

NFDI NIFT Foundation for Design Innovation

G2, NIFT Campus, HauzKhas, Opposite Gulmohar Park New Delhi-110016

CIN- U85300DL2020NPL366844

Reference No. 24/21

29th August 2024

Circular

Subject:- Expression of Interest (EOI) for Chief Operating Officer (COO) for the NIFT Foundation for Design Innovation (NFDI).

NIFT, under the guidance of the Ministry of Textiles, has established 4 Textile and Fashion Incubators to foster innovation and entrepreneurship by converting and translating innovative design and technology ideas in the following areas:-

1. Home and Spaces (Delhi)
2. Smart Wearable Systems (Mumbai)
3. Fashion and Lifestyle Accessories (Mumbai)
4. Apparel Athleisure and Activewear (Chennai)

Please find attached a brief note about NIFT Foundation for Design Innovation (NFDI) for reference. The eligibility along with roles and responsibilities of COO can also be seen at NIFT Website.

EOI's are invited from NIFT faculty members to undertake the responsibility as COO- Fashion and Lifestyle Accessories, NIFT's campus Mumbai, interested faculty members may submit EOI in the prescribed format (i.e. Annexure-D Expression of Interest of NIFT Consultancy Project Policy 2019) along with detailed CV latest by 30th September, 2024 to CEO, NFDI or on Email: ceo.nfdi@nift.ac.in through Campus Director.



(Signature)
Anupam Jain
CEO, NFDI

Encl: As above

To

All Campus Director with a request to circulate the same among faculty members.

Copy to

PS to DG NIFT/Chairperson NFDI

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(A Section 8 Company)

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Introduction

NIFT incorporated a Section 8 company called NIFT Foundation for Design Innovation (NFDI) on 25th July 2020. This company's objective is to create a Startup ecosystem in the textile and fashion domains.

The mandate of NFDI is to assist the Fashion, Textiles, Lifestyle accessories, communications, associated technology, and Design community entrepreneurs, including NIFT members, craftsperson's, artisans, and external community entrepreneurs, in commercializing their product/service ideas. The mandate also extends to accelerate its growth and enhance the scale of operations.

The mission is to synchronize and synergize the interactions between various Entrepreneurship Ecosystem stakeholders, both Indian and global, with utmost importance in enabling community members to become successful entrepreneurs through structured programs, mentorship, funding, and events. Self-reliance, import substitution, and export promotion are the pivots of demand generation.

Objectives

- 1) To Promote Entrepreneurship
- 2) To support NIFT members, craftsmen, artisans, and external community entrepreneurs from the ideation phase to the commercialization and scaling phase through a structured process.
- 3) To provide state of the art facilities, including labs, studios, proto development centers, offices, to Incubatees to experiment and transform their design ideas into realistic propositions.

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- 4) To facilitate access and networking to Incubatees with various stakeholders such as funding agencies, Angel Investors, Venture Capitalists, Corporates, Research Institutes, Government Organizations, Industry Partners, and Campus Entrepreneurship Communities worldwide.
- 5) To nurture innovative design, science, technology, and potential business ideas through phased support of Pre- incubation, Incubation, and Acceleration.
- 6) Translating Knowledge in various disciplines into products, processes, technologies, and services for commercial exploitation that will also benefit society and NFDI shall be used as a vehicle for the application of such research for commercial purposes

- 7) To create a separate fund to finance Incubatees at various stages of incubation and acceleration.

In order to achieve the above objectives, NFDI is setting up four incubators, namely a Home and Spaces incubator in Delhi, Smart Wearable Systems in Mumbai, Fashion and lifestyle in Mumbai, and an Apparel and Athleisure incubator in Chennai. All the incubators are being housed inside NIFT Campuses.

Activities at NFDI

Currently, One hundred and sixty two pre incubatees are currently engaged with NFDI Engagement at various stages through both online and offline modes. NFDI organized a National Stakeholders Meet on 14 August 2021 as part of Azadi ka Amrit Mahotsav, with Secretary Textiles as the Chief Guest. As a follow up, the NFDI Market Access Program (NFDI-MAP) was created to support the preincubatees and eleven preincubatees who had developed some traction participated in the HGH Exhibition between 30 Nov'21 to 03 Dec'21 . All the preincubatees who participated received enquires which are being followed up for conversion to actual sales.

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NFDI with UNIDO (United Nations Industrial Development Organization) and Sangam Ventures organized a Pitching deck on 27th & 28th Feb 2022.

All potential pre incubatees were invited for the same to witness, understand & get exposed to the way Pitching is done

NFDI –MAP also conducted a series of Global Spin Conclaves in the cities of Bengluru, Mumbai and Delhi with focus on emerging markets of Africa in the month of March 2022 and in Chennai in September'22 & in Bengaluru in Nov'22.

NFDI is currently working with Sixty Four start ups, twenty two from the 1st cohort, twenty four from the 2nd cohort and eighteen from 3rd cohort, who were shortlisted through a rigorous selection process to be part of the NFDI incubation program. They would be supported by NFDI in their journey to become larger enterprises.

Domus Academy from Milan interacted with NFDI on 15th Nov'22, for future United Nations Industrial Development Organization international collaborations.

An extensive study of ITME exhibition was taken up by NFDI over 3 days in Dec'22 to understand the procurement of infrastructure for NFDI.

The capital assets being procured by NFDI would help the Incubatees build their prototypes and launch them in the market for customer validation to build market traction so that they become investible enterprises for Venture Capital or Private Equity leading both to wealth and employment generation.

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Some Snippets of NFDI Activities



HGH India Exhibition, Embassy visits and Handloom day Celebration

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Couture gets a Corporate push

Brand/Company	Value of Investment	Shareholding (%)	Investment Period
Adidas	1000 Crores	10%	2021-22
Armani	1000 Crores	10%	2021-22
Burberry	1000 Crores	10%	2021-22
Calvin Klein	1000 Crores	10%	2021-22
Chanel	1000 Crores	10%	2021-22
Christian Dior	1000 Crores	10%	2021-22
Givenchy	1000 Crores	10%	2021-22
Hugoboss	1000 Crores	10%	2021-22
Issey Miyake	1000 Crores	10%	2021-22
Kenzo	1000 Crores	10%	2021-22
Lois Vuitton	1000 Crores	10%	2021-22
Prada	1000 Crores	10%	2021-22
Prada Group	1000 Crores	10%	2021-22
St. Laurent	1000 Crores	10%	2021-22
Tommy Hilf	1000 Crores	10%	2021-22
Versace	1000 Crores	10%	2021-22
Vivienne Westwood	1000 Crores	10%	2021-22
Yves Saint Laurent	1000 Crores	10%	2021-22

Logos for LVMH and KERING are visible at the bottom of the table.



2nd Foundation Day NFDI

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In GlobalSpin Trade Conclave with Govt. officials and Foreign delegates, Mumbai, Chennai and New Delhi

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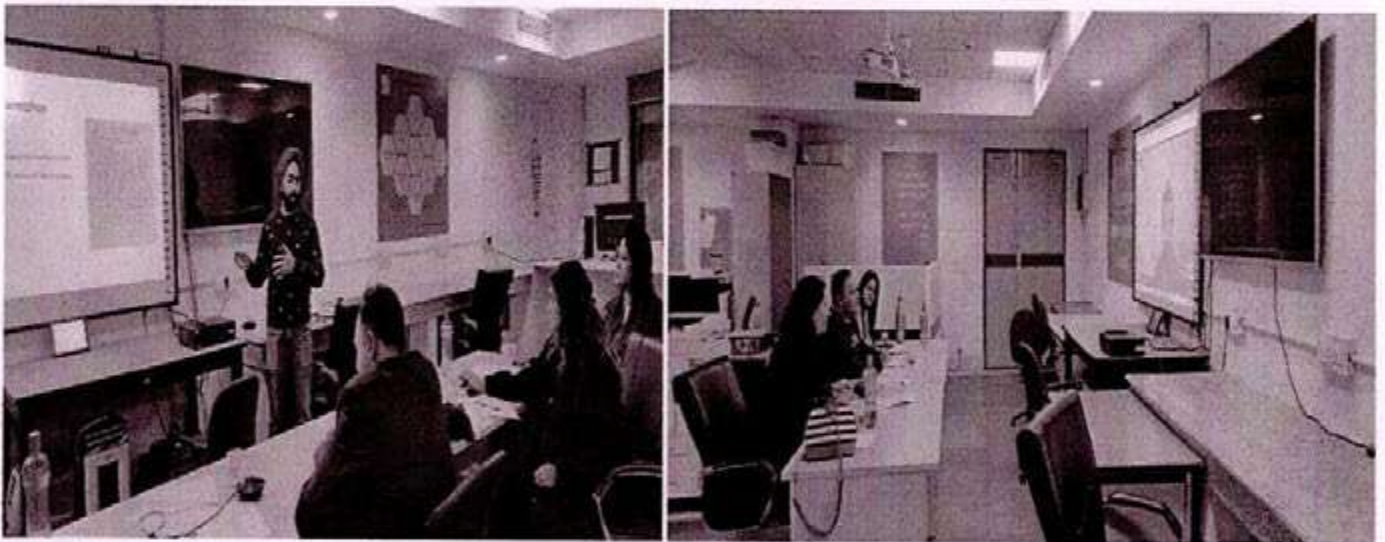
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Foreign delegates Visiting NFDI as part of interaction development and Market Access Program



Incubatees Presenting their Business plans before team NFDI and external experts as part of the system of Cohorts

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Startup Fashion Show



Startup Fashion Show

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Signing MOU with a Venture Capital Organization on the occasion of 3rd Foundation Day NFDI



Celebration of 3rd Foundation Day of NFDI, With Joint Secretary, Ministry of Textiles, GOI

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NFDI Workshop



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NFDI Incubatee with Mr. Rob (trainer from Netherlands)

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NFDI Workshop on Community building in the Fashion and Textile domain



NFDI launched book on Innovation to Sensation focusing on developing startups in the Fashion and Textile domain

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Dr. Nigam at European Union Conclave on Garment Supply Chain



Textile Infrastructure as a Service (TlaaS)

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Chief Operating Officer (COO) - Fashion and Lifestyle Accessories Incubator

The COO will be an integral part of the senior management team and will play a key role in executing incubation plans and programs. Essentially, the COO's role is to implement NFDI objectives, initiatives, and policies, and participate in creating strategies. The COO will also oversee incubation operations and facilities, and manage internal relationships.

Roles and responsibilities:

- Primarily responsible for overall incubation operations, infrastructure, and facilities, administration. HR, IT systems in the specific regional NFDI. Supervised accounts & finance, and legal functions.
- Participation in long-term business strategic plans. Putting in place policies and processes to achieve NFDI objectives, and promote its vision and culture. Assist in the expansion of programs, outreach, and network of NFDI.
- Planning, managing, and analyzing incubation and innovation programs, policies, infrastructure, and facilities. Overseeing operations, measuring the efficiency and effectiveness of processes, and finding ways to improve them.
- Involvement in annual budget preparation and adhering to financial discipline.
- Team management and recruitment. Mentoring and motivating them to achieve organizational objectives. Promoting communication within the team for information flow and smooth communication. Develop HR policies to integrate the team with the organization's mission and culture. Setting goals for the performance and growth of the team.
- Act as a liaison between the incubate and various stakeholders, helping them connect with mentors, investors, and experts. Organizing events and outreach activities for start-ups.
- Developing & maintaining relationships with various government agencies, reporting, and compliance for various government grants. Connect with business networks for benefit of the start-ups.
- Support functions of regulatory compliances, legal agreements, and agreements of commercial and non-commercial nature.
- To help and mentor innovators/ entrepreneurs in developing their ideas into shaping the Business plan and Business teams, and bring together entrepreneurs and potential Business partners and mentors.
- Undertake activities in compliance with the instructions from the Board of Directors of NFDI and the CEO.
- Understanding of start-up issues and ability to mentor them.
- Outstanding written, oral, and business communication skills, organizational and leadership skills.
- Good interpersonal skills, and ability to take the team along and train them.
- Ability to plan and implement within the framework of the budget.

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Eligibility and Requirement

- NIFT faculty with minimum 5 years of industry/academic experience relevant to the specific regional incubator of the DII;
- Willingness to take up the additional responsibility as per the NIFT project policy, or on internal deputation, depending on the working hour requirement.
- Working knowledge of business functions such as HR, Finance, marketing, IT/Business infrastructure.
- Understanding of start-up issues and ability to mentor them.
- Outstanding written, oral and business communication skills, organizational and leadership skills.
- Good interpersonal skills, ability of taking the team along and training them.
- Ability to plan and implement within the framework of budget

Reporting:

The COO will directly report to the CEO, of NFDI, based in NIFT Head Office, in New Delhi. The COO will also maintain a good relationship with NIFT HO.

The provisions of internal deputation or project policy will apply as the case may be.

Age Limit: not more than 40 years

Duration:

The position will be for 3 years with the possibility for an extension.

Place of work: Presently NIFT Mumbai.

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ANNEXURE- D (Ref. Clause 12.2.1 of NCPP-2019)

EXPRESSION OF INTEREST (EOI)

Applied for : (As PDT member/ Project Coordinator /PIT member)

1. Project Title:
2. Project Brief:
3. Approach for Undertaking Project (Highlight key objectives processes and deliverables):
4. What will be the process and deliverables of the this project
5. Amount of research done in the domain.
6. Number of paper/books published.
7. Provide the details regarding mentoring of faculty/student in the domain.
8. Subjects taught in last 05 years.
9. Industry connects: Details of projects brought/work done with industry
10. How will your qualification and teaching experience help you to coordinate & implementation of this project at your Campus?
11. In current academic year, for project related work, how many persondays you have committed and how many persondays are yet to be completed.

Name of the consultant

Name of the NIFT Campus

(Signature)

Date