

PIFD QUALITY POLICY

The Pakistan Institute of Fashion and Design (PIFD) is committed to maintaining high quality and excellence in design education to meet the ever-changing global requirements. PIFD formulates policies and guidelines to promote effective teaching methodologies, provide the best learning environment for students, and cultivate a research culture. It aligns with the vision of PIFD to be a world-class organization fostering research, innovation, quality, collaboration, and inclusion.

PIFD follows the Higher Education Commission's (HEC) prescribed framework for quality assurance. As a leading design institute, PIFD has developed quality assurance processes, assessment, and evaluation methods to maintain high standards. It provides students with state-of-the-art infrastructure, facilities, and introduces them to the latest technologies taught by highly qualified faculty.

PIFD places great importance on internationalization, accreditation, and quality control. To meet international quality standards, PIFD continues to update its curricula and initiate new programmes, focusing on new theories and technologies, to cater to future challenges and needs of academia and industry. It also provides industrial collaborations and strong international linkages that facilitate students and faculty in training, workshops, exhibitions, seminars, conferences, and exchange programmes. These trainings help to develop independent thought processes, and analytical skills that assist students to come forth with forward-thinking sustainable solutions and problem-solving approaches essential to compete locally and internationally.

The PIFD Quality Policy reflects our dedication to excellence, integrity, and the holistic development of our students. Academically proficient and dedicated faculty provides comprehensive design education that integrates sustainability, innovation, and cultural awareness. It inculcates a sense of purpose, compassion, collaboration, integration, innovation, and quality essential for their future roles as entrepreneurs, designers, creative heads, educators, etc. PIFD quality policy is based on the conviction, that nurturing young talent through quality education leads to a prosperous future and helps students to become responsible global citizens.