspiring students how creativity is an important tool to scale great heights of success. He asked them to stay calm and focused, which will eventually help them to be successful designers in future.

Denim Show - 2023



4th August, 2023: Trade shows in the field of fashion are a wonderful source of learning and networking. The recently concluded Denim Show 2023, held at Pragati Maidan, New Delhi offered a valuable learning experience to the students of Satyam Fashion Institute. It was a business to business (B2B) exhibition, where under the guidance of Dr. Neetu Malhotra, Vice Principal and all the faculty members, students got a chance to visit stalls of the exhibitors and also interact with the industry persons regarding the new trends of 2024.

Construction Summit 2023 of CII



4th August, 2023: Students of Satyam Fashion Institute got an amazing opportunity to attend this year's 5th Edition Panel Discussion of CII Construction Summit 2023. The event that happened at the plush Taj Mahal Hotel, New Delhi was attended by the senior dignitaries of the industry and our students got a chance to learn about industrial design aesthetics, quality management, networking and event management.



Faculty Development Program with Dr. Reeta Sonawat

5th August, 2023: Upskilling and improving the teaching methodologies of the educationist, that's what Satyam group of Institutions (SGI) does to prepare the faculties with the various teaching methods and uplift the effectiveness of its education.



SGI in this academic year, organized an exclusive Faculty Development Program (FDP) with acclaimed academican Dr. Reeta Sonawat, former Dean of SNTD University

Mumbai .The event also saw the presence of Mrs. Sneha Singh, Chairperson of Satyam Group Of Institution, Dr. Neetu Malhotra,Vice Principal, SFI, Dr. Bineeta Agarwal, Principal of SCE and the faculty members of all the department.

Orientation Week for Freshers Batch



7th August, 2023: Satyam Fashion Institute organized a mega Orientation Week Special for the fresh batch of design students. Different art skills were introduced to them for their better learning and skill development. Each day of the week had a special workshop like, the first one was on makeup and hair style with Makeup

Artist (MUA) Ms. Rakhi Singh. She gave interesting tips on casual day makeup, party makeup and fun hairstyles.



National Handloom Day Celebration

7th August, 2023: Satyam Fashion Institute paid a tribute to India's rich and diverse culture of handicrafts and handloom. As 7th August is marked as the National Handloom Day of the country, our design students celebrated the contribution of skilled handloom weavers to our country's culture and economy.



They tried their hands on some of the weaving and printing styles that reflected the

richness of Indian handloom and created some products as well.

2 Days Usha International Workshop for Fresher Batch 2023

8th August, 2023: In the Orientation Day Week Special series, the second and third days were dedicated to Usha International Workshop. The experts from the brand gave a know-how of basic stitches, machine tools and



attach ments.

There was an immense excitement among the freshers and even the senior batches, as they all got a chance to try their hands on machines and showcase this learning with their creative designs.

Illustration Workshop with Dr. Kappil Kishor





9th August, 2023: On the third day of workshop of the Orientation Week Special, the fresher batch of SFI were introduced to the art of Illustration by renowned fashion guru Dr. Kappil Kishor. While fashion illustration is one of the promising subjects in the design industry, the

workshop was based on Collage-making craft. Under his mentorship, the freshers made some stunningly beautiful fashion collages that were later put on display during the exhibition.

Digital Printing Workshop for Freshers Batch



9th August, 2023: In the field of textiles and surface design, the new age term is digital printing. We at Satyam Fashion Institute, conducted a fruitful interaction with the industry experts of Print Zombie, a noida based digital printing brand. They not only briefed the students about the industry trends, but also showed their digital swatches and new age print patterns.

Professional Catwalk Session 'Walk with Style'

10th August, 2023: During the Orientation Day Week, one of the days the foundation batch got this fun opportunity to show their talent and walk the ramp in style. SFI Noida design students showed immense confidence in their walk as they learnt the art of sashaying under the expert guidance of fashion guru Dr. Kappil Kishor. Grooming like this helps bringing forward the confidence of these students.



Tie and Dye Workshop

11th August, 2023: At SFI Noida, during the week-long celebration of Orientation, freshers were introduced to the beautiful prints made by tie and dye printing. It



was an amazing experience for them in textile design and after learning this art form, they made innovative samples like scarves, handkerchiefs by using different types of techniques. The session was conducted by design faculty Ms. Nidhi Yadav.

Independence Day 2023 Celebration



15th August, 2023: Satyam Group of Institutions celebrated the 77th Independence Day with a patriotic fervor, zeal for



motherland, and a lot of Enthusiasm. Students from all the departments showed their love and pride for the nation by giving wonderful performances on this year's

theme -"Meri Mati mera Desh". Faculty members paid respect to our Bharat Mata by taking pledge. The celebration was followed by the ritual of sweet distribution. To make this day more memorable a Face Painting Competition was organized where students of different semesters participated and showed their creativity.



A Session on Government Scholarship Scheme



16th August, 2023: An insightful session of 'Government Scholarship Scheme' was conducted by National Scholarship Portal which introduced the students to different scholarship schemes. The session marked the presence of Mr Atul Soni, District Minority Welfare Officer, from NSP who was also the esteemed guest speaker of the event. One of the design students Farheen, from Fashion Design Semester 5, who got selected for the scholarship was felicitated by Mr. Atul Soni during the event.





Visit to Cottage Emporium by Textile Design Students



17th August, 2023: One of the iconic emporiums of the country - the Cottage Emporium, is a sought after handloom destination of the country and is well received by the international tourists. The Textile Design students of Satyam Fashion Institute visited The Handloom Expo 2023 at this emporium. As we know that everyday is a new learning experience at our campus, and what can be a better motivation than the national handloom and crafts, especially for a textile design student. This visit to Central Cottage Industries Emporium was both learning and a memorable experience for the students.

Celebrating Hariyali Teej - 2023



18th August, 2023: Keeping the students culturally connected is our core philosophy and what better than the celebration of cultural days! On the occasion of Hariyali Teej 2023, students showed their creativity through beautiful mehndi designs, which enhanced the

essence of this festival even more. The excitement to participate and don their henna hands was a lovely experience for each one of them.

Zero Shadow Day 2023

18th August, 2023: As India experienced a unique celestial moment this month, called 'Zero Shadow Day', the students of Satyam Fashion Institute tried experiencing this phenomenon in their



own creative way. Total zero shadow happens in the region that falls between Tropic of Cancer and Tropic of Capricorn.

Awareness About New Education Policy 2020 for Stakeholders

19th August, 2023: SNDT

University organized a virtual session on Awareness about New Education Policy 2020 for its stakeholders, one of which is Satyam Fashion Institute, Noida. All the faculty members and students participated in this informative session enthusiastically. The



session was an insightful one as it helped gain knowledge about the changes in education system, multi-disciplinary approach, multiple entry-exit points while pursuing higher education.

Design your Dream Furniture Workshop



22nd August, 2023: A piece of furniture is a piece of Art and we at SFI Noida inculcate this thought process in our Lifestyle Accessories students from the very beginning. Recently, our Lifestyle Accessories design students learnt this art via a 5 days-long intensive workshop on 'Design your Dream Furniture'. During the creative learning process, the students got to experience the

tools of furniture making, how to do cutting, joining, and smoothing. They made some beautiful products like, tea coasters, chairs and miniature tables, etc.

SFI Noida Celebrated Chandrayaan 3 Success

23rd August, 2023:

Satyam Fashion Institute celebrated the success of Chandrayaan 3 and hailed the immense dedication, and efforts of our ISRO



scientists. It was a proud moment for India and it was celebrated with immense zeal and enthusiasm. A special screening and live viewing was organized for the students in each classroom and they were also briefed about the importance of this success and how India is becoming a global leader with such milestones.

Handmade Designer Rakhis for the Jawans at Borders

25th August, 2023: Students of Satyam Fashion Institute proved that they are no less in any art and craft caliber. This Rakshabandhan, they showcased their beautiful and handmade rakhis on this occasion.



The design students made these rakhi for the rakshaks or the protectors of the society. They put their best foot forward by exhibiting this collection that they

crafted and created keeping in mind the jawans posted at borders.

National Sports Day 2023 Celebration

29th August, 2023: Sports enhances a person's personality and character. On the occasion of National Sports Day, the sports cell of Satyam Fashion Institute organized a badminton, chess and table



tennis championship. The cell paid tribute to the Indian Sports icon and inspiration Major Dhyhan Chand by organizing this championship. The participants showed immense zeal and fervor in each sports activity.

Reimagining Education with Technology and Internationalization

29th August, 2023: CII Northern Region under the aegis of the CII Regional Committee on Education and Industry Connect organized a thought provoking event on



'Reimagining education with technology and internationalization'. This event was addressed by Mr. Sidharth Banerjee, Chairman, CII, NR which included some brainstorming panel discussion with eminent panelists like Dr. Anil Sahasrabudhe, Chairman, NAAC, NETF, Dr. Buddha Chandrasekhar, COO, AICTE and many other veterans in the educational field. The esteemed Dr. Bineet Agarwal, Principal, SCE, Dr. Neetu Malhotra, Vice Principal SFI, also participated in shaping the education system.

Academic Administrative Audit Session 2022-2023

31st August, 2023:

Satyam Fashion Institute, Noida successfully completed its Academic Administrative Audit Session 2022-2023. This



event was observed under the esteemed panel of educationalist Dr. Nalini Patil, Dean, Faculty of Inter-disciplinary Studies, SNDT Mumbai, Dr. Archana Jain, Asst. Professor, Department of Home Science, Vivekananda College, University of Delhi, and Dr. Nidhi Sisodia, Senior Scientist Officer, NITRA Noida. The esteemed Vice Principal, IQAC coordinator, Dr. Neetu Malhotra and Mrs. Priyanka Sarkar, HOD of SJMC, exam coordinator, Dr. Sakshi Shail, thanked the team for appreciation received by the audit panel.

Urja - Ek Naya Safar, Orientation Program of Fresher Batch



4th September, 2023: It gives us immense pleasure to share that Satyam Fashion Institute Noida organized its Orientation Day 2023 successfully and with full enthusiasm and wonderful support from the fashion fraternity. The

event saw the presence of the renowned and veteran industry experts Mrs. Shashi Nangia, Chairperson Swati Exim Pvt. Ltd, Fashion guru Dr. Kappil Kishor, Fashion photographer and Filmmaker Mr. Rohit Suri, and Celebrity Fashion Designer Ms. Deepa Sondhi. They not just wished the freshers for their bright future, but also shared their amazingly successful journey.



Miss SFI Freshers 2023



5th September, 2023: Satyam Fashion Institute Noida, successfully held the Miss SFI Fresher 2023 recently. The event was held in the presence of the eminent judge Ms. Monika



Ahuja, Subtitle Winner Mrs. Glamorous for Haut Monde, and Mrs. India Worldwide 2021. She was felicitated by our esteemed Vice Principal Dr. Neetu Malhotra was warmly welcomed by all the Faculty members of SFI.

Outstanding Women Researcher Award

5th September, 2023: It is a moment of great pride and pleasure to share this wonderful news with you all. Dr. Vandana Jaglan, Principal, Satyam Fashion Institute, Noida has been awarded with the "Outstanding Women Researcher Award" by the Research Education Solutions (RES) which is an ISO 9001:2015 certified organization. The felicitation was conducted in the Virtual International Conference on Inclusive Growth through multidisciplinary research (ICIGMR – 2023) organized by Oxford College of Management, Odisha. The award was given in the category of Guru Shakti Samman on the occasion of Teachers Day.



Janmashtmi 2023 Celebration



7th September, 2023: The institute celebrated the festival of Janmashtmi in all creativity and glory. The design students

showed their admiration and dedication for Lord Krishna and created beautiful Brocade and silk costumes on the occasion of Janmashtmi. Not just this, they also made some creative swings for celebration of Lord Krishna's birthday. Keeping students culturally connected helps them boost their multidimensional personality.



International Literacy Day 2023

7th September, 2023:

The Extension Cell of SFI Noida celebrated World Literacy Day at its campus this month. The office helpers and other staff were given



digital awareness of softwares like Microsoft Office and they also tried their hands on the computers. Education is empowerment and this idea was successfully implemented on this special day.

Launch of Alumni Association Official Logo

8th September, 2023: It is a moment of pride and pleasure to share that Satyam Fashion Institute Noida launched



and unveiled its SFI - Alumni Association official logo. The unveiling was done in the presence of Vice Principal Dr. Neetu Malhotra, Ms. Asheena Grover, Alumni Association President and Ms. Mahima Malik, Treasurer. Both the President and the Treasurer, they showed their commitment and assured assistance for the design students of SFI in future. This is an initiative to strengthen our industry student connect and empower the young minds.

Visit to Bharatpuria Foundation School



8th September, 2023: Industrial collaborations and enhancement of the skills of other students is one of the regular initiatives that we take each academic year. The Extension Cell of Satyam Fashion

Institute, Noida visited one of the Bharatpuria Foundation run schools for art lessons and art tool kit distribution. This was in collaboration with Bharatpuria Foundation and SFI

faculties empowered the students with art skills. The students were happy to learn the new skill and made some fabulous sheets.



Outstation Visit to Panipat by Senior Design Students

10th September, 2023: At Satyam Fashion Institute, we believe in giving opportunity to our design students when it comes to industry exposure. During the month of September, Textile Design semester 7 students visited PP International, Panipat, one of the most prominent manufacturers & exporters of an exclusive range of Jacquard Rugs. This was with a purpose to learn the innovative techniques of jacquard loom. This weave



provides unlimited patterning possibilities and for these students it is important to learn the functioning of the industry.

Noida Haat Visit of Fashion Communication Students

11th September, 2023:

Design students of SFI, Noida Fashion Communication semester 5, visited Noida Haat to cover Janmashtami festival that



was running at the Haat this month. Haat is a hub of regional craftsmanship showcasing the best of artisans work of the specific state. These students explored the stalls, interviewed the artisans and customers for their subjects Advertising Basic and Event Management. They learnt the art of pricing, selling process and brand visibility strategies.

Hindi Diwas 2023 Celebration to Promote National Language

12th September, 2023:

The national language is the spirit of our nation and the pride of we Indians. Satyam Fashion Institute, on the occasion of Hindi



Diwas, celebrated this day with full glory. An awareness quiz was organized by the library cell of the college on the topic

that Hindi is the national language. After this some wonderful Hindi poetry was recited by the design students. The best performing students were felicitated on this occasion.

Textile Association of India - Participation by SFI Team for Voting

12th September, 2023:

Textile Association of India, one of the leading organizations providing guidance and services to the textile industry of



the country conducted voting in the month of September. Our esteemed Vice-Principal Dr. Neetu Malhotra, SFI Noida, and Assistant Professor Dr. Sakshi Shail who are members of TAI contributed to the welfare of the industry by casting their votes.



Media Expo Visit of Fashion Communication

16th September, 2023:

Design Students of Satyam Fashion Institute, Noida from the department of Fashion Communication semester 3 and 5 visited



India Expo Center and Mart (IEML), Greater Noida to attend this event "Media Expo". They explored and learned about the trends in advertising, digital marketing, graphics and other field related trends.

They also got to interview industry heads and explored internship opportunities with them.

Vishwakarma Day 2023, Significance and Importance

17th September, 2023:

On the occasion of Vishwakarma day, our institute celebrated the day keeping its significance in mind. The



festival, which marks the craftsmanship and the importance of tools, especially for the artisans of the Design industry is an annual celebration at our institution. This helps instill valuing the craft essentials in students.

Ganesh Chaturthi 2023 Festival Celebration

18th September, 2023:

Satyam Group of Institutions, Noida celebrated "Ganesh Chaturthi" this month with utmost faith and prayers. The day started with Lord Ganesh idol sthapana, followed by formal puja. The whole



ambience was spiritual and holistic and everyone offered their prayers during the occasion. The celebration concluded with prasad distribution to everyone.

14th FICCI Global Skills Summit 2023



19th September, 2023: Design students of Satyam Fashion Institute, Noida visited 14th FICCI Global Skill Summit 2023,. The summit which was about building skills, empowering the youth and in this way, creating the future, witnessed the



presence of dignitaries from the cultural ministry. Our esteemed Vice Principal Dr. Neetu Malhotra attended the event with other faculty members, and senior design students appreciated the local artisans for their work. She also made sure to promote their craft by purchasing the products for the institution for student welfare.

Marking Presence at the First UP International Trade Show 2023



20th September, 2023: The First edition of "UP International Trade Show 2023" focusing on traditional and unconventional Uttar Pradesh products kickstarted this month. It was attended by our Vice-Principal Dr. Neetu Malhotra along with faculty members and Design Students of all the departments. They visited India expo center and mart (IEML), Greater Noida and explored the stalls of various districts. Students learned about handloom, handicraft, textile and much more. They also got an opportunity to interact with the makers and suppliers from all over Uttar Pradesh who were exhibiting at the show.



Painting Workshop with Foundation Batch

22nd September, 2023: A Creative Workshop was organized this week for the foundation batch of the ongoing academic year at the institute. Drawing on concepts and vivid imagination enhances design skills and this daylong workshop under the guidance of faculty member Ms. Shivani helped the



foundation batch students learn and innovate. They made beautiful and vivid designs on their canvas and made use of different colours to show their imagination.

A Workshop on Anti-Ragging Measures

23rd September, 2023:

With the beginning of a new academic session, it is important to bring awareness on ragging and self safety. The anti-ragging



cell of SFI Noida organized an interactive session called "Anti-Ragging Measures" this month. The new academic session is going on in full

swing and the foundation thoroughly enjoyed this insightful session where Vice-Principal Dr. Neetu Malhotra along with faculty members briefed design students about their rights and how it is important to say 'No' to ragging and its vicious culture.

Bamboo the Future Material Workshop with Local Artisans

25th September, 2023: Experimenting with different materials to learn design innovation is part of everyday curriculum at SFI Noida. This month, the campus witnessed a special workshop by local artisans who taught design students, especially Lifestyle Accessories and



Textile Design, the art of Bamboo furniture and accessories making. 'Bamboo the Future Material' in this exclusive daylong workshop they got a chance to try their hands on different products, which they later displayed as well.



Achievements - Felicitations - Awards

29th September, 2023:

It gives us immense pleasure to share that Dr. Neetu Malhotra, Vice Principal of Satyam Fashion Institute, Noida received the prestigious 'Renowned Icon Award 2023' for her outstanding contribution in skills enhancement for girls and research work done in the field of



Design. She has been a constant motivation and inspiration for the students and we wish her the best in future. Her two papers got published in UGC Journal and one in Scopus during July to December 2023.





Swachh Bharat Mission - An Initiative by SFI Noida

1st October, 2023: On the occasion of Gandhi Jayanti & Lal Bahadur Shastri Jayanti



2023, design students at SFI, Noida took initiative and enthusiastically participated in "Swachhata Hi Seva Mission" activity. Under the IQAC cell of the institute, the students resonated with the government's theme of Swachh Bharat Mission - Vision of a "Garbage free India". They were involved in activities like cleaning their surroundings, society and neighbourhood.

Zardozi Workshop by Veteran Artisan

2nd October, 2023: Learning some of the iconic embroidery arts of the world can help build the foundation



of a design students. In the recently organized workshop on Zardozi, the students at SFI Noida explored the age-old Persian art of Zardozi under the training of a seasoned artisan. They learnt the technicalities of it during the workshop and also made some basic samples to try their hands on it.

Learning the Art of High Fashion Makeup & Hair Styling

4th October, 2023: As the season of Fashion Weeks is an ongoing affair every year, we at SFI Noida organized an exclusive workshop on High Fashion Makeup & Hairstyles for the senior students from all the design departments, especially the fashion design batch. These students were given a live demo by makeup



artist Ms. Rakhi Singh where she gave them tips and tricks on ramp makeup looks and pairing the looks with creative hairstyles that can enhance the overall look of the fashion outfit.

Visit of Foundation Batch to Craft Museum & Doll Museum

5th October, 2023: Taking inspiration from the international costumes and their history is one of the



important elements of design innovation. The 50 year old doll museum in the national capital is a must visit for design students for such inspirations. SFI Noida organized a visit for the first year design students this month, where Vice-Principal Dr. Neetu Malhotra herself gave a

wonderful insight into the world of traditional costumes. The doll display provided valuable learning on the history of fashion of various countries and continents.

Insightful Session on Job Opportunities with Design Alumni

7th October, 2023: The Alumni Cell of SFI Noida organized an informative session on job opportunities in the



design field with Alumni Nikita Mittal from 2010-14 batch of Fashion Design department. Connecting the presently enrolled students with the field is important as they get to know the professional side that too from the alumni of the institute. She not just shared her journey as a student to professional life, but also gave them some valuable tips on the demands of the field, the challenges and how to balance work life.

Faculty Development Program by National Institute of Educational Planning and Administration



8th October, 2023: Team members of Satyam Group of Institutions attended a one-week long faculty development programme (FDP) this month that was conducted by

National Institute of Educational Planning and Administration. The programme was focused on the detailed understanding of New Education Policy 2020. The sessions on NEP 2020 orientation were not only informative but the convener sessions and Q&As were equally insightful.

SFI Heads Chaired Session at the National Conference of Guru Gobind Singh Indraprastha University



10th October, 2023: It gives us immense pleasure to share that this month Dr. Neetu Malhotra, Vice-Principal, SFI and Dr. Bineeta Agarwal, Principal, SCE chaired the session at the National Conference of Guru Gobind Singh Indraprastha University. The conference was on 'Happiness and Sustainability around the Globe' and both of them shared their valuable insights on this theme. Dr. Shashikala Wanjari, Vice Chancellor, National Institute of Educational Planning and Administration (NIEPA) New Delhi, was the Chief Guest of the event. She gave a motivating speech on sustainability and its goals.

Design Students Participated at Vaatsaalyaa Trust Fashion Show

14th October, 2023: The design students of SFI Noida, under the mentoring of fashion guru Dr. Kappil Kishor recently participated at the Vaatsaalyaa Trust show, which



was held in the national capital. The design collection was all about jumpsuits, vivid prints and necklines dedicated to youngsters. Our esteemed Vice Principal Dr Neetu Malhotra was invited as the Special Guest for the event.



Upcycling Project on Making Creative Carry Bags

14th October, 2023: Making our design students aware about the concept of repurpose and recycle is one of the important initiatives that we take each academic year. The students of Foundation batch at SFI, Noida participated in the



Upcycling project of Making Creative Carry Bags with Newspapers. This was for the in-house Abhivyakti Design Studio Resource center and the project was conceptualized and done under the mentoring of design faculty Ms. Prachi Agarwal.

Dandiya Eve Celebration on the Occasion of Navratri 2023



18th October, 2023: Navratri festival that is symbolic of honoring the unfathomable power of Goddess Durga was celebrated at the campus this month. The day was dedicated to foot-tapping dandiya performances where design students from all the departments showed their dancing talent. They also took special initiative of curating food stalls that added delish flavors to the whole celebration. The evening was a memorable one full of tradition, talent, and taste.





Talk Show of Akashvani, on Sustainability



19th October, 2023: Sustainability in the field of fashion has become the new essential and therefore, it is important to create awareness around the same. It gives us pleasure to share that Vice Principal Dr. Neetu Malhotra was invited for an exclusive Talk Show of Akashvani at their Broadcasting House in the national capital. She talked about sustainability, repurposing old fashion and how to give it a new look. She also mentioned how this revamping trend can boost women empowerment and business of women entrepreneurs.

Visit to Silk Expo at International Trade Expo Centre



20th October, 2023: The elegantly glistening, smooth, luxurious fabric of silk has a special place in the hearts and minds of most people across the world, especially Indians. So charmed and awed are we by this lovely fabric, that we naturally associate silk with richness and class. This month, the students of Textile Design semester 3 visited the Silk Expo at International Trade Expo Centre, Noida to explore various varieties of silk sarees, patterns and motifs of the sarees and the trends in traditional textiles.

Kanjak on the Occasion of Navratri

22nd October, 2023: During Navratri, there is a beautiful ritual of taking blessings and worshiping little Devi avatars by offering sumptuous Prasad and food. Satyam Group of Institutions organized kanyapuja on this occasion where little girls enjoyed the sumptuous Prasad offered.



Participation in Inter-college Cricket Tournament

22nd October, 2023: Design students of the institute recently participated in an inter-college Cricket tournament held in Cambridge Public School, Noida. Organized by the Sports Cell, the girls of our college showed their sporty side at the tournament. They not only scored a few hits but also showed their spin bowling skills during the tournament.



Each of them received a participation certificate for their excellence in the sports activities.

Inauguration of Fashion Communication Lab

27th October, 2023: A dedicated design studio for creative shoots and styling is a key element of a Design college. This month, Satyam Fashion Institute Noida unveiled its exclusive Fashion Communication Lab with all fun and glory. The ribbon cutting ceremony was done in the presence of our esteemed Vice-Principal Dr. Neetu Malhotra, Dr. Bineeta Agarwal, Principal, SCE, and Ms. Priyanka Sarkar, HOD, SSJMC. The students



of the department of various semesters conceptualized some fun activities and showcased their work in the lab with great enthusiasm.

National Level Faculty Development Programme on "Research Orientation"

25th to 30th October, 2023: It gives us immense pleasure to share that Satyam Group of Institutions today commenced its



first 5 day long online national level Faculty Development Program (FDP). The FDP commenced under the gracious presence of our esteemed Chairperson Mrs. Sneha Singh, Dr. Vandana Jaglan, Principal, SFI, Dr. Neetu Malhotra, Vice-Principal SFI, Dr. Bineeta Agarwal, Principal, SCE, Ms. Preeti Goel, IQAC Coordinator, Dr. Neha Agarwal, HOD, SCE and Ms. Priyanka Sarkar, HOD, SSJMC.

Scheduled in the last week of the month, under the eminently knowledgeable Resource Expertise Dr. Puja Ahuja Gupta, the FDP offered some valuable insights on the topic



"Research Orientation". It was a great learning not just for the pan-India participants, but also for all the faculties of the institute. With a lot of enthusiasm by participants, the five days session ended on interesting queries that were answered patiently by the Resource Expertise.

Campus Visit of RED FM 93.5 RJ Rohan & RJ Nalwa

28th October, 2023: Co-curricular events and activities during the academic year are frequently held at the SFI campus.



This month, RJ Rohan and RJ Nalwa from Red FM 93.5 visited the campus of Satyam Group of Institutions. In their extremely funny and swag avatars, they interacted with the SFI Noida design students over some fun selfies. Students interacted with them and talked about career opportunities in this profession.

Karwachauth Celebration with Mehendi Application



31st October, 2023: When Design faculties became the muse of their artist students, what turns out is a beautiful creative amalgamation! At Satyam Fashion Institute, Noida, for this year's Karwachauth, the students applied beautiful mehendi art on the palms of the faculties, and their friends. They showed their talent and adorned their hands with beautiful Mehendi designs. As a value-added program, this was also a way to earn while you learn.

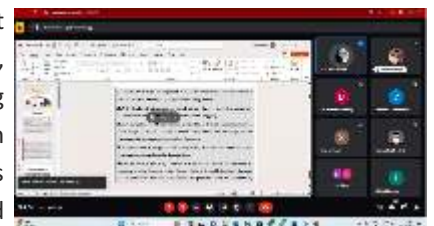
International Conference on Fashion, Apparel and Textile INCFAT 2023

31st October, 2023: It gives us immense pleasure to share that Ms. Nidhi Yadav, Assistant Professor of Design at SFI Noida, presented a research paper on Sustainability in the Carpet Industry: An Innovative and Integrated Approach' at Amity University Noida this month. She presented this paper at their International Conference on Fashion, Apparel and Textile INCFAT 2023, which was organized in the last week of this month.



Faculty Paper Presentation at a National Conference

4th November, 2023: At Satyam Fashion Institute, we believe in utilizing every opportunity that can help our design faculties present their research and writing to the world.



Recently, Vidya Institute of Fashion Technology, Meerut organized a conference on Metaverse, Fashion Design & Sustainable Fashion, where Dr. Sakshi Shail, Examination Coordinator, Dr. Preeti Singh, and Ms. Ishika Sharma presented their respective research papers. This was a 2-days long Hybrid-mode Conference.



Satyam Fashion Institute Organized Mega Music Concert by Coke Studio

6th November, 2023: It gives us immense pleasure to share that renowned singer Avi Rajput of Coke Studio भारत performed at SFI Noida during the Music Concert event. It was one of the biggest events and highlights of this academic session and was covered by more than twenty media houses. He and the team of Coke Studio were felicitated by our esteemed Dr. Neetu Malhotra along with the heads of other departments. The students grooved non-stop on his melodious live performance and also got a chance to sing along with Avi Rajput. The event ended on some wonderful selfies, one-on-one interaction with singer Avi and lots of Coke that was offered complimentary by the brand on this occasion. .



Unveiling Creativity, Diwali Exhibition by Design Students

9th November, 2023: On the festive occasion of Diwali this year, SFI Noida organized an Exhibition showcasing the brilliant works of fashion communication, textile design, lifestyle accessories, fashion design and postgraduate fashion design. The display of handmade products included diyas, home decor



products, paintings, jewellery and products were purchased by faculty members and students for the festivities. It was a

great gesture to showcase the creativity of students in the campus. The exhibition was appreciated and blessings for the festivities were ushered upon by our esteemed Chairperson Mrs. Sneha Singh, Vice-Principal Dr. Neetu Malhotra.



Design Collection Exhibition by Textile Design Semester 7 Students



21st November, 2023: At SFI Noida, design learning is not just about theory but primarily about innovation and creative ideation. Under the guidance of Vice-Principal Dr Neetu Malhotra, the students of Textile Design semester 7 exhibited



splendid collections of macrame, dyes & prints under the theme called as the "Design Project".

Collection Display by Senior Students

21st November, 2023: A one of its kind exclusive exhibition of the Lifestyle Accessories department was organized this month that received accolades and appreciation for its unique concept. The Higher Self, the theme took each one on a journey of design conceptualization, product prototype & development, followed by packaging and costing. Under the mentoring of industry expert and visiting faculty Ms. Asheena Grover, the exhibition had some splendid products on display and sale.



Paper Presentation at International Conference

26th November, 2023: At Satyam Fashion Institute, we believe in giving exposure to our design faculties for upskilling their knowledge bank. Recently, the National Institute of Fashion Technology Kangra



organized an International Conference on "Sustainable Design Practices" from 25th to 27th November, 2023. Wherein our talented faculty Ms. Nidhi Yadav presented her paper on "The Mughal Carpet: History, Culture & Aesthetic Analysis of Design under the sub-theme of 'Art, Culture, Craft, Nature and Sustainability'". Various national and international universities and institutions participated in this 3 days long conference.



Satyam Fashion Institute Participated in HGH India Exhibition 2023



13th December, 2023: HOME DECOR – GIFT – HOUSEWARE – India, in short called HGH is one of the sought after B2B exhibitions of the country. The 14th Edition of HGH was held at the India Expo Mart (IEML) in Greater Noida from 13th to 16th December, 2023. And, it gives us immense pleasure to share that Satyam Fashion Institute Noida marked a remarkable attendance at this event with its exclusive booth that drew the attention of industry professionals, general consumers and even trade buyers.

SFI Design students exhibited an exquisite range of handcrafted products that were put on sale. The handcrafted collection of our design students was a major highlight of this exhibition. Throughout the exhibition, the booth of SFI witnessed major footfall of the visitors who gave rave reviews for these fabulous handcrafted products. From

light materials like jute, beads, cane, air clay, to heavy materials like wood, metal, stones, the products made by students were a wonderful assortment of



utility and showpieces. Most of these materials are unique and captivating forms of expressions and under the mentoring of our experienced faculty members, more than 30 students from Bachelors of Design, Masters of Design and Post Graduate Diploma in Fashion Design showed immense creativity in the making of every single product.

Showcasing of Creative Talent at Rising Youth Superstars of India



23rd December, 2023: Satyam Fashion Institute Noida, participated in the Rising Youth Superstars of India this month. The event was held at Major Dhyan Chand Stadium, New Delhi where SFI organized a mega fashion show of its graduation collection. More than 45 design students from all departments enthusiastically participated in the event. Right from the show choreography, styling & sequencing, these students made sure to deliver their best at this professional platform.



Satyam Fashion Institute Participated in HGH India Exhibition 2023

Satyam Fashion Institute organized a workshop focused on sustainable product development that was tailored for design students pursuing B.Design and PG Diploma in Fashion Design. This initiative was aligned with the principles of the National Education Policy (NEP) 2020, which emphasizes sustainability and innovation in education. The workshop was aimed to imbibe sustainable practices and foster entrepreneurship among students while promoting ethical fashion. Engaging sessions were conducted under the mentorship of faculty members Ms. Prachi



Agarwal and Ms. Shivani, wherein students were encouraged to brainstorm ideas and discuss innovative approaches towards sustainable product development. The products developed by students during the workshop were to be showcased and made available at Abhivyakti, Satyam's Resource Center. As part of the workshop, the Earn Value Learn initiative was introduced, wherein students were encouraged to create sustainable fashion products. This initiative aimed to instill entrepreneurial skills and foster creativity among participants.



Research Excellence Award for Paper Presentation



Skill development is imperative for women empowerment, and as a fashion institution, SFI Noida believes in encouraging such concepts. It is with great pleasure and pride we share that our esteemed Vice-Principal, Dr. Neetu Malhotra, of Satyam Fashion Institute was awarded with Best Research Excellence Award for her paper presentation at the international colloquiums on Women & Society.



Award of Honour at ICSGD - 2024

It is with great pleasure and pride we share that our esteemed Vice-Principal, Dr. Neetu Malhotra, of Satyam Fashion Institute who was invited as an eminent Chief Guest at ICSGD - 2024 where she was recently awarded with Certificate of Honor. The event was organized by NIIS Institute of Business Administration, which is an AICTE approved and NAAC accredited institution.



Patron :- Mrs. Sneh Singh,
Editorial Advisors :-
Dr. Vandana Jaglan,
Dr. Neetu Malhotra, Dr. M. Alam,
Ms. Priyanka Sarkar, Ms. Sanjana Walia,
Dr. Supriya Himanshu, Ms. Abhilasha Singh
Student Editorial Team :- Isha Pandey,
Wamika Singh, Bhumika Dang, Devahuti Sharma
Layout Designed by : Laxman Rawat |
Published by :- Satyam Fashion Institute,