

LOK SABHA  
UNSTARRED QUESTION NO. 72  
TO BE ANSWERED ON

NIFT PLACEMENT

72. SHRI KAUSHAL KISHORE:

Will the Minister of TEXTILES वस्त्र मंत्री  
be pleased to state:

- (a) whether the Government has taken cognizance that no placement companies have visited various National Institute of Fashion Technology (NIFT) institutes particularly Kolkata during 2018 and 2019 despite the assurance given by NIFT for placement of students who have obtained their Master's degree from NIFT institutes;
- (b) if so, the details thereof, institute-wise along with the reasons therefor;
- (c) the percentage of NIFT graduates provided placement by private companies during the last three years and the current year, institute-wise; and
- (d) the details of the guidelines issued by Government to private companies for 100 per cent placement of such NIFT graduates?

उत्तर

ANSWER

वस्त्र मंत्री (श्रीमती स्मृति जूबिन इरानी)

MINISTER OF TEXTILES  
(SMT. SMRITI ZUBIN IRANI)

**(a) & (b):** NIFT campuses including Kolkata campus were visited by the placement companies in the year 2018 and 2019 for placement of students including holders of Masters Degree. Institute-wise number of placement companies visited to various NIFT Campuses are given below:

NIFT Campus	Number of companies visited	
	2018	2019
New Delhi	139	167
Bengaluru	76	70
Mumbai	80	72
Chennai	39	36
Kolkata	42	44
Gandhinagar	45	41
Hyderabad	23	25
Kannur	1	-
Total	445	455

**(c):** The Percentage of NIFT graduates provided placement during 2015-16 to 2018-19, institute-wise, is given below:

S.No.	Campus	2015-16	2016-17	2017-18	2018-19
		Placement (%)	Placement (%)	Placement (%)	Placement (%)
1	Bengaluru	50	98	97	38
2	Bhopal	34	80	82	39
3	Bhubaneswar	47	61	79	27
4	Chennai	42	83	87	38
5	Gandhinagar	40	83	77	46
6	Hyderabad	41	64	86	41
7	Jodhpur	43	48	89	51
8	Kangra	37	48	59	24
9	Kannur	42	46	50	22
10	Kolkata	66	77	98	50
11	Mumbai	48	73	77	37
12	New Delhi	42	80	98	37
13	Patna	33	53	81	46
14	Raebareli	30	45	66	21
15	Shillong	33	52	67	30

**(d):** Companies are provided with NIFT campus placement brochure every year, which carries detailed placement guidelines. In order to ensure 100 per cent placement of such NIFT graduates, NIFT adopts the placement process as given in Annexure.

## **Placement Process at NIFT**

The NIFT has a centralized placement process. Companies can employ students from any campus or course of the institute through two routes which are facilitated by the institute:

### **On Campus Placements**

Companies can register for campus placements, the schedule of which is given for 2018. Upon being given a confirmed time and date, they may come to the campus for the placement procedure.

### **Pre-Placement Offers (PPO)**

Companies can extend a job offer to students before the on-campus placement. Acceptance of the offer is considered as job placement. In order to provide fair opportunity to all, such students are not allowed to participate in the On Campus placement. These offers may be made on the basis of internships/ training/ projects undertaken by the students in the said company.

### **Eligibility Criteria for Firms for Campus Placements**

The companies visiting the campus shall match the eligibility criteria listed as under for registering to recruit through NIFT Campus Placement:

A company registered under Companies Act of 1956/2013 or a multinational company or global firm having or not having its operations in India conducting business in the fashion or allied sector dealing in the design, manufacturing or distribution. The company may fall under any of the categories mentioned below:

1. First Categorisation     -> Product Group
2. Second Categorisation -> Type of Firms
3. Third Categorisation    -> Type of skill sets/functions

### **Past Recruiters at NIFT**

NIFT has always been a favourite destination for impeccable designers, creative managers, tech savvy fashion professionals and not only for the leading core companies in fashion business, but also for leading technology, FMCG, media, journalism, consulting and other companies.

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