



Students' Senate (2023-24)  
Indian Institute of Technology Kanpur



**To consider the proposal for the formation of Fashion & Lifestyle Society (Noor)**

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## **Vision**

Drawing inspiration from the multiple perspectives that view fashion and lifestyle as both an expression of creativity and a reflection of cultural identity, we envision the emergence of a vibrant community within the IITK campus. Fashion is an ever-expanding creative domain, present in nearly every aspect of our lives. Despite its presence, it often remains both the most prominent and the most underappreciated form of artistic expression in our modern era.

Fashion and Lifestyle, IITK(Noor) seeks to cultivate a space where the exploration and celebration of diverse styles, trends, and traditions flourish among students. Our vision for Noor is to establish a dynamic hub where passionate individuals converge to refine their aesthetic sensibilities, foster creativity, and cultivate meaningful connections through shared experiences.

## **Motivation:**

1. Fashion is a significant part of arts and lifestyle skills. Given the high number of interested people at the campus spread across undergraduates and postgraduates, setting up an official society is the next natural step.
2. Fashion culture can not be fostered at IITK without an official body because it requires inventory and funds to function.
3. From the successful conduction of Fashion events in Freshers', Galaxy, it can be established that there are many interested people in the campus. Setting



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- up a society allows for information exchange given the large cultural diversity people at IITK hail from. Thus, together, as a society, we can grow better.
4. Existence of a Fashion and Lifestyle society is also essential for conduction of future events like Themed Fashion showcases, Galaxy events, Freshers'-oriented events and ultimately winning at Inter-IIT Cultural meet. Given that major IITs have an existing functional Fashion society/Club, it is essential to step up for Inter-IIT competitions forming a significant chunk of the total points.
  5. As mentioned above, like other art forms, Fashion and Lifestyle skills apart from appreciation and passion, teach one many fundamental life skills like self-confidence, creativity, team work, stress management, mindfulness, etc.

### Preliminary Initiatives Taken

- 1. Inter IIT Cultural Meet 4.0** **[Dec, 2019]**  
IITK participated in the Fashion show event for the first time.
- 2. Mr. and Ms. Freshers** **[2022 online mode]**  
Conducted a two-stage competition for the fresher batch, with stage 1 being a modeling competition and stage 2 being an interview from which the winners were announced.
- 3. Fresher's Night 2022** **[Dec, 2022]**  
Organized the fashion show event on fresher's night for the first time with overwhelming participation.
- 4. Inter IIT Cultural Meet 5.0** **[Dec, 2022]**  
IITK participated in the 5th season of the Inter IIT Cultural Meet with 13 participants and secured 6th position.
- 5. Ritambhara 2022** **[Oct, 2022]**  
The Fashion Team, IITK participated in Ritambhara for the first time and secured 3rd position.
- 6. Fresher's night 2023** **[August, 2023]**



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Conducted the fresher's night Fashion showcase event for the freshers' batch and had a huge participation of over 40+ students.

### **7. Fashion & Photoshoot Competition [Sep, 2023]**

Conducted a Fashion & Photoshoot competition for the fresher batch in Collaboration with Photography Club, where they submitted one photo of themselves and the top three winners got the opportunity to get a photoshoot done by the photography club.

### **8. Ritambhara 2023 [Oct, 2023]**

IITK participated in Ritambhara 2023 with interested students identified via the modeling competition and fresher's night and secured 3rd position

### **9. Inter IIT Cultural Meet 6.0 [Dec, 2023]**

The Inter IIT Cultural Meet had two events in the fashion cup, a fashion walk and an online modeling competition. IIT Kanpur participated in both competitions, with potential members identified via Fresher's Night and Ritambhara. The team consisted of 17 members and secured 5th position overall.

### **10. Galaxy 2024 [Feb, 2024]**

Introduced a fashion walk event in the galaxy worth 100 points in the galaxy for the first time.

## **Initial Approach:**

### **Year 2021:**

- Instagram handle was set up and has engaged over 400+ members
- Mr. and Ms. Fresher competition was held for the new incoming batch
- The team from IITK participated in the fashion event in the 4th season of the inter IIT meet.

### **Year 2022:**

- Fresher's Night was conducted to check participation and interact with interested students



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- Team from IITK participated in Ritambhara conducted by Antaragni for the first time
- Team from IITK participated in Inter IIT cultural meet 5.0

### Year 2023:

- Fresher's night was conducted for the new batch and saw very high participation
- Team from IITK participated in Ritambhara and secured 3rd position
- Conduction of Fresher's photoshoot competition in collaboration with photography club
- Team from IITK participated in 6th season of inter IIT cultural meet and secured 5th position

### Year 2024:

- Fashion show event added in galaxy
- Tentative setup of an official society, thus receiving funds and an official workspace to enable smooth conduction of events and storage of props
- Recruitment of coordinators, followed by secretaries

## Future initiatives planned

### 1. Halloween night

[October]

We plan to conduct a Halloween night, which will consist of a fashion walk where people dress up as their favorite characters and get a chance to walk on the stage. Enter a world where the ordinary fades into darkness and the extraordinary takes center stage.

**Plan-** We initially plan to collaborate with Book Club as they already have an event at this time. Dresses, Makeup will be done by the Fashion Society. Finally we will organise a ramp walk at the OAT Stage for those who have participated in the event.

### 2. Fashion and Lifestyle talk/workshop

[August]

The talk will be conducted on World Fashion day every year to showcase its importance and how it affects our everyday lives.

**Plan-** Each year, we will invite a renowned personality in this field to enlighten the Campus Junta about Fashion & Lifestyle being an important and very exciting part of our lives.



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### 3. Theme Photography Fashion event

[March]

We will organize a Themed Photography Event e.g Countryside/Cultural, etc.

**Plan-** This will be a 3-4 day event in which students will design and make their dresses and on the final day, there will be a Fashion Photoshoot.

#### Timeline:

##### August:

- Fashion and Lifestyle talk

##### August:

- Fresher's night

##### September:

- Fashion & Photoshoot Competition for freshers batch in collab with **Photo Club**

##### October:

- Indian cinema day
- Preparation for Ritambhara
- Organize Halloween night in collab with **Book Club**

##### December:

- Train the team for Inter IIT cultural meet

##### February:

- Galaxy

##### March:

- Theme Photography event

#### Composition and Structure:

The society will operate in the MnC Council with the following structure:

- 3-4 Coordinators/Leaders
- 20-25 Secretaries



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### Budget:

Header	Description	Cost(INR)
Equipments(one time cost)	Sewing Machine & sewing material, Mannequin, Makeup items, Artificial Jewellery, Accessories.	30k
Costumes and Props (recurring cost)	<a href="#">+ Items list</a>	50k
Other Events (Talk session/ Halloween/Theme Photography Fashion event) (recurring cost)	Stationery, Clothing material, Metal, etc.	20k

### Other Requirements:

A large room where we can do practice for various events like Inter IIT Cultural meet, Ritambhara, etc.

Space to keep all the designed dresses, props, other raw materials, etc.