



Accredited Grade "A" by NAAC



## **Institute of Fashion Technology**

Faculty of Family and Community Sciences

The Maharaja Sayajirao University of Baroda

Vadodara-390002

Tel. (0265) 2795523



**PROSPECTUS**  
**2020- 2021**



**INSTITUTE OF FASHION TECHNOLOGY**  
**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**  
**Accredited Grade “A” by NAAC**

**PROSPECTUS**

**2020-2021**



## **OFFICERS OF THE UNIVERSITY**

### **CHANCELLOR**

RajmataShubhanginirajeGaekwad

### **VICE-CHANCELLOR**

Prof. Parimal Vyas

### **REGISTRAR**

Dr.K. M.Chudasama (offg.)

### **DIRECTOR**

Prof. Anjali Karolia

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## **INSTITUTE OF FASHION TECHNOLOGY**

The Faculty of Family and Community Sciences has evolved into a premier institute encompassing dynamic fields of studies. Spanning over a period of six decades the faculty has made conscious efforts towards redefining and broadening its view in response to the rapidly changing national and global scenario. It offers a professional culture, vibrant teaching learning ethos, engagement with the issues of social relevance, team work and intrinsic motivation to better the best. The Faculty offers courses at different levels of graduations under five specializations:

- 1) Clothing and Textiles
- 2) Extension and Communication
- 3) Family and Community Resource Management
- 4) Foods And Nutrition
- 5) Human Development And Family studies

Department of clothing and textiles Since its inception in 1957 with undergraduate program striving towards achieving excellence in the field of Textiles, Clothing And Design. Looking at the needs of the society and for preparing students to meet the challenges the department has introduced M.Sc, ‘ Ph.D’ and another UGC recognized vocational degree in Fashion Design in 2002.

The booming fashion industry across the globe created requirement for well qualified people in fashion field so in 2013, the Department started Institute of Fashion Technology under the umbrella of Faculty of Family And Community Sciences.

The Institute of Fashion Technology is the first of its kind in Baroda which includes multi disciplines under the same roof mainly to create educational, social and business opportunities for the fashion and technology industries. The Institute was been created with the vision that fashion education needs to remain competitive and provide employment in the rapidly changing fashion industry.

To achieve the goal of transmitting a broader range of competencies, the institute created its innovative curriculum that addresses the needs of fashion industry. The courses offered develop the creativity in students while also teaching key technical skills needed to succeed in this competitive industry. These programs encourage and facilitate innovative design and production through creative exploration, applied research and collaborative enterprise. Our courses are developed to reflect current industry practices, extend students’ market knowledge and explore enterprise opportunities. Students will thus be developing a clear understanding of the collaborative and holistic nature of design projects.

The Institute also aims to impart professional education to students who are looking out for new specializations and emerging professions within the fashion field such as Image Consultants, Fashion Stylists, Fashion Photographers, Fashion merchandisers, Exhibition Designers, Trashion Designers.



## **VISION**

To provide professional education in a stimulating environment making the learning process enriching by nurturing creative, technical and entrepreneurial talents with a holistic approach and capture explicitly the character of the education paradigm.

## **MISSION**

- To be a premier institute providing opportunities and experiences for innovation through conceptual process emphasizing curiosity, imagination, improvisation and play.
- To provide experiential learning by recognising the changes in economic and business environment nationally and globally.
- To identify opportunities for newer linkages and tie-ups across institutional, national and international boundaries in order to create newer opportunities for the development of the community.
- To prepare the students to envisage and face the challenges of the fashion industry and create the next generation of professionals to lead and serve the local and global community.

## **Salient Features**

- UGC recognized honors Degree
- Three Years degree program in Design
- Well Qualified Staff
- Well Developed Infrastructure
- Annual Showcase of Design talent through Fashion Shows

The Institute is offering Three Degree Programs:

- Textiles and Apparel Design
- Fashion Communication
- Garment Technology and
- One year Post Graduation Diploma in Fashion Retailing and Merchandising.

## **Eligibility Criteria:**

### **a) Degree Programs**

The applicant should have passed Std. 12<sup>th</sup> (10+2) - Science / General stream or equivalent examination from a recognized board with ENGLISH as one of the subjects. If the applicant has passed XII Examination without English then requirement for English as one of the

subject is must . A certificate from the school needs to be attached stating particulars about medium of instruction.

b) Post Graduation DiplomaProgram:

10+2+3/4 with English from recognized University with Clothing/ Apparel/ Textile/ Fashion as a subject or any other related field.

**Intake capacity:**

Textile and Apparel Design	60
Fashion Communication	60
Garment Technology	40
P G Diploma in Retailing And merchandising	30

**Duration of Program:**

a) Degree Programs	3 Years
b) Post Graduation Diploma Program Year	1 Year

**Mode of Admission:** Merit and Interview

**Admission Dates:** June onwards as declared on the website

**Registration fees – Rs. 600/- for B. Sc. program**

**Rs. 700/- for P.G. program**

**Program fees – Rs. 1,02,040/- per year\* for B. Sc.program**

**Rs. 50,460/- per year\* for P.G.program**

**\* subject to revision each year**

**Admission Procedure:** All admissions are online. For more information log on to <http://msub.digitaluniversity.ac/>. Applicants from states other than Gujarat and foreign nationals must also apply through this mode.

**Steps To Follow**

Follow the link for online admission [http://msub.digitaluniversity.ac/.in>Admission>Institute of Fashion Technology>Show Me Program>B.Sc \(select the program \)>Show me Program Details >DownloadProspectus](http://msub.digitaluniversity.ac/.in>Admission>Institute of Fashion Technology>Show Me Program>B.Sc (select the program )>Show me Program Details >DownloadProspectus)

**Important Note:** Personal Aadhaar card number, Email-ID and Mobile number is must for registering the application for Admission in any of the programmes of The Maharaja Sayajirao University of Baroda. The applicants are supposed to be present in person at the Faculty of Family and Community Sciences as per the admission schedule with the print out of the online registration form, relevant documents in original, one set of its self attested photocopies and two passport size photograph for Admissions. Thalassemia screening programme is compulsory for each admitted student of the Maharaja Sayajirao University.A discounted fees of Rs 150/-

will be charged from the student towards the cost of sample testing at university Health Center/University Pavilion by “Red Cross Society”, India. Student has to produce Thalassemia screening certificate for obtaining the final eligibility.

**International Students:** Foreign nationals must also apply through the online admission facility. However, foreign nationals may have to undergo additional mandatory procedures by contacting the University. For more information log on to <http://www.international-msubaroda.org/>

**Disclaimer:** **Completing the online application form does not guarantee admission in that particular course/program. All admissions are through merit/entrance test as per the requirement of the Program and Faculty Norms.**

## **UNDERGRADUATE PROGRAMME OF STUDY**

A total of 144 credits are offered for B.Sc. F.T. (Honors) program which includes overall six choice based courses of two credits each.



## **TEXTILE AND APPAREL DESIGN**

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To succeed in today's fashion world, designers need to do much more than competently sketch garments on sheets of paper. This studio-based programme encourages and facilitates innovative design and production through creative exploration, applied research and collaborative enterprise. Our courses are developed to reflect current industry practices, extend students' market knowledge and explore enterprise opportunities.

Our B.Sc (Hons) Textile and Apparel Design programme has built a reputation for producing professional, highly talented and skilled design graduates with advanced technical and business knowledge to propel them into the industry.

Our students have achieved exceptional success at Consortium of Green Fashion, scooping up prizes including the Most Commercially Viable collection and The Best Collection.

With access to the latest technology, including a TUKATECH suite for computerised pattern development, the students master all the skills needed to make it in the industry, following in the footsteps of many successful fashion designers.

The students are nurtured by professional design staff with a huge amount of varied industry experience, within a creative and supportive environment that will help them to develop your individual design identity.

### **AIMS AND OBJECTIVES OF THE DEPARTMENT**

Aim of the department is to impart holistic understanding for creative design and use of Information and Communication Technology in Textile and Apparel Design.

- To provide theoretical and practical understanding of technical processes, innovation and business enterprise and their interaction with design.
- To equip the students with necessary skills for designing and creativity with the use of modern technology.
- To develop organizational and managerial abilities to harness design innovation and problem solving techniques.
- To develop students' ability to research effectively by identifying, assimilating, interpreting and applying technical, market and business information through sound and innovative research methods.
- To develop linkages with industry, government and non – government organizations in organizing professional programmes for imparting technical skills and capacity building at different levels.

### **CAREER OPPORTUNITIES**

Designers are inherently creative people, and so they can put their minds to any venture and its going to be. Thus, a lot of fields and job prospects open up for them. They can be employed in various roles such as Fashion Designer, Design Consultant, Fashion Stylist, Fashion Co-ordinator, Fashion Buyer, Retail Buyer, Merchandiser, Visual Merchandiser, Costume Designer, Textile Designer, Fashion

Content Writer and Blogger, Fashion and Trend Forecaster, Sustainable Design Consultant and Academician

### **SALIENT FEATURES**

- Well Qualified Faculties
- Industrial Training
- Apparel/ Fashion Software
- Students' Exhibitions
- Education Trips
- Annual Graduation Show -Kairos
- Strong Industrial Liaisons
- Workshops And Expert Lectures

### **COURSES OFFERED BY PROGRAMME OF TEXTILE AND APPAREL DESIGN AT UNDER GRADUATE LEVEL**

#### **Credit Distribution for Honors program**

<b>Year</b>	<b>Semester</b>	<b>Credits</b>
<b>First</b>	I	24
	II	23
<b>Second</b>	III	23
	IV	25
<b>Third</b>	V	25
	VI	24

#### **Semester Wise Distribution of Credits Offered to B.Sc(Honors). FT- TEXTILE & APPAREL DESIGN (2018 – 2019)**

##### **SEMESTER I**

<b>Sr.No.</b>	<b>Course</b>	<b>Credit(Th+Pr)</b>
1	English for Communication	04(4+0)
2	Textile Basics	04(3+1)
3	Introduction to Computers for Design	03(0+3)
4	Fashion Concepts	03(3+0)
5	Design Fundamentals	05(2+3)
6	Fashion Illustration Fundamentals	03(0+3)
CBCS	Elements of Fashion	02(2+0)
	<b>Choice Based Course - Select Any One (EI)</b>	02(2+0)
	History of fashion	2(2+0)
	Fashion Styling	2(2+0)
	Diet for Healthy Living	2(2+0)
	Consumer Education	2(2+0)
	<b>Total</b>	<b>24</b>

##### **SEMESTER II**

<b>Sr.No.</b>	<b>Course</b>	<b>Credit(Th+Pr)</b>
1	Computer Aided Textile Designing	03(0+3)

2	Illustration Techniques	03(0+3)
3	Introduction to Draping	03(1+2)
4	Basic Pattern Making	03(1+2)
5	Creative Thinking	02(0+2)
6	Indian Costumes	03(3+0)
7	Basic Sewing	02(0+2)
CBCS	Contemporary Indian Fashion	02 (2+0)
CBCS	Intellectual Property Rights	02 (2+0)
	<b>Choice Based Course - Select Any One (EI)</b>	
	Consumer Psychology	2(2+0)
	Entrepreneur Development	2(2+0)
	Nutritional Assessment for Health	2(2+0)
	Furnishing In Interiors	2(2+0)
	<b>Choice Based Course - Select Any One (EE)</b>	
	Youth Health & Nutrition	2(2+0)
	Intellectual Property Rights	2(2+0)
	New Materials for Fashion	2(2+0)
	Fashion Choreography	2(0+2)
	Environment Education	2(2+0)
	<b>Total</b>	<b>23</b>

### SEMESTER III

Sr.No.	Course	Credit
	Sewing Techniques	03(0+3)
1	Dyeing and Printing	05(2+3)
2	Computer Aided Fashion Design	03(0+3)
3	Elements of Textile Design	03(0+3)
4	Indian Traditional Textiles	05(3+2)
CBCS	Visual Merchandising	02 (2+0)
CBCS	Sustainable Product Development	02 (0+2)
	<b>Choice Based Course - Select Any One(EI)</b>	
	Graphic Design for fashion	2(2+0)
	Shop Floor Management	2(2+0)
	Preventive Nutrition for Chronic Diseases	2(2+0)
	Residential Lighting	2(2+0)
	<b>Choice Based Course - Select Any One(EE)</b>	
	Food Safety & Food Labelling	2(2+0)
	Sustainable Product Development	2(2+0)
	Fashion Branding	2(2+0)
	Professional Ethics and Responsibilities	2(2+0)
	Metaphysical Aspects for Interior Design	2(2+0)
	<b>Total</b>	<b>23</b>

**SEMESTER IV**

<b>Sr.No.</b>	<b>Course</b>	<b>Credit(Th+Pr)</b>
1	Visual Merchandising Concepts	03(3+0)
2	Women's Wear	03 (0+3)
3	Surface Ornamentation	03 (0+3)
4	Advance Pattern Making	03(0+3)
5	Design Research and Development( Apparel / Textiles)	03 (0+3)
6	Structural Textile Design	05(2+3)
7	World Costumes	03 (3+0)
CBCS	Fashion Marketing	02(2+0)
	Choice Based Course - <b>Select Any One</b>	
	Publication Design	2(2+0)
	Accessory Design	2(2+0)
	Health & Nutrition for Women and Children	2(2+0)
	Residential Landscaping and Gardening	2(2+0)
	<b>Total</b>	<b>25</b>

**SEMESTER V**

<b>Sr.No.</b>	<b>Course</b>	<b>Credit(Th+Pr)</b>
1	Product Development ( Apparel / Textile)	05 (0+5)
2	Advance Sewing Techniques	04(0+4)
3	Internship	08( 0+8)
4	Advance Draping	03(0+3)
5	Contemporary Fashion and Trends	03 (3+0)
6	Flat Sketching	2(0+2)
	<b>Total</b>	<b>25</b>

**SEMESTER VI**

<b>Sr.No.</b>	<b>Course</b>	<b>Credit(Th+Pr)</b>
1	Final Project and Portfolio Presentation	10(0+10)
2	Fashion Marketing and Merchandising	03 (3+0)
3	Trend Research and Forecasting	02(2+0)
4	Apparel Manufacturing	02(2+0)
5	Textile Testing and Analysis	04(2+2)
6	Men's Wear	03(0+3)
	<b>Total</b>	<b>24</b>

## **PROGRAMME OF FASHION COMMUNICATION**

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The Institute of Fashion Technology is a brand extension of the already established Faculty of Family and Community Sciences which has been pioneer in Extension & Communication, Interiors, Textile and Design education. The institute includes multi disciplines under one roof, mainly to create educational, social, and business opportunities for Fashion, Fashion Media, Garment, and Retail industries. Today, the success of a brand is marked and understood largely through its uniqueness in identity. With a multitude of prêt and luxury brands mushrooming in the Indian retail scenario, it has become essential for each one of 'them' to develop a unique brand identity for maximum impact in the domain of Fashion and Lifestyle. Thus, 'Fashion Communication' forms the core of the whole business of Fashion.

One of the newest and most exciting avenues in the industry, Fashion Communication encompasses integrated course study relating with areas such as Graphic Design, Fashion Journalism, Visual Merchandising, Styling and Photography, Advertising, Public Relations and Space Design. Thus, at the exit level equipped with an intensive skill, knowledge and concept base Fashion Communication students emerge as dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion, media and lifestyle industry.

### **AIMS AND OBJECTIVES OF THE DEPARTMENT**

- To be able to create and manage integrated fashion communication approaches, that mould the students to be fashion media ready
- To prepare the students to face challenges of the fashion industry and serve them globally
- To provide experiential learning by allowing our students to engage in various activities and internship all over the country
- To create a niche in the field of fashion, media and management and to evolve as one of the premier institutes

### **CAREER OPPORTUNITIES**

- Students are exposed to a large expanse of subjects which help them to choose from a wide variety of avenue for jobs in their areas of interest like Brand Establisher, Graphic Designer, Visual Merchandiser, Fashion Photographer, Retail Space Designer, Fashion Journalist, Fashion Advertiser, Fashion Event Management, Film Making/Production, Fashion Styling, and Social media Manager.

**COURSES OFFERED BY PROGRAMME OF FASHION COMMUNICATION AT  
UNDER GRADUATE LEVEL**

**Credit Distribution for Honors program**

<b>Year</b>	<b>Semester</b>	<b>Credits</b>
<b>First</b>	I	26
	II	26
<b>Second</b>	III	25
	IV	22
<b>Third</b>	V	22
	VI	23

**Semester Wise Distribution of Credits Offered to B.Sc.(Honors).FT -Fashion Communication  
SEMESTER I**

	<b>Course Name</b>	<b>Credits(Th+Pr)</b>
<b>1</b>	English for Communication	4 (4+0)
<b>2</b>	Textiles Basics	4 (3+1)
<b>3</b>	Basics of Communication	3 (3+0)
<b>4</b>	Fashion Photography – I	3 (1+2)
<b>5</b>	Creative Drawing and Sketching	3 (0+3)
<b>6</b>	Elements and Principles of Design	3 (2+1)
	Computer Application	4 (0+4)
	<b>Choice Based Course - Select Any One (EI)</b>	
	Elements of Fashion	2(2+0)
	Fashion Styling	2(2+0)
	Diet for Healthy Living	2(2+0)
	Consumer Education	2(2+0)
	<b>Total Credits</b>	<b>26</b>

**SEMESTER II**

	<b>Course Name</b>	<b>Credits(Th+Pr)</b>
<b>1</b>	Introduction to Fashion Categories	3 (3+0)
<b>2</b>	Fashion Illustration	3 (0+3)
<b>3</b>	Fashion Media Appreciation	4 (3+1)
<b>4</b>	Fashion Journalism	4 (3+1)
<b>5</b>	Fashion Studies	3 (3+0)
<b>6</b>	Fashion Photography – II	3 (1+2)
	<b>Choice Based Course - Select Any One (EI)</b>	
	Contemporary Indian Fashion	2(2+0)
	Entrepreneur Development	2(2+0)
	Nutritional Assessment for Health	2(2+0)
	Furnishing for Interiors	2(2+0)
	<b>Choice Based Course - Select Any One (EE)</b>	



	Youth Health & Nutrition	2(2+0)
	Intellectual Property Rights	2(2+0)
	New Materials for Fashion	2(2+0)
	Fashion Choreography	2(2+0)
	Environment Education	2(2+0)
	<b>Total Credits</b>	<b>26</b>

### SEMESTER III

	Course Name	Credits(Th+Pr)
<b>1</b>	Creative Writing	3 (1+2)
<b>2</b>	Craft Documentation	3 (0+3)
<b>3</b>	Graphic Design for Fashion	4 (1+3)
<b>4</b>	Technical Drawing	2 (0+2)
<b>5</b>	Visual Merchandising - I	3 (2+1)
<b>6</b>	Research Methodologies	5(3+2)
	<b>Choice Based Course - Select Any One</b>	
	Visual Merchandising	2(2+0)
	Shop Floor Management	2(2+0)
	Preventive Nutrition for Chronic Diseases	2(2+0)
	Residential Lighting	2(2+0)
	<b>Choice Based Course - Select Any One</b>	
	Food Safety & Food Labelling	2(2+0)
	Sustainable Product Development	2(2+0)
	Fashion Branding	2(2+0)
	Professional Ethics and Responsibilities	2(2+0)
	Metaphysical Aspects for Interior Design	2(2+0)
	<b>Total Credits</b>	<b>25</b>

### SEMESTER IV

	Course Name	Credits(Th+Pr)
<b>1</b>	Introduction to Fashion Industry and Management	4 (4+0)
<b>2</b>	Media Management	5 (3+2)
<b>3</b>	Introduction to Film Making	4 (2+2)
<b>4</b>	Fashion and Public Relation	4 (3+1)
<b>5</b>	Fashion Retailing & Consumer Behavior	4 (3+1)
<b>6</b>	Visual Merchandizing - II	3 (1+2)
	<b>Choice Based Course - Select Any One</b>	
	Fashion Marketing	2(2+0)
	Accessory Design	2(2+0)
	Health & Nutrition for Women and Children	2(2+0)
	Residential Landscaping and Gardening	2(2+0)
	<b>Total Credits</b>	<b>22</b>

**SEMESTER V**

	<b>Course Name</b>	<b>Credits(Th+Pr)</b>
<b>1</b>	Fashion Media and Communication	5 (2+3)
<b>2</b>	Creative Advertising	4 (2+2)
<b>3</b>	Multi Media and Web Design	3 (1+2)
<b>4</b>	Exhibition Display & Design	3 (1+2)
<b>5</b>	Portfolio Development and Presentation	7 (1+6)
	<b>Total Credits</b>	<b>22</b>

**SEMESTER VI**

	<b>Course Name</b>	<b>Credits(Th+Pr)</b>
<b>1</b>	Internship	12 (0+12)
<b>2</b>	Final Graduation Project	7 (1+7)
<b>3</b>	Fashion Forecasting	4(3+1)
	<b>Total Credits</b>	<b>23</b>
	<b>Grand Total</b>	<b>144</b>

## **PROGRAMME OF GARMENT TECHNOLOGY**

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Garment, one of humankind's oldest commercial ventures, continues to find new applications in modern world and to succeed in this, Institute of Fashion Technology offers three years B.Sc. programme in Garment Technology. The programme responds to meet the wide gap between demand and supply of trained professionals in domestic as well as global apparel and fashion industry. This programme offers comprehensive and holistic courses which trains the students to develop all the key skills required in this field. It provides extensive theoretical and practical knowledge and skill in the core functional areas such as pattern making, fabric structure, dyeing, printing, sewing, garment production, kid's, women's and men's wear, computer aided designing (CAD), costing, logistics, supply chain management, branding, lean management, merchandising, entrepreneurship, industrial engineering and so on.

### **AIMS AND OBJECTIVES OF THE DEPARTMENT**

- To create garment technologists who can contribute to this field by innovation, education, technology and research.
- To provide a theoretical and practical understanding of technical process, innovation and business enterprise and their interaction with apparel.
- To equip students with a holistic knowledge and a well-balanced perspective of garment production.
- To generate trained manpower resource in various sectors of garmenting such as sampling, pattern and marker making, sewing and quality departments.
- To inculcate leadership skills and capabilities of interdisciplinary collaboration among students who are innovative and can produce solutions.
- To develop linkages with industry and non-government organizations in organizing professional programs for imparting technical skills.
- To prepare the students to envisage and face the challenges of the apparel and fashion industry and create the next generation professionals to lead and serve the local and global community.

**COURSES OFFERED BY PROGRAMME OF GARMENT TECHNOLOGY AT  
UNDER GRADUATE LEVEL**

**Credit Distribution for Honors Program**

Year	Semester	Credits
<b>First</b>	I	26
	II	25
<b>Second</b>	III	25
	IV	22
<b>Third</b>	V	24
	VI	22

**Semester Wise Distribution of Credits Offered to B.Sc.(Honors).FT - Garment Technology**

**SEMESTER I**

	Course Name	Credits(Th+Pr)
<b>1</b>	Textile Basics	4 (3+1)
<b>2</b>	Creative Thinking	4 (2+2)
<b>3</b>	Computer Application	4 (1+3)
<b>4</b>	Basics of Clothing and Design	4 (1+3)
<b>5</b>	English for Communication	4 (4+0)
<b>6</b>	Basic Pattern Making	4 (0+4)
	<b>Choice Based Course - Select Any One (E I)</b>	
	Elements of Fashion	2(2+0)
	Diet for Healthy Living	2(2+0)
	History of Fashion	2(2+0)
	Consumer Education	2(2+0)
	<b>Total Credits</b>	<b>26</b>

**SEMESTER II**

	Course Name	Credits(Th+Pr)
<b>1</b>	Sewing Fundamentals	4 (1+3)
<b>2</b>	Understanding Apparel Market	4 (2+2)
<b>3</b>	Introduction to Apparel Industry	3 (3+0)
<b>4</b>	Structural Textile Design	6 (3+3)
<b>5</b>	Advanced Pattern Making	4 (0+4)
	<b>Choice Based Course - Select Any One (EI)</b>	
	Contemporary Indian Fashion	2(2+0)
	Nutrition Assessment for Health	2(2+0)
	Consumer Psychology	2(2+0)
	Furnishing for Interiors	2(2+0)
	<b>Choice Based Course - Select Any One (EE)</b>	
	Youth Health & Nutrition	2(2+0)
	Intellectual Property Rights	2(2+0)
	New Materials for Fashion	2(2+0)
	Fashion Choreography	2(2+0)
	Environment Education	2(2+0)
	<b>Total Credits</b>	<b>25</b>

### SEMESTER III

	Course Name	Credits(Th+Pr)
<b>1</b>	Anthropometrics and Sizing	5 (1+4)
<b>2</b>	Kid's & Women's Wear	4 (0+4)
<b>3</b>	Garment Production and Machinery	4 (3+1)
<b>4</b>	Textile Testing	4 (2+2)
<b>5</b>	Fabric Processing and Finishing	4 (2+2)
<b>6</b>	<b>Choice Based Course - Select Any One (E I)</b>	
	Visual Merchandising	2(2+0)
	Preventive Nutrition for Chronic Diseases	2(2+0)
	Graphics Design for Fashion	2(2+0)
	Residential Lighting	2(2+0)
	<b>Choice Based Course - Select Any One (Elective)</b>	
	Food Safety & Food Labelling	2(2+0)
	Sustainable Product Development	2(2+0)
	Fashion Branding	2(2+0)
	Professional Ethics and Responsibilities	2(2+0)
	Metaphysical Aspects for Interior Design	2(2+0)
	<b>Total Credits</b>	<b>25</b>

### SEMESTER IV

	Course Name	Credits(Th+Pr)
<b>1</b>	Men's Wear	4 (0+4)
<b>2</b>	Computer Aided Pattern Designing & Development	5 (1+4)
<b>3</b>	Plant Layout in Apparel Industry	5 (2+3)
<b>4</b>	Cost Analysis	2 (2+0)
<b>5</b>	Finishing and Packaging Technology	4 (3+1)
	<b>Choice Based Course - Select Any One (Elective Interdisciplinary)</b>	
	Fashion Marketing	2(2+0)
	Health and Nutrition for Women and Children	2(2+0)
	Publication Design	2(2+0)
	Residential Landscaping and Gardening	2(2+0)
	<b>Total Credits</b>	<b>22</b>

### SEMESTER V

	Course Name	Credits(Th+Pr)
<b>1</b>	Apparel Standards and Quality Control	4 (4+0)
<b>2</b>	Internship	12 (0+12)
<b>3</b>	Product Development	6 (2+4)
<b>4</b>	Lean Management	2 (1+1)
	<b>Total Credits</b>	<b>24</b>

**SEMESTER VI**

	<b>Course Name</b>	<b>Credits(Th+Pr)</b>
<b>1</b>	Principles of Management and Marketing	4 (4+0)
<b>2</b>	Seminar	3 (3+0)
<b>3</b>	Industrial Engineering	3 (2+1)
<b>4</b>	Logistics & Supply Chain Management	3 (3+0)
<b>5</b>	Entrepreneurial Skills	4 (3+1)
<b>6</b>	International Trade Practices	2 (2+0)
<b>7</b>	Apparel Merchandising & Retailing	3 (2+1)
	<b>Total Credits</b>	<b>22</b>



## **POST GRADUATE DIPLOMA IN FASHION RETAILING AND MERCHANDISING**

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To meet the growing demand of trained professionals in the retail Sector, Institute of Fashion Technology offers One year Post Graduate Diploma in Fashion Retailing and Merchandising. The programme responds to the growing demand of retail professionals who have the intellectual, academic and practical abilities mandatory to keep pace with fast changes in this dynamic Global Industry.

This programme offers comprehensive, holistic, industry oriented courses that trains the students to develop as professionals and entrepreneurs in the field of Fashion retail. It provides extensive knowledge, technical and behavioural skills in the Core functional areas such as Visual Merchandising, Retail Merchandising, Retail Merchandising, Retail Communications, Retail Strategy, Operations and Marketing.

### **AIMS AND OBJECTIVES OF THE DEPARTMENT**

The aim of the programme is to provide academic education in accordance with the current scenario of the retail industry, with implication of practical knowledge so that students would be able to develop-appropriate skills, to contribute to their personal and professional growth in the field of Fashion Retailing and Merchandising.

- To provide theoretical and practical understanding of retail business process.
- To develop analytical ability of students so as to solve problems connected with retail processes and working both individually and in a team.
- To help students develop management skills along with the use of latest technologies

### **ELIGIBILITY CRITERIA FOR P.G. DIPLOMA (F.T.) FASHION RETAILING AND MERCHANDISING**

Any Graduate under the 10+2+3/4 year scheme of education from recognized university with English as a subject and possessing basic knowledge of the fashion field and good communication skills is eligible to apply.

The admission is open to both male and female candidates who possess the required educational qualifications.

Semester Wise Distribution of Credits Offered to Post graduation Diploma In Fashion Retailing And Merchandising

SEMESTER ONE

<b>Sr/No</b>	<b>COURSE TITLE</b>	<b>CREDITS THEORY + PRACTICAL</b>
1	Fashion Retailing- Policies and Strategies	4+0
2	Theories and Issues in Fashion Merchandising	3+0
3	Fashion Marketing Communications	3+0
4	Elements and Principles of Fashion and Marketing	3+0
5	Business of Fashion	5+0
6	Consumer Behaviour	4+0
	<b>TOTAL CREDITS-</b>	<b>22</b>

SEMESTER TWO

<b>Sr/No.</b>	<b>COURSE TITLE</b>	<b>CREDITS THEORY + PRACTICAL</b>
1	Experiential Project	0+6
2	Internship	0+8
3	Global Sourcing	2+0
4	Information Technology in Retail Sector	1+1
	<b>TOTAL CREDITS-</b>	<b>18</b>

## **SCHOLARSHIPS**

### **1. Freeships for Economically Backward Class**

Those students who are from EBC category (as per note) will be exempted from giving the development charges. (The income limit of Rs.25,000/- per year be considered as EBC category and a certificate to the effect is produced by the student duly obtained from mamlatdar at the time of paying fees. Ref. No. A/225 dtd.13.5.1999)

For the purposes of this award, income shall mean the sum total of the income from whatever source including share in joint family income and independent income of the students and their parents. The income specified shall be the income during the financial year preceding the year in which freeship is sought.

Application for the award of this freeship shall be made in duplicate every year in the prescribed form available at Vakil Printing Press along with income certificate duly endorsed by a Gazetted Officer or sarpanch.

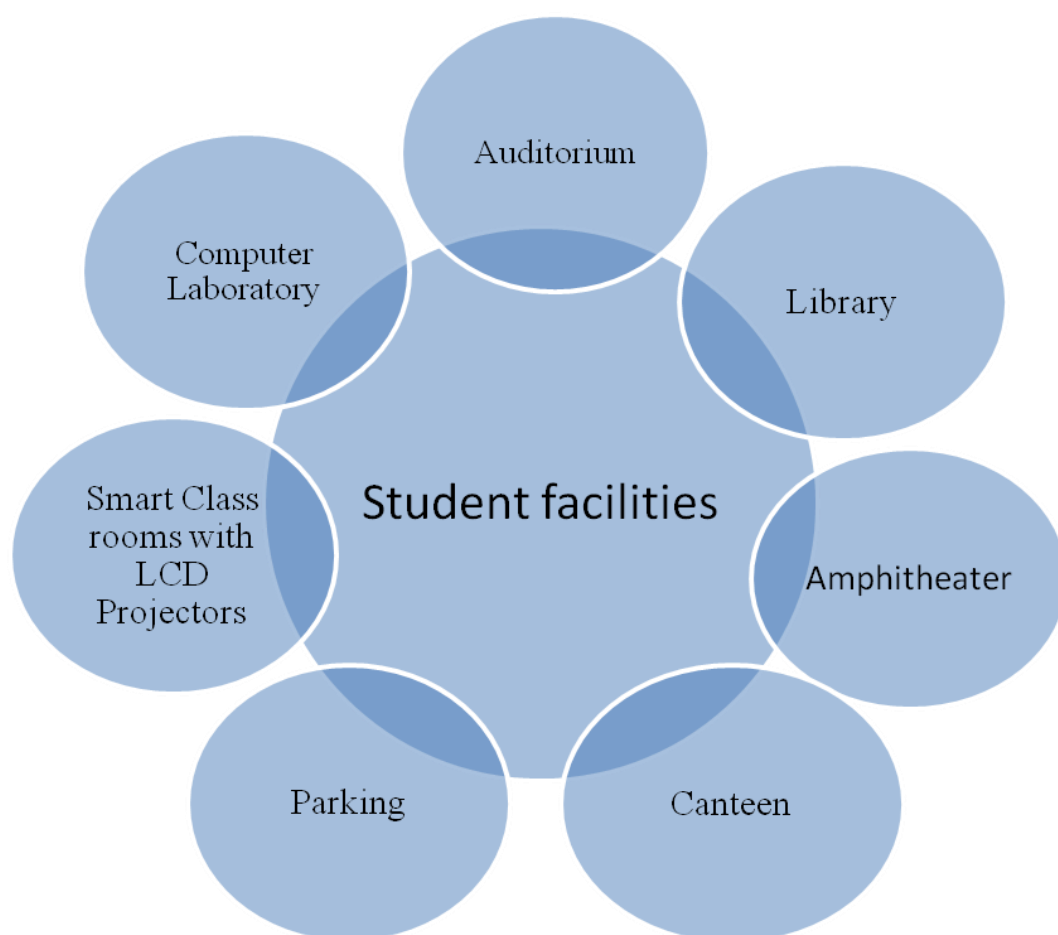
### **2. Freeships/Scholarships for Scheduled Caste and Scheduled Tribes**

Application for free ships/scholarship shall be submitted to the Director, Social Welfare, Gujarat State, Ahmedabad, who awards these according to merit and income. Students belonging to SC/ST groups are awarded freeships, cost of books, examination fees and room rent concessions by the Social Welfare Officer of the District.

## **BUILDING AND INFRASTRUCTURE**

The institute is spread over a lush campus in the Faculty of Family and Community Sciences, Fatehgunj, Baroda. The facilities of the institute comprise of an auditorium, Amphitheatre, cafeteria, specialized labs, class rooms, design studios, library, administrative office, display space, hostel facilities for boys and girls, common room etc.

The Institute provides state of art labs and studios with wifi enabled campus. It has well equipped computer lab with latest design software in fashion and textile design. Similarly different laboratories like sewing lab, weaving lab, dyeing and printing labs and other studios which provide hands on learning space and enables handling different tools to acquire necessary skills and competence in material exploration and design development.



### **TEACHER ADVISORS**

Every academic year right from first year to third year teachers are appointed as advisors to the students. The advisors are responsible for student management which includes arranging workshops and lectures, addressing student grievances, counselling and mentoring students.

### **STUDENTS SUPPORT SYSTEM**

#### **Various Committees at Faculty Level for Student Welfare**

Dean, Faculty of Family and Community Sciences appoints teaching faculty members for each post to function as Dean of students, Dean of Sports and Teacher supervisor. The Dean of students and Teacher supervisor have free access to every department and offices of the faculty of family and community sciences and are authorized to investigate and secure quick redress to students' grievance.

#### **Dean of Students**

- Dean of students will look into the students' concerns and create a student-friendly atmosphere with the help of the faculty members by developing an effective listening and advisory system. The Dean of Student also facilitates and organizes Student Programmes such as admissions, orientations, welcome party and the programmes with the Non Government and Government Organizations like blood donation, thalassemia testing, counseling for various issues.

#### **Dean of Sports:**

- The Dean of sports will facilitate and organize Student Sports Activities Programmes such as Inter-college events organised by University as well as coordinate special events, tournaments, and championships hosted by the various Government and Nongovernment organisations.

#### **Teacher Supervisor:**

- The teacher supervisor will facilitate in providing basic amenities and facilities to the students.

#### **Family and Community Sciences Students' Association**

- It consists of executive committee members headed by Dean, Dean of Students, Vice president, General Secretary, Faculty representative and student members. The association organizes the curricular and extracurricular activities and programs for student's development and welfare.

### **STUDENTS' FACILITIES AT THE FACULTY LEVEL GENERAL FACILITIES**

#### **Smt. Hansa Mehta Library**

- Smt. Hansa Mehta Library, a state of art Library is the first in the state to provide *Wi-Fi* facility to its clientele. Library is under surveillance through a closed circuit television with the help of 24 cameras located strategically around various functional areas.
- It has a rich collection of prescribed textbooks and bound journals of more than one lakh, out of which some are as old as Nineteenth Century available till date.
- The Library has a digital collection of rare books in house to create an Institutional Repository to serve the readers globally.

- It has a single largest Reading Room of 10,600 sq. ft. which can accommodate about 1100 readers at a time and is open to readers from 8.00 am to 10.00 pm i.e. 14 hours a day throughout the year except National holidays.
- All reading area covered with fully central AC facility. It is situated in the whole North Side of the building, in order to have a continuous natural light throughout the year.
- The books are stacked on the two floors. These Stack Rooms have the same dimensions as the Reading Room with an additional sitting capacity of 500 plus readers
- To serve the visually challenges and people with low vision, Zoomex Instant Text Reader has been procured.

*Note: For further details refer website: <http://www.hmlibrary.ac.in>*

## **University Health Centre**

- The University Health Centre provides consultation, investigations, specialists' services, treatment facilities for all common ailments, minor surgical treatment and counseling services to the staff, their dependents and students of The Maharaja Sayajirao University of Baroda.
- Facilities for admission under observation, administration of intravenous fluids, immunization services and supportive laboratory are also available.

## **MARG Counseling Centre at the University Health Centre**

- Counseling, Psychotherapy, Psychiatric treatment and Psychological testing are offered by MARG Counseling Centre functioning at the University Health Centre on voluntary basis.
- It provides treatment in cases of mental health problems, stress and substance abuse to the University staff, their children and family members, as well as youths, school children and general public of Vadodara.

## **Halls of Residence for Boys and girls**

- The Maharaja Sayajirao University of Baroda has one of the largest hostel campuses in the Western India.
- 12 Boys Hostel and 4 Girls Hostel and a separate Hostel for SC/ST are spread over the area of approximately 100 acres accommodating approximately 3800 students.

## **Union Pavilion Ground**

- The Union Pavilion Ground has facilities like swimming pool, athletic track, badminton court, basketball court, tennis court, volleyball court, kho-kho court, handball court, hockey field, cricket field, football field, kabaddi court, indoor table tennis hall and multi gym maintained by the Department of Physical Education.



## **University Student's Facilitation Centre**

Student's Facilitation Centre serves as a help desk in The Maharaja Sayajirao University Main office to provide a one-point interface between students and university administration for information requirements, transactions related to examination and results, various issue of documents, payments for various services and purchase of publications. A helpline with videophone and well-informed staff member at the reception are the key aspects of the centre.

## **The Centre for Lifelong Learning and Extension**

The Centre for Lifelong Learning and Extension is active in the field of Continuing Education in and around Vadodara since the last four decades. The center was established to cater the felt needs of the society with the resources available in the University and from the community at large. The Centre offers short-term courses ranging from fifteen days to three months, and long-term courses ranging from six months to one year.

## **University Employment Information and Guidance Bureau**

This Bureau is run by Employment and Training Department (Labor and Employment) Government of Gujarat since 1964. It deals with the work of Vocational Guidance activities as well placement services. All master degree holders, engineering graduates and professional degree holders, and unemployed candidates are registered and the placement services are provided to them.

## **National Cadet Corps (NCC)**

NCC is one of the biggest youth forums, which brings the vibrant students together and guides them in proper direction so that they can play a constructive role in the development of the country. These students have enormous opportunities to show their talent and skills. Besides Military Training they have an opportunity for adventurous activities, which gives them wide horizon and keeps them morally and mentally fit so that they become well discipline members of the society.

## **National Service Scheme (NSS)**

National Service Scheme is aimed at personality development of students through community services. NSS is centrally managed programme enrolling student volunteers from different faculties of the University. Volunteers are involved in varied activities which include environment conservation, HIV/AIDS, health awareness, literacy and special campaign.

## **The Maharaja Sayajirao University Union**

The Maharaja Sayajirao University Union is statutory corporate body of the students and teachers to promote academics, social interaction, sports and cultural interests amongst the students. It works towards the development of student facilities.

## **University Computer Centre**

The Maharaja Sayajirao University-Computer Center was established to facilitate not only the research students and teachers for their research data processing but also different

industries like Oil and Natural Gas Corporation (ONGC), Gujarat Electricity Board (GEB), Indian Petrochemical Corporation Limited (IPCL) etc. The Computer Center assists in computerization of the University applications like examination result processing system, payroll system, network facilities, internet connectivity, deployment of web-based services and training of manpower and as facilitator for international academic interactions.

### **Prof. C. C. Mehta Auditorium**

The C. C. Mehta Auditorium has been effectively used by the University and the other Institutions for academic, cultural, social or the business purposes since its establishment.

### **University Guest House**

The University Guest House is located in the heart of the University Campus, just besides the Vice Chancellor's Bungalow. It provides comfortable facilities for staying on the campus. It has 30 rooms with different types of comforts.

### **Women's Grievance and Counselling Cell**

Cell is at university as well as faculty level. They look after the safety and security of the girls students and female employees.

### **Internet (Wi-Fi) Facility**

All the registered students and staff can avail the facility on campus.

### **Concession Forms for Bus and Rail Travel**

Registered students get the concession for the travel after submitting required documents.

***Refer website: [msubaroda.ac.in](http://msubaroda.ac.in) for further details.***

## **DISTINCTIVE CELLS OF THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**

- Career CounselingCell
- Center for UrbanStudies
- Centre for GenomeResearch
- Centre for Lifelong Learning andExtension
- Cluster RenovationCentre
- CommunicationCell
- Department of Physical Education
- Directorate of Higher PaymentProgrammes
- Directorate of StudentWelfare
- Gujarat State Eligibility Test [GSET]Centre
- Human Resource DevelopmentCell
- IncubationCentre
- Internal Quality AssuranceCell

- Office of Alumni AffairsCell
- Office of CorporateAffairs
- Office of Donor Relationship andDevelopment
- Office of InternationalAffairs
- Office of the Foreign StudentAdvisor
- Research andCons
- Research and ConsultancyCell
- University ScholarshipCentre

*Refer website: [msubaroda.ac.in](http://msubaroda.ac.in) for further details.*

Students can utilize other organizations in and around the campus of M.S. University of Baroda to develop their creative faculties and use their leisure time fruitfully. Some of these are: Sayajirao Diamond Jubilee Cottage Industries, Shakespeare Society, Friends Society, Bal Bhavan.

## **GRADE CREDIT SYSTEM OF EVALUATION**

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For implementation of the choice based credit courses, semester exam including continuous assessment and grading system, the Faculty of Family and Community Sciences has adopted the norms and made necessary modifications for the undergraduate programme.

From the academic year 2012-13 onwards, the student's academic performance in each course offered during a semester is evaluated on the scale as shown below.

<b>GRADE POINTS</b>	<b>DESCRIPTION</b>	<b>DIVISION/GRADE</b>	<b>RANGE</b>		
<b>10</b>	<b>OUTSTANDING</b>	<b>O</b>	<b>9.01</b>	<b>–</b>	<b>10.00</b>
<b>9</b>	<b>EXCELLENT</b>	<b>A</b>	<b>8.01</b>	<b>–</b>	<b>9.00</b>
<b>8</b>	<b>VERY GOOD</b>	<b>B</b>	<b>7.01</b>	<b>–</b>	<b>8.00</b>
<b>7</b>	<b>GOOD</b>	<b>C</b>	<b>6.01</b>	<b>–</b>	<b>7.00</b>
<b>6</b>	<b>FAIR</b>	<b>D</b>	<b>5.01</b>	<b>–</b>	<b>6.00</b>
<b>5</b>	<b>AVERAGE</b>	<b>E</b>	<b>4.01</b>	<b>–</b>	<b>5.00</b>
<b>4</b>	<b>DROPPED</b>	<b>F</b>	<b>0.00</b>	<b>–</b>	<b>4.00</b>

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### **Pattern of Assessment:**

- A student's academic performance in a particular course is evaluated through a below mentioned classification

Mid Semester Examination: 30% at Faculty level

End-Semester examination: 70% at University level

- In the event of a student remaining absent at mid semester examination (Internal Assessment), the candidate will be given only one chance of Internal assessment (i.e. a re-test) where complete syllabus will be covered for evaluation.
- If a candidate fails to appear in the additional examination (re-test), his/her performance shall be nullified for all consideration for that course/paper, as per the University guidelines.
- The repeaters examination will be conducted in the subsequent semesters for facilitating students to complete their programme.

### **MOVEMENT (PROMOTION TO HIGHER SEMESTER)**

- A candidate, who has undergone a regular course of study in Semester-I, shall be eligible for upward movement/promotion to Semester-II.
- A candidate, who has undergone a regular course of study in Semester-II, shall be eligible for upward movement/promotion to Semester-III, provided that the candidate has earned at least 35% credits of Semester-I and Semester-II taken together.
- A candidate, who has undergone a regular course of study in Semester-III, shall be eligible for upward movement/promotion to Semester-IV.
- A candidate, who has undergone a regular course of study in Semester-IV, shall be eligible for upward movement/promotion to Semester-V, provided that the candidate has "Successfully Completed (SC)" all the Courses/Papers/Subjects of Semester-I and Semester-II and also earned at least 35% credits of Semester-III and Semester-IV taken together.
- A candidate, who has undergone a regular course of study in Semester-V, shall be eligible for upward movement/promotion to Semester-VI.

## TIME FOR COMPLETION OF PROGRAMME

A candidate shall deem to remain a student only as per following criteria:

$$n + 2, \text{ for } n \leq 2$$

$$\text{Duration of Studentship} = 2n \text{ for } n > 2$$

Where, 'n' represents duration of the programme (in years) of admission

**Example:**

<b>Duration of Programme</b>	<b>Duration of studentship/ Max time to complete a programme (Yrs.)</b>
1 Yr.+2	3 Yrs.
2 Yrs.+2	4 Yrs.
3 Yrs.X2	6 Yrs.

After expiry of the maximum period as stipulated, the candidate shall cease to be a student of the programme. In extra ordinary circumstances, the Vice-Chancellor may constitute the committee for scrutinizing the cases of candidate(s) who have successfully completed at least 60% of courses / papers. On the recommendation of a committee, the Vice-Chancellor may accord eligibility to such candidate(s) by ONE YEAR and permit a candidate for TWO ADDITIONAL CONSECUTIVE CHANCES for appearing in the examination in order to be eligible for the award of degree / diploma.

After the aforementioned stipulated time period the candidate ceases to be the student of the programme.

### Description of Declaration of Result:

The status of the students with respect to current semester as well as consolidated performance of previous semester(s) shall be represented in the Statement of Grade (SoG) as "COMPLETE" or "INCOMPLETE", as applicable.

**ODD Semesters : "COMPLETE, INCOMPLETE, ABSENT"**

**EVEN Semesters : "COMPLETE, INCOMPLETE, ABSENT"**

**"OUTSTANDING, EXCELLENT, VERY GOOD,**

**GOOD, FAIR, AVERAGE, DROPPED"**

## **INSPECTION OF ANSWER BOOKS:**

In order to have transparency and openness, the answer books shall be placed for “Inspection” centrally at the University Assessment only. The candidate desiring to inspect his/her own answer book(s) for one or all course(s) / paper(s) shall have to apply to Examination Section along with the payment of the required fees. “Inspection of Answer books” shall be carried out in presence of Dean of the Faculty and the Chairman of the concerned course(s) / paper(s) along with the team of examiners, if required. The completed form along with required fees per course/paper should be submitted within Seven (07) working days after the date of declaration of result of the concerned examination by the University

## **LIST OF STAFF**

### **Program of Textile And Apparel Design**

#### **List of Academic Staff**

	<b>Name of the Teacher</b>	<b>Designation</b>
1.	Dr. Madhu Sharan	Professor(CT) Associate Director
2.	Ms. Beena Santosh	Assistant Professor(CES) Assistant Director
3.	Ms. Mitali Shah	Assistant Professor (CES)
4.	Ms. Amrita Doshi	Assistant Professor(CES)
5.	MsIshaBharadwaj	Assistant Professor(CES)
6.	Vacant	TTA
7.	Vacant	TTA
8.	Vacant	TTA
9.	Vacant	TTA
10.	Vacant	TTA
11.	Vacant	TTA
12.	Vacant	TTA
13.	Vacant	TTA

#### **List of Administrative Staff**

	<b>Name of the Staff member</b>	<b>Designation</b>
1	MrNishat Trivedi	Temporary Technical Assistant
2	MsHenita Dave	Temporary Clerk
3	Mr Pratik Patel	Computer Lab Assistant
4	Ms.Mamta Pandey	Temporary Library Clerk
4	Ms.NishaGavde	Temporary Clark (Daily Wages)
5	Vacant	Account clerk
6	Vacant	Technical assistant
7	Vacant	Technical Assistant
8	Vacant	Lab Assistant



## List of Temporary Staff

	Name of the Staff member	Designation
1	Ms Anita Rathod	Temporary Peon
2	Mr SantoshRane	Temporary Peon
3	Mr.Girishbhai Solanki	Temporary Peon
3	Ms Asha Kahar	Temporary Sweeper

## Program of Fashion Communication

### List of Academic Staff

	Name of the Teacher	Designation
1.	Dr. Rameshwari Pandya	Professor (EC) Associate Director (FC)
2.	Vacant	Assistant Professor(CES)
3.	Vacant	Assistant Professor(CES)
3.	Vacant	Temp. Assistant Professor
4.	Vacant	Temp. Assistant Professor
5.	Vacant	Temp. Assistant Professor
6.	Vacant	Temp. Assistant Professor
7.	Vacant	Temp. Assistant Professor

### List of Administrative Staff

	Name of the Staff	Designation
1.	Ms. Hiral Patel	Temporary Clerk
2.	Ms. Yogi Suthar	Temporary Technical Assistant
3.	Mr. Yogesh Ganava	Temporary Peon
4.	Mr. Vipul Rathva	Temporary Peon
5.	Mr. GautamNinama	Temporary Peon
6.	Ms. Savitaben Solanki	Temporary Sweeper

## Program of Garment Technology

### List of Academic Staff

	Name of the Teacher	Designation
1	Dr. Falguni Patel	Associate Director
2	Mr. ParthrajPuranik	Assistant Professor (CES)
3	Vacant	Temp. Assistant Professor
4	Vacant	Temp. Assistant Professor
5	Vacant	Temp. Assistant Professor

### List of Administrative Staff

	Name of the Staff Member	Designation
1	Ms. JalpaBaria	Temporary Clerk
2	Mr. Samir Mali	Temporary Lab Assistant
3	Vacant	Temporary Lab Attender

### List of Temporary Staff Members

	Name of the Staff Member	Designation
1	Shri Harish Parmar	Temporary Peon
2	Vacant	Temporary Peon
3	Smt. Kapilaben Solanki	Temporary Sweeper

## Post Graduation Diploma in Fashion Retailing And Merchandising

### List of Academic Staff

Name of the Staff	Designation
Dr. Reena Bhatia	Associate Director
Vacant	Temp. Assistant Professor

### List of Temporary Staff Members

	Name of the Staff Member	Designation
1	Mr. TusharJadav	Temporary.Peon