PAKISTAN INSTITUTE OF FASHION AND DESIGN

Annual Report 2020

51-J III Johar Town Lahore, Pakistan
www.pifd.edu.pk
ph: +92 42 9923 2951-7
fax: +92 42 9923 2963

CONTENTS

CHAPTER 1
THE YEAR IN REVIEW: JAN-DEC 2020 02

CHAPTER 2
ACADEMIC ACTIVITIES 20

CHAPTER 3
QUALITY ENHANCEMENT CELL (QEC) 26

CHAPTER 4
RESEARCH AND DEVEOPLMENT/ EVENTS 30

CHAPTER 5
INDUSTRY LINKAGES 34

CHAPTER 6
UNIVERSITY GOVERNANCE 36

CHAPTER 7
FACULTY DEVELOPMENT 38

CHAPTER 8
ACCESS 40

CHAPTER 9
ACCOUNTS AND FINANCE 42

CHAPTER 10
STRENGTHENING TECHNOLOGICAL INFRASTRUCTURE 44

Chancellor
Dr. Arif Alvi
Honourable President of Pakistan

FOREWORD

Year 2020, was the most challenging year for the whole world due to Covid-19 Pandemic. For PIFD these were unprecedented times but with resilience, discipline and hard work of faculty, staff and students we managed to make the best out of the appalling situation faced not only by Pakistan but the whole world.

To cope with this unprecedented situation so that students' learning outcomes were not compromised PIFD adopted Hybrid/ Blended Model of teaching. Purchased and installed teaching softwares approved by HEC such as Microsoft Teams, Zoom & Google Classroom and also conducted faculty trainings. All online courses with course material, presentations and videos were approved by Online Academic Council before the commencement of online classes.

Every year PIFD sends its faculty and students to different institutions around the world but as traveling was not safe in 2020, the students attended webinars and faculty had the opportunity to attend national and international online trainings, workshops, exhibitions and conferences including World Marketing Summit. Series of Webinars were conducted to bring Fashion Designers, Retailers, journalist, PR personnel, bloggers, entrepreneurs and industry stakeholders from Pakistan and abroad with the aim of facilitating students learning and healthy educational interaction during period of campus closure.

This year 192 students graduated from seven undergraduate programmes namely, Fashion Design, Fashion Marketing and Merchandising, Textile Design, Leather Accessories and Footwear, Jewellery Design and Gemological Sciences, Furniture Design and Manufacture, Ceramic and Glass Design and students obtained their M.Phil. Degrees in Art and Design Education. Online and on Campus Juries and Thesis Exhibition were held to keep students safe without compromising on Academic Standards.

In June 2020, admissions were held and after test and interview 450 students were selected for enrollment in Foundation Year.

The 3rd Convocation of PIFD was held on 17th November, 2020 presided by the Honorable President of Pakistan/ Chancellor PIFD.

PIFD International Office (PIO) worked on developing sustainable relations with other International Institutions and Organizations. Through Erasmus Mundus Programme of European Union trainings were held for the Project titled 'B International'.

The growth of PIFD and its present stature is due to the support of the Government and the Senate Members of PIFD who strongly believe in merit. It goes without saying that the Industrial Linkages are the key for the development of new programmes and employment of PIFD graduates. I hope we continue to strive for the bright future of our students in these challenging times.

Prof. Hina Tayyaba Khalil
Vice Chancellor
PIFD

CHAPTER I

YEAR IN REVIEW

JANUARY

The Association of Commonwealth Universities is an International organization dedicated to building a better world through higher education, PIFD became its full member in January, 2020.

International collaboration is central to this ambition: bringing universities together from around the world and crucially the people who study and work within them.

The ACU helps advance knowledge, promote understanding, broaden minds, and improve lives.

The ACU has more than 500 members spread across 50 countries in the Commonwealth.

(https://www.acu.ac.uk/our-members)

The Association of Commonwealth Universities

Panel Session on Women and Economic Empowerment was commenced at PIFD on 10th - 11th January, 2020. The panelists included Ms. Madiha Jalal - Director Design at Interwood, Ms. Sana Farooq – CEO FANAS, Ms. Saman Arif - CEO Nayna Fashion House and Ms. Saulat Salahuddin – CEO Pronto Promo (Pvt.) Ltd.

Women Entrepreneurship Startup Camp by SSBC in collaboration with KHUDI was conducted on 10th and 11th January, 2020 at PIFD.

Change-making Week by YES Network Pakistan was conducted at PIFD on 27th January, 2020 in which more than ten (10) groups of PIFD students have received seed money up to Rs. 3,000/- to profit generation for one week.

A three day workshop on Rang Saazi was organized from 22nd - 24th January, 2020 for the students of Furniture Design and Manufacture at PIFD.

Department of Leather Accessories and Footwear participated in the 6th Pakistan Mega Leather Show 2020 at Expo Centre in Lahore from 27th - 29th January, 2020. PIFD students had designed an innovative Trend Gallery in this event based on current market trends. Different Footwear, Leather, Garments and Gloves Manufacturing Industries exhibited their forthcoming products in this mega event.

Student Startup Business Center (SSBC) at PIFD arranged a Seminar on "E-Commerce" by Ms. Aisha Humera (Joint Secretary) Ministry of Commerce on 31st January, 2020. She had visited workshops and labs of all departments at PIFD. She appreciated and acknowledged the work of students. She also encouraged the potential entrepreneurs and applauded the contribution of PIFD in industry.

FEBRUARY

Faculty, staff and students of PIFD observed Kashmir Solidarity Day with national zeal and zest showing Pakistan's support and unity with the people of Indian-occupied Kashmir.

A joint welcome and farewell event was organized to say goodbye to the seniors and to introduce the juniors with the versatile traditions of the esteemed institute.

Federal Minister for Education and Professional Training, Mr. Shafqat Mehmood visited PIFD on 21st February, 2020. He had appreciated the role of PIFD in professional training of the students.

On 24th February, 2020 the Department of Fashion Marketing and Merchandising hosted the recruitment drive contest; the renowned brand: KHAADI, at PIFD campus. The purpose of this recruitment drive was to attract talented design students for both, management trainee programme, as well as internship programme.

Students from the Department of Ceramic and Glass Design visited the main production unit of Master Tiles at Gujranwala on 29th February, 2020 for academic purposes.

MARCH

Mr. Bernhard Schlagheck, German Ambassador visited PIFD on 5th March, 2020 and liked the contribution of the institute towards fashion industry.

On 5th and 6th March, 2020, a two day sports festival was arranged for the PIFD students, faculty and staff. The students displayed remarkable spirit of sportsmanship and enthusiasm at this event. A prize distribution ceremony was held on 12th March, 2020, for winners of the sports festival and the management team.

Certificate of Appreciation was presented by Mr. Omer Aftab (CEO, Pink Ribbon) to PIFD in recognition of the institute's support for Pink Ribbon Youth Programme on 11th March, 2020.

PIFD conducted Coronavirus prevention seminar for students, faculty and staff in campus on 13th March, 2020.

Gems and Jewellery Design Department has received membership certificate by the “International Jewellery Collage Association- China”.

AUGUST

Flag hoisting ceremony was held at PIFD campus to celebrate Pakistan's 73rd Independence Day on 14th August, 2020. A complete display of national spirit was observed in its true colours on the event.

A session regarding implementation of standard operating procedures (SOPs) of COVID-19 was organized at PIFD by Dr. Samra Quddus, Medical Officer and in line with WHO recommended measures from 11th - 13th August.

SEPTEMBER

A delegation from the University of Health Sciences, Lahore visited PIFD on 9th September, 2020 to carefully examine the COVID-19 SOPs before reopening of the institute. The delegation felt satisfied at the complete compliance of COVID-19 SOPs.

PIFD Admissions test 2020 was conducted on 20th September, 2020 assuring that all the globally and nationally required SOPs of COVID-19 were followed.

OCTOBER

Fashion Marketing and Merchandising Department had organized a series of Webinars, with technical support of IT Department. Six webinars had been conducted in the series including:

- A deeper dive in to the ground root reality of Diversity in Fashion
- Advertising landscape of Pakistan
- The call for Sustainable Fashion Revolution in Pakistan
- Is blogging the future of Fashion Journalism?
- A closer look at Fashion History of Pakistan
- How technology is changing the fashion retail landscape?

This educational series was designed to bring fashion designers, retailers, journalists, PR personnel, bloggers and other industry experts from Pakistan and abroad on a platform to instigate conversations about shifts in the fashion industry, rising issues of fast fashion, marketing beyond COVID-19 with aim of facilitating students learning, and healthy educational interaction during periods of campus closure.

Additional Secretary, Ministry of Federal Education and Professional Training, Mr. Mohyuddin Ahmad Wani visited PIFD on 4th October, 2020 and liked the professional trainings of the students during their academic years.

Ms Farah Hamid Khan, Federal Secretary, Ministry of Federal Education and Professional Training visited Pakistan Institute of Fashion and Design on 27th October, 2020, and appreciated the contribution of faculty in professional development of the students.

DEPARTMENT OF FASHION MARKETING & MERCHANDISING

The Department of Fashion Marketing and Merchandising held their final jury on 28th October, 2020.
The Jurors were:

- Mr. Hadi Naeem, Head, International Brands at Nishat Group
- Mr. Noman Zakir, CEO, Rici Melion
- Ms. Khadija Rehman, Director, Generation
- Mr. Fawad Shah Gardezi, CEO and Cofounder, Lulusar
- Mr. Faisal Javed, Brand Manager, Monark
- Ms. Maria Shahzad Maud, Lead Merchant-Women NDURE
- Ms. Iqra Raghib, Owner, GLEE COMMUNICATION
- Ms. Naima Gillani, Marketing Lead, Generation
- Ms. Arooj Fatima, CEO and Founder of OZEL
- Ms. Maria Nasir, Manager Design Studio, Sapphire Textile Mills

DEPARTMENT OF GEMS AND JEWELLERY DESIGN

The Department of Gems and Jewellery Design held their final jury on 29th October, 2020.
The Jurors were:

- Ms. Amina Shariff, Jewellery Designer
- Mr. Saleem Hemani, CEO, ALIEL Jewellers

NOVEMBER

DEPARTMENT OF FURNITURE DESIGN AND MANUFACTURE

The Department of Furniture Design and Manufacture held their final jury on 3rd November, 2020.
The jurors were:

- Mr. Rizwan Amjad, Director, National Furnishers
- Mr. Shahzad Mughal, CEO/ Workman
- Mr. Yasir Waheed , Designer/ Consultant PIFD

DEPARTMENT OF CERAMIC AND GLASS DESIGN

The Department of Ceramic and Glass Design held their final jury on 3rd November, 2020.
The jurors were:

- Mr. Naveed Niazi, Assistant Professor, Ceramic Design Department, NCA Lahore
- Prof. Dabir Ahmed, Former HOD, Ceramic Design Department, NCA Lahore

DEPARTMENT OF LEATHER ACCESSORIES AND FOOTWEAR

The Department of Leather Accessories and Footwear held their final jury on 4th November, 2020.
The Jurors were:

- Mr. Agha Saiddain, Director of Marketing and Operating, Royal Leather Industries
- Mr. Nasir Anwar Sheikh, Managing Director, Elegant Shoes
- Ms. Azka Masood, Footwear Designer

DEPARTMENT OF TEXTILE DESIGN

The Department of Textile Design held their final jury on 5th November, 2020.
The jurors were:

- Mr. Danish Jabbar Khan, CEO, Kaarvan Crafts Foundation
- Ms. Mariyah Nasir, Manager Design Studio, Sapphire Textile Mills
- Mr. Zain ul Furqan, Textile Designer, Suffuse
- Mr. Yasir Waheed, Designer/ Consultant PIFD

DEPARTMENT OF FASHION DESIGN

The Department of Fashion Design held their final jury on 6th November, 2020.
The jurors were:

- Mr. Nomi Ansari, Fashion Designer
- Mr. Akif Mahmood, Fashion Designer
- Ms. Saman Arif, Fashion Designer

THESIS 2020

The 3rd Convocation of Pakistan Institute of Fashion and Design (PIFD) was held on Tuesday 17th November, 2020 at 10:30 am at PIFD, Lahore. The Chancellor PIFD, honorable President of Pakistan, Dr. Arif Alvi was the Chief Guest of the event. 845 students of Bachelor's Programme from the batches of 2016, 2017, 2018 and 2019 and 7 students of MPhil from the batch of 2019 were awarded degrees. 11 students were awarded with gold medals, 16 with roll of honor and 75 with distinction.

On 23rd November, 2020, Orientation Day was held in two groups for the newly admitted students of Foundation Year Studies, following the health and safety protocols of COVID-19.

DECEMBER

Mr. Hassan Sheheryar Yasin and his team visited PIFD on Thursday 17th December, 2020 to run a campus recruitment drive to induct fresh graduates for multiple positions.

CHAPTER 2

ACADEMIC ACTIVITIES

VISIT TO NCA THESIS DISPLAY

The 3rd year students of Fashion Marketing and Merchandising visited National College of Arts on 8th January, 2020, to observe the final thesis display. A visit is arranged every year for PIFD students to experience the importance of "Concept" which is a founding idea behind any design, and to encourage one's imaginative ability beyond boundaries.

Textile Design students of semester VI and VIII also visited NCA to see the Undergraduate Degree Show 2019, on 6th and 8th January, 2020. Faculty members Ms. Mahreen Anwar, Ms. Nabiha Aziz, Ms. Bushra Jamil, Ms. Mashal Zahra, and Ms. Fatima Iftikhar accompanied them.

VISIT TO LAHORE BIENNALE 02 WALLED CITY

Fashion Marketing and Merchandising arranged an educational trip for 3rd year students on 12th February, 2020, to visit "Lahore Biennale 02 Walled City" for the course of Visual Merchandising and Space Management. The purpose of the trip was to create awareness about art and design in various social contexts.

Textile Design students of Semester VIII, accompanied by faculty, visited Lahore Biennale 02 curated at Lahore Fort, one out of thirteen sites, on 6th February, 2020.

VISIT TO DIFFERENT MARKETS AND SITES

Textile Design students of 2nd year, semester IV, visited different markets an sites of Lahore, including Anarkali, Abbot Road, Mayo Hospital, Bottle Market, Leather Market, Tollinton Market, NCA, Lahore Museum, Punjab Public Library, Station Landa, Dehli Gate, Kashmiri Bazar, Bhatti Gate, Mubarik Haveli, Naqsh School, and Lahore Fort on 11th February, 2020. The purpose of the visit was to foster visual investigation and to provide understanding of various market trends, target groups, and fabric exploration to the students for their in class design development project. Faculty members Ms. Bushra Jamil, Ms. Rabbia Asif, and Ms. Mashal Zahra accompanied the students.

VISIT TO FIRHAJ FOOTWEAR (HUSH PUPPIES) (PVT.) LTD. AND SHAFI LIFESTYLE (PVT.) LTD. LAHORE

Two Faculty members and twenty eight students of semester VI, from the Department of Leather Accessories and Footwear, visited Firhaj Footwear (Hush Puppies), Lahore, and Shafi LifeStyle (Pvt) Ltd., Lahore, to study different footwear manufacturing constructions on 15th January, 2020.

VISIT TO GREATER IQBAL PARK AND LAHORE FORT

Two Faculty members and thirty two students of semester IV, from the department of Leather Accessories and Footwear, went on a study trip to Greater Iqbal Park and Lahore Fort for architectural research, on 2nd March, 2020.

VISIT TO PRODUCTION UNIT OF MASTER TILES

The Department of Ceramic and Glass Design arranged a visit for students of 2nd, 3rd and 4th year on 29th February, 2020, to the main production unit of Master Tiles, Gujranwala, to get them familiarized with technical facilities and industrial production processes. The visit proved valuable for students as it enhanced their knowledge of industrial manufacturing process of ceramic field.

ONLINE CLASSES ON LMS

Online classes of all departments of PIFD, for theoretical and practical courses were conducted for all academic sessions, as per HEC guidelines for LMS, on Google Classroom and Microsoft Teams. The online classes assured that there was no disturbance in academic sessions. Academic calendar has been followed in online teaching-learning.

Google Classroom

Microsoft Teams

PIFD CONVOCATION 2020

CHAPTER 3

QUALITY ENHANCEMENT CELL (QEC)

Quality aims to monitor the effectiveness of the academic activities for sustainable growth of institute by achieving its mission, vision & objectives. Quality Assurance in Higher Education is a global challenge which demands enhancing the Quality of Higher Education on viable and sustainable basis.

Pakistan Institute of Fashion and Design (PIFD) provides a platform where students of different regions of Pakistan interact with each other. Along with studies they learn and exchange culture, values, resources and potential within country, which develop harmony in youth and contributes to economic and cultural growth.

During year 2020, Higher Education remained uncertain all over the world due to the pandemic situation caused by the Coronavirus (COVID-19). Universities throughout the world have been transformed rapidly to online teaching that also forced to adopt particular resources at once for virtual setup. Higher Education Commission (HEC), Pakistan took the charge and collaborated with National and International agencies to lay down strategies for pandemic situation and provided facilitation to Universities and Institutions to initiate online learning so that precious time of students can be saved. HEC issued guidelines for HEIs, faculty, staff, teaching and online readiness concerning COVID-19. The Honorable Vice Chancellor exhibited tremendous patronage and reacted strategically in close liaison with HEC and took pandemic as a chance for PIFD to turn a new leaf in area of online Fashion and Design learning.

The Quality of Education during the pandemic was the biggest challenge particularly for institutions that do not have already established setup for online teaching. Lectures and discussions turned on virtually on Zoom, Google Classroom and Microsoft Teams, similarly assessments also went digital. The role of Quality Enhancement Cell (QEC) remained to focus on Quality Assurance aspect of online education in-line with Quality Assurance polices of HEC.

VISION

To be leading public sector higher education institution in the areas of Art and Design Education by taking best quality assurance measures to ensure highest quality of education compatible and competitive with the international standards.

MISSION

To deliver high quality teaching and learning with sustainable quality strategies in academics to meet the challenges of the rapidly changing world that consistently emphasize:

- Creativity and innovation;
- Industry relevance and employability;
- Enterprise and entrepreneurship;
- Professional excellence; and
- Socially responsible, ethical professional practice.

PROGRESS

It was a challenge to ensure the quality of teaching and learning for online classes through different Learning Management Systems (LMS). In accordance with the HEC guidelines online readiness model policy was introduced covering University, Course, Faculty, Technology, Library, Student, Evaluation and Laboratory Readiness as well as policy for reopening of the universities/institutes.

At first, Online Academic Council (OAC) was formulated at PIFD chaired by the Vice Chancellor to ensure the quality of online education. PIFD adopted hybrid model of teaching and operationalized through Microsoft Teams and Zoom for online classes.

Throughout the pandemic year 2020, 44 courses of different degree programmes approved by the OAC were offered online accordingly.

Following elements were uploaded to LMS and conveyed to the students:

1. Introduction to the course
2. Learning Objectives
3. Textbooks to be used for the course
4. Description of the system of evaluation (exams, etc.)
5. Detailed lesson plans for each remaining lecture
6. Key dates, time and venue of meetings

To implement Faculty Readiness, 68 faculty members were trained on LMS by Certified PIFD Resource Person to ensure their Technology Readiness. Afterwards, each faculty member presented his/her courses before OAC, for its approval.

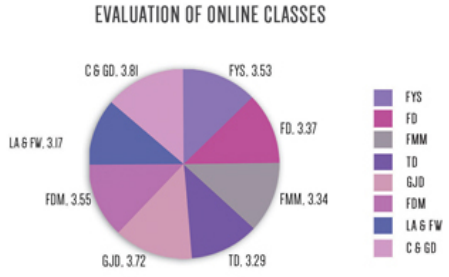
PIFD also acquired demographical information related to the students and IT facilities available to them at their residences which includes type of internet, machine and mobile networks. Students were given logins on LMS and trained to attend their classes smoothly.

Grievance Committee was also constituted by OAC to address the complaints of students regarding online teaching. A Complaint log was also maintained by IT department to address IT issues faced by the faculty and students during online classes.

Assessment and Examination Policy for online classes during Covid 19 was implemented on the recommendations of OAC. PIFD also has a valid subscription of Digital Library through HEC–PERN. All required material (e-books / research articles) of the courses was made available to the faculty and students by the Library, through Virtual Private Network (VPN).

SURVEYS

Surveys for Course Evaluation of online classes were carried out from students of each department to get their feedback. The Students were asked about the online course contents, learning environment, teaching methodology and the quality of delivery of lectures. Feedback/Suggestions by the students for improvement in online lectures were compiled by QEC and reviewed by the Course Coordinator of respective departments. Evaluation Reports were generated through MS. Excel and SPSS software. Out of 5, the average score of surveys for each department is hereby shown graphically; as follows:



MEMBERSHIPS

MEMBERSHIP ASSOCIATION OF COMMON WEALTH UNIVERSITIES (ACU)

PIFD is a Member of The Association of Common Wealth Universities (ACU). The ACU is an international organization dedicated to build a better world through higher education and it has over 500 member universities in 50 countries across the Commonwealth.
It will help in international collaboration for advance knowledge, promote understanding, broaden minds, and improve lives.

The Association of Commonwealth Universities

ERASMUS+ PROGRAMME OF THE EUROPEAN UNION

PIFD got the privilege to be the among of only four Universities of Pakistan, selected as Partner Institution for B-International Project co-funded by the Erasmus+ Programme of the European Union.

It aims to provide staff at universities in Pakistan with a framework by which to implement international strategies that support the wider aims of the universities and to provide staff with knowledge and practical tools to implement international activities that support the strategic aim of both the university and the wider Higher Education sector.

B-INTERNATIONAL

Co-funded by the Erasmus+ Programme of the European Union

ASIA PACAFIC QUALITY NETWORK (APQN)

apqn
ASIA-PACIFIC QUALITY NETWORK

Asia-Pacific Quality Network (APQN) has been striving for “Enhancing the Quality of Higher Education in the Asia-Pacific Region” and "Dissolving Boundaries for a Quality Region". PIFD has been accepted as Institutional Member of APQN since June 18, 2019.

CUMULUS

Cumulus is the only global association to serve art and design education and research. It consists currently of 360 members from 63 countries.
PIFD is the first and only institute from Pakistan awarded full membership of Cumulus. It helps to create an Academic Forum for advancement of Higher Education and Research in Art, Design and Media. This also provides opportunity to develop linkages and promote dialogue among academic institutions of art and design, and to enhance their contribution in society.

INTERNATIONAL NETWORK FOR QUALITY ASSURANCE AGENCIES IN HIGHER EDUCATION (INQAAHE)

INQAAHE
INTERNATIONAL NETWORK FOR QUALITY ASSURANCE AGENCIES IN HIGHER EDUCATION

QEC PIFD is an Associate Member of International Network for Quality Assurance Agencies in Higher Education (INQAAHE) recommended by HEC.

INQAAHE is a world-wide association of near 300 organizations active in the theory and practice of quality assurance in higher education. The great majority of its members are quality assurance agencies that operate in many different ways, although the Network also welcomes (as associate members) other organizations that have an interest in Quality Assurance in HE.

CHAPTER 4

RESEARCH AND DEVELOPMENT/ EVENTS

MEMBERSHIP CERTIFICATE BY THE INTERNATIONAL JEWELLERY COLLAGE ASSOCIATION - CHINA

The department of Gems and Jewellery Design has received membership certificate by the "International Jewellery Collage Association - China" which could be helpful for teachers' and students' future professional growth.

证 书
CERTIFICATION
国际首饰设计高校联盟理事单位
Council Member of International Jewellery College Association
巴基斯坦时尚设计学院
Pakistan Institute of Fashion and Design
贾荣林

WORLD MARKETING SUMMIT (WMS) 2020, A LEGACY OF PROF. PHILIP KOTLER

Two faculty members Ms. Asma Khan and Ms. Hina Ahmad from Fashion Marketing and Merchandising Department attended the World Marketing Summit 2020, on 25th February, 2020, in Lahore. The World Marketing Summit (WMS) is designed to be an inclusive platform of developing and developed countries to solve the world's critical challenges through the effective and efficient lens of marketing. The summit is a legacy of the Father of marketing, Professor Philip Kotler, with the vision that it will be an annual gathering of thinkers, social activists, and corporate captains - agents of social change from developed and developing countries working in concert to address and devise actionable solutions with measurable objectives.

NATIONAL VOCATIONAL & TECHNICAL TRAINING COMMISSION

(NAVTTC) HQ, (SS&C) Wing Islamabad, nominated Mr. Muhammad Umar from Gems and Jewellery Design Department as committee member of the "Qualification Development Committee", and also been invited in the Development Workshop of Assessment Package of "Jewellery CAD, Making and Wax Carving" and " Jewellery Making - Finishing and Electroplating Technology" trade, from 26th - 28th February, 2020.

CONSTRUCTION OF PURPOSE BUILT HOSTEL FOR FEMALE STUDENTS

PIFD has been allotted a piece of land measuring area 11 kanals, 9-marlas and 146 Sq. ft. for the construction of its purpose-built Hostel buildings. Accordingly, the Planning and Development Department of PIFD developed the proposal for construction of female hostel for 160 students as phase-1 and submitted its PC-II to the respective Development Wing of Ministry of Federal Education and Professional Training, Islamabad. Departmental Development Working Party (DDWP) in its meeting held on 9th March, 2020 approved the PC-II of this female hostel project with the cost of Rs. 05 Million for its design / drawings work and development of PC-1. This project was also included in PSDP-2020-21 and funded to complete the project activities by June 2021.

SOMETHING CRITICAL, SOMETHING INVESTIGATIVE

A series of interactive talks on contemporary art, design and media trends, debates and research methodologies was held for PIFD's MPhil Art and Design Education students by international and national guest speakers.

International Guest Speakers who gave an online time talk to MPhil. ADE students are:
Mr. Jan Tepe on "AR/VR Fashion"
Ms. Holly McQuillan on "Zero Waste System Thinking: Multimorphic Textile-Forms"
Ms. Vidmina Stasiulyte on 'Wearing sound'
Mr. Faseeh Saleem on 'Artifact'

National Guest Speakers who gave an online time talk to MPhil. ADE students:
Dr. Shabnam Syed Khan on "Art- crafts"
Dr. Farida Batool on "Role of Public art in formal/ informal education"

FOUNDATION YEAR STUDIES

Ms. Asmarah Ahmad participated in the 2nd International Conference (Online) on Emerging Trends in Management and Social Sciences" held on 28th and 29th November, 2020 as a presenter.

Ms. Sufia Sultana presented research papers entitled "Glocal Voices on Social Networking Sites (SNS): Multimodal Discourse Analysis (MDA) of Pakistani Haul Fashion Vlogs" at the 1st National Conference on Linguistic Challenges in FAST National University of Computer and Emerging Sciences on 24th January, 2020, and "Synergizing Critical and Corpus Based approaches in Studying Pakistani Lawn Fashion Discourse" at the 3rd National Conference on English Language, Literature and ELT (NCELLE) 2020 organized by Lahore Garrison University on 24th and 25th February, 2020.

Mr. Mutaib Shah participated in an exhibition in the gallery of World Bank, Islamabad from 6th - 25th February, 2020.

Ms. Fareeha Nadeem presented at 2nd International Conference (Online) on Emerging Trends in Management and Social Sciences (CEMS-2020) 28th - 29th November, 2020 on the paper titled "The Role of Anglo European Fashion in Pakistan's Post-Colonial Era".

Ms. Lala Rukh presented papers titled "Question of identity of prostitutes via paintings of Iqbal Hussain" at National Institute of Historical and Cultural Research Centre of Excellence, Quaid-i-Azam University, Islamabad on 6th January, 2020, and "Boundaries of Cultural Resistance: A Comparative Study of Courtesans of Lahore and Lucknaw" in International Conference at University of Lahore on 8th January, 2020.

She also published paper titled "Transitivity analysis of Ibsen's Doll house: social trends of gender identity" in Journal of Communication and Cultural Trends (JCCT) Vol 1, ISSN 2706-9141 in February, 2020.

Mr. Abdul Moin Awan participated in a group exhibition titled "Form and Beyond" in October, 2020.

Ms. Ifrah Afzal published research paper titled, "Ecocriticism: Crossing Boundaries between Human and Non-Human Spheres in Jamil Ahmed's The Wandering Falcon" in Journal of English Language, Literature and Education (JELLE) ISSN 2663-3485 in November, 2020.

She also presented research paper, "Discourse of Fear: The Global Pandemic and Margaret Atwood's Speculative Fiction" online in The International Conference of Linguistic Association Pakistan (ICLAP) November, 2020 in Islamabad.

CHAPTER 5

INDUSTRY LINKAGES

All departments of PIFD are linked with the national industry for arranging internships and job placements of students. It is mandatory for students to intern before they start with their fourth year. Students receive training at different industries for their internship programmes.

DEPARTMENT OF FASHION DESIGN

Sana Safinaz
HSY
Kamiar Rokni
Nomi Ansari
Meeras by Nilofer Shahid
E'lan by Khadija Shah
Libas by Sehyr Saigol
Khaddi
Nishat
Bareeze (Sefam Pvt Ltd)
Flora by IVY
Generation
Azguard 9
Engine
Faraz Manan
Honey Waqar
Fahad Hussayn Couture
Sobia Nazir
Maria B.
Zonia Anwaar
Saira Shakira
Maheen Khan
Nickie & Nina
Asifa & Nabeel
Republic by Omer Farooq
Sublime by Sara Shahid
Muse
Yellow
By the Way
Rani Emman
Zara Shahjahan
Beech Tree
Amir Adnan
Deepak Parwani
Bonanza-Satrangi
Alkaram
Gul Ahmad
Sapphire

DEPARTMENT OF TEXTILE DESIGN

Sapphire Industries Pvt. Ltd.
Nishat Mills Pvt. Ltd.
Chenone Pvt. Ltd.
Kohinoor Mills Pvt. Ltd.
Style Textiles Pvt. Ltd.
Beech Tree by HKB
Kayseria Pvt. Ltd.
Bareeze Pvt. Ltd.
Khaddi Pvt. Ltd.

DEPARTMENT OF GEMS AND JEWELLERY DESIGN

Afzal Jewellers
Moin Jewellers
Amna Shariff
Ruby Jewellers
Solitaire Jewellers
Ali Imran Jewellers
Marriala Consultants
Mahfooz Jewellers

DEPARTMENT OF LEATHER ACCESSORIES AND FOOTWEAR

Firhaj Footwear Pvt. Ltd. Lahore (Hush Puppies)
Servis Sales Corporation Pvt. Ltd.
Askari Shoes Pvt. Ltd.
Siddiq Leather Works Pvt. Ltd.
Borjan Pvt. Ltd.
Stylo Shoes Pvt. Ltd.
Starlet Innovations Pvt. Ltd.
Imperial Footwear Pvt. Ltd.Lahore (Unze, London)
Service Industries Pvt. Ltd.
Markhor Shoes Pvt. Ltd.
Royal Leather Industries Pvt. Ltd.
National Tanneries of Pakistan Pvt. Ltd.
Footlib Pvt. Ltd.
Intra-Systek Components Pvt. Ltd.

DEPARTMENT OF FASHION MARKETING AND MERCHANDISING

Our graduates are employed by the Fashion industry and Lifestyle brands, retailers, buying houses, manufacturers, PR companies, and media, as well as multinational FMCGs. Our graduates are working as:
Creative Directors
Brand Managers
Product Managers/ Merchandisers
Commercial Buyers
Visual Merchandisers
Marketers
Public Relations Managers
Fashion Journalists and Editors

DEPARTMENT OF FURNITURE DESIGN AND MANUFACTURE

Vogue Furniture
National Furnishers
Chen One
Profine
Eclat
Fantac Furniture
Ameer Brothers Furnishers
Ahad Home Signature
Mohkam
Chiragh Din
Decent Furniture

ORGANIZATIONS WHERE OUR GRADUATES HAVE BEEN EMPLOYED:

HKB
Borjan
Metro
Sefam (Leisure Club)
Mango
Monark
US Apparel
Levis
Sana Safinaz
Shoe Planet
Servis
Beech Tree
Cross Stitch
Gul Ahmed
Pepper Land
Coca Cola
Caanchi & Lugari
Rema Qureshi
Next
Unilever
Pop n Jay
Mannequin
CrossRoads
Hyper Star
Royal Tag
Crescent Group
Azgard 9
Sapphire
Looptex
Outfitters
E'lan
Limelight
Bonanza
VI Sigma
Masarrat Misbah
Ammara Khan

CHAPTER 6
UNIVERSITY GOVERNANCE

WORKING OF STATUTORY BODIES

Pakistan Institute of Fashion and Design is the most accredited and prestigious institution in the country which is providing standard design education, through its 4-years B.Des programme in six disciplines: Fashion Design, Textile Design, Leather Accessories and Footwear, Furniture Design and Manufacture, Jewellery Design and Gemmological Sciences, Ceramics Design and Glassware, a 4-years programme in Fashion Marketing and Merchandising with foreign affiliation and 2-years MPhil Programme in Art and Design Education. It was granted its Charter on 4th May, 2011 and it is still in the process of developing its system as a university.

SENATE

The main authority responsible for the governance of the Institute is the SENATE of PIFD, which consists of twenty one members.

SYNDICATE

The Syndicate is the executive body of the Institute whose Chairperson is the Vice Chancellor and the Registrar is its Secretary. It meets at least once in each quarter of the year.

ACADEMIC COUNCIL

Academic Council is the principal academic body of the Institute. It meets at least once in each quarter of the year.

Senate Meeting

MEETINGS OF STATUTORY BODIES

During the year 2020, the Statutory Bodies of PIFD had the following meetings which were attended by their members.

SENATE MEETING

The 10th meeting of the Senate of PIFD was held on 27th October, 2020 at Governor House, Lahore, presided over by the Honourable President of Pakistan being the Chancellor of PIFD.

SYNDICATE MEETINGS

The 29th meeting of Syndicate was held on 31st January, 2020.
The 30th meeting of Syndicate was held on 30th June, 2020.
The 31st meeting of Syndicate was held on 7th October, 2020.

ACADEMIC COUNCIL MEETING

The 32nd meeting of Academic Council was held on 5th March, 2020.
The 33rd meeting of Academic Council was held on 10th December, 2020.

ACADEMIC COUNCIL MEETING

1st meeting of Online Academic Council was held on 11th June, 2020.
2nd meeting of Online Academic Council was held on 9th July, 2020.
3rd meeting of Online Academic Council was held on 20th July, 2020.
4th meeting of Online Academic Council was held on 24th, 25th and 31st August, 2020 (in three sessions).
5th meeting of Online Academic Council was held on 12th, 13th and 14th October, 2020 (in three sessions).
6th meeting of Online Academic Council was held on 2nd November, 2020.
7th meeting of Online Academic Council was held on 11th November, 2020.
8th meeting of Online Academic Council was held on 2nd December, 2020.
9th meeting of Online Academic Council was held on 18th December, 2020.

Online Academic Council Meeting

CHAPTER 7

FACULTY DEVELOPMENT

PIFD always appreciates and encourages faculty to develop and upgrade their education and classroom pedagogic practices. The Institute supports the faculty to participate in trainings, workshops, seminars, residencies, short courses, masters and PhD programmes. Currently our faculty is enrolled in the Masters and PhD programmes in prestigious institutes.

DEPARTMENT OF FASHION DESIGN

Ms. Shawana Abid, Associate Professor, is currently pursuing a PhD in Design Research at Universita Iuav di Venezia (IUAV), Italy.

DEPARTMENT OF TEXTILE DESIGN

Mr. Faseeh Saleem, Assistant Professor, is currently enrolled in a PhD programme at Boras University, Sweden from September 2019.

Ms. Umber Zahid, Associate Professor, is enrolled in PhD program at University Malaysia Sarawak, Malaysia.

Mr. Allah Dad, Assistant Professor, has completed PhD program at Binary University, Malaysia and the degree will be conferred soon.

Ms. Bushra Jamil, is enrolled in MPhil in Cultural Studies from National College of Arts, Lahore.

Ms. Sadaf Khalid Rana, Course Coordinator of Textile Design department, is currently enrolled in MPhil Art and Design Education at PIFD.

DEPARTMENT OF FASHION MARKETING AND MERCHANDISING

Ms. Huma Mahmood Saeed, Lecturer, is currently enrolled in MPhil Art and Design Education at PIFD.

DEPARTMENT OF FURNITURE DESIGN AND MANUFACTURE

Mr. Shoaib Ashraf, Lecturer, is currently doing his Masters in Integrated Product Design from Politechnico di Milano University in Italy.

DEPARTMENT CERAMIC AND GLASS DESIGN

More than ten monthly departmental faculty meetings were arranged by course coordinator of Ceramics Design to facilitate the faculty in academic tasks. These meetings proved valuable for faculty development and ongoing academic activities.

DEPARTMENT OF LEATHER ACCESORIES AND FOOTWEAR

Mr. Harris Bin Zia, Lecturer, is currently enrolled in MPhil Art and Design Education at PIFD.

Ms. Amna Butt, Lecturer, is currently enrolled in MPhil Art and Design Education at PIFD.

FOUNDATION YEAR STUDIES

Ms. Asmarah Ahmed, Assistant Professor, is currently a PhD Scholar of Fine Arts at University of the Punjab, Lahore. She also enrolled in an online workshop programme by edx under the title "Tangible Things: Discovering History through Artworks, Artifacts, Scientific Specimens, and the Stuff around You" in October, 2020.

Ms. Mariam Ali, Assistant Professor, is currently a PhD Scholar of Fine Arts at Lahore College for Women University, Lahore.

Ms. Sufia Sultana, Lecturer, is currently a PhD Scholar of Linguistics at University of Management & Technology, Lahore. Completed itutor training Cohort 3 – Teaching Capacity and Capability Certification (TC3) organized by EDTechWorx Education, Technology and Innovation.

Mr. Khalid Mehmood, Lecturer, are currently enrolled in MPhil Art and Design Education at PIFD.

Mr. Kausar Iqbal, Lecturer, is currently enrolled in Master of Visual Art at National College of Arts, Lahore.

Mr. Aqeel Abbas, Lecturer, attended an online certified course on 'Introduction to Data Wise: A Collaborative Process to Improve Learning and amp; Teaching by HarvardX', an online learning initiative of Harvard University, during March - May, 2020. He also attended an online certified course on 'Art and amp; Activity: Interactive Strategies for Engaging with Art' by the Museum of Modern Art (MOMA) during August- September, 2020.

Ms. Lala Rukh, Lecturer, participated in a British Council Seminar on 'Creativity in English Language Teaching and Learning: What? Why? How?' on 18th January, 2020.

Ms. Asmarah Ahmed, Ms. Fareeha Nadeem, Ms. Ifrah Afzal and Ms. Sarah Zulfiqar, FYS faculty members participated in online trainings by ProQuest, HEC, in October and November 2020.

CHAPTER 8

ACCESS

A) Total number of graduates from session 1994-1998 to session 2016-2020

SR.	DEPARTMENTS	SESSION	GRADUATES
1	Fashion Design	1994-2020	833
2	Fashion Marketing and Merchandising	2005-2020	303
3	Textile Design	2008-2020	351
4	Gems and Jewellery Design	2008-2020	140
5	Furniture Design and Manufacture	2008-2020	117
6	Leather Accessories and Footwear	2009-2020	191
7	Ceramic and Glass Design	2017-2020	28
		Total	**1963**

B) Total number of post graduates from session 2017-2019

SR.	DEPARTMENT	SESSION	GRADUATES
1	Art and Design Education	2017-2019	07

C) Total number of Enrollments 2020

YEAR	ADMISSIONS
2020	452
2019	425
2018	335
2017	327
2016	287
2015	289
2014	279
2013	264
2012	205
2011	220
2010	229
2009	195
2008	194

D) Number of students in each department

SR.	DEPARTMENTS	NUMBER OF STUDENTS
1	Fashion Design	187
2	Fashion Marketing aned Merchandising	176
3	Textile Design	181
4	Gems and Jewellery Design	74
5	Furniture Design and Manufacture	50
6	Leather Accessories and Footwear	98
7	Ceramic and Glass Design	49
8	Foundation Year Studies	442
	Total	**1257**

E) Gender wise details

SR.	DEPARTMENTS	FEMALE	MALE	TOTAL
1	Fashion Design	166	21	187
2	Fashion Marketing and Merchandising	142	34	176
3	Textile Design	166	15	181
4	Gems and Jewellery Design	66	8	74
5	Furniture Design and Manufacture	35	15	50
6	Leather Accessories and Footwear	76	22	98
7	Ceramic and Glass Design	35	14	49
8	Foundation Year Studies	375	67	442
	Total			**1257**

F) Number of faculty in each department (till December 2020)

SR.	DEPARTMENT	NUMBER OF FACULTY
1	Art and Design	01
2	Foundation Year Studies	30
3	Fashion Design	14
4	Fashion Marketing and Merchandising	08
5	Gems and Jewellery Design	06
6	Textile Design	13
7	Furniture Design and Manufacture	08
8	Leather Accessories and Footwear	06
9	Ceramics and Glass Design	05

G) Two year MPhil programme Art and Design in evening

SR.	DEPARTMENT	FEMALE	MALE	TOTAL
1	Art and Design Education	23	06	29

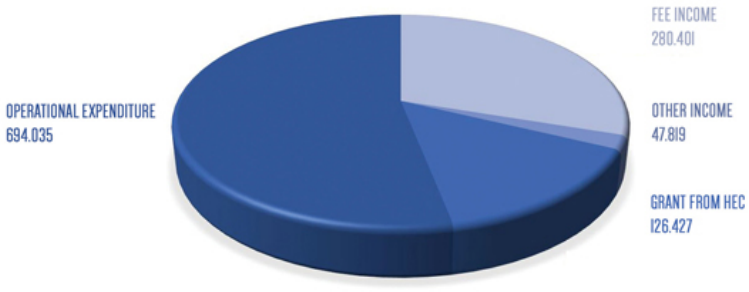
CHAPTER 9
ACCOUNTS AND FINANCE

FINANCIAL FOR FY 2019-20 AT A GLANCE
The main source of self-generated income for PIFD is the fee charged from the students. During the reporting period, an amount of Rs. 280.401 million was collected as self-generated income.

The Finance and Planning Committee in its 21st meeting and Senate in its 10th meeting had recommended the Annual Statement of Accounts for the year 2019-20 as follows:

Fee Income = Rs 280.401 million
Other Income = Rs.47.819 million
HEC Grant = Rs.126.427 million
Total Income = Rs.454.647 million
Operational Expenditure = Rs.694.035 million

INCOME AND EXPENDITURE FOR THE FY 2019-20
(AMOUNT IN MILLIONS)



RATIO ANALYSIS 2019-20

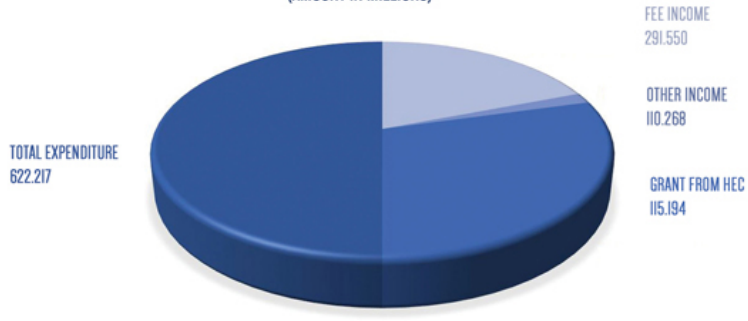
DEBTORS CYCLE
The average time (in days) taken by students to settle their all dues is 15 days on average, which shows effectiveness of debt recovery procedures.

PROJECTED FINANCIAL FOR FY 2020-21 AT A GLANCE
Expected cumulative total Receipts are amounting to Rs. 517.012 million (including grant of Rs.115.194 million from HEC) and expected annual Expenditure are amounting to Rs. 622.217 million during the current FY as summarized below:

Projected Receipts:
Grants from HEC = Rs.115.194 million
Fee Income = Rs.291.550 million
Other Income = Rs.110.268 million
Total Income = Rs.517.012 million

Projected Expenditure:
Total Expenditure = Rs.622.217 million

PROJECTED INCOME AND OPERATIONAL EXPENDITURE FOR THE FY 2020-21
(AMOUNT IN MILLIONS)



MEETING OF THE FINANCE AND PLANNING COMMITTEE
From January 2020 to December 2020, two meetings of the committee (20th meeting held on 28th February, 2020, and 21st meeting held on 18th September 2020) were convened and recommended the financial matters to the Syndicate for approval.

MEETINGS OF THE FINANCIAL AID COMMITTEE
- National Endowment Scholarships for Talent (NEST): ISAC for the NEST scholarship was held on 26th August, 2020 and an amount of Rs. 5.2 million was granted to 22 students.
- EHSAS: ISAC for the EHSAS scholarship was held on 24th January, 2020 and an amount of Rs. 1.566 million was granted to six students.
- Meeting of HEC Need Base Scholarship was held on 3rd December, 2020, and total amount of Rs. 0.837 million was granted to three students.
- Meeting of the Financial Aid Committee was held on 18th September, 2020, and total amount of Rs. 112,000 was granted to one student.

CHAPTER 10

STRENGTHENING TECHNOLOGICAL INFRASTRUCTURE

INTRODUCTION
Information technology is the backbone of the any academic institute. As a matter of policy, Pakistan Institute of Fashion and Design (PIFD) strives for the best and latest practice implementation of Information Communication Technology (ICT). Information Technology Department is playing a vital role to uplift the quality of services related to ICT.

IT INFRASTRUCTURE OF PIFD
PIFD IT infrastructure consists of more than 700 network nodes which are utilized in the Computer Labs, Offices, Auditorium, Lectures Halls, Library, Conference Room etc.

DATA CENTER
PIFD had established state of the art tier-2 Data Center for its campus, IBM blade sever technology is deployed at server side, whereas CISCO solution is deployed for the network infrastructure and Wi-Fi services.

COMPUTER LABS
Computer labs are majorly operated under two different concepts; general purpose and special propose i.e. CAD/ CAM. Currently PIFD has six functional computer labs, being used by Foundation Year Studies, Fashion Design, Textile Design, Fashion Marketing and Merchandising, Gems and Jewelry Design, Leather Accessories and Footwear Design, furniture Design and Manufacture and Ceramic and Glass Design.

ONLINE CLASSES
Under the guidance of PIFD administration, IT department has got subscription of "MS Teams" Learning Management System (LMS) by Microsoft for online classes since March 2020 during pandemic Covid-19. Furthermore in Google Classroom and Zoom are also available for online classes and virtual meetings. The department is providing ongoing support to faculty and student during their online classes.

SYSTEM INFRASTRUCTURE MANAGEMENT
Pakistan Institute of Fashion and Design (PIFD) has planned to deploy the E-Office (Suite) to switch over from physical system to paperless system through the automation of following identified common business processes:

- Internal Communications & Movement of Files (IC)
- Human Resource Management System (HR)
- Inventory & Procurement Management System
- Project Management System (PMS)
- Finance, Planning & Budgeting
- Internal Portal

Intranet service by National Telecommunication Corporation are operational and PIFD personnel get online training over test server of E-Office. The manual system of official Correspondence will switch over to paper less system by March 2021.

PRIME MINISTER PERFORMANCE DELIVERY UNIT (PMDU)
The department is providing technical support to the administration for effective implementation of Prime Minister's office directives. Composite Tasking ePortal and PMDU dashboard is managed by IT department for dealing the tasks assigned by PM office to enhance the level of services and handling public complaints.

ONLINE ADMISSIONS
Due to Covid-19, Online Admission Portal was published first time to carry out the process of admissions for the session 2020 – 24. Total 452 student got admission in undergraduate programme.

PIFD WEBINARS
IT Department is providing technical support to Fashion Marketing Department in organizing a series of Webinars. So for 5 webinars have been conducted on following topics:
A deeper dive in to the ground root reality of Diversity in Fashion & advertising landscape of Pakistan
The call for Sustainable Fashion Revolution in Pakistan
Is blogging the future of Fashion Journalism?
A closer look at Fashion History of Pakistan
How technology is changing the fashion retail landscape?

PIFD WEBSITE
PIFD official website www.pifd.edu.pk is maintained and updated by IT Department and a new layout of website is under construction; which will be published in near future.

NETWORK INFRASTRUCTURE MANAGEMENT
IT Department is continuously working to secure the Network Infrastructure through implementation of following measures:

NETWORK SECURITY
Network traffic is protected behind the Firewall to protect against illegal network traffic and to avoid unauthorized access of Network resources. To improve the quality of Network Services; Implementation of Bandwidth Management, VLANs, Traffic Storm Control, IP Source Guard, DHCP Snooping & Port Security are being implemented on different sites within the institute.

ACTIVE NETWORK INFRASTRUCTURE MONITORING
Centralized monitoring / control of Network Infrastructure is carried out for better optimization of network and to improve the quality of services.

NETWORK LOOPS PREVENTION
Network loops were identified in existing Network causing service interruption in Network services. Preventive measures were taken against physical and logical loops for provisioning of smooth network services.

CENTRALIZED MANAGEMENT OF NETWORK
Centralized Management and Access of Data Center System & Network devices and access layer CISCO & PTCL devices.

NETWORK MONITORING
Active network infrastructure monitoring using open source tools and bandwidth management using rate limiting.

BACKUP INTERNET SERVICE
A PTCL link has been integrated with existing Network infrastructure as backup for continues provision of internet services at campus along with PERN services.

NETWORK TRAFFIC PRIORITIZATION
Network Traffic prioritization has been implemented for Learning Management System (Microsoft Teams) for smooth online classes.

SYSTEM INFRASTRUCTURE MANAGEMENT
VPN Server
To facilitate the postgraduate students, researchers and PIFD faculty, IT Department has established Virtual Private Network (VPN) Server to provide access over three major resources EBSCO host, HEC Digital Library, WGSN 24/7 remotely. This facility is optimized upon the request of MPhil Art & Design Education Department which was previously not available.

Antivirus Malware Protection
Previously virus attacks and Malware protection was not available in the institute causing frequently crashing of operating system & software, on computer systems being used in offices and computer labs. IT Department resolved the issue by implementing Malware and Virus protection.

Windows Update Services
Update Server is configured in the Data Center. Updates are being installed on the computer systems installed in computer labs through Update Server to prevent them from open world threats.

Social Media Restriction
Social media restriction is being implemented on LAN and WIFI as per management policy

Video Conference
Video Conference facility is available at PIFD to participate in online meetings, seminars, workshops, lectures, etc. IT department is organizing and managing this facility.