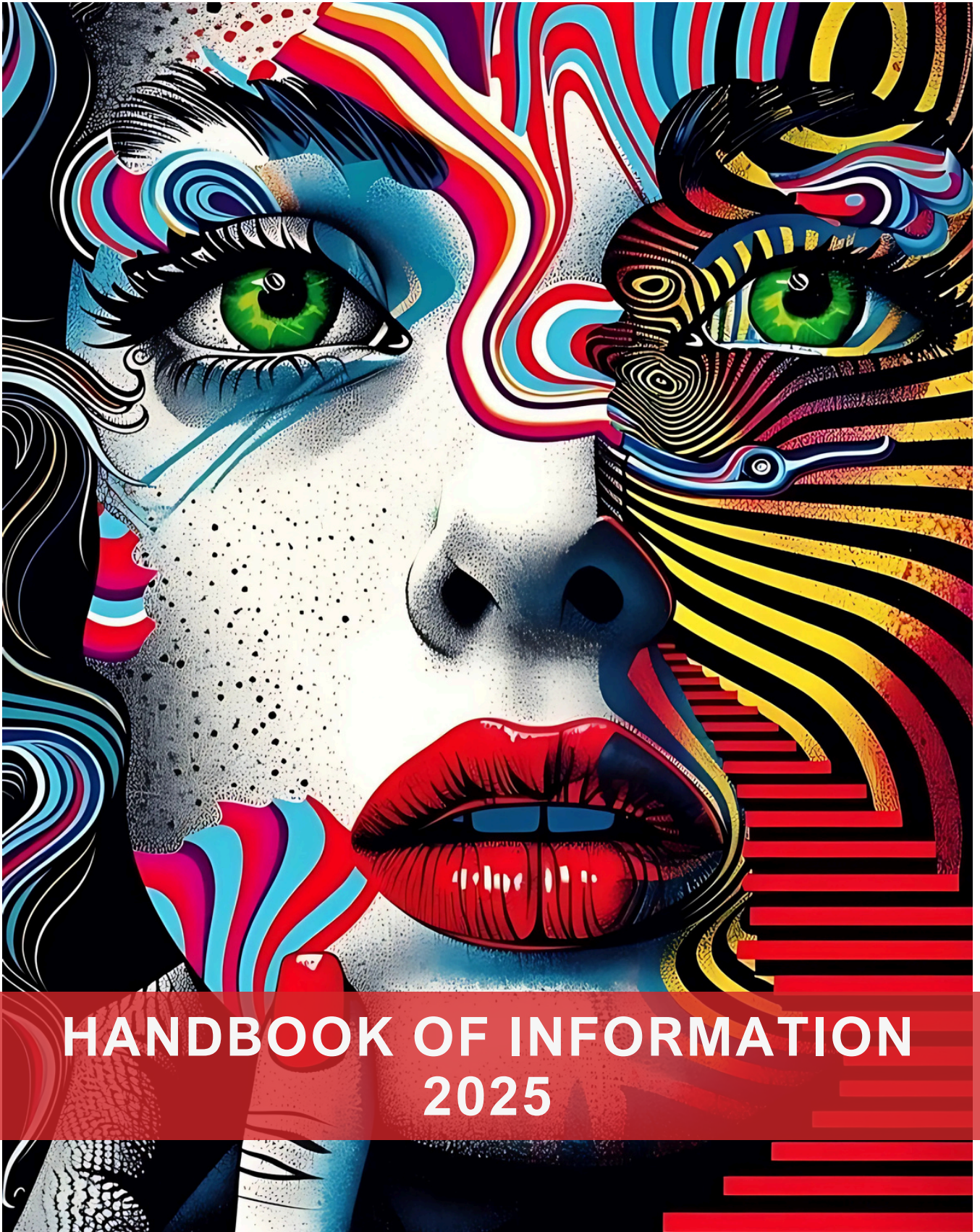




फैशन और संचार प्रौद्योगिकी संस्थान

**INSTITUTE OF FASHION &  
COMMUNICATION TECHNOLOGY**



www.ifct.co.in

# HANDBOOK OF INFORMATION 2025



**RAYAT-BAHRA  
UNIVERSITY**

PURSUE YOUR DREAMS



## ABOUT THE INSTITUTE- IFCT

The Institute of Fashion & Communication Technology (IFCT) is a creation of senior fashion journalists and ace academicians, dedicated to reshaping the landscape of fashion, communication and creative careers' education globally. With a highly trained and experienced faculty and a supremely friendly environment, IFCT is committed to bringing positive change and innovation to these fields. Our esteemed advisory board, featuring senior faculty from NIFT, NID, and prestigious design schools across Europe and the US, ensures that our curriculum is at the forefront of industry trends.

Our specially designed programs provide students with an in-depth understanding of the fashion business, coupled with hands-on experience that prepares them to thrive in the industry. IFCT is focused on cultivating future leaders and entrepreneurs who will shape India's fashion and apparel sector, as well as the global market.

In collaboration with Rayat Bahra University (RBU), Kharar, Punjab- a renowned UGC-recognized private university in North India, we offer quality education and guidance that empower students to excel in their careers. Here, the foundation of design, fashion, and communication education is laid, setting the stage for a bright future in the creative world.

While its parent company The Lifestyle Journalist- under the aegis of Third Eye Media got inceptioned in 2014, IFCT came into existence in the year 2023 and the first centre came up in RBU campus, Kharar. The team has been tirelessly working to create this state of the art design & communication school ever since! With the first batch comprising 37 students, the institute exponential increased to 112 students in second year.

IFCT offers UG, PG and PhD programs in the areas of media, fashion, interiors, beauty and wellness in collaboration with RBU. Students are encouraged to study inter-disciplinary subjects and work on their creative and life skills other than academics and theoretical knowledge. IFCT is a perfect place to let creativity blossom, while keeping the fee structure and affordability in mind.

Welcome to the world of holistic learning where the purpose of education is to innovative!



## MESSAGE FROM THE FOUNDER



### DR NEHA MIGLANI

PhD, UGC Post-Doctoral Fellow (Fashion Journalism)  
MA (Mass Comm & Journalism), MBA (Marketing Mgmt)  
Fashion Journalism, London College of Fashion, U.K.  
**Editor, The Lifestyle Journalist Magazine**  
**Founder & Director, IFCT**

### Dear Learners & Parents,

Post-COVID-19, global industries have evolved, creating new opportunities. India, with its focus on entrepreneurship, innovation, and self-reliance, offers a booming creative economy. The Institute of Fashion and Communication Technology (IFCT), launched by The Lifestyle Journalist, bridges the gap between education and industry, empowering students to build future-ready careers.

India's media, entertainment, and apparel sectors are projected to grow significantly, creating immense demand for skilled professionals- IFCT aims to fulfill this demand with its innovative curriculum.

India's media and entertainment industry is projected to grow at a 9% CAGR, reaching INR 4.30 lakh crore by 2026, while the apparel sector expects over 10% CAGR and millions of jobs by 2030. These projections highlight the immense demand for skilled professionals- a demand IFCT aims to fulfill with innovative education and training.

Our programs foster clarity, resilience, and creativity, ensuring students emerge as industry leaders and innovators, ready for success.

## THE LIFESTYLE JOURNALIST MAGAZINE- THE INSPIRATION

The Lifestyle Journalist is India's leading fashion and lifestyle magazine, headquartered in Chandigarh with teams in Mumbai, Bengaluru, Delhi, and offices in the U.K. and U.S.A. IFCT is the gen-next design & media school of TLJ magazine. Focused on quality journalism, it covers fashion, film, lifestyle, beauty, health, and more. The magazine features prominent celebrities like Ananya Birla, Juhi Chawla, Divya Khosla Kumar, Shamita Shetty, Nehal Chudasama, Lucky Ali, and others, reflecting its credibility in the entertainment and media industry.



## DETAILS OF PROGRAMMES



### FASHION, DESIGN & BEAUTY PROGRAMS

#### **B.Des (Interior Designing)**

*Duration:* 4 years (8 semesters)

*Pedagogy:* Combination of theory, practical & industrial training

#### **B.Sc. (Fashion Design)**

*Duration:* 3 years (6 semesters)

*Pedagogy:* Combination of theory and practical work

#### **M.Sc. (Fashion Management)**

*Duration:* 2 years (4 semesters)

*Pedagogy:* Combination of theory, research work, practical

#### **MBA (Fashion Business Management)**

*Duration:* 2 years (4 semesters)

*Pedagogy:* Combination of theory and practical

#### **PhD Fashion Management & Fashion Communication**

*Duration:* 3-5 years (Subject to availability of seats) *Fees:* As per university norms

#### **Diploma in Make up & Hair Styling**

*Duration:* 1 years (2 semesters)

*Pedagogy:* Combination of theory and practical

#### **Diploma in Beauty & Wellness**

*Duration:* 1 years (2 semesters)

*Pedagogy:* Combination of theory and practical

\***Certificate programs** of 6 months duration in (i) Interior Designing (ii) Basics of Makeup (iii) Tailoring & Embroidery (iv) Computer Aided Design (Fashion Design)

### COMMUNICATION & MEDIA PROGRAMS

#### **B.A. (Mass Communication & Journalism)** \*Specialization in Social Media Handling

*Duration:* 3 years (6 semesters)

*Pedagogy:* Theory, Practical, Industry visits, Specialization in Social Media Handling

#### **M.A. (Mass Communication & Journalism)**

*Duration:* 2 years (4 semesters)

*Pedagogy:* Theory and research work (program offered in hybrid mode)

#### **PhD in Mass Communication & Journalism**

*Fees & Duration:* As per university norms





## SEATS OFFERED AT IFCT-RBU

Programme	Duration	Seats	Scholarship Offered
BDes (Interior Designing)	4 years	30	Yes
BSc (FD)	3 years	30	Yes
MBA (FBM)	2 years	20	Yes
MSc (FM)	2 years	20	Yes
Diploma (Professional Makeup & Hair Styling)	1 year	30	Yes
Diploma (Beauty & Wellness)	1 year	30	Yes
BA (Mass Communication & Journalism)	3 years	30	Yes
MA (Mass Communication & Journalism)	2 years	20	Yes
Certificate Program in Interior Designing	1 year	20	NA
Certificate Program in Basics of Makeup (Level 1 & 2)	6 months	20	NA
Certificate Program in Tailoring & Embroidery	6 months	20	NA
Certificate Program in Computer Aided Design (CAD)	6 months	20	NA
PG Diploma in Mental Health Counselling & Therapies	1 year	30	Yes

\*Scholarships are offered on the basis of academic merit and economic background of the student



## ADMISSION PROCESS

Candidates applying for this course should obtain the application form from IFCT- University School of Fashion & Media Studies office (Behind Career Centre, inside Rayat Bahra University, Kharar campus) or else fill online admission form at [www.ifct.co.in](http://www.ifct.co.in) . Candidates can call the admission helpline numbers for procuring form or for any other assistance.

Admission Numbers: **96-757-00017, 77101-10106, 77101-10105** (Call or Whatsapp)

### INSTRUCTIONS TO THE CANDIDATES FOR ADMISSION

- Application with incomplete or incorrect information and without enclosures is liable for rejection.
- IFCT Selection Committee will scrutinize the Submitted Documents before conducting further admission procedures.
- Once the Admission Letter has been emailed to the candidate, he/she should acknowledge and pay fees within the stipulated time. Non-Acknowledgement will be considered cancelled and seat will be offered to the next candidate.
- All Original Documents should be produced at the time of admission for verification and admission approval by the university.
- The Documents of the Foreign Students will be sent to International Centre at the University for Eligibility Assessment, further to which the admission will be confirmed.

### PROCEDURES FOR SUBMITTING AN APPLICATION FOR ADMISSION

The completed application form, procured from IFCT office inside Rayat Bahra University, along with a scanned copy of eligibility documents, must be sent to **admissions.ifct@gmail.com** and confirmation to be sent at IFCT office number 77101-10106 (via whatsapp)

### IMPORTANT ADDRESSES

**Admissions Office:** IFCT - University School of Fashion & Media Studies (USFMS), Rayat Bahra University- Chandigarh-Ropar NH 205, Greater Mohali, Punjab-140103

### ELIGIBILITY CONDITIONS

**For BSc-** Class 12th passed with at least 50% marks (any stream)

**For MSc/MA/MBA-** Any Graduate with at least 50% marks. A valid graduation degree recognised by UGC

**For Diploma-** Class 10th cleared with 50% marks

### HOSTEL & BUS FACILITY

Annual hostel charges are approx. INR 1, 10,000 payable to university in two installments of INR 55,000 each (approximately). This includes stay and mess charges. Bus facility is available for nearby areas and details can be taken from admission cell office in Rayat Bahra University campus once admissions is done.



## CAREER OPPORTUNITIES

A wide range of options open up after pursuing a graduate or PG programme in fashion, design, beauty & media domain.



Work as a Fashion Stylist  
or as a Fashion Designer



As Merchandiser  
Work in Retail Sector



Work in top Fashion Outlets  
or Set up your own Fashion Business!



Work as a Fashion Blogger  
or with fashion magazines  
or handle social media for top firms!



Pursue teaching or  
higher research in fashion  
or media domain

## INDUSTRIAL VISITS | SPECIAL LECTURES AT IFCT

At IFCT there are abundant opportunities to get **hands-on industrial training** and opportunity to **learn from industry experts**. Special emphasis is laid on the industry-academia connect to stay in tune with the industry trends in every field.



Photo-Art training



The Tribune Visit



Nykaa & Sephora masterclasses



Lecture on 'Brand Building & PR'



Pidilite Workshop to create designer bags & merchandise



Interior Design workshops by industry experts and in-service professionals

### DR. NEHA MIGLANI



An award-winning senior media professional and Director of IFCT, Dr Neha excels in media research, policy making, strategizing, institution building and higher education domains. Founder of The Lifestyle Journalist Magazine- India's leading lifestyle magazine and its gen-next creative school- IFCT, she is UGC NET-JRF qualified and a UGC Post-Doctoral Fellow holder with All India Rank 1. A double masters' degree holder- in management and journalism, she has authored more than 50 research papers in Scopus indexed journals and 4 academic books. A London College of Fashion (LCF) alumna, she received Prof KE Eapen Fellowship award by International Association of Media and Communication Researchers. She has been a recipient of Award of Excellence and for her contribution to journalism and society- twice by Punjab Governor.

### TAMANNA VIJAYRANIA

Tamanna, Coordinator and Assistant Professor at IFCT, combines extensive administrative expertise with a strong academic background. A graduate of Panjab University, she holds a Master's in Sociology and Media Studies and is pursuing a Ph.D. in Corporate Social Responsibility. With expertise in HR management, she fosters an efficient work environment and a collaborative learning atmosphere. Passionate about mentoring, she empowers students to excel in the dynamic fields of fashion and communication.



### HARPREET SAINI



Harpreet Kaur Saini, a UGC-NET qualified faculty member at IFCT, is an expert in embroidery and handicrafts. With degrees in Fashion Design and Lifestyle Technology, she has contributed to projects like the 'International Tigress Project.' Harpreet conducts knitting and recycling workshops for students and is pursuing a Ph.D. in Fashion and Lifestyle Technology at Panjab University, reflecting her dedication to design and community impact.





### ANKUR VADHERA

A senior media professional and creative leader, he excels in photography, journalism, and media. As the Creative Director of The Lifestyle Magazine, he shapes its vision and strategy. A former Times of India senior photojournalist, he mastered visual storytelling. At the Institute of Fashion and Communication Technology (IFCT), he mentors aspiring creative students in photography and digital content. He inspires students to thrive in fashion and communication fields.

### LAKSHMI BAIS

Lakshmi Bais, a versatile professional with expertise in life sciences, business management, and corporate interiors, is passionate about mentoring and innovation. A graduate of Jiwaji University and DAVV University, she conducts workshops on communication skills and creative careers for young students. Actively engaged in personality development and interior designing, Lakshmi has attended workshops at IIM Indore, fostering growth and inspiring others to excel in design, leadership, and social responsibility.



### RAMANPREET SINGH

Ramanpreet, a skilled faculty member in Fashion and Beauty Wellness Studies, holds a degree in Fashion Technology and advanced training in Boutique Management from Hyderabad. A certified Makeup Artist and Hairstylist from a leading International academy, he excels in sketching, pattern making, garment construction, and beauty techniques. Passionate about the craft of make-up & illustrations, Ramanpreet combines technical expertise with artistic vision to guide aspiring fashion designers and beauty enthusiasts toward excellence.





**IFCT CENTRE-RBU CAMPUS**

University School of Fashion & Media Studies (USFMS) has been established at Rayat Bahra University, District Mohali, Punjab under the aegis of IFCT.

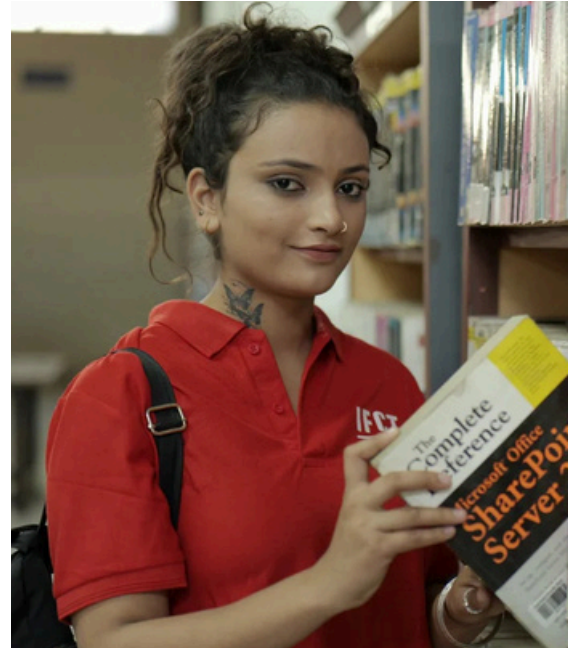
Rayat Bahra University (RBU) is established under Punjab act no. 16 of 2014 vide notification no. 17-leg/2014 dated 13th August 2014 and notified by UGC under section 22 of the UGC act 1956, is empowered to award degree vide letter No. 8-23/2014 (CPP-I/PU Dated 26th Sept 2014 by University Grant Commission (UGC). RBU is among the first and oldest private universities in this region. **Institute of Fashion and Communication Technology**- also known as the University School of Fashion & Media Studies inside RBU campus has been aesthetically designed and maintained. The infrastructure is apt to train students in their respective creative fields. The whole feel of the centre is magnetic!



The vibrant life on IFCT-RBU Campus where a strong emphasis is laid on extra-curriculars, practical training & fitness along with academics.

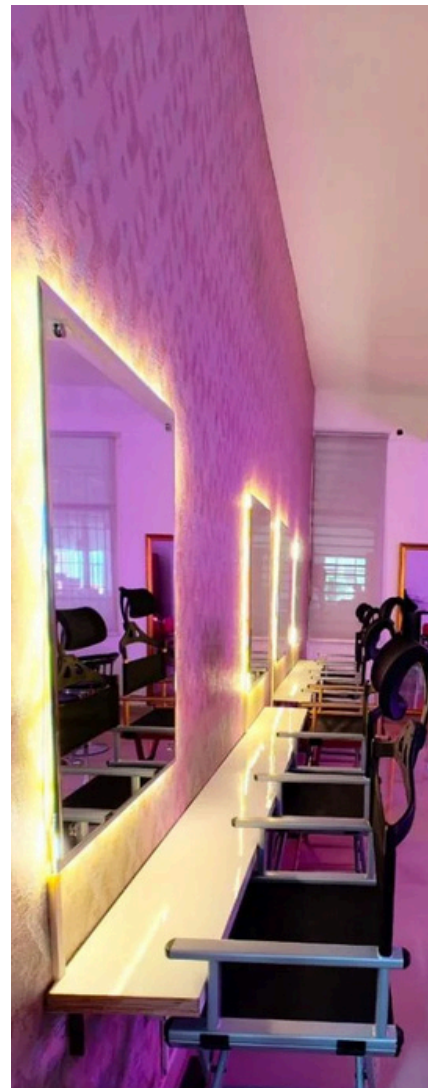


# Life on IFCT-RBU Campus



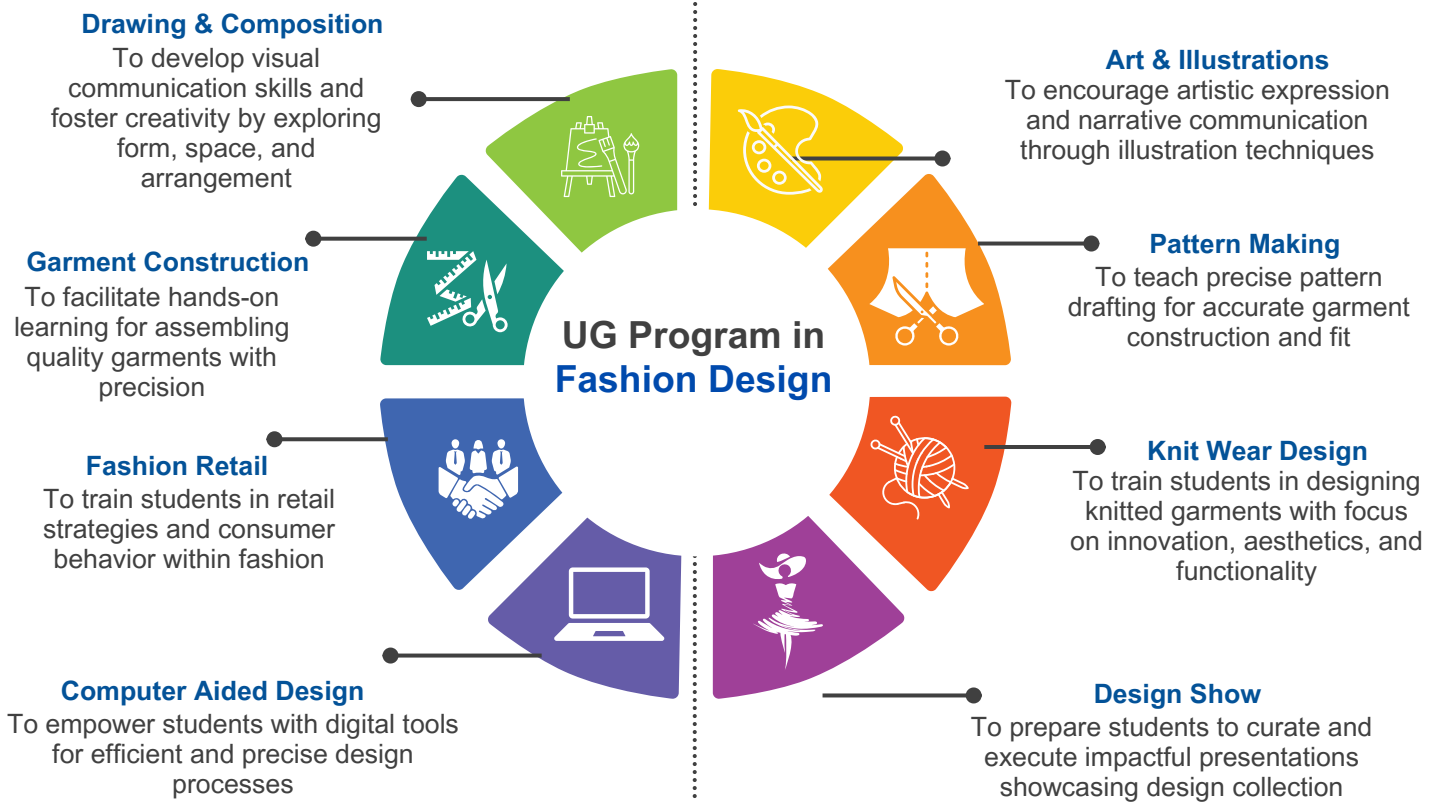


# Life on IFCT-RBU Campus

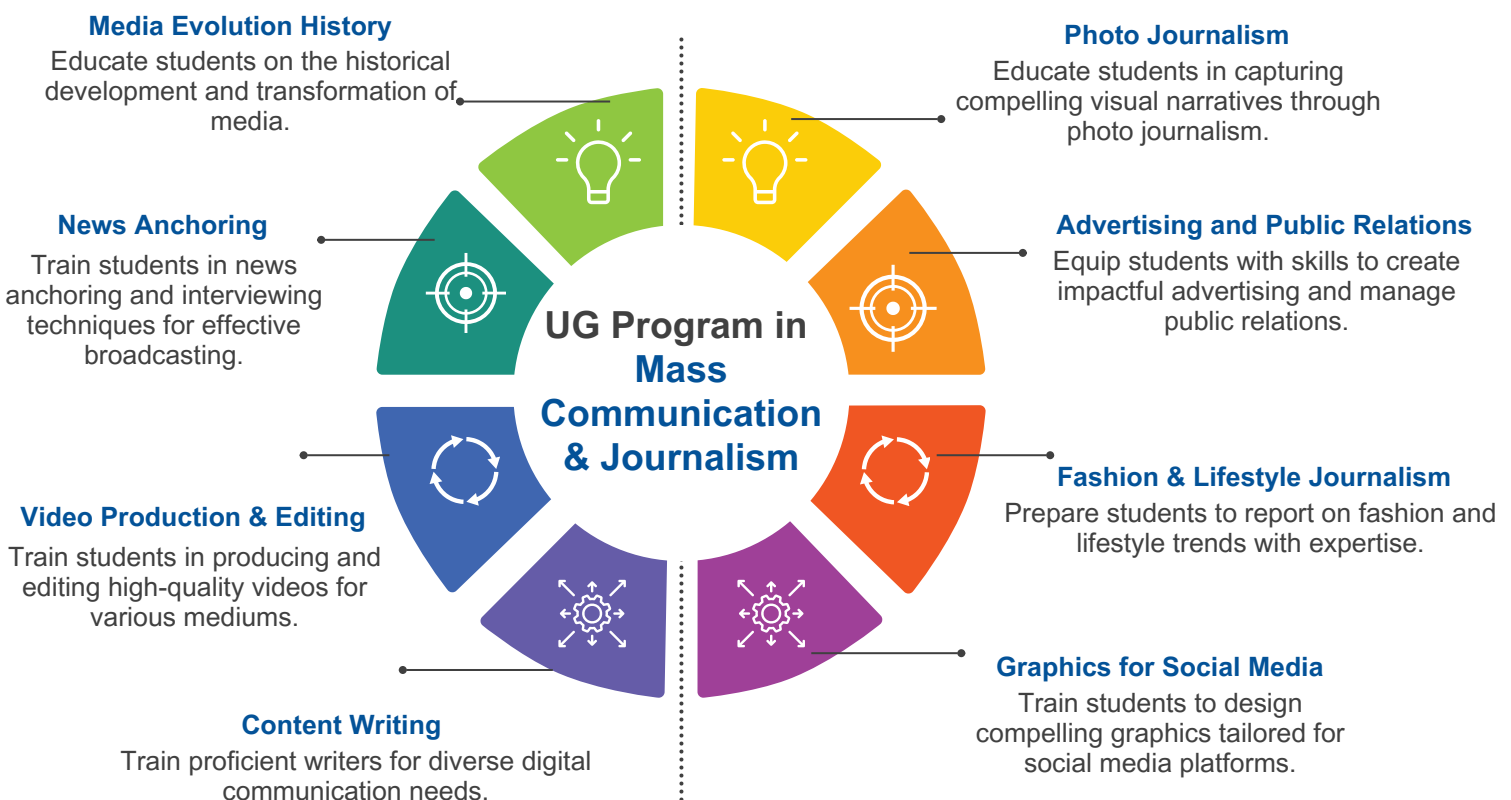


# STUDY SCHEME

As per National Education policy 2020  
Subjects Outline & their Purpose



## FASHION STUDIES



## MEDIA STUDIES

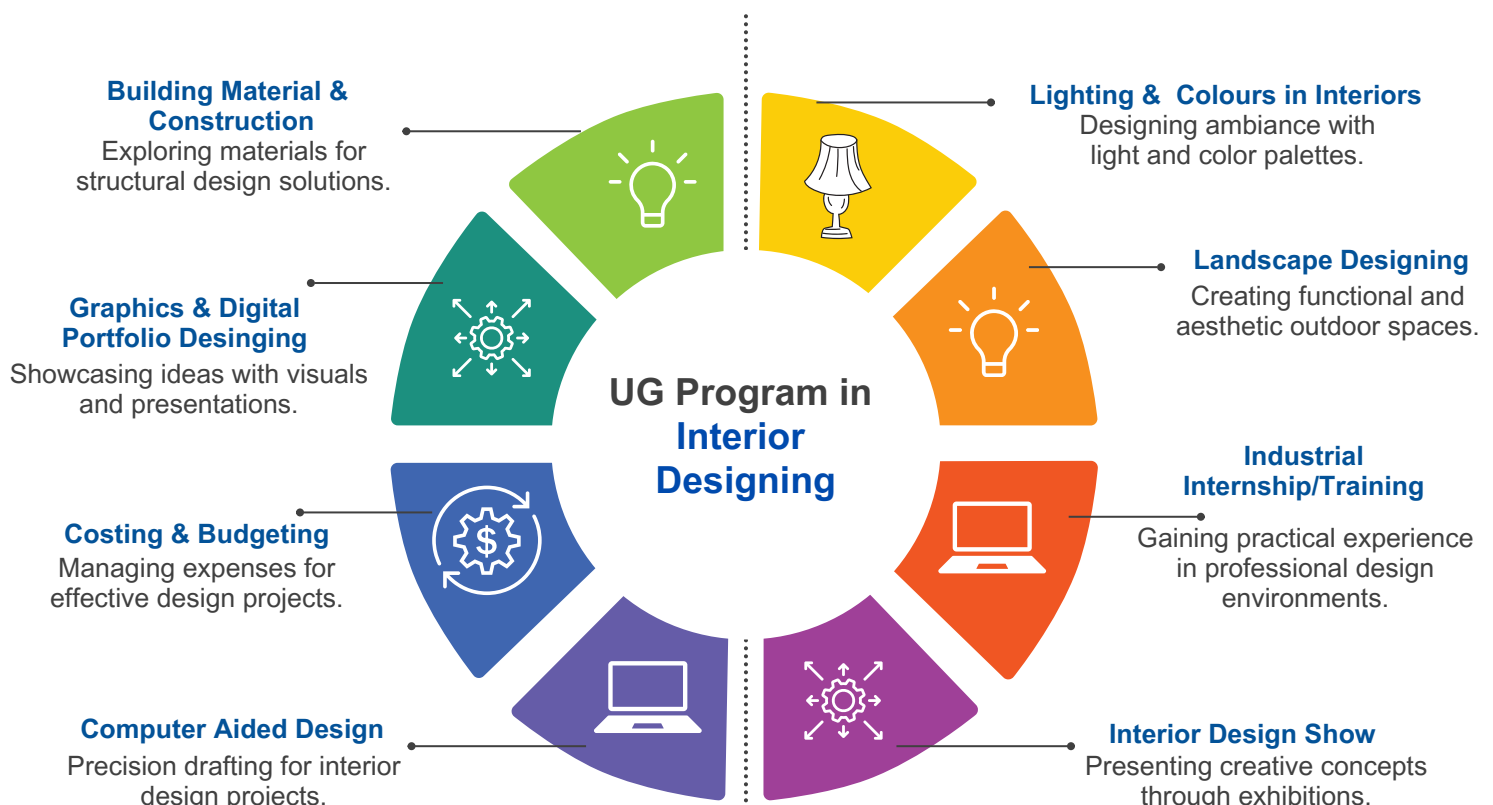


# STUDY SCHEME

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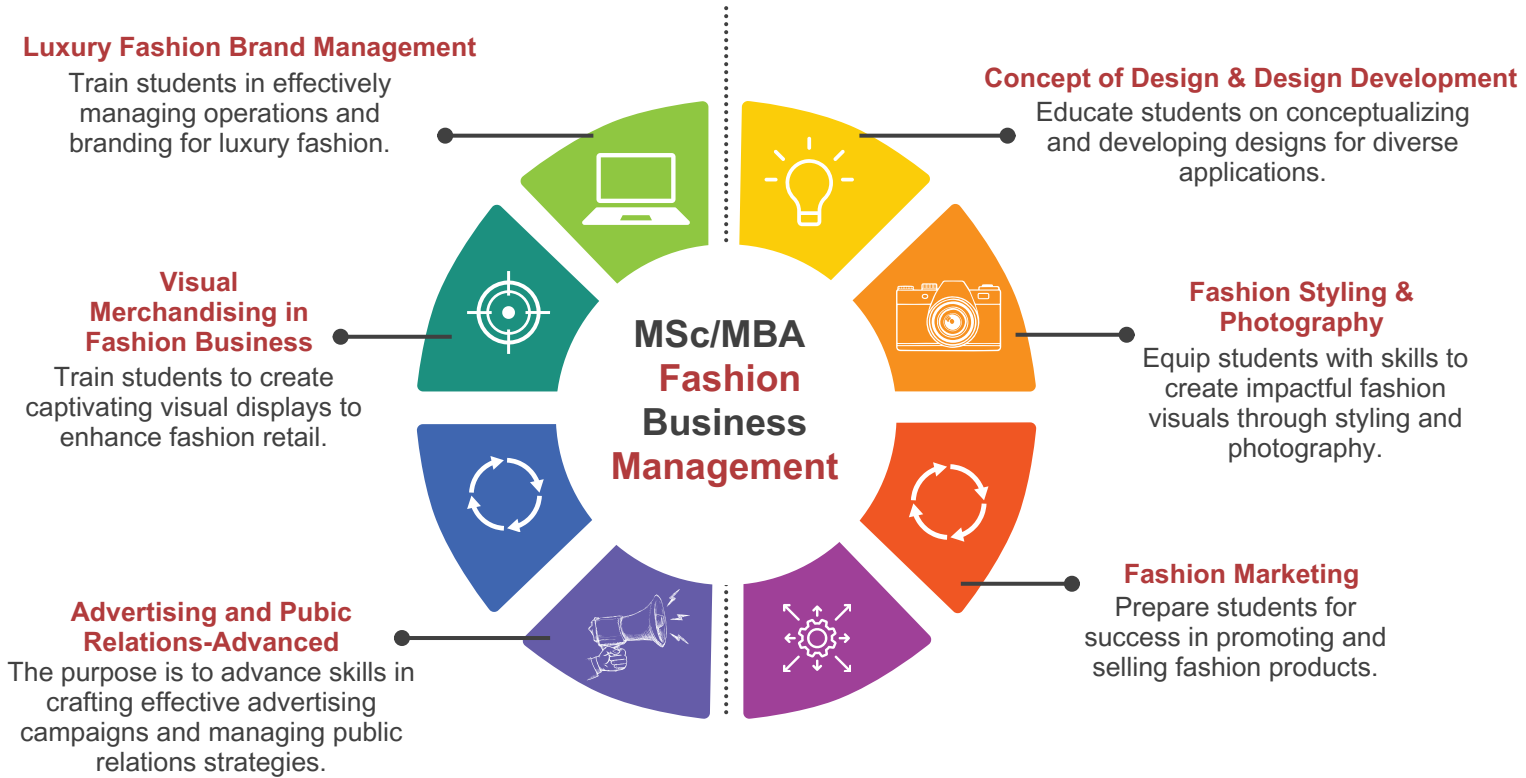


## BEAUTY PROGRAMS



## INTERIOR PROGRAMS

**STUDY SCHEME**  
As per National Education policy 2020  
Subjects Outline & their Purpose



**FASHION STUDIES**



**MEDIA STUDIES**





**RAYAT-BAHRA  
UNIVERSITY**  
PURSUE YOUR DREAMS

**NAAC**  
NATIONAL ASSESSMENT AND  
ACCREDITATION COUNCIL



## CONTACT US FOR FURTHER INFORMATION

☎ +91-96757-00017, 77101-10106, 77101-10105

✉ admissions.ifct@gmail.com

📍 **Admissions Office & Teaching Campus:** IFCT, USFMS, Rayat Bahra University,  
Chandigarh-Ropar NH 205, Greater Mohali, Punjab, INDIA-140103  
**IFCT Head Office:** S.C.O.- 1116-1117, F.F., Sector 22-B, Chandigarh-160022 (U.T.), India