

**National Institute of Fashion Technology
(Ministry of Textiles, Govt of India)
NIFT Campus, Hauz Khas, New Delhi- 110016**

Job Announcements for VisioNxt Project

NIFT invites applications for the following positions on a short-term contract basis as per the details given below for the VisioNxt project, funded under the R&D scheme of the Ministry of Textiles, Government of India. VisioNxt pursues its disruptive new vision to create the first fashion trend insight and forecasting lab for India at NIFT. The objective of the project is to create an indigenous forecasting system to fill the need gap of Indian fashion and retail industry retaining India's unique plurality.

NIFT "VisioNxt" Insights and Creative team is looking for various positions for their project. The team aims to bring a team of passionate professionals invested towards a common dream of creating a new dawn for documenting trends from India. Interested individuals with accomplished and imaginative communication skills possessing educational qualifications and experience as given below with a disposition to work effectively in short timelines may apply. The details of the positions, salary, duration, location and the no. of the vacancy are mentioned in the following table.

S.No	Positions	Consolidated Monthly Salary	Duration of appointment*	Vacancy Location	Nos. of Vacancy
1	Insight Lead- Fashion	Rs. 60,000/-	01 year	Chennai	01
2	Social Media Manager	Rs. 55,000/-	01 year	New Delhi	01
3	Content Manager	Rs. 50,000/-	01 year	New Delhi	01
4	Graphic Designer	Rs. 50,000/-	01 year	New Delhi	02
5	Menswear Creative Lead	Rs. 50,000/-	01 year	New Delhi	01
6	Womenswear Creative Lead	Rs. 50,000/-	01 year	New Delhi	01
7	Assistant Artificial Intelligence (AI) Engineer	Rs. 40,000/-	01 year	Chennai	01
8	Assistant Trendspotting Coordinator	Rs. 30,000/-	01 year	Chennai	01
9	Research Assistant	Rs. 50,000/-	01 year	Chennai, New Delhi	02
10	Assistant Accounts	Rs. 30,000/-	01 year	New Delhi	01
11	MTS	Rs. 25,000/-	01 year	Chennai, New Delhi	02

**Duration of appointment would be extended as per the requirement of the project.*

**The Eligibility Conditions and Job Responsibilities for the various posts are given below.
Eligibility Conditions and Job Responsibilities**

S.No.	Post	Essential Qualifications	Experience	Job Responsibilities
1	Insight Lead – Fashion	Bachelor's in design from NIFT with certification on AI	<p>At least 1-2 years of experience in the domain of fashion trend insights Candidate must have experience to work with the AI and ML team to analyze visual data sets using deep learning models as well as manual research</p> <p>A work portfolio is must while filing the application</p>	<ul style="list-style-type: none"> • Must have worked with trend agencies/ insights laboratory. Collate, visualize and produce trend reports, insight periodicals, trend bytes, trend-newsletters, research reports etc. • Should be able to envision, analyze and map the emerging directions using research tools (cutting edge and traditional) • The candidate must be able to analyze the emerging trends using AI based smart tech tools • The individual should possess excellent managerial skills and be able to manage a large team of trend spotters across India and ensure the compliance of committed timelines • Should be well connected across social media and spread the network of trend spotters for VisioNxt • Should be aware of global trend agencies and be able to network with these agencies for global direction • Should be able to organize the Trend Insights meets/ curtain-raisers and work with the team for promotion of events. • Should be able to conduct research meets and gather research insights to analyze the zeitgeists • The post requires frequent travel across the country; hence the candidate should be available to travel as per the requirement • Proficient with fashion terminologies, product categories and sub-categories, business communication <ul style="list-style-type: none"> • Must be fluent in English and any Indian Language Must be a multitasking and be able to handle administrative

				and official paper works regularly.
2	Social Media Manager	Master's degree in Fashion, Fashion management, or communication with specialisation in fashion only from NIFT/ NID/ other design/ fashion schools	<ul style="list-style-type: none"> • 1-2 years Social Media management experience. • Professional certification in Google Analytics or Google Ads is preferred. • Strong understanding and implementation of marketing strategy. • Excellent knowledge of different social media platforms. • Knowledge of SEO and web traffic metrics. • Experience in sponsored ads, and print media strategy • Understanding of website development, marketing, measurement and analytics, content fulfilment management and digital marketing • Excellent people skills/ networking. • Exemplary communication skills, both written and verbal. • Should be highly research oriented and creative. <p>Exceptional organization skills to prioritize, manage, and implement a variety of competing initiatives, on a concurrent or staggered basis. Proactive and should be willing to take initiative.</p>	<ul style="list-style-type: none"> • Develop, implement and manage social media strategies • Create actionable plans to both grow and maintain followers through popular social media platforms such as Facebook, Instagram, Twitter, Pinterest and YouTube • Create and maintain content that is informative, trendy and appealing. • Monitor SEO and user engagement and suggest content optimization • Manage Power Listings+ by uploading new clients, checking for duplicate listings and reporting automation • Ensure progress on all platforms by using analytical tools such as Google Analytics • Analyze and provide detailed reporting to VisioNxt PI • Communicate with industry professionals and influencers via social media to create a strong network • Collaborating with VisioNxt Insights Team members on analysis and requirements. • Open to learn and take challenging tasks <p>The prospective candidate should be able to collaborate with VisioNxt Research team to formulate relevant social media presence and build brand equity for VisoNxt.</p>
3	Content Manager	Bachelor's/ Master's degree from NIFT/ NID/	<ul style="list-style-type: none"> • 1-2 years of proven experience in content writing, 	<ul style="list-style-type: none"> • Research ideas and facts pertinent to the

		Pearl Academy/ other reputed design/ fashion institutes	<p>copywriter or similar roles</p> <ul style="list-style-type: none"> • Able to align multiple brand strategies and ideas for VisioNxt • Confident in producing work across multiple platforms with respect to trends and fashion • Excellent verbal and written communication skills • Excellent grasp of the English language • Creative and innovative thinker and planner • Ensure All-round Consistency (style, fonts, images and tone) • Familiarity with Web Publication. • Conduct Simple Keyword Research and use Seo Guidelines to Increase Web Traffic • Self-motivated and self-directed • Ability to work independently or as an active member of a team • Proficient computer skills, including Microsoft Office Suite (Word, PowerPoint, Outlook, and Excel) and Google Docs • Good interpersonal skills and communication with all levels of management. 	<p>type of content/topic assigned</p> <ul style="list-style-type: none"> • Develop ideas derived from online/offline research and organize the same on paper or computer applications • Write fresh content based on research and brainstorming by following the instructions provided for each type of task • Develop engaging content for articles, blogs, stories , trend book and social media to entice and engage audience • Proofread content for errors or additions and ensure that the content is written per instructions • Think up titles for each piece of content keeping appropriateness in check • Ensure that content contains sufficient keywords for search engine optimization • storyboarding and with an understanding of all the latest trends. <p>The prospective candidate should be able to collaborate with VisioNxt Research team to formulate relevant content for all their creative requirements across various activities including website under the project.</p>
4	Graphic Designer	Bachelor's degree in Fashion	<ul style="list-style-type: none"> • 1-2 years of experience in fashion industry 	<ul style="list-style-type: none"> • Design creatives for Trend books, reports, marketing and media

		<p>Communication or any visual communication.</p>	<ul style="list-style-type: none"> • Proficiency in software like CLO, 3Ds max etc. • Strong understanding of graphics and their application in strengthening communication • The candidates must possess strong skills in Photoshop, Illustrator, Corel Draw or illustrator, InDesign, Adobe XD, Adobe after effects, Adobe premier pro, Adobe lightroom, 2D and 3D animation. • Excellent presentation and layout skills • Exemplary communication skills, both visual and textual • Proficient knowledge and ability to use computers on both Windows and Mac platforms • Exceptional organization skills to prioritize, manage, and implement a variety of competing initiatives, on a concurrent or staggered basis. <p>Should collaborate with VisoNxt creative team and research team.</p>	<p>promotions</p> <ul style="list-style-type: none"> • Ability to understand and interpret design briefs, determine requirements and conceptualize visuals • Ability to envision and implement content with a right balance of text & visuals • Ability to design logos, develop illustrations and infographics, presentations and other creative content using software • Design infographics • Create logos, promotional displays, packaging, motion graphics video presentation and marketing brochures • Providing new ideas and concepts to the creative team by being an active part of it and developing storyboarding and an interactive design for the same with an understanding of all the latest trends. <p>The prospective candidate should be able to collaborate with the VisioNxt Research team to formulate relevant graphics for all their creative requirements across various activities under the project.</p>
5	Menswear Creative lead	<p>Bachelors/ masters in Fashion Design from NIFT/ NID/ Pearl/ other reputed design institutes.</p>	<ul style="list-style-type: none"> • Minimum of 2 years experience in the field of menswear design. • A strong portfolio that demonstrates your ability to develop design from scratch with an extensive 	<ul style="list-style-type: none"> • Collaborate with VisioNxt Insights Lab to create/ visualise design directions into visual stories, boards, content, illustrations, specification sheets. • Capacity to illustrate physically and

			<p>research process.</p> <ul style="list-style-type: none"> • Must understand technical design and pattern making, fabric and materials, design and illustration. • Software and Technical skills: Adobe creative suite, other illustration tools, Clo3D, vector tools, Microsoft Office, Google Workspace, Social Media platforms. • Must be fluent in fashion jargons and terminologies. • Outstanding communication skills - both verbal and written. • Must have a strong sense of design directions in the menswear category. • An inherently curious person, who is willing to take responsibilities and willing to work outside their comfort zone. <p>Extensive networking within the industry for menswear will be a plus.</p>	<p>digitally.</p> <ul style="list-style-type: none"> • Must coordinate with the media team for the right inputs. • Must be willing to get into the whole process to develop and present directions from scratch to trend books. • Available to travel domestically and be able to capture trends and zeitgeist with respect to menswear. • Ability to take ownership of personal assignments, prioritise workload and support other members of team while managing your time effectively to meet exacting deadlines • Other administrative paper tasks.
6	Womenswear Creative lead	Bachelors/ masters in Fashion Design from NIFT/ NID/ Pearl/ other reputed design institutes.	<ul style="list-style-type: none"> • Minimum of 2 years experience in the field of womenswear design. • A strong portfolio that demonstrates your ability to develop design from scratch with an extensive research process. • Must understand technical design and pattern making, fabric and materials, design 	<ul style="list-style-type: none"> • Collaborate with VisioNxt Insights Lab to create/ visualise design directions into visual stories, boards, content, illustrations, specification sheets. • Capacity to illustrate physically and digitally. • Must coordinate with the media team for the right inputs. • Must be willing to get into the whole process to develop

			<p>and illustration.</p> <ul style="list-style-type: none"> • Software and Technical skills: Adobe creative suite, other illustration tools, Clo3D, vector tools, Microsoft Office, Google Workspace, Social Media platforms. • Must be fluent in fashion jargons and terminologies. • Outstanding communication skills - both verbal and written. • Must have a strong sense of design directions in the womenswear category. • An inherently curious person, who is willing to take responsibilities and willing to work outside their comfort zone. <p>Extensive networking within the industry for womenswear will be a plus.</p>	<p>and present directions from scratch to trend books.</p> <ul style="list-style-type: none"> • Available to travel domestically and be able to capture trends and zeitgeist with respect to menswear. • Ability to take ownership of personal assignments, prioritise workload and support other members of team while managing your time effectively to meet exacting deadlines <p>Other administrative paper tasks.</p>
7	Assistant Artificial Intelligence (AI) Engineer	Bachelor's Degree in computer science or information technology. Certification in AI-based software proficiency is preferred.	<ul style="list-style-type: none"> • Expert ability to write robust code, developing and debugging in Python, MATLAB, R, JavaScript, Shell Script, C, C++, and other scripting and programming languages is a must. • Must have experience in working with Machine Learning (ML) and Deep Learning (DL) frameworks such as scikit-learn, TensorFlow 2.0, Keras, Torch, Caffe etc. • Advance 	<ul style="list-style-type: none"> • Download and clean image data from the open-source web crawlers or APIs. • Train machine-learning systems for Image recognition, object detection, emotion detection etc. • Development of end to end Artificial Intelligence-based products. • Collaborating with VisioNxt Team members on analysis and requirements. • Proven experience with Agile delivery methodology. • Open to learn and take challenging tasks

			<p>knowledge of different existing data collection frameworks to collect data and build deep learning models.</p> <ul style="list-style-type: none"> • Advance knowledge of some of the web crawlers, APIs to collect data, open source datasets in datasetlist.com etc. • Basic knowledge in using data annotation and segmentation tools like playment.io etc. • Basic knowledge in data augmentation techniques. • Advance knowledge in data visualization software/ tools/ techniques. • 1-2 years of experience in computer vision, machine learning and deep learning frameworks. 	<p>The prospective candidate should be able to collaborate with the VisioNxt Research team to collect data, clean the data and perform model building for image recognition, image classification; and carry out the evaluation. Interact and manage AI ML based vendors; work in a team responsible for generating information extraction and interpretation utilities and related workflows, strategy and automation initiatives; Communicate final results and give context and document approach and techniques used etc.</p>
8	Assistant Trendspotting Coordinator	<p>Bachelor's in Design from NIFT/ NID/ Pearl/ other design/ fashion schools with credible knowledge about the dynamics of fashion, fashion terminologies, sociology, trend-spotting, trend report development, trend analysis, social media analysis etc.</p>	<ul style="list-style-type: none"> • Any Projects/experience in the field of fashion trend spotting and analysis, fashion journalism, trend board development would help substantiate your candidature. • Knowledge of Microsoft suite (Word, Excel, PowerPoint), Adobe Creative Suite (Photoshop, Adobe Illustrator, Adobe InDesign). Added bonus if they are familiar 	<ul style="list-style-type: none"> • The candidate will coordinate with VisioNxt Trendspotting Lead across India to ensure the constant flow of trend data into VisioNxt'smindsphere. • On a real-time basis, will collate the datasets and cluster them into given formats. • Prepare periodic reports for Trendspotting lead to track the activity of the Trendspotters across the country and coordinate with Campus Coordinators.

			<p>with adobe premiere pro and adobe lightroom, vector software.</p> <ul style="list-style-type: none"> • Exemplary communication skills, both written and verbal. • Available to travel across India as and when necessary. • Must be ready to help the Trendspotting Lead create training modules, training videos and must be proficient in training the Trendspotters across India under the guidance of the Trendspotting Lead. • Skills in photography, photo clustering and photo editing are desired. 	<ul style="list-style-type: none"> • Prepare periodic reports for Trendspotting Lead and coordinate with Trendspotters to track trend movement in the domain of fashion, lifestyle, retail etc. • Assist AI analytics team and colour analytics team for better cohesion of insights. <p>To study the existing reports (fashion, economics, socio-political, market review etc.) and develop curated directions.</p>
9	Research Assistant	Bachelor's degree - Preferably Information Technology /Computer Science majors or equivalent.	<ul style="list-style-type: none"> • Three years of experience in Academic administration / Purchase of Computer hardware/ software in a recognised university/ Institution <p>Knowledge of purchasing through GeM Capable of handling Government Tendering for various purchases</p>	<ul style="list-style-type: none"> • Assisting the Project coordinators. • Follow-up of daily file process • Planning & execution of purchase & tendering process • Maintaining inventory records <p>Coordinating with team members for various project related tasks</p>
10	Accounts Assistant	Bachelor's degree in Commerce from a reputed University	<ul style="list-style-type: none"> • Two years experience in working in Tally, Excel and other office software • Knowledge of bank reconciliation other related accounts administrative functions. 	<ul style="list-style-type: none"> • Assisting the Project coordinators and PAAS of project • Follow up of accounts related matter • Maintaining financial records of Project • Coordinating with team members for accounts related matter
11	Multi-Tasking Staff	Must have passed 12th	<ul style="list-style-type: none"> • Candidates with prior experience 	<ul style="list-style-type: none"> • Maintaining the cleanliness of the

		<p>class from a Board or its equivalent recognised by the Government.</p> <p>Computer Certification (MS office or equivalent) will be preferable.</p>	<p>will be given preference.</p>	<p>office</p> <ul style="list-style-type: none"> ● Carrying of files and papers within the building/outside building. ● Physical maintenance of records of the office. ● Assisting on the computer ● Photocopying and scanning of files etc. ● Other non-clerical work in the Section/Unit. ● Assisting in routine office work like the diary, dispatch, etc. ● Cleaning of rooms and dusting of furniture etc. ● Opening and closing of offices. ● Cleaning of the fixtures, etc. ● Any other work assigned by the superior authority.
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GENERAL INSTRUCTIONS

1. NIFT reserves the right to fill or not to fill any/all the positions advertised or postpone the recruitment process of the same at any time without any notice.
2. Maximum age, for applying for the above-mentioned position (55 years as on date of advertisement)
3. The candidate should ensure that they fulfil the eligibility (qualification/experience etc.) requirements.
4. Eligible Candidates are advised to fill in the application form by visiting the link given below: https://www.cmsnift.com/pages/app_visionxt/ap_reg.aspx candidates may email their detailed CVs along with a cover letter addressed to -

Creative Director, VisionXt- Trend Insight and Forecasting Lab
National Institute of Fashion Technology
NIFT Campus, Hauz Khas New Delhi- 110016
E-mail ID : recruitment.visionxt@nift.ac.in
5. Scrutiny of the CVs will be done to ascertain the eligibility and suitability of the candidates and only shortlisted candidates will be considered / called for the further selection process/interview.
6. The candidate called for further selection process/interview are required to bring originals of the educational and experience certificate for verification at the time of interview.
7. No fare will be reimbursed for attending the interview.

8. If required, intimation/ information shall be sent to the E-mail of the candidates.
9. **SELECTION WILL BE BASED ON PORTFOLIO ASSESSMENT, PAST PUBLISHED ARTICLES/ PROJECTS, PERFORMANCE OF THE INTERVIEWS AND SUITABILITY OF THE CANDIDATE FOR THE PROJECT.**
10. **Last date of application is 5th April 2022.**