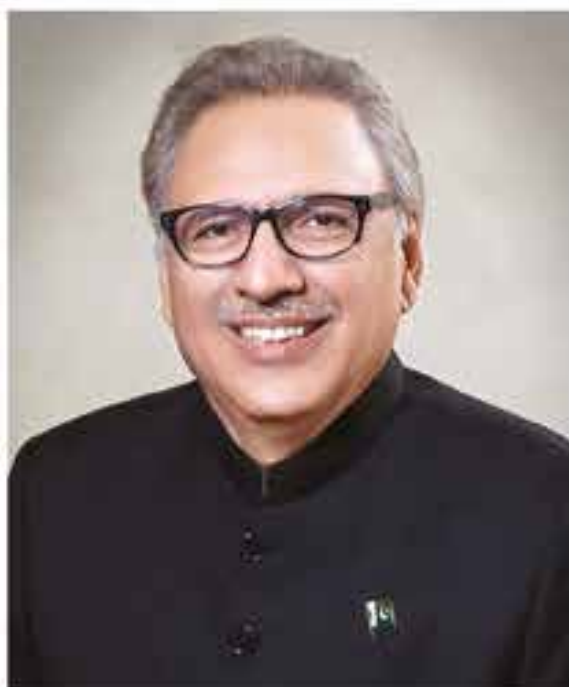




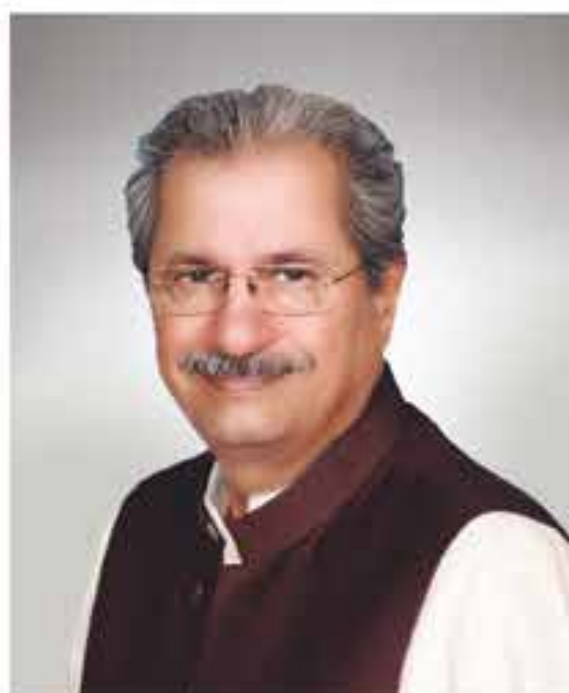
PAKISTAN INSTITUTE OF  
FASHION AND DESIGN  
Annual Report **2019**

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**CHANCELLOR**  
Dr. Arif Alvi  
Honourable President of Pakistan



**PRO CHANCELLOR**  
Mr. Shafqat Mahmood  
Honourable Minsiter of Education

## FOREWORD

In the year 2019, Pakistan Institute of Fashion and Design, a pioneer Institute of its kind in Pakistan, opened doors to new career paths for its graduates who gained education in various fields of design. Due to its wide Industry linkages, PIFD is able to facilitate its students and get them successful careers and internships in good brands and companies.

This year students graduated from seven different departments of PIFD, namely, Department of Fashion Design, Department of Fashion Marketing & Merchandising, Department of Textile Design, Department of Gems & Jewellery Design, Department of Furniture Design & Manufacture, Department of Leather Accessories & Footwear, and Department of Ceramic & Glass Design.

Over the course of this year, students and faculty had the opportunity to attend international trainings, workshops, exchange programmes, conferences, and exhibitions at the prestigious Ecole de La Chambre Syndicale de la Couture in Paris, France, Milano Fashion Institute, Milan, Social Innovation Academy (SINA), Uganda, University of Oklahoma, USA, Schmuck Design Talent Exhibition in Munich, Germany, International Conference on Retail in London, United Kingdom, and Academic International Conference on Business, Economics and Management in Oxford, United Kingdom.

PIFD also invited foreign consultants for student/ faculty training, and curriculum development. Mr. Andrew Shenton trained the faculty and students of Furniture Design & Manufacture, and Italian fashion designer Ms. Stella Jeans gave a seminar on Multiculturalism in Applied Ethical Fashion, while also conducting an activity with students by recording their views about Emerging Pakistan as part of her fashion show for Milan Fashion Week September 2019. French educationist, Ms. Maryse Faux, who laid the foundation of draping and pattern making in Pakistan, also visited PIFD.

The growth of PIFD and its present stature is due to the support of the Government and the Senate members who strongly believe in merit. It goes without saying that the industrial linkages are the key for the development, sustainability, and growth of knowledge based economy of Pakistan. I hope that the Senate, the Authorities and the Employees will continue to lend their support for the achievement of even higher targets.

Prof. Hina Tayyaba  
Vice Chancellor  
PIFD





# CHAPTER I

## YEAR IN REVIEW

### JANUARY

PIFD Alumni Homecoming musical evening was hosted by the 'PIFD Alumni Association'. All alumni were encouraged to attend and network with senior staff and faculty members, leaders from the fashion industry and fellow alumni from around the world.



Department of Leather Accessories and Footwear participated in 5<sup>th</sup> Annual Pakistan Mega Leather Show, 2019, held at Lahore International Expo Centre, from 27<sup>th</sup> to 29<sup>th</sup> January, 2019. Students from the department showcased their projects and portfolios. The department provided all necessary information to visitors at the event. They also designed 'Trend Gallery' in this event based on current market trends. Different Footwear, Leather, Garments, and Glove Manufacturing Industries exhibited their forthcoming products.



### FEBRUARY

On 13<sup>th</sup> February, 2019, foreign trainee diplomats visited PIFD and appreciated the quality of work produced at the Institute.



Students of Fashion Marketing and Merchandising participated in IBA Branding and Advertising Competition Conference in Karachi and won "Best Team of IBAC 5.0" and "Best Social Awareness Message" awards.



The Department of Textile Design, participated in "3<sup>rd</sup> Knit" an event hosted by National Textile University, Faisalabad. One of the group projects from PIFD won first prize in the design category.





## MARCH

International Women's day was celebrated at PIFD on 8<sup>th</sup> March, 2019.



Mr. Yasir Saeed, Visionary and Creative Entrepreneur, CEO at Black Box Concepts and Principal at Lahore School of Photography, was invited by the Department of Fashion Marketing and Merchandising as a guest speaker. A seminar on advertising was held on 8<sup>th</sup> March, 2019, for the students of 3<sup>rd</sup> year.

**BLACK BOX**  
CONCEPTS

Representative of Textile and clothing industry of Tajikistan visited PIFD on 11<sup>th</sup> March, 2019, and appreciated students' work and efforts of the faculty.



A talk on "Job Placement Opportunities" by Ms. Fariha Faisal, Creative Director Next Trends, was arranged at PIFD on 14<sup>th</sup> March, 2019.



On 27<sup>th</sup> March, 2019, Ms. Stella Jeans, Italian fashion designer, visited PIFD and greatly appreciated the skills and crafts taught to the students.



Pakistan Day was celebrated at PIFD to remember the Lahore Resolution.





## APRIL

Upon the directions of Ministry of Commerce, PIFD collaborated with TDAP to design the theme of TEXPO 2019 from 11<sup>th</sup> to 14<sup>th</sup> April, 2019. Faculty of Fashion Design designed T-shirts for ushers. The departments of Textile Design, Fashion Design, and Fashion Marketing & Merchandising, designed the hall's main display and reception areas.

PIFD displayed students' work in their designated stand at TEXPO.



PIFD participated and won 11 awards at "The 16<sup>th</sup> Annual Naqsh All-Pakistan Arts & Fashion Festival 2019" held at Ghulam Ishaq Khan Institute of Engineering Sciences and Technology (GIKI).



## DEPARTMENT OF FASHION MARKETING & MERCHANDISING

The Department of Fashion Marketing & Merchandising held their final jury on 29<sup>th</sup> and 30<sup>th</sup> April, 2019.

The jurors were:

- Mr. Hadi Naeem, Head, International Brands at Nishat Group
- Mr. Noman Zakir, CEO, Rici Mellon
- Ms. Saadia Asad, CEO, Noor by Saadia Asad
- Mr. Mubeen Ramzan, Senior Manager Business Development, HKB
- Ms. Hunaiza Iqbal, Associate Merchant, Service Sales Corporation Pvt. Ltd.
- Mr. Ali Khan, Category Manager, Menswear and Accessories, Sapphire
- Ms. Maria Nasir, Manager Design Studio, Sapphire Textile Mills



## DEPARTMENT OF LEATHER ACCESSORIES AND FOOTWEAR

The Department of Leather Accessories and Footwear held their final jury on 30<sup>th</sup> April, 2019.

The jurors were:

- Mr. Agha Saiddain, Director Marketing & Operations, Royal Leather Industries
- Mr. Nasir Anwer Sheikh, Managing Director, Elegant Footwear (Pvt.) Ltd, Lahore
- Ms. Amna Shariff, Jewellery Designer, Amna Studio
- Ms. Neha Nadeem, Footwear Designer/ Category Specialist at Servis Industries (Shoe Box)
- Ms. Ammen Usman, Footwear Designer/ Merchandizer Manager at NEXT





## MAY

### DEPARTMENT OF FASHION DESIGN

The Department of Fashion Design held their final jury on 02<sup>nd</sup> and 03<sup>rd</sup> May, 2019.  
The jurors were:

- Mr. Nomi Ansari
- Mr. Akif Mahmood
- Ms. Saira Faisal
- Ms. Saman Arif



### DEPARTMENT OF TEXTILE DESIGN

The Department of Textile Design held their final jury on 3<sup>rd</sup> May, 2019.  
The jurors were:

- Ms. Kiran Khan, Associate Professor, SVAD, BNU
- Ms. Saima Fareed Pirzada, Head Designer, Cross Stitch
- Ms. Khadija Rehman, CEO, Generation
- Ms. Fatima Khalid, Kayseria
- Ms. Rohma Khan, Assistant Professor, SVAD, BNU
- Ms. Sonya Batla, Fashion Designer



### DEPARTMENT OF GEMS AND JEWELLERY DESIGN

The Department of Gems and Jewellery Design held their final jury on 2<sup>nd</sup> May, 2019.  
The jurors were:

- Ms. Amna Sharif, Jewellery Designer
- Mr. Saleem Hemani, CEO, ALIEL Jewellers
- Mr. Ather-ur-Rehman Sheikh, CEO, Ruby Jewellers
- Ms. Shafaq Habib, CEO, Shafaq Habib Jewellery
- Ms. Tanya Kamal, Self Employed
- Mr. Ali Khan, Category Manager, Menswear and Accessories, Sapphire
- Ms. Maria Nasir, Manager Design Studio, Sapphire Textile Mills



### DEPARTMENT OF FURNITURE DESIGN AND MANUFACTURE

The Department of Furniture Design and Manufacture held their final jury on 6<sup>th</sup> May 2019.  
The jurors were:

- Mr. Irfan Younis Bhatti, CEO, Mechano
- Mr. Rizwan Amjad, Director, National Furnishers
- Ms. Amna Butt, Mohkam





#### DEPARTMENT OF CERAMIC AND GLASS DESIGN

The Department of Ceramic and Glass Design held the final jury on 3<sup>rd</sup> May, 2019.  
The jurors were:

- Ms. Saeed Khalid, Former HOD Ceramic Department, LCWU
- Prof. Dabir Ahmad, Former HOD, Ceramic Department, NCA, Lahore
- Mr. Salman Ikram, Ceramist/ Consultant in the Industry



PIFD showcased expressions of creativity of over two hundred graduating students from the seven departments at the Institute.



On 9<sup>th</sup> May, 2019, a Sri Lankan delegation visited PIFD and saw the Thesis Display 2019.



Mr. Stephane Gailard, Director, Alliance Francaise de Lahore, was invited to PIFD for the inauguration ceremony of Thesis Display 2019.



Mrs. Sehyr Saigol, Chairperson, Pakistan Fashion Design Council, visited PIFD Thesis Display 2019.



One of the most notable architects of Pakistan, Mr. Nayyar Ali Dada, visited PIFD Thesis Display 2019.





Ms. Selina Rashid, CEO, Lotus Client Management & Public Relations, and Director, The One Lotus Agency, along with Vice Chancellor PIFD, attended the inauguration ceremony of PIFD Thesis Display 2019.



Mr. Mirza Muhammad Afridi, Chairperson, Senate Standing Committee on Commerce and Textile, visited PIFD Thesis Display 2019.



## THESIS DISPLAY

The work of graduating students from the following seven departments was showcased at the Thesis Display 2019:

- Department of Fashion Design
- Department of Textile Design
- Department of Fashion Marketing and Merchandising
- Department of Gems and Jewellery Design
- Department of Furniture Design and Manufacture
- Department of Leather Accessories and Footwear
- Department of Ceramic and Glass Design









An exhibition titled "Material Play" showcased the work of MPhil Art and Design Education students at Alhamra Art Gallery on 14<sup>th</sup> May, 2019.



## JULY

Two high achiever final year students, Mr. Muhammad Fawad Ahmad and Ms. Maria Iftikhar, from the Department of Fashion Design, were awarded the Lux Style Award Scholarship worth Rs.100, 000 each.



The month of July ended with a gathering of all the hostel staff at PIFD. A three day workshop by Dr. Samra Qudus (Medical Officer, PIFD) on "Health and Hygiene" from 29<sup>th</sup> to 31<sup>st</sup> July, 2019, which included a series of trainings and discussion sessions.



## AUGUST

On 3<sup>rd</sup> August, 2019, PIFD Alumni Association held its first annual general meeting at the Institute. President of the Executive Committee, Ms. Sahar Atif (Fashion Designer/ Educationist) chaired the meeting. Vice Chancellor Prof. Hina Tayyaba, other office bearers, partners, and a large number of nominated facilitators from the PIFD Alumni Association were present on the occasion.



On 14<sup>th</sup> August, 2019, Vice Chancellor Prof. Hina Tayyaba, graced the "Flag Hoisting Ceremony" held at PIFD campus to celebrate the Independence Day of Pakistan.



Admissions 2019 were held in August, for which 951 students had applied. Through the rigorous admissions process only 425 students were selected on merit and enrolled in Foundation Year Studies.





On 23<sup>rd</sup> August, 2019, the Orientation Day was held for the new batch of Foundation Year Studies.



On 28<sup>th</sup> August, 2019, PIFD organized a seminar on "Corruption and Role of NAB in its Eradication" in collaboration with National Accountability Bureau (NAB) Lahore.



On 30<sup>th</sup> August, 2019, PIFD organized "Day of Solidarity with people of Occupied Kashmir" on behalf of faculty, staff, and students of the Institute. The Solidarity Rally was led by Registrar Mr. Faheem-ur-Rehman. He appreciated the decision of Prime Minister Mr. Imran Khan, and said that the people of Pakistan would not leave the people of Occupied Kashmir alone in this difficult time.



## SEPTEMBER

Fashion Design graduates of 2019, Mr. Abbass Jamil, Ms. Elaha Ahmad, Ms. Urwa Ali, and Ms. Mehak Yaqoob, presented their thesis collections at PFDC L'Oreal Bridal Couture Week under Aquafina Rising Talent, held from 26<sup>th</sup> to 28<sup>th</sup> September, 2019.



## OCTOBER

Mr. Omer Jamil, founder and CEO of a renowned PR firm in Pakistan called Latitude CRS, was invited on 2<sup>nd</sup> October, 2019, to share his professional experiences with thesis students of semester VII of Fashion Marketing and Merchandising.

A session on breast cancer awareness was held on Thursday 17<sup>th</sup> October, 2019. Guest speaker Dr. Sadia explained the causes of increasing ratio of breast cancer in Pakistan. Free and discounted vouchers of mammography and goody bags were distributed to the students and staff. Also lab tests were performed at the spot on special discount.



SSBC team attended the launch event of women entrepreneurship project "KHUDI" at HEC Islamabad on 16<sup>th</sup> October, 2019. PEP Foundation USA has entered into a cooperative agreement with the US State Department to run an incubator capacity building programme focused on women entrepreneurship. Director SSBC, Mr. Agha Hasnain, and Assistant Director SSBC, Mr. Waqas Azeem, attended the event from PIFD.



خودی



Bake Sale fundraising event was celebrated at PIFD for the Pink Ribbon breast cancer awareness on 18<sup>th</sup> October, 2019.



Ms. Anne Marchal, European Union Minister/ Deputy Head of Mission Plans, visited PIFD on 18<sup>th</sup> October, 2019.



## NOVEMBER

On 13<sup>th</sup> November, 2019, Student Startup Business Center at PIFD arranged a visit for a delegation visiting from Austin, Texas, USA. The fashion forward initiative is part of the ATX+PAK Entrepreneurship Programme, and was the city of Austin's first South Asian international business development and cultural collaboration initiative. The programme is funded by a grant from the US Department of State.



A delegation of International Apparel Federation (IAF) PRGMEA Global Fashion visited PIFD on 14<sup>th</sup> November, 2019.



PIFD students won 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> position in Sustainable Fashion Competition held at Royal Kitchen, Lahore Fort, in November, 2019.



On 16<sup>th</sup> November, 2019, PIFD Alumni Association hosted an exclusive dinner in the honor of Ms. Maryse Faux, the French educationist who laid the foundation of draping and pattern making in Pakistan.





The National Accountability Bureau (NAB) organized a painting and poster competition on the topic of "Awareness and Elimination of Corruption" in November, 2019. PIFD students participated in this national competition and came in third.



From 18<sup>th</sup> to 30<sup>th</sup> November, 2019, PIFD was delighted to participate in the Islamabad Art Festival 2019 (IAF 19), and showcase the creative endeavors of its faculty and students. The festival took place at different locations in Islamabad, including PNCA. The festival aimed to bring out Pakistan's vibrant young art scene and its innovative and energetic spirit in close contact with international artistic activities to explore cross fertilization of ideas, concerns and challenges. The thematic focus of IAF 19 was a "Dialogue between Tradition and Modernity". The inauguration ceremony of the festival was held on Monday 18<sup>th</sup> November. It is the first ever 13-day long international festival featuring artists from at least 34 countries.



Department of Furniture Design and Manufacture participated in the Interior Pakistan Expo organized by Pakistan Furniture Council, Lahore, from 22<sup>nd</sup> to 24<sup>th</sup> November, 2019. The exhibition was visited by diplomats, government officials, and people from the industry. PIFD students' work was appreciated by all visitors and professionals from the industry.



## DECEMBER

On 6<sup>th</sup> December, 2019, Dr. Fariha Shah, (Certified Doctor of Physical Therapy from the American Board/ Vice Principal & Head of Physical Therapy Department - FMH Institute of Allied Health Sciences) visited PIFD. She held a motivational counseling session with the students and faculty regarding the importance of physical health. Linked with the Boston Physiotherapy & Wellness Clinic in Lahore, Dr. Shah shared some research based strategies and exercises to bring about a healthier change in patients and individuals.



The Student Affairs Committee initiated a Performing Arts Society which included many categories like puppetry, drama, music, and dance etc. Students auditioned and participated enthusiastically in each category and showcased their talents.



Second semester students of MPhil Art and Design Education exhibited their final projects for Technology, Documentary, and Archival Processes, from 16<sup>th</sup> to 21<sup>st</sup> December, 2019.





## CHAPTER 2

### ACADEMIC ACTIVITIES

#### TRAINING AT ECOLE DE LA CHAMBRE SYNDICALE DE LA COUTURE PARIS

Sixteen students from the Department of Fashion Design went to Ecole de La Chambre Syndicale de la Couture Paris, for a two week training from 17<sup>th</sup> to 28<sup>th</sup> June, 2019. Ms. Rubab Raza (Lecturer) accompanied the students.



#### MILANO FASHION INSTITUTE, MILAN - SUMMER TRAINING 2019

Students of semester V, VII, & VIII, along with faculty member Mr. Amaar Khan Bangash, from the Department of Fashion Marketing and Merchandising, visited Milano Fashion Institute in Italy from 15<sup>th</sup> to 26<sup>th</sup> July, 2019. Students and faculty attended two week intensive training. The programme also involved field activities, including a visit to Florence City; for understanding the phenomenology of luxury, and Downtown Milan; in order to properly understand the contemporaneity of the luxury retail industry and brand retail management.



#### SCHMUCK DESIGN TALENT EXHIBITION 2019

Department of Gems and Jewellery Design sent nine students of semester VI with faculty member Ms. Qurat-ul-Ain Ali to participate in the Schmuck Design Talent Exhibition 2019, from 13<sup>th</sup> to 23<sup>rd</sup> March, 2019, in Munich, Germany. The exhibition allowed the students to understand the contemporaneity of the luxury retail industry and brand retail management.



#### TRAINING AT CARDIFF SCHOOL OF ART & DESIGN

Seven students of session 2016-20 were nominated for the training on "Fab Lab and Advanced Ceramics" at Cardiff School of Art & Design (CSAD), Cardiff Metropolitan University, UK, from 24<sup>th</sup> June to 5<sup>th</sup> July, 2019.





### SINA SUMMER SCHOOL 2019

Students from Foundation Year Studies took part in Social Innovation Academy's (Sina) Summer School from 19<sup>th</sup> June to 20<sup>th</sup> July, 2019 in Uganda.

The objective of the programme is to develop creative thinking skills and understand how students apply these skills to make meaning. Collaborating in a cross cultural environment serves as the perfect precedent for the students to move out of their comfort zones, work together towards solving problems, and engage in the process of meaning making.



### ITALIAN DESIGNER STELLA JEANS VISITED PIFD

In collaboration with Pakistan Mission in Rome and TDAP, Italian designer Ms. Stella Jeans, and her team, visited PIFD on 27<sup>th</sup> March, 2019. A seminar was organised for the second year students of Fashion Design on "Multiculturalism in Applied Ethical Fashion". Ms. Jeans also conducted an activity with students by recording their views about Emerging Pakistan as part of her fashion show for Milan Fashion Week in September 2019.



### TARKASHI WORKSHOP

A workshop on "Tarkashi" was organized under the course title "Textile Embellishments" on 19<sup>th</sup> and 20<sup>th</sup> March, 2019, which introduced students to the traditional embroidery techniques. The artisan was referred through collaboration with Aik Hunar Aik Nagar (AHAN).



### VISIT COMO MUSEUM

During a one day visit Textile Design students of semester VII visited Como Museum of Art, and various malls, to understand the realm of home/ interior design, and experience indirect methods of creating relationship between spaces and objects. They also observed curatorial spatial display strategies which would be crucial for them in their ongoing and upcoming projects. As these students were at the verge of entering their design and development phase in their thesis, this would act as a prospect to provide them alternate visions and possibilities regarding narrative development and depiction.



### ONE DAY INDUSTRIAL VISIT TO NISHAT MILLS PVT. LTD.

An industrial visit was planned for semester V students of Textile Design for their course of Print Design. The visit aimed to provide an in depth and practical overview of Rotary & Flat Bed Printing, and Design Creation Process, at Nishat Mills, Pvt. Ltd.



### VISIT TO GOVERNMENT COLLEGE OF TECHNOLOGY FOR GLASS & CERAMICS, SHADRAH

Department of Ceramic and Glass Design arranged a visit for students of session 2017-21, to the main production unit at Government College of Technology for Glass and Ceramics, Shadra, in October 2019. The trip was arranged so that students get familiar with technical facilities and industrial production processes. They also visited Lahore Fort to see the work in its conservation and restoration department.



### NAVTECH APPAREL

Students of session 2016-20 from Fashion Marketing and Merchandising went on an industrial visit to the textile manufacturing unit "Navtech Apparel" for their course Production Planning and Control.

# NAVTECH



### SUMMER WORKSHOP ON DIGITAL DESIGN DEVELOPMENT 2019

A summer workshop on "Digital Design Development" was scheduled thrice a week in the month of July. The objective of the course was to nurture the skill of design development practiced by designers globally. It mainly focused on developing an understanding of Adobe Photoshop tools to create interesting personalized art works and designs, reflecting an inspiration depicted through research boards and manual ornamental drawings. The course inculcated resourceful skills of creating interesting arrangements for print design as practiced in the industry.



### VISIT TO LEATHERTEX FACTORY, LAHORE

Students and faculty members visit the industry manufacturers and factories to gain hands-on experience. Faculty from the Department of Leather Accessories and Footwear visited Leathertex Factory to observe the "Industrial process for handbag making" on 2<sup>nd</sup> July, 2019.



### VISIT TO CHAMBER LANE AND SHAH ALAM SHOE MARKET

On 23<sup>rd</sup> September, 2019, two faculty members and thirty two students of semester III from the Department of Leather Accessories & Footwear, visited Chamber Lane and Shah Alam Shoe Market, Lahore, to research raw material used for the manufacturing of footwear and leather accessories.



### GUEST SPEAKER LECTURE ON PROFESSIONAL EXPERTISE

Ms. Saima Rana visited the Department of Leather Accessories and Footwear on 16<sup>th</sup> and 30<sup>th</sup> September, 2019, as guest speaker to share her professional expertise with 4<sup>th</sup> year students.

### VISIT TO NATIONAL TANNERY AND ELEGANT FOOTWEAR, MURIDKE

On 4<sup>th</sup> October, 2019, three faculty members and thirty two students of semester III from the Department of Leather Accessories and Footwear visited National Tannery and Elegant Footwear, Muridke, for the observation of tannery and footwear manufacturing processes, along with purchasing of quality leather to be used for Footwear Manufacturing.



### VISIT TO PUNJAB TIMBER

Students of semester III from the Department of Furniture Design and Manufacture were taken to Punjab Timber on a field trip to introduce them to different types of local and imported timber available in the market on 29<sup>th</sup> August, 2019.





#### VISIT TO NATIONAL FURNISHERS, GUJRAT.

The Students of the department of Furniture Design and Manufacture went on a study tour to National Furnishers, Gujrat, on 23<sup>rd</sup> November, 2019. The visit gave a detailed study to the students on the different processes of seasoning, veneering, CNC, laser cutting, carving, manufacturing, upholstery, finishing, and polishing. The students also visited the display at the showroom.



#### 3<sup>rd</sup> ANNUAL UPPER LEATHER FINISHING WORKSHOP BY QUADRI GROUP (OG)

The 3<sup>rd</sup> Annual Upper Leather Finishing workshop was held on 17<sup>th</sup> October, 2019, at the Department of Leather Accessories and Footwear was conducted by Quadri Group. This workshop was scheduled for students of semester VII for the accomplishment of the following objectives:

- To get comprehensive (hands-on) understanding of Upper Leather Finishing Processes
- Application of different types of dyes/ finishes on crust leather swatch
- Lasted shoe and belt dying/ finishing
- Edge colouring techniques understanding/ application.



#### DESIGN WORKSHOP BY GEMS AND JEWELLERY DESIGN

The Department of Gems and Jewellery Design arranged a ten day design workshop titled "Joy of Repetition" in the month of January 2019 with foreign designer Ms. Karin Roy Andersson.



#### ENAMELING WORKSHOP BY GEMS AND JEWELLERY DESIGN

Gems and Jewellery Design arranged a one week enameling workshop with Ms. Namra Javed (Consultant), for the students of semester VI who did not go to Germany from 13<sup>th</sup> March to 23<sup>rd</sup> March, 2019.



#### VISIT TO THE WALLED CITY LAHORE

The department of Fashion Marketing and Merchandising arranged an educational trip on February 27<sup>th</sup>, 2019, for 3<sup>rd</sup> year students to visit "Walled City Lahore" for the course Visual Merchandising and Space Management.



#### VISIT TO MASJID WAZIR KHAN

Students of 2<sup>nd</sup> and 3<sup>rd</sup> year from the Department of Ceramic and Glass Design visited Masjid Wazir Khan to learn the restoration and conservation process in the Ceramic Industry.



#### VISIT TO LAHORE FORT

Four faculty members and fifty one students of semester IV and VI went on a field study trip to Lahore Fort for architectural research on 1<sup>st</sup> February, 2019.





#### VISIT TO MATRIX SOURCING & LULUSAR

The students of Fashion Marketing and Merchandising went to Matrix Sourcing and corporate headquarters of "Lulusar" for an educational tour. The students learnt the entire business model and supply chain of the business through a detailed tour of all departments at the corporation.



#### VISIT TO NCA THESIS DISPLAY

3<sup>rd</sup> year students of Fashion Marketing and Merchandising went to National College of Arts on 16<sup>th</sup> January, 2019, to see the thesis display. The visit was arranged so that students experience the importance of "concept" which is the founding idea behind a design, and to encourage one's imaginative ability beyond boundaries.



#### VISIT TO SHAFI RESO CHEMICAL PVT. LTD.

Faculty and students visited Shafi Reso Chemical (Pvt.) Ltd, Lahore, to observe and learn different Surface Development techniques on Leather. Two faculty members and twenty eight students of semester IV visited on 29<sup>th</sup> and 30<sup>th</sup> March, 2019, while three faculty members and twenty three students of semester VI visited on 5<sup>th</sup> and 6<sup>th</sup> April, 2019.





# CHAPTER 3

## QUALITY ENHANCEMENT CELL (QEC)

### QUALITY ASSURANCE

Quality Enhancement Cell aims to test the affectivity of the academic processes of the Institute. It is a never ending process that provides the Institute with a yardstick in achievement of mission, vision, and objectives, which it has set for itself by pointing out the weaknesses in the system put in place. Quality Assurance (QA) in educational institutions refers to academic and procedural activities implemented in a quality system so that the mission, vision, and objectives of the institution are successfully fulfilled. QA and Evaluation together make up the 'cycle of quality improvement': systematic measurement, comparison with a standard, monitoring of processes and an associated feedback loop that confers prevention of these weaknesses.

QA in Higher Education is a global challenge which demands enhancing the Quality of Higher Education on viable and sustainable basis. The role of Quality Enhancement Cell (QEC) is to put a focused attention on Quality Assurance aspect of Education and it operates for the execution of QA policies designed by Quality Assurance Agency (QAA), Higher Education Commission (HEC) with uniformity of pace and standards.

QEC was established in the Institute with the task to enhance the quality of higher education and it is a continuous process. Due to patronage and keen interest of the Vice Chancellor, QEC is acting as 'catalyst body' to expedite the quality implementation and attain new standards of excellence for PIFD.

### VISION

To be a leading public sector higher education institution in the areas of Art and Design Education by taking the 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
- Socially responsible, ethical professional practice

### PROGRESS

Under the guidelines of QAA/ HEC, QEC planned to conduct Surveys and prepare Self Assessment Reports (SARs) of all the seven departments of the Institute i.e. Fashion Design, Fashion Marketing & Merchandizing, Textile Design, Gems & Jewellery Design, Furniture Design & Manufacture, Leather Accessories & Footwear, and Ceramic & Glass Design in terms of academic programmes.

### SURVEYS

Faculty Evaluation and Course Evaluation Surveys are carried out by students of each department in every semester to get feedback from students. The data was collected online and Evaluation Reports were generated through MS Excel and SPSS softwares. The average score of both surveys for each department is shown graphically:

### FACULTY EVALUATION



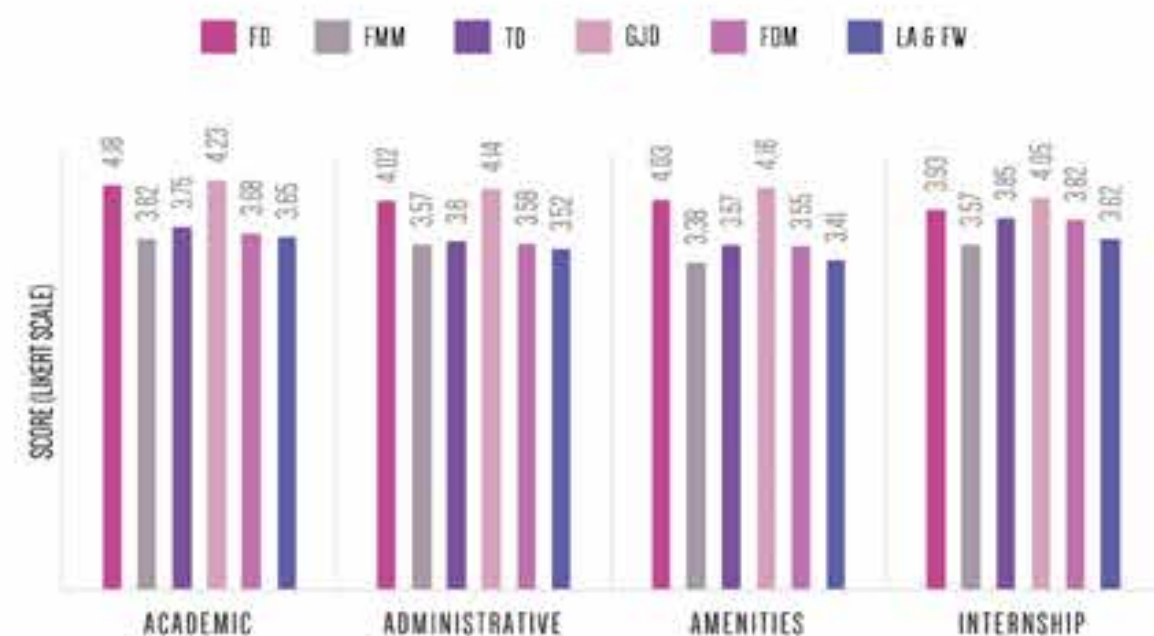
### COURSE EVALUATION





QEC also conducted survey of graduating students, Alumni survey, and Employer Survey. Faculty Course Review Performa was also discussed with PTs for any sort of improvement or request and attained 100% feedback in this respect.

## SEGMENTS OF GRADUATING STUDENTS SURVEY



### AWARENESS SESSIONS WITH PROGRAM TEAMS

QEC conducted the awareness sessions with all the PTs of the departments to apprise them about Self-Assessment Manual (SAM) through a powerpoint presentation having eight criteria, its thirty one associated standards, and ten survey forms in detail for preparation of SARs of the departments in terms of academic programmes.



During the period under report, QEC has reviewed SARs of all the departments submitted by PTs.

### CONSTITUTION OF PROGRAMME TEAMS (PTS)

#### DEPARTMENT OF FASHION DESIGN

Ms. Sarah Javaid Mehmood, Assistant Professor (Team Leader)  
Mr. Abdul Manan Khalid, Assistant Professor  
Ms. Rubab Raza, Lecturer

#### DEPARTMENT OF FASHION MARKETING & MERCHANDISING

Mr. Agha Hasnain, Assistant Professor (Team Leader)  
Mr. Ammar Khan Bangash, Lecturer  
Ms. Huma Saeed, Lecturer

#### DEPARTMENT OF TEXTILE DESIGN

Mr. Allahdad, Assistant Professor (Team Leader)  
Ms. Rabbia Asif, Lecturer  
Ms. Nabiha Aziz, Lecturer

#### DEPARTMENT OF GEMS & JEWELLERY DESIGN

Ms. Qurat-ul-Ain Ali, Lecturer (Team Leader)  
Ms. Amina Rizwan, Assistant Professor  
Mr. Shuja-ur-Rehman, Lecturer

#### DEPARTMENT OF FURNITURE DESIGN & MANUFACTURE

Ms. Iram Iqbal, Assistant Professor (Team Leader)  
Ms. Abeer Tahir, Lecturer  
Ms. Ayesha Afzal, Lecturer

#### DEPARTMENT OF LEATHER ACCESSORIES & FOOTWEAR

Mr. Rehan Javed, Lecturer (Team Leader)  
Ms. Saman Shireen, Lecturer  
Mr. M. Zeshan Naseem, Faculty Member/ Consultant

#### DEPARTMENT OF CERAMIC & GLASS DESIGN

Mr. Usman Khalil, Lecturer (Team Leader)  
Ms. Shehneela Suri, Teaching Associate  
Ms. Kulsoom Mahmood, Teaching Associate



#### CONSTITUTION OF ASSESSMENT TEAMS (ATs)

To conduct assessment of the departments in terms of degree programmes in view of SARs, QEC also constituted the Assessment Teams (ATs) with the approval of the Competent Authority, as under:

##### DEPARTMENT OF FASHION DESIGN

Mr. Umar Hameed, Associate Professor (Team Leader)  
Ms. Asmarah Ahmed, Assistant Professor  
Mr. Abdul Manan Khalid, Assistant Professor (Subject Expert)

##### DEPARTMENT OF FASHION MARKETING & MERCHANDISING

Mr. Muhammad Umar, Assistant Professor (Team Leader)  
Ms. Faiza Khalid, Assistant Professor  
Mr. Ammar Khan Bangash, Lecturer (Subject Expert)

##### DEPARTMENT OF TEXTILE DESIGN

Ms. Fareeha Sardar, Assistant Professor (Team Leader)  
Ms. Fatima Jabeen, Assistant Professor  
Ms. Rabbia Asif, Lecturer (Subject Expert)

##### DEPARTMENT OF GEMS & JEWELLERY DESIGN

Ms. Sabahat Nawaz, Associate Professor (Team Leader)  
Ms. Alia Hadi Ali, Lecturer  
Ms. Amina Rizwan, Assistant Professor (Subject Expert)

##### DEPARTMENT OF FURNITURE DESIGN & MANUFACTURE

Ms. Maida Hasan, Assistant Professor (Team Leader)  
Ms. Mahrukh Malik, Assistant Professor  
Ms. Abeer Tahir, Lecturer (Subject Expert)

##### DEPARTMENT OF LEATHER ACCESSORIES & FOOTWEAR

Ms. Bushra Jamil, Assistant Professor (Team Leader)  
Mr. Qaisar Khan Shinwari, Assistant Professor  
Mr. Rehan Javed, Lecturer (Subject Expert)

##### DEPARTMENT OF CERAMIC & GLASS DESIGN

Ms. Khadija Hassan, Assistant Professor (Team Leader)  
Mr. Kausar Iqbal, Lecturer  
Mr. Usman Khalil, Lecturer (Subject Expert)

#### MEMBERSHIP INQAAHE



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

INQAAHE is a worldwide 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. The Network also welcomes (as associate members) other organizations that have an interest in Quality Assurance in Higher Education.



#### MEMBERSHIP APQN



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".

APQN has played a crucial and unique role in improving the QA mechanism, exchanging theory and practice experiences, promoting substantive co-operations, establishing Consultant Bank, reviewing Asia-Pacific Quality Register (APQR) and Asia-Pacific Quality Label (APQL) in this region. Pakistan Institute of Fashion and Design has been accepted as Institutional Member of APQN since 18<sup>th</sup> June, 2019.



QEC arranged visit of ATs to the departments for assessment of the academic programmes wherein PTs, ATs and QEC Staff were present.



# CHAPTER 4

## RESEARCH AND DEVELOPMENT/ EVENTS

### DEPARTMENT OF ART AND DESIGN EDUCATION

Prof. Dr. Razia Iram Sadik presented a research paper at the International Educational Conference 2019, in Canada.



### DEPARTMENT OF FASHION DESIGN

#### WTO WORLD COTTON DAY

As per advice of Ministry of Commerce, the Department of Fashion Design developed options of totem and brochure designs to represent Pakistan by Permanent Mission of Pakistan to the WTO Geneva. The World Cotton Day event was organized at the WTO headquarter in Geneva.



### DEPARTMENT OF FASHION MARKETING & MERCHANDISING

#### PARTICIPATION IN PROFESSIONAL FELLOWS PROGRAMME, UNIVERSITY OF OKLAHOMA, USA

Mr. Agha Hasnain, Assistant Professor from Fashion Marketing and Merchandising department, attended a five week professional exchange programme in the United States that included a professional fellowship placement at an American small business organization. The Professional Fellows Exchange programme was held from 27<sup>th</sup> April to 31<sup>st</sup> May, 2019. This programme was hosted by The Gaylord College of Journalism and Mass Communication, University of Oklahoma, and the Ronnie K. Irani Center for the Creation of Economic Wealth (ICCEW) at the University of Oklahoma in partnership with the US Department of State and stakeholders in Pakistan, India, Nepal, and Kazakhstan.



#### INTERNATIONAL CONFERENCE ON RETAIL, LONDON.

Ms. Hina Ahmed, Lecturer, Fashion Marketing and Merchandising, attended a Retail conference in London, United Kingdom, on 2<sup>nd</sup> and 3<sup>rd</sup> October, 2019. The event was hosted by World Retail Congress. The key themes of the conference were retail artificial Intelligence, IOT, and data in context of retail. It brought together retailers, FMCGs, brands, start-ups and technology titans to analyze and work out how to survive and thrive in the digital revolution. The presence of speakers from fashion background enhanced the relevance and benefits of the conference. Ms. Ahmed aspires to incorporate the learnings in the scheme of studies of the department.

#### PARTICIPATION IN THE 8<sup>TH</sup> ACADEMIC INTERNATIONAL CONFERENCE ON BUSINESS, ECONOMICS AND MANAGEMENT

Ms. Khadija Hassan, Assistant Professor, Fashion Marketing and Merchandising, participated in the 8<sup>th</sup> Academic International Conference on Business, Economics and Management at Oxford, United Kingdom, from 14<sup>th</sup> to 16<sup>th</sup> October, 2019. She presented her research paper on the topic 'The Influence of In Store Atmospherics on Consumers' Shopping Experience and Value: A Study of Male and Female Fashion Shoppers in Pakistan'.

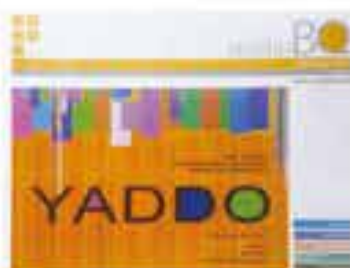


## FOUNDATION YEAR STUDIES

Ms. Alia Hadi, Lecturer, Foundation Year Studies presented her research in University of Okara at the 1<sup>st</sup> National Conference on Multidisciplinary Research 2019. She was awarded a shield on her paper presentation.



Mr. Aqeel Abbas, Lecturer, Foundation Year Studies, participated in Studio BQ group show in May, 2019.



Ms. Momina Muhammad, Teaching Associate, Foundation Year Studies, participated in 'Opinion, Knowledge & Truth: Knowing to Transform', a group show at 12.0 Contemporary Art Gallery, Islamabad, in October, 2019.



Mr. Umar Hameed, Associate Professor & Coordinator Foundation Year Studies, was a part of the selection board and jury member for Communication Design in the first ever ADA Magazine Awards in January, 2019. ADA is Pakistan's premier magazine for architecture design and art showcasing Pakistani talent on a global level. ADA Awards provides an opportunity for the region's creative talent to present innovative and original works to be considered by a jury of leading figures from the world of architecture, interiors, art and design. The award is a biennial programme and will be held in a different city every year.



Mr. Umar Hameed, was also a core team member, curator, and participating artist in 'Sheherezade – The Walled City Anthology' in early 2019. Sheherzade was a collaborative project of British Council Pakistan, Numaish Karachi, Madlab UK, and WCLA, it took place in March, 2019 in Lahore.

The year long project, that started in 2018, was based on an extensive ethnographic research of the locals of Delhi Gate, Lahore, to break the barriers of access between public and art. The project engaged various artists and designers including painters, sculptors, miniaturists, furniture designers, communication and digital designers, to respond to and reinterpret the history and culture of Delhi Gate.

Mr. Hameed also collaborated with Ms. Saima Zaidi (Communication Designer) and Mr. Raza Zahid (Architect) in designing an installation based on the jharokas of the walled city.



## FURNITURE DESIGN AND MANUFACTURE

### VISIT OF FOREIGN CONSULTANT. 14<sup>TH</sup> JANUARY – 16<sup>TH</sup> FEBRUARY, 2019

Foreign Consultant from UK, Mr. Andrew Shenton visited PIFD from 14<sup>th</sup> January to 16<sup>th</sup> February, 2019, to supervise the final thesis work of the students of Furniture Design and Manufacture.

### VISIT OF FOREIGN CONSULTANT. 8<sup>TH</sup> APRIL – 17<sup>TH</sup> MAY, 2019

Mr. Andrew Shenton visited PIFD from 8<sup>th</sup> April to 17<sup>th</sup> May, 2019, for reviewing and setting up improved course for the department of Furniture Design and Manufacture. He also supervised thesis work and final jury of students during his stay.

### VISIT OF FOREIGN CONSULTANT. 23<sup>RD</sup> SEPTEMBER – 16<sup>TH</sup> OCTOBER, 2019

Mr. Shenton once again visited PIFD from 23<sup>rd</sup> September to 16<sup>th</sup> October, 2019, for supervising the students of semester VII and to train the faculty members.



# 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  
Kammar Rokni  
Nomi Ansari  
Meeras by Nilofer Shahid  
E'lan by Khadija Shah  
Libas by Sehry 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  
Nickle & 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  
Proline  
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 (PIFD) is the most accredited and prestigious institution in the country which is providing standard design education, through its 4-year BDes programme in 6 disciplines, Fashion Design, Textile Design, Leather Accessories and Footwear, Furniture Design and Manufacture, Gems and Jewellery Design, Ceramic and Glass Design, and a 4-Year BS programme in Fashion Marketing and Merchandising with foreign affiliation, and a 2-Year MPhil programme in Art and Design Education. It was granted its Charter on 4<sup>th</sup> May, 2011, and it is still in the process of developing 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.



Board of Studies meeting.

### MEETINGS OF STATUTORY BODIES

During the year 2019, the Statutory Bodies of PIFD had the following meetings which were attended by their members.

#### SENATE MEETING

1. The 7<sup>th</sup> meeting of the Senate was held on 30<sup>th</sup> January, 2019.
2. The 8<sup>th</sup> meeting of the Senate was held on 8<sup>th</sup> October, 2019.

#### SYNDICATE MEETINGS

1. The 27<sup>th</sup> Meeting of the Syndicate was held on 20<sup>th</sup> May, 2019.
2. The 28<sup>th</sup> Meeting of the Syndicate was held on 25<sup>th</sup> July, 2019 and 1<sup>st</sup> August, 2019.

#### ACADEMIC COUNCIL MEETING

1. The 30<sup>th</sup> Meeting of Academic Council was held on 26<sup>th</sup> April, 2019.
2. The 31<sup>st</sup> Meeting of Academic Council was held on 3<sup>rd</sup> and 11<sup>th</sup> October, 2019.



Senate 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 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 Università Iuav di Venezia (IUAV), Italy.

Ms. Zill-e-Huma Maqbool, Lecturer, has successfully completed her MFA in Fashion Design at Parsons School of Design, New York, USA.



### DEPARTMENT OF TEXTILE DESIGN

Mr. Faseeh Saleem, Assistant Professor, is currently enrolled in a PhD programme at Borås University, Sweden.

Mr. Allah Dad, Assistant Professor, is currently pursuing PhD programme at Binary University, Malaysia, and the degree will be conferred during the 2020 Convocation.

Ms. Sadaf Khalid Rana, Course Coordinator of Textile Design department, 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 Politecnico di Milano University, Italy.

### DEPARTMENT CERAMIC AND GLASS DESIGN

Mr. Usman Khalil, Lecturer, had been nominated to attend the training on "Fab Lab and Advanced Ceramics" in Cardiff School of Art & Design (CSAD), Cardiff Metropolitan University, UK, from 24<sup>th</sup> June, 2019 to 5<sup>th</sup> July, 2019.





#### DEPARTMENT OF FASHION MARKETING AND MERCHANDISING

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

#### FOUNDATION YEAR STUDIES

Ms. Fareeha Nadeem, Lecturer, presented a paper on Osama Siddique's novel "Strategies of Resistance in Snuffing out the Moon" in the International Conference on Geographies of Resistance: Literature, Language and Culture held at The University of Lahore on 21<sup>st</sup> April, 2019.

Ms Lala Rukh, Lecturer, presented the following papers: Effectiveness of Oral Presentation for enhancing non-verbal communication skills: A Comparative study of Public and Private University students of Pakistan Presented at 1<sup>st</sup> National conference of Language and Literature held at University of Management and Technology, Lahore from 13<sup>th</sup>-14<sup>th</sup> April, 2019. Geographies of Resistance: Transitivity Analysis of A Doll House presented at 4<sup>th</sup> International Conference of Central Asian Language and Linguistics at Indiana University from 17<sup>th</sup>-19<sup>th</sup> April, 2019 and Geographies of Resistance: Women Hunted and Hunters as presented in Shikari presented at 1<sup>st</sup> National Conference at University of Lahore on 20<sup>th</sup> April, 2019.

Ms. Asmarah Ahmed, Assistant Professor, is currently a PhD Scholar of Fine Arts at University of the Punjab, Lahore.

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.

Mr. Qaiser Khan Shinwari, Assistant Professor, and 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.





# CHAPTER 8

## ACCESS

A) Total number of graduates from session 1994-1998 to session 2014-2018

SR	DEPARTMENTS	SESSION	GRADUATES
1	Fashion Design	1994-2019	798
2	Fashion Marketing and Merchandising	2005-2019	258
3	Textile Design	2008-2019	304
4	Gems and Jewellery Design	2008-2019	117
5	Furniture Design and Manufacture	2008-2019	101
6	Leather Accessories and Footwear	2009-2019	165
7	Ceramic and Glass Design	2017 -2019	22
	<b>Total</b>		<b>1765</b>

B) Total number of enrollments in 2019

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

C) Number of students in each department

DEPARTMENTS	NUMBER OF STUDENTS
Fashion Design	155
Fashion Marketing and Merchandising	150
Textile Design	157
Gems and Jewellery Design	60
Furniture Design and Manufacture	44
Leather Accessories and Footwear	83
Ceramic and Glass Design	32
Foundation Year Studies	365
<b>Total</b>	<b>1046</b>

D) Gender wise details

DEPARTMENTS	FEMALE	MALE	TOTAL
Fashion Design	141	14	155
Fashion Marketing and Merchandising	125	25	150
Textile Design	146	11	157
Gems and Jewellery Design	54	6	60
Furniture Design and Manufacture	28	16	44
Leather Accessories and Footwear	61	22	83
Ceramic and Glass Design	23	9	32
Foundation Year Studies	303	62	365
<b>Total</b>			<b>1046</b>

E) Number of faculty in each department ( till December 2019)

SR.	DEPARTMENT	NUMBER OF FACULTY
1	Art and Design Education Department	01
2	Foundation Year Studies	28
3	Fashion Design	15
4	Fashion Marketing and Merchandising	08
5	Gems and Jewellery Design	06
6	Textile Design	11
7	Furniture Design and Manufacture	09
8	Leather Accessories and Footwear	07
9	Ceramic and Glass Design	04

F) Two year MPhil programme Art and Design Education in evening

DEPARTMENT	FEMALE	MALE	TOTAL
Art and Design Education Department	21	4	25



# CHAPTER 9

## ACCOUNTS AND FINANCE

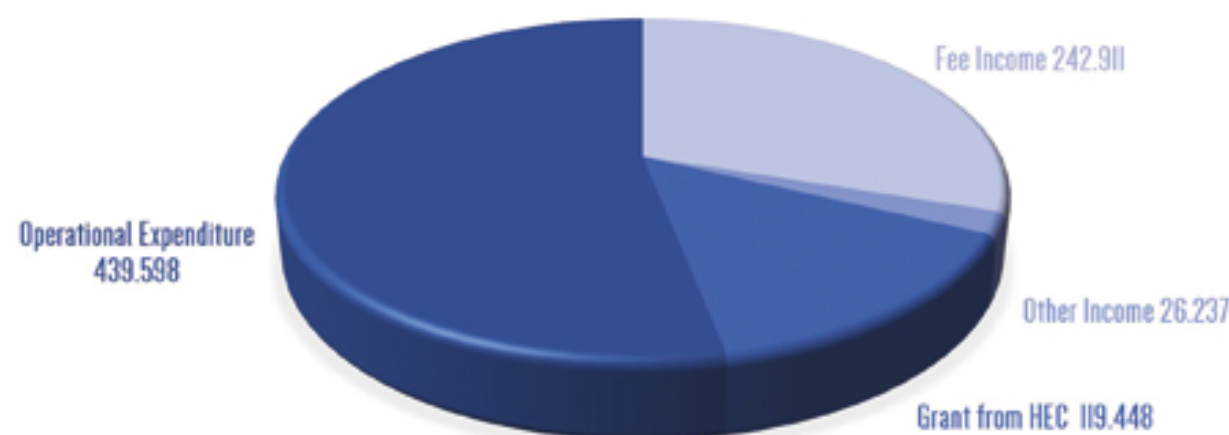
### FINANCIAL FOR FY 2018-19 AT A GLANCE

The main source of self-generated income for PIFD is the fees charged from the students. During the reporting period, an amount of Rs. 242.911 million was collected as self-generated income.

The Finance and Planning Committee (FPC) in its 18<sup>th</sup> meeting has recommended the Annual Statement of Accounts for the year 2018-19 as follows:

Fee Income = Rs. 242.911 million  
 Other Income = Rs. 26.237 million  
 HEC Grant = Rs. 119.448 million  
 Total Income = Rs. 388.596 million  
 Operational Expenditure = Rs. 439.598 million

INCOME AND EXPENDITURE FOR THE FY 2018-19  
(AMOUNT IN MILLIONS)



### ACQUISITIONS OF FIXED ASSETS DURING THE YEAR 2018-19

Furniture and fixtures = Rs. 0.172 million  
 Library books = Rs. 2.951 million  
 Machinery and equipment = Rs. 0.613 million  
 Computer equipment = Rs. 0.298 million

Total = Rs. 4.035 million

### RATIO ANALYSIS 2018-19

#### DEBTORS CYCLE

The time (in days) taken by students to settle all their dues is 16 days on average which shows effectiveness of debt recovery procedures.

### PROJECTED FINANCIAL FOR FY 2019-20 AT A GLANCE

Expected cumulative Total Receipts amounting to Rs. 425.573 million, (including grant of Rs. 105.843 million) and expected cumulative expenditure amounting to Rs. 609.350 million during the current FY is as summarized below:

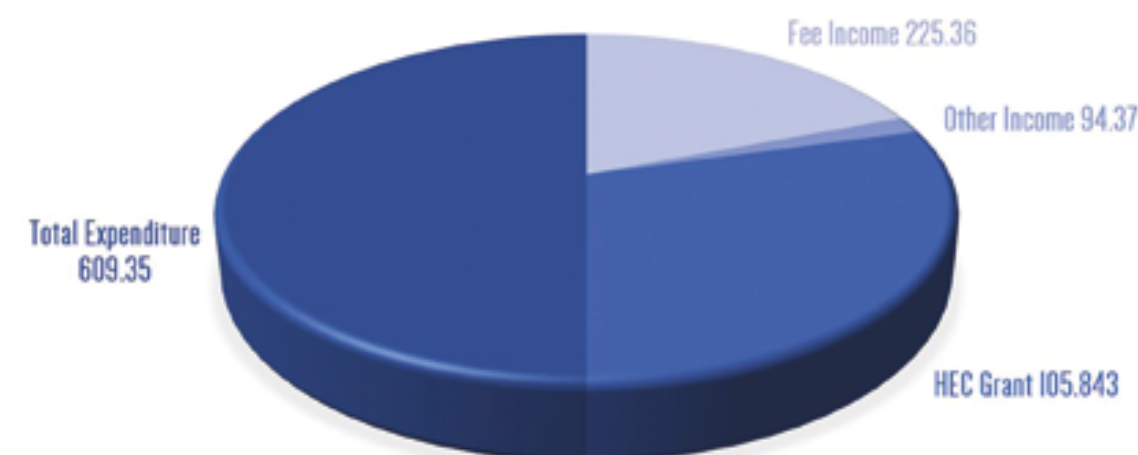
#### Projected Receipts

Grants from HEC = Rs. 105.843 million  
 Fee Income = Rs. 225.360 million  
 Other Income = Rs. 94.370 million  
 Total Income = Rs. 425.573 million

#### Projected Expenditure

Total Expenditure = Rs. 609.350 million

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



### MEETING OF THE FINANCE & PLANNING COMMITTEE

From January 2019 to December 2019, two meetings of the committee (18<sup>th</sup> meeting held on 24<sup>th</sup> July, 2019, and 19<sup>th</sup> meeting held on 4<sup>th</sup> November, 2019) were convened and recommended financial matters to the Syndicate for approval.

### MEETINGS OF THE FINANCIAL AID COMMITTEE

From July 2018 to December 2019, three meetings of the committee (15<sup>th</sup> meeting held on 9<sup>th</sup> November, 2018, 16<sup>th</sup> meeting held on 24<sup>th</sup> July, 2019, and 17<sup>th</sup> meeting held on 4<sup>th</sup> November, 2019), total amount of Rs. 15.747 million was disbursed to 191 students, which makes almost 17% of the total students.



# CHAPTER 10

## STRENGTHENING TECHNOLOGICAL INFRASTRUCTURE

### INTRODUCTION

Information technology is the backbone of every academic programme and 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's IT infrastructure consists of more than 700 network nodes which are utilized in the Computer Labs, Offices, Auditorium, Lectures Halls, Library, and Conference Room etc.

### DATA CENTER

PIFD had established state of the art (tier-2) Data Center for its campus, IBM blade server 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 purpose 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 Jewellery Design, Leather Accessories and Footwear, Furniture Design and Manufacture, and Ceramic and Glass Design.

### 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 severe interruption in Network services. Preventive measures were taken against physical and logical loops for provision of smooth network services.

### SYSTEM INFRASTRUCTURE MANAGEMENT

#### ● VPN Server

To facilitate the post-graduate 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 the Department of Art & Design Education (MPhil) 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 and 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 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 Wi-Fi as per management policy.

### PAKISTAN EDUCATION RESEARCH NETWORK (PERN)

PIFD is a part of PERN since May 2013, and is currently using 64 MBps connection for fulfilling its academic needs.

### VIDEO CONFERENCE

Video Conferencing is one of the important features of e-Learning and distance learning. PIFD in coordination with HEC has implemented Video Conference Solution at Lahore Campus, majorly this facility is being used by faculty, staff and students for attending the conferences, seminars and lectures.

### CAMPUS MANAGEMENT SOLUTION (CMS)

CMS provides superior integration of the diverse system within the campus while maintaining the security and stability of its environment. IT department is preparing detailed RFP to plan stage wise development and deployment of CMS. The task will be initiated through online admission and result compilation modules.

Currently PIFD has implemented SAP solution "Financial Module" to deal with financial transactions by the accounts department. Deployment of SAP system is successful.

### IMPLEMENTATION OF E-OFFICE

PIFD has planned to deploy the E-Office (Suite) to switch over from physical system to less paper 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

PIFD has completed all the codal formalities and laying of Network Infrastructure by National Telecommunication Corporation (NTC), Islamabad, is in process. The application will be functional in the near future.

### PIFD WEBSITE

PIFD official website [www.pifd.edu.pk](http://www.pifd.edu.pk) is being maintained and updated by the IT department. A new layout is being designed in accordance with available latest technology and will be published in the near future.

### MICROSOFT IMAGINE X

PIFD has a subscription with Microsoft Imagine Premium through HEC. Now more than 50 licensed system software and application software are available free of cost/ by paying nominal license fee, available for faculty, staff and students.

### DIGITAL LIBRARY

Library of the Institute is equipped with latest information resources and has the potential to fulfill the informational needs of its faculty and students; the objective is to play a vital role in our information society. IT department has established a computer lab to facilitate students to access online resources. Electronic library concept is implemented, where students and faculty members are conveniently using the facility in the library.











Chartered by the Government of Pakistan

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