

Study Scheme & Syllabus of B. Voc. (Fashion Design and Garment Technology) Batch 2025 onwards



By

**Board of Studies (Fashion Technology)
Department of Academics**

IKG Punjab Technical University

(SEMESTER I)

Course Code	Course Title	Load Allocation			Marks Distribution			Credit
		L	T	P	Int.	Ext.	Total	
BVFDT101-20	English Communication Skills I	4	0	0	40	60	100	4
BVFDT102-20	Personality and Clothing	4	0	0	40	60	100	4
BVFDT103-20	Garment Technology	4	0	0	40	60	100	2
BVFDT104-20	Pattern Making (Practical)	0	0	6	60	40	100	3
BVFDT105-20	Basics of apparel construction (Practical)	0	0	6	60	40	100	3
BVFDT106-20	Garment construction-I (Practical)	0	0	6	60	40	100	3
EMC-101-25	Entrepreneurship Setup and Launch**	0	0	4	60	40	100	2
BVFDT107-20	Ob Job Training	30 Days			0	200	200	9
Total		12	0	22	360	540	900	30

***The department of Higher Education and Languages, Government of Punjab endeavor to AI-powdered entrepreneurship learning platform on the said course. The Institute /Campus shall appoint an assistant professor as faculty coordinator.*

(SEMESTER II)

Course Code	Course Title	Load Allocations			Marks Distribution			Credit
		L	T	P	Int.	Ext.	Total	
BVFDT201-20	English Communication Skills II	4	0	0	40	60	100	4
BVFDT202-20	Fundamentals of Computer	4	0	0	40	60	100	4
BVFDT203-20	Fashion Merchandising	4	0	0	40	60	100	4
BVFDT204-20	Design Process (Practical)	0	0	6	60	40	100	3
BVFDT205-20	Fashion Illustration (Practical)	0	0	6	60	40	100	3
BVFDT206-20	Garment Construction-II (Practical)	0	0	6	60	40	100	3
BVFDT207-20	On Job Training	30 Days			0	200	200	9
Total		12	0	18	300	500	800	30

(SEMESTER III)

Course Code	Course Title	Load Allocation			Marks Distribution			Credit
		L	T	P	Int.	Ext.	Total	
BVFDT301-20	Introduction to Fashion Industry	4	0	0	40	60	100	4
BVFDT302-20	Fabric Formation and Structure	4	0	0	40	60	100	4
BVFDT303-20	Surface Ornamentation-I (Practical)	0	0	7	60	40	100	4
BVFDT304-20	Textile Science (Practical)	0	0	7	60	40	100	4
BVFDT305-20	Basics of Computer Application (Practical)	0	0	7	60	40	100	4
EMC-102-25	Entrepreneurship (Marketing Basics)	0	0	4	60	40	100	2
BVFDT306-20	On Job Training with an Apparel Boutique	180 Hrs			0	200	200	10
Total		8	0	25	320	480	800	32

(SEMESTER -IV)

Course Code	Course Title	Load Allocations			Marks Distribution			Credit
		L	T	P	Int.	Ext.	Total	
BVFDT401-20	INDUSTRIAL TRAINING & ITS EVALUATION - RESEARCH FILE BASED ON FORECASTS AND EXISTING MARKET TRENDS - DESIGN PROJECTS - CUSTOMER ANALYSIS - APPRAISALS - VIVA VOCE				300	450	750	30

(SEMESTER -V)

Course Code	Course Title	Load Allocations			Marks Distribution			Credit
		L	T	P	Int.	Ext.	Total	
BVFDT501-20	Fashion Communication	4	0	0	40	60	100	4
BVFDT502-20	Apparel Industry and Quality Control	4	0	0	40	60	100	4
BVFDT503-20	Apparel Production Management	4	0	0	40	60	100	4
BVFDT504-20	Basics of Corel draw (Practical)	0	0	7	60	40	100	4
BVFDT505-20	Surface Ornamentation -II (Practical)	0	0	7	60	40	100	4
BVFDT506-20	On Job Training in small to medium scale garment manufacturing unit	180 Hrs			0	200	200	10
	Total	12	0	14	240	560	700	30

(SEMESTER -VI)

Course Code	Course Title	Load Allocations			Marks Distribution			Credit
		L	T	P	Int.	Ext.	Total	
BVFDT601-20	INDUSTRIAL TRAINING & ITS EVALUATION - RESEARCH FILE BASED ON FORECASTS AND EXISTING MARKET TRENDS - DESIGN PROJECTS - CUSTOMER ANALYSIS - APPRAISALS - VIVA VOCE				300	450	750	30

B.VOC. (FASHION DESIGN AND GARMENT TECHNOLOGY)

SEMESTER I

THIS SYLLABUS HAS BEEN ALIGNED TO QUALIFICATION PACK: SELF
EMPLOYED TAILOR, REFERENCE ID: AMH/Q1947

Self Employed Tailor is a role of self-employed professional tailor who can sew and repair garments, made-ups and home furnishing articles and manage livelihood out of it. The job thus involves taking measurements, cutting fabrics as per measurements and sews with the help of ordinary sewing machines. The person also does alteration work of stitched dress materials to correct fit as per customer's requirements.

Job roles of self-employed tailor:

- Drafting and cutting the fabric.
- Carry out the process of sewing for dress materials and common household items for textiles.
- Carry out inspection and alteration to adjust corrections for fittings.
- Maintain health, safety and security in the tailoring shop.
- Maintain work area, tools and machines.
- Comply with industry, regulatory and organizational requirements.

ENGLISH COMMUNICATION SKILLS I (BVFD101-20)

SECTION-A

Prescribed Text: *Prose Parables*, Orient BlackSwan, 2013

The following stories are to be studied:

1. Kabuliwallah: Rabindranath Tagore
2. The Eyes are Not Here: Ruskin Bond
3. Grief: Anton Chekhov
4. Uncle Podger Hangs a Picture: Jerome K. Jerome
5. The Doctor's Word: R.K. Narayan
6. Green Parrots in a Cage: Gopi Gauba
7. Dusk: Saki
8. The Face on the Wall: E. V. Lucas

SECTION-B

Writing Skills:

1. Letter Writing: Personal and Official
2. Paragraph Writing

Grammar and Vocabulary

(a) Grammar:

Prescribed Text: *Oxford Practice Grammar* by John Eastwood, Oxford University Press, 2006

1. Ex. 1-20
2. Ex -21-39

(b) Vocabulary:

Prescribed Text: *The Students' Companion* by Wilfred D Best, Harper Collins, Publishers, 2010

1. Antonyms: Pages 128 -130
2. Synonyms: Pages 132-134

Suggested Reading:

1. *The Written Word* by Vandana R Singh, Oxford University Press, 2006

PERSONALITY AND CLOTHING (BVFD102-20)

UNIT-I

1. Introduction to personality Development: Definition, Importance, developing personalities (stages of development- Freudian stages of development)
2. Basic personality traits: values, benefits, Interactions, experiences, environmental influences, the big five dimensions
3. Personality type
4. Personality and Career choice: Matching career and personality, why it matters, self- efficacy.

UNIT: II

1. Changing your personality: Can personality change? Being yourself, being adaptable, Positive attitude, Individuality, Controlling emotions.
2. Personality makeover and clothing: give examples of celebrities who have undergone make over.
3. Clothing and color- Importance of color for different age groups, ceremonies, occasion, occupation etc.
4. Factors affecting selection of clothing.

Reference:

- Horn.H.J.,(1996):Second Skin, A Study in Human Behavior by Marry Show Ryan- New York, Holt Rinehart & Winston.
- Stone. E., In Fashion, Fairchild Books, USA, Second Edition
- Sharon.L.,Harper & Row Pub., Inside Fashion Design, NY.
- Jersey.N.,Frings.S.G.,(1996): Fashion from Concept to Consumer ,Prentice Hall-C.
- Tortora.P.,(2003):Encyclopedia of Fashion Accessories, Fairchild Pub. Inc.
- Castellino.M.,(1994):Fashion Kaleidoscope Rupa & Co.

GARMENT TECHNOLOGY (BVFD103-20)

UNIT-I

1. Sewing equipments: measuring and marking tools, cutting tools, needles and pins, threads, notions and ironing aids, their maintenance and care.
2. Introduction and handling of sewing machine (manual and electric), its parts, their working and maintenance, different types of sewing machines (simple, treadle, automatic, computerized), threading and bobbin winding.
3. Anthropometry: Landmarks, taking body measurements, study of various sizes and measurements, measurement charts.
4. Sewing defects and their remedies.

UNIT: II

1. Drafting and pattern making techniques: Pattern making terminologies: Pivotal Point, Templates, Block, Landmarks, Blending, Bowing, Trueing, Pattern Grading, Cost sheet, Bust point, Balance, Pattern symbols, Seam allowances, Ease, Bias, Draping, Pattern Plot, Pattern adaptations, Flat paper pattern, commercial paper patterns and grain lines
2. Pattern Alteration: Importance of altering patterns, general principles for pattern alteration, common pattern alterations in a blouse.
3. Pattern Layout and Cutting: Definition, Purpose, Rules in layout, Types of layout, lengthwise striped designs, fabric with bold designs, asymmetrical designs, what can be done if cloth is insufficient, fabric cutting, transferring pattern, marking, stay stitching and ease stitching.
4. Fitting: standards of a good fit, steps in preparing a blouse for fitting, checking the fit of blouse, solving fitting problems in a blouse, fitting techniques

References

- Mullick, P., (2010): Garment Construction Skills, Kalyani Publishers.
- Cheetham, K., Singer, Perfect Plus, Creative Publishing International.
- Ward, W., (2014): The Beginners Guide to dress making, D & C Publishers.
- Abousteit, N. and Lau. J., (2012) : Sewing Vintage Modern, Potter Craft, New York.

PATTERN MAKING (BVFDT104-20)

1. Introduction to pattern making: Review of different methods of developing a pattern, advantages and disadvantages of all the methods.
2. Meaning, purpose and tools of drafting and pattern making.
3. Anthropometric Measurements: Landmarks, taking body measurements, A study of various sizes and measurements, measurement charts.
4. Selection of right size, Pattern, fitting problems, principles of a good fit, alteration of paper patterns.
5. Purpose of Darts.
6. Creation of a bodice block and sleeve block for a child
7. Adaptation of a sleeve block to set-in-sleeves, plain, puff, cap, bell, umbrella, flared
8. Basic skirt block and its adaptation to a-line skirt, added flare, skirt with yoke, tiered skirt, wrap skirt, circular skirt-full and half
9. Adaptation of collars- baby, peterpan, cape, shawl, sailor, mandarian, stand and fell.

References:

- ☐ Mullick, P., (2010): Garment Construction Skills, Kalyani Publishers.
- ☐ Cheetham, K., Singer, Perfect Plus, Creative Publishing International.
- ☐ Ward, W., (2014): The Beginners Guide to dress making, D & C Publishers.
- ☐ Abousteit, N. and Lau. J., (2012) : Sewing Vintage Modern, Potter Craft, New York.

BASICS OF APPAREL CONSTRUCTION (BVFDT105-20)

1. Making samples of the following:
 - a) Basic hand stitches- basting, tailor's tack, back stitch, hemming.
 - b) Different types of seams and seam finishes: Seams- plain, French, run and fell, lap, piped, counter seam, counter hem
Seam finishes: overcast, double stitched, edge stitched, bound.
2. Fullness treatment:
Tucks- pin, cross, shell, released, group, space Darts- single pointed, double pointed, French Pleats- Knife, box, inverted
3. Facing(biased & shaped) and binding
4. Plackets- two piece, continuous wrap, kurta
5. Application of fasteners- buttons and buttonholes, hooks and eyes, hammer ons
6. Zippers- centered, concealed, lapped
7. Application of different types of trimmings- laces, pipings, bindings, appliqué
8. Pockets- patch, flap, cargo, belt/slit, shirt ,side, kurta
9. Samples of frills and flounces.
10. Samples of Gathers and Ruffles
11. Necklines: Construction and finishing of different types of necklines (facing and binding on different neck shapes)
12. Yokes: one-piece, two pieces, with and without fullness.

References:

- Smith, A., (2019): The Sewing Book, DK Publishers.
- Jeffreys, C., (1996): The Concept Book of Sewing, A practical Step-by-step Guide to Every Technique.
- Eaton, J., (2004): The Encyclopedia of Sewing Techniques, SNP Leefung Printers Ltd.
- Minnetonka, Minnesota, (1996): Singer Sewing Essentials, Cowles Creative Publishing USA.
- Smith, A., (2014): Dress making, Skirts and dresses, A Handy step-by-step Guide, DK Publishers.
- Detrixhe, S., (2004): The Everything Sewing Book, Adams Media, Avon, Massachusetts.

GARMENT CONSTRUCTION-I (BVFD106-20)

1. Drafting, pattern development and construction of a frock (A-Line/ Gathered)
2. Drafting, pattern development and construction of a kurta (A line/fitted/kalidaar)
3. Drafting, pattern development and construction of a salwar (straight/ Patiala)
4. Drafting, pattern development and construction of a trouser or plazzo (narrow, flared)
5. Drafting, pattern development and construction of nightwear (one piece/ two piece).

References

- Armstrong, J., (2004): Draping for Fashion Design, Fair child Publication, New York.
- Zamkoff.B. (1997): Basic Pattern Skills for Fashion Design by Bernard, Fairchild Publication.
- Ernestine. K.,(2006): Design Apparel through Flat Pattern, Cole Publishing Co
- Jersey.N. (1996): Fashion from Concept to Consumer, Prentice Hall C.
- Holman., Pattern Cutting Made Easy: A step by step Introduction, Om Publications
- Sharon.L, Inside Fashion Design, Harper & Row Pub., NY.
- Pamela, C. Stringer., (1995). Pattern Drafting for Dress Making, Augustan Publishers & Distributors, Delhi
- Relis, Nurie, & Jaffe, Hilde, (1993): Draping for fashion Design, Prentice Hall career Technology, New Jersey.

ON JOB TRAINING (BVFDT107-20)

Department Division: 30 days in Sewing Section of Garment House/Garment Manufacturing/Production

Daily Diary/Log book: On daily basis students are required to make entries in the log book as per the assigned duties and responsibilities carried out on daily basis.

Training Report: Students are required to make two copies of training report (hard and soft) covering the Sewing Section involving taking measurements, cutting fabrics as per measurements and sews with the help of ordinary/industrial sewing machines. The person also does alteration work of stitched dress materials to correct fit as per customer's requirements.

EMC-101	L	T	P
Entrepreneurship Setup and Launch	0	0	4

Introduction:

This semester lays the foundation for the learner to understand what entrepreneurship is, beyond just starting a business. It introduces key ideas like problem-solving, value creation, and self-awareness. The learner will begin exploring basic business concepts while discovering their own interests and strengths.

Learners Objective:

1. Understand the core concepts of entrepreneurship through relatable, real-life examples.
2. Begin to see themselves as problem-solvers and creators.
3. Learn about business paths and choose one to try based on interest or local fit.
4. Launch a micro-hustle (online or offline) to earn their first income.
5. Build confidence and self-belief by doing.

Outcome: By the end of this semester, learners will start a simple business activity, earn their first income, and build belief in their ability to do business.

Guiding Principles/Approach:

This syllabus is built on principles of **experiential learning**, **growth mindset development**, and **identity-first learning**. Drawing from learning science and behavior design, the course shifts students from passive learning to *active doing*, where they try out small business activities in real contexts. The design helps students not just learn entrepreneurship but begin to see themselves as entrepreneurs. Emphasis is placed on *small wins*, *peer collaboration*, and *locally relevant opportunities* to ensure learning feels achievable and connected to their realities. The curriculum focuses on conceptual understanding without heavy theory, combining *practical action*, *reflection*, and *collaboration*. *By making progress visible and success feel possible, it plants the seeds of self-reliance, initiative, and long-term motivation.*

Semester Syllabus:

Format: 12 weeks, 4 hours/week | 2 credits

Revenue Target: ₹10,000

Week	Learning Goal	Measurable Outcome
1	Understand what entrepreneurship is and who can be an entrepreneur	Students define entrepreneurship in their own words and list 2 entrepreneurs from their local area or community
2	Connect personal identity to entrepreneurship (strengths, interests, struggles)	Students create a “value map” showing how a skill/interest/problem from their life could become a business opportunity

3	Learn about 5 business paths: content creation, drop-shipping, cloud kitchen/food business, gig economy and local services	Students explore 1–2 examples from each domain and share one they're most curious to try and why
4	Choose a path and generate a basic business idea	Students write down a clear offer (what, for whom, why) and one way to reach their customer
5	Take first real action: message, post, pitch, or sell	Students reach out to or serve 1 real potential customer and record what happened
6	Reflect on first attempt and share with peers	Students share their result, a challenge faced, and one idea to improve next time
7	Improve and try again: aim for first ₹100	Students apply a change, try again, and aim to make their first ₹100 or get meaningful response
8	Learn how to identify and understand your target customer	Students talk to 2 potential customers or observe them and list 3 insights about their needs
9	Learn how to serve your target audience better	Students improve one part of their offer (product, delivery, messaging, or interaction) based on customer feedback or need
10	Explore core entrepreneurial values (resilience, honesty, effort)	Students reflect on 1 value they're building and show it in a business task or peer story
11	Focus on earning and staying consistent	Students complete a second earning task and track their consistency (e.g., same product or message for 3 days)
12	Reflect on earnings, grit, and how to keep going	Students record total earnings, one resilience moment, and one support system or habit they'll continue with

Weekly Component:

Component	Duration	Description
Learning Module	~1.5 hrs	- Introduces key concepts in a simple and engaging way - Includes, examples, and 1–2 interactive discussions or quizzes
Action Lab	~2 hrs	- Hands-on task on the weekly concept - Includes step-by-step guidance, templates, and worksheets - Ends with a submission (e.g., video, reflection, or proof of action)
Resources	Self-paced	- Supplementary videos, short readings, real- life stories, and tools to deepen understanding at their own pace

Evaluation Criteria

Evaluation Component	Description	Weightage
Weekly Task Completion	Timely submission of weekly tasks including reflections, activities, quizzes etc.	40%
Target Completion	Performance-based evaluation on hitting revenue or profit targets (e.g., generating ₹10,000 revenue)	30%
Final Project	A comprehensive project based on the semester's theme	30%

Week 1: What is Entrepreneurship? Who Can Be an entrepreneur?

INTRODUCTION: Could You Be an entrepreneur?

When people hear “entrepreneur,” they often think it means having a company, investors, or an MBA. Some even believe it's only for toppers or those with high grades. But entrepreneurship is more about mindset than qualifications: it's about seeing a problem and doing something about it. Like someone who starts selling snacks because their school canteen is always shut, or a friend who fixes broken chargers for others. If you've ever spotted a need and thought, “I can solve this,” - you've already taken your first step.

Component 1: Learning Module (~1.5 hours) Unit 1:

What is Entrepreneurship?

1. *Solving problems or creating value in exchange for money.*
2. Entrepreneurship is not just about starting a company: it's about initiative, resourcefulness, and value creation.
3. Different types of entrepreneurs: small shop owners, street vendors, YouTubers, local tailors, mechanics, and more.
4. Entrepreneurs build opportunities instead of waiting for them.

Simple Slide/Visual Aid Tip:

A circle that says "Problem", an arrow pointing to "Solution", then an arrow to "Earn". That's entrepreneurship.

<A video that visually shows how entrepreneurship starts with spotting a problem (e.g., long food lines), creating a solution (e.g., pre-order lunch service), and earning from it: illustrating the simple flow: Problem → Solution → Earn>

MCQ 1

Q: What best describes entrepreneurship?

- A. Getting a job in a company
- B. Solving problems for others and earning from it
- C. Studying business in college
- D. Buying expensive things

Feedback:

1. *Correct! Entrepreneurs solve problems or offer value and get paid for it.*
2. *Not quite! Entrepreneurship is about creating something useful, not just getting a job or studying.*

Unit 2: Who Can Be an entrepreneur?

Entrepreneurship starts with spotting a problem, finding a solution, and creating value. Today, anyone with a phone and an internet connection can start a business: money helps, but mindset and initiative matter more at the start.

You just need:

1. A problem to solve
2. A simple skill or product
3. The courage to start small

Examples Carousel (Swipeable cards)

1. **Pooja (India)** – Sells handmade rakhis on Instagram, learned designing on YouTube.
Problem she saw: Expensive or generic rakhis in the market; no personal touch.
2. **Luis (Mexico)** – Repairs used phones in his garage, now has loyal customers.
Problem he saw: Many people couldn't afford new phones or didn't trust local repair shops.
3. **Sana (Kolkata)** – Started tiffin delivery from her home kitchen, now earns ₹500/day.
Problem she saw: Office workers struggled to find affordable, homemade meals.
4. **Sal Khan (USA)** – Started Khan Academy with YouTube lessons to help his cousin.
Problem he saw: His cousin needed help with math, but good learning resources were hard to access.

MCQ

Q: Which of these can be a form of entrepreneurship?

- A. Making reels on skincare tips and selling homemade face packs
- B. Buying new clothes from malls
- C. Studying engineering
- D. Playing games without sharing or streaming

Feedback:

1. Correct! Sharing useful tips + selling a product = solving a need!
2. Try again! Entrepreneurship is about creating value and helping others.

Reflection Prompt

1. If you had to earn ₹100 this week, what would you do?

Component 2: Action Lab (~2 hours) Task

Find & Learn from 2 Entrepreneurs Near You

Steps (Checklist):

1. Look around your neighborhood or online: find 2 people who earn through their own work
2. Ask or observe:
 - a) What do they do?
 - b) How do they earn?

- c) What makes them entrepreneurial?
3. Use the **Entrepreneur Tracker Template** (available in the resources tab)

Final Deliverable

Learner submits:

1. A short definition of entrepreneurship (in their words)
2. 2 entries from the Entrepreneur Tracker (name, what they do, what learner learned)

→ Submitted in the submissions tab.

Supplementary Resources (Optional)

1. [Danny O'Neill - Getting started | Entrepreneurship | Khan Academy](#)
2. [The Better India – Stories of local entrepreneurs](#)

Week 2: Can I Be an entrepreneur?

INTRO – What Makes an entrepreneur?

You don't need a suit, a degree, or a lot of money to be an entrepreneur.

You need one thing: a mindset. Entrepreneurs notice problems around them: and do something about it. From the boy fixing bikes outside his house to the girl teaching dance on Instagram, they all started small. What matters most is not what you have: it's how you think and act.

Component 1: Learning Module (~1.5 hours)

Unit 1: What Makes an entrepreneur?

Key Concepts:

1. **Entrepreneurs are driven by curiosity:** they ask questions, explore possibilities, and seek better ways to do things.
2. **They take initiative:** they act, experiment, and create using limited resources with creativity and courage
3. **They learn by doing:** embracing mistakes as stepping stones to progress.
4. **They take full ownership:** one day they're the marketer, the delivery person, and the customer support, all in one.
5. **They are resilient:** they persist through challenges, adapt to change, and keep moving forward with purpose.

Real-Life Examples:

1. Nithin & Nikhil Kamath (Zerodha) – Started India's largest stock brokerage without formal degrees or external funding, just deep curiosity about stock markets and a desire to simplify investing.
2. *Qualities: Took initiative early and stayed persistent through challenges.*
3. Prajakta Koli (MostlySane) – Started by making comedy sketches about everyday Indian life: family, school, relationships: and became one of India's top digital creators.
4. *Qualities: Stayed consistent, adapted over time, and built strong audience trust.*
5. Tilak Mehta (Paper n Parcels) – As a teenager, launched a courier startup using Mumbai's dabbawala network for delivery.
6. *Qualities: Thought creatively and acted with confidence at a young age.*

Unit 2: Start Small: Build Ideas from What You Know

In the last unit, you learned that entrepreneurs don't just have ideas: they act, solve problems, and use what they have.

But the big question now is:

“What can I offer?”

That's where the Value Map comes in. It helps you take your first step toward thinking and acting like an entrepreneur: in your own way.

What is a Value Map?

A Value Map connects three simple things:

A. What people around you need

→ *Look around: is there something people often struggle with or something that could be better?*

B. What you enjoy or are willing to try

→ *You don't need to be an expert. Start with small things you like doing: talking to people, fixing, organizing, helping, designing, or learning something new.*

→ *Even if you're just curious about something: that's enough to begin.*

C. What solution you can create

→ *Use what you enjoy or are learning to try solving a real need around you: even in a small way*

Visuals:

3 overlapping circles:

1. “People Need”
2. “I Can”
3. “My Offer”

Examples:

1. People Need → Affordable meals

I Can → Cook + have access to home kitchen My Offer → ₹40 tiffin service

2. People Need → Study tips in Punjabi I Can → Speak clearly + love teaching

My Offer → 3-minute video tips on Instagram

MCQ

Q: What's the first step to being an entrepreneur?

- A. Waiting for the perfect idea
- B. Solving a problem with your skills
- C. Buying a shop
- D. Studying for years

Feedback:

1. *Correct! Entrepreneurs start by solving small problems using what they already have.*
2. *Try again! It's not about waiting: it's about starting.*

Reflection Prompt

1. If someone gave you ₹500 and asked you to earn from it, what would you do?

Component 2: Action Lab (~2 hours)**Task: Create Your Personal Value Map Steps (checklist in app):**

1. Think of 2–3 problems people face around you (hunger, phone repair, boredom, etc.)
2. List your own skills, interests, or resources.
3. Match each problem with something you could offer.
4. Use the **Value Map Template in the resources** to organize your ideas.

Final Deliverable (Submitted in App):

1. Your completed **Value Map** (in 3 columns: Need, Skill, Offer)
2. Highlight **1 idea** you'd like to explore for your future hustle

Supplementary Resources (Optional)

1. "Start with Why" by Simon Sinek
2. [10 Characteristics of Successful Entrepreneurs | Business: Explained](#)

B.VOC. (FASHION DESIGN AND GARMENT TECHNOLOGY)

SEMESTER II

**THIS SYLLABUS HAS BEEN ALIGNED TO QUALIFICATION PACK: FASHION DESIGNER,
REFERENCE ID: AMH/Q1201**

A Fashion Designer should have the skills and knowledge to develop fashion design briefs and manage the development of design concepts for commercial production. The initial process includes conducting market research and trend analysis for particular season and identifying a theme for the collection; then creating a mood board and color board based on the theme, develop an entire range according to business plan and as per the theme board. After finalizing the range with the team, create technical packages for each style. Work with different teams to create a prototype design based on the technical packages. Evaluation of the sample and documentation of the same is also done by the designer.

ENGLISH COMMUNICATION SKILLS II (BVFD201-20)

SECTION – A

Prescribed Text: *The Poetic Palette*, Orient BlackSwan, 2013

1. Pippa's Song: Robert Browning
2. The Tyger: William Blake
3. Magic of Love: Helen Farries
4. The Charge of the Light Brigade: Alfred Tennyson
5. The Man He Killed: Thomas Hardy
6. Where the Mind is Without Fear: Rabindranath Tagore
7. The Soul's Prayer: Sarojini Naidu
8. The Work of Artifice: Marge Piercy
9. Whose English is it Anyway? John Agard
10. Poetry: Pablo Neruda

SECTION-B

Writing Skills

- a. Résumé writing with covering letter
- b. Report Writing: Analytical and Action Report

Grammar and Vocabulary

(a) Grammar:

Prescribed Text: *Oxford Practice Grammar* by John Eastwood, Oxford University Press, 2006 1. Ex. 76-96

(b) Vocabulary:

Prescribed Text: *The Students' Companion* by Wilfred D Best, Harper Collins Publishers, 2010

1. Antonyms: Pages 131 -132
2. Synonyms: Pages 135-136

FUNDAMENTALS OF COMPUTER (BVFD202-20)

UNIT: I

1. Introduction to computer: Block diagram of a computer, characteristics of computers and Generations of computers, Types of Software and Hardware.
2. Input/Output Devices, Memories: Main Memories – RAM, ROM and Secondary Storage Devices, hard disk, Compact Disk, DVD, Portable devices.
3. Computer Languages: Machine language, assembly language, high level language, Introduction to 4GL
4. Operating System; Introduction to windows, linux, MAC, Software Installation, Driver Installation, Working with control Panel, Window installation, Applications of Information technology and Trends: Business and industry, Education & training, Science & technology, IT & Entertainment, Current trends in IT, Introduction to Internet, Web Browser, Email.

UNIT: II

1. Number System: Introduction to number system, Concept of Bit & Byte, Binary, Decimal, hexadecimal, Octal systems and operations.
2. MS Word: Introduction, Menus, Shortcuts, Document types, Working with documents, Opening, Saving, Closing, Editing Document, Using toolbars, Formatting Documents- Setting font, paragraph, Spell check, Mail merge.
3. MS Power Point: Introduction, Presentation templates, presentation layout, creating presentation, setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects.
4. MS Excel: Introduction, Spread sheet application, Menus, Toolbars and icons, Spreadsheet Opening, saving, closing, setting margins, spread sheet addressing, find, search, replace, inserting data cells, columns, rows and sheet, Computation Data, Setting formula.

References:

1. P S Salaria, Computer Fundamentals, Khanna Books Publishing Co. (P) Ltd.
2. P.K. Sinha and P.Sinha, Foundations of Computing, First Edition, BPB latest Edition.
3. Edward G. Martin, “Discovering Microsoft Office 2016”, Wiley Custom learning Solutions.
4. V. Rajaraman and Neharika Adabala, Fundamentals of Computer, 6th edition, PHI Learning Pvt. Ltd.
5. Kate Shoup, “Teach Yourself Visually Office 2010”, Visual.

FASHION MERCHANDISING (BVFDT203-20)

UNIT-I

1. Introduction to Retail, Marketing, Management and Merchandising, terminologies
2. Brand building-Introduction, strategies, image building, brand expansion, global trends
3. Marketing – Types, Four P's, Fashion promotion advantages, Trade shows, Market weeks, exhibitions, Fashion shows, Market survey and research
4. Types of merchandising, concepts, merchandise planning, sampling- Importance, counter sample.

UNIT-II

1. Fashion retailing-History, Scope, Importance, Types (Domestic and International), techniques, channel of distribution.
2. Visual Merchandising-Interior, exterior window display, store planning and layout- fixtures, location, lighting, dressing, props and promotions, masking and proscenia, mannequins and three dimensional dressing.
3. Retail merchandising, concept, quick response, Just –in-Time, merchandiser calendar, trend analysis, forecast analysis, concepts of apparel product line, planning, directing, coordinating and controlling.
4. Introduction to customer relationship management, measuring customer relationship, management, customer response, satisfaction, loyalty, customer relation and complaint.

Suggested Readings

1. Stone, Elaine. & Samples, J.A., Fashion Merchandising, Mc Graw Hill Book Co. New York
2. Swanson, Kristen K. & Everett, Judith C., Promotion in the Merchandising Environment, Fairchild Publications, New York.2000.
3. Rosenau, J. A., Wilson David L. David., Apparel Merchandising-The line starts here, Fairchild publications, New York.2006
4. Mehta, Pradeep., Managing Quality in the Apparel Industry, New Age International Pvt. Limited,2004
5. Green, Wood., Fashion Innovation and Marketing, Macmillan Press Ltd. London, 2003.
6. Kotler, P. Principles of Marketing, Prentice Hall, 2003.
7. Easey, M., Fashion marketing, Black well sciences Ltd., London, 1995.
8. Marketing management by Dr. Amit kumar.
9. Marketing management: Indian context Global perspective by V.S. Ramaswamy.
10. Marketing management by Rajan Saxena.
11. Marketing Management by R.S.N. Pillai and bagavathi.

DESIGN PROCESS (BVFDT204-20)

1. Design: Definition and importance.
2. Elements of design – line, shape, colour, size, texture, light, space
3. Principles of design – Balance, Rhythm, emphasis, harmony & proportion.
4. Colour : Classification, Color theories, Dimensions of color- Hue, Value & Intensity, Color schemes and color selection.
5. Structural and decorative design, types of design – natural, stylized, geometrical, and abstract.
6. Design process: Theme board, Inspiration board, Mood board, Color palette,
7. Fabric board, Specification sheet/ Tech. Packs, Illustrations.
8. Surface ornamentation: Introduction to various embellishments (Dyeing, printing, embroidery, etc.)
9. Understanding Fashion forecast from journals and magazines.
10. Presentation of any one article with detailed design concept.

References:

1. Gold Stein, “Art in Every day life”, IBH Publishing Co, Calcutta, 1992
2. Ireland, Patrick John, “Fashion Drawing and Presentation”, B.T. Batsford, London, 1996.
3. Elizabeth Drudi, T Pack, “Figure Drawing for Fashion”, The Pepin Press
4. Allen and Seaman, “Fashion Drawing- the Basic Principles”, B.T. Batsford, London, 1994.
5. Seaman, Julian, “Professional Fashion Illustration”, B.T. Batsford, London, 1995.
6. Drake and Nicholas, “Fashion Illustration”, Thames and Hudson, London, 1994
7. Abing Bina, “Fashion Sketch Book”.

FASHION ILLUSTRATION (BVFDT205-20)

1. To depict the following features of fashion based on the fashion forecast and to produce fashion illustrations on given themes.
2. Rendering: Different Fabrics (chiffons, crepes, denims, tweeds, corduroy, ikat, tie and dye fabrics, satin, spandex, laces and nets etc.), Colours and Textures.
3. Creation of textile prints starting from one motif leading towards print designs. Using the repeat in accessories for example: Scarves, stoles/ dupattas, mufflers etc.
4. Creating surfaces with emphasis on using various ornamentation techniques and making final collection of 5-7 varieties of textiles for articles. (theme based)
5. Fashion figure: 8 heads.
6. Depicting various silhouettes on fashion figures.
7. Illustrating Garment details- pockets, sleeves, yokes, skirts, trousers, tops etc.
8. Illustrating the detail of pleats, tucks, darts, yokes and godgets.
9. Detailing of hemlines and edgings.
10. Illustrating different types of fastenings, trimmings and accessories.
11. Illustrating details of ruffles, cowls, shirring, smocking, quilting, draping, gathers, pleats, frills and flounces.

This may involve sheet work, making of fabric lengths or garments.

References

1. Fashion Drawing–the Basic Principles by Anne Allen & Julian Seaman-B.T. Batsford,London.
2. Fashion Design Drawing & Presentation by Patrick John Ireland, 4th Edition, New Delhi, Om, 2005
3. Fashion Design Illustration Children by Patrick John Ireland- London, B.T. Batsford, 1995.
4. Illustrating Fashion by Kathryn Mckelvey & Janine Munslow-Blackwell Publishing Co.USA, 2007
5. New Fashion Illustration by Martin Dawber- Singapore: Page One-2005.
6. Fashion Source Book by Kathryn Mc Kelvey- 4th Edition, New Delhi, Om, 2005.
7. Fashion Sketchbook by Bina Abbing, 4th Edition, New Delhi, Om, 2005.

GARMENT CONSTRUCTION II (BVFDT206-20)

1. Material exploration: fabrics, elements of design, accessories, notions.
2. Illustrate final concept with details: Specification sheet (knowledge on sewing and pattern making techniques to make tech packs), mood and story.
3. Final garment cost calculation (Cost sheet)
4. Presentation of complete design process through sheet work.
5. Development of final garment (with minimum 3 variations).
6. Evaluation of the sample.
7. Exhibit/ Showcase.

References

1. Armstrong, J., Draping for Fashion Design, Fair child Publication, New York.2004
2. Basic Pattern Skills for Fashion Design by Bernard Zamkoff, 1997, Fairchild Publication
3. Ernestine Koff, Design Apparel through Flat Pattern, 2006, Cole Publishing Co
4. Fashion from Concept to Consumer by Gini Stephens Frings, N. Jersey, Prentice Hall C,1996.
5. Holman., Pattern Cutting Made Easy: A step by step Introduction, Om Publications
6. Inside Fashion Design by Sharon Lee, Harper & Row Pub., NY.
7. Pamela, C. Stringer., (1995). Pattern Drafting for Dress Making, Augustan Publishers & Distributors, Delhi
8. Relis, Nurie., & Jaffe, Hilde., Draping for fashion Design, Prentice Hall career Technology, New Jersey.1993.

ON JOB TRAINING (BVFD T-207-20)

Department Division: 30 days in Design House of Garment Manufacturing/Production Industry

Daily Diary/Log book: On daily basis students are required to make entries in the log book as per the assigned duties and responsibilities carried out on daily basis.

Training Report: Students are required to make two copies of training report (hard and soft) covering the Design Section **involving** developing fashion design briefs and design concepts for commercial production. create techpack for different style. Evaluation of the sample and documentation.

B.VOC. (FASHION DESIGN AND GARMENT TECHNOLOGY)

SEMESTER III

BVFDT301-20

INTRODUCTION TO FASHION INDUSTRY

Objective: Importance of this paper lies in the fact that it enables the student to develop a proper concept of fashion and its trends.

UNIT-I

1. Introduction to fashion: Definition, evolution, components and characteristics.
2. Terminologies of fashion: Fad, Style, Change, Acceptance, Taste, Classic, Design, Trend, Mass Fashion, Haute couture, Hi-fashion, Pret-a-porter, Silhouette, Knock-offs
3. Principles of Fashion and factors affecting fashion, fashion Cycle
4. fashion stores: departmental stores, chain stores, mill showrooms, factory outlets, catalogue retail stores, designer retail stores, discount stores, franchise retail stores, boutiques, shop-in-shop.

UNIT-II

1. Theories of fashion adoption
2. Fashion Forecast: Emerging trends in the apparel industry, Roles and responsibilities of a production supervisor.
3. Industry regulations and organizational requirements: policies and procedures, importance of an entrepreneur, documentation (book keeping, inventory management).
4. Careers in Fashion Industry.

References:

- Armstrong, J. 2004, Draping for Fashion Design, Fair child Publication, New York.
- Gini Sterphens Frings, N. Jersey, Prentice Hall C (1996) Fashion from Concept to Consumer.
- Tortora, P. (2003) Dictionary of Fashion; charlotte mankey calasibetta.

BVFDT302-20
FABRIC FORMATION AND STRUCTURE

Objective:

- To impart the knowledge of fibres, sources, identification and properties
- To provide students with the knowledge of yarn science and their properties

UNIT-I

- L Introduction to textile fibers. Terminology - Textile, fiber, yarn, staple and filament, Fabric.
- L Sources and classification of fibers, general, physical and chemical properties of textile fibres.
- L Cellulose fibers – Cotton; Protein fibers - Silk, wool.– Source, Production process, Microscopic appearance, Properties and End use.
- L Synthetic fibers - Nylon, polyester - Source, Production process, Microscopic appearance, Properties and End use.
- L Yarn production: filament and staple, yarn twist

UNIT-II

- L Basic loom and its parts, Steps in weaving process
- L Weaving: Classification, Features of plain weave - variation (rib and Basket), twill weave - variation (RHT, LHT and herringbone) and satin/sateen weave - variation. Fabric design and graphical representation of the above weaves.
- L Introduction to knitting - classification, difference between weaving and knitting, single jersey, rib and purl knit. Properties of each stitch with loop diagrams.
- L NonWovens: Introduction and definition of Felting and Bonding.
- L Finishes: Classification and types of Finishes : Physical (calendaring, heat setting, napping, shearing, bleaching, desizing, scouring, degumming) and chemical (mercerizing, water proof, water repellent, flame proof, flame repellent)

References

- Bernard. P (1985) Textiles: Fiber to Fabric 6th Edition, Corbman, International students' edition, McGRAW Hill International Edition book co Singapore.
- Randhawa. R (2010) Clothing, Textile and their Care, Pardeep publications.
- Kaur, N (2016) Comdex Fashion Design Vol-1 Fashion Concepts, Dreamtech press.
- Gohl. E.P.G., Vilensky. L.D. (2006) Textile Science 2nd Edition, CBS Publishers and Distributors
- Joseph. j.p. (1990) Fabric science, 5th edition Et.al. Fairchild publications, New York.

BVFDT303-20
SURFACE ORNAMENTATION I

Objective: Student acquires the basic knowledge of the appropriate tools and materials for hand embroidery and knowledge of transferring them on garments for designing.

- L Introduction of appropriate tools, machines and materials for hand and machine embroidery work.
- L Knowledge of Tracing design on various types of embroidery materials.
- L Prepare a file of the following embroidery samples with their characteristics, special features and uses: Basic stitches (Including variations), stem stitch, chain stitch, back stitch, buttonholestitch, satin stitch, long and short stitch, herringbone stitch, French knots, couching, darning stitch, feather stitch, cross stitch, lazy daisy, fly stitch, bullion, chevron stitch.
- L Development of samples - Applique, quilting, patch work, smocking, braiding, lace, ribbon.

References

- Thames. H (2017) Patchwork and quilting, A maker's guide.
- Haigh. J (1998) Crazy patchwork
- Thames and Hudson (2017) Embroidery, A maker's guide.
- Lawther. G (1995) Easy to make Applique
- Chainey. B, 1993) The essential Quilter.
- Anonymous (1993) The Merehurst book of Needlework, Leefung- Asco printers.
- Campbell-Harding. V (1994) Starting to stitch creatively, BT batsford ltd. London.
- Messenr. J(1996) World of embroidery, BT Batsford ltd. london

BVFDT304-20
TEXTILE SCIENCE

Objective: To familiarize students with textile testing methods and to impart knowledge of textile product assessment according to standards.

- L Identification of different natural fibres - Cotton, silk, wool by physical (feel test, burning test and microscopic test).
- L Identification of different man-made fibres - polyester, nylon by physical (feel test, burning test and microscopic test).
- L Yarn testing - Objectives and procedure of testing yarn twist, twist direction, amount of twist and effects of twist on fabric properties, measurement of twist, yarn strength.
- L Colour fastness of textiles - Terminology, objectives and procedure of testing colour fastness to laundering, rubbing, light and perspiration.
- L Thread count
- L Removal of common stains
 - Oil based stains
 - Proteins stains
 - Tannins stains
 - Mineral stains
 - Miscellaneous stains
- L Care and maintenance of fabrics
- L Fabric Care labels
- L Fabric care symbols

References

- Randhawa, R, 2016, Clothing, Textile and their Care, Pardeep publications.
- Kaur, N, 2010, Comdex Fashion Design Vol-1 Fashion Concepts, Dreamtech press.
- Bhargava, P, Chand, T; 2005, Textile and laundry.
- Watson's, 2008, Textile and clothing.
- Gupta, S; 1999, Text book of Clothing and textiles.

BASICS OF COMPUTER APPLICATION

Objective: To provide some basic knowledge about computer and specific application of computer.

1. WINDOWS

Introduction, Basic Elements of Windows, Window Explorer, Creation of Folders and Shortcuts, Control Panel, Finding of Files and Customizing the Window.

II. MS-WORD

Activity 1:

- i. Create, open, save and close a document.
- ii. Typing, copying, moving and deleting data in word document.
- iii. Perform Save and Save as, Cut and Copy, Paste and Paste Special.

Activity 2:

Formatting of data in word Document: -

- i. Text formatting (font size, font style, font color, subscript, superscript, upper/lower case etc.)
- ii. Text Alignment and character spacing.
- iii. Indention and line spacing.
- iv. Border and shading.
- v. Bullets and Numbering

Activity 3:

- i. Find and replace and data sorting in a document.
- ii. Protect your document.
- iii. Add chart in word document. Create different types of Charts in word.
- iv. Set a size, margin, orientation of page, Hyphenation, Columns and Line Numbers in MS-Word.

Activity 4:

- i. Set Page Color, Page Border, Themes, and Watermarks in MS-Word.
- ii. Adding Tables, header/footers, pictures, page numbers and special symbols, Text Box in your word document.
- iii. Showing Ruler, Gridlines, Document Map, Thumbnails, Inserting Word Art, Drop Cap, Hyperlink, Equation etc. in word document

Activity 5:

- i. Arranging, splitting windows in MS-word?
- ii. Perform Mail-merge in MS-word.
- iii. Create and run Macros in MS-Word.
- iv. Set the print properties of a word document.

III. POWERPOINT

Activity 1:

- i. Create, open, save and close a Presentation.
- ii. Typing, copying, moving and deleting data in presentation.
- iii. New Slide, understanding Slide Layout, adding and deleting slides.

Activity 2:

Formatting of data in slides: -

- i. Text formatting (font size, font style, font color, subscript, superscript, upper/lower case etc.)
- ii. Text Alignment and character spacing.
- iii. Indention and line spacing.
- iv. Border and shading.
- v. Bullets and Numbering

Activity 3:

- i. Set a size, margin, orientation of slides in PowerPoint.
- ii. Adding Tables, header/footers, pictures, page numbers and special symbols, Text Box etc. in your presentation.

Activity 4:

- i. Adding Animation and Transition Effects in Slides, Understanding Slide Show
- ii. Presentation Views, Understanding Formatting commands in PowerPoint

Activity 5:

- i. Create and run Macros in PowerPoint.
- ii. Arranging, splitting windows in MS-PowerPoint.

IV. MS-Excel

Activity 1

- i. Create, open, save and close work book.
- ii. Create a new worksheet, renaming and moving sheet.
- iii. Entering, copying, moving and deleting data in cells and worksheets.
- iv. Insert and delete cells, columns and rows in MS-Excel.

Activity 2:

Formatting of data in cells: -

- i. Text formatting (font size, font style, font color, Cell border etc.)
- ii. Text Alignment.
- iii. Text Orientation, Text Direction, Text Control.

Activity 3:

- i. Find and replace data in a sheet.
- ii. Perform data sorting and data filtering in MS-Excel.
- iii. Protect your Worksheet and Workbook?
- iv. Enter and perform some basic formulas in MS-excel.

Activity 4:

- i. Perform some basic Functions in MS-Excel.
- ii. Create a chart in MS-Excel.
- iii. Create different types of Charts in excel.
- iv. Set a size, margin, orientation of page in Ms-Excel.
- v. The print properties of a worksheet in MS-Excel.

Activity 5:

- i. Hide and unhide row and column in MS-Excel.
- ii. Set column width and row height in MS-Excel.
- iii. Adding text Box, header/footers, pictures and special symbols in your worksheet.
- iv. Arranging, splitting and hiding windows in MS-Excel. And also freezing panes
Create and run Macros in MS-Excel.

V. INTRODUCTION TO INTERNET**Activity I:**

- I. Introduction to internet, www, web browser, search engine.
- II. Creation of mail ID, writing mail, sending, attaching the documents, saving and retrieving the email.
- III. Application of internet in Fashion design.

References

- Salara. P, Computer Fundamentals, Khanna Books Publishing Co. (P) Ltd.
- Sinha. P, Foundations of Computing, First Edition, BPB latest Edition.
- Srivastva. C, Fundamentals of Information Technology, Kalyani Publishers latest edition.
- Rajarama. V, Adabala. Neharika, Fundamentals of Computer, 6th edition, PHI Learning Pvt. Ltd.
- Gill. Nasib, Handbook of computer Fundamentals, 1st edition, Khanna Books Publishing Co. (P) Ltd.

Semester Snapshot - Semester 2

Entrepreneurship 102/201 (Marketing Basics)

Introduction

This semester helps learners understand marketing as a practical life skill - not just “advertising.” It teaches them how to communicate value, attract the right customers, and grow something small into something sustainable. Learners explore the basics of customer psychology, messaging, content creation, and simple sales strategies. Through hands-on activities, they will practice real marketing techniques for their micro-hustle or a simulated business idea, learning how to get attention, build trust, and generate sales.

Learners Objective

- Understand the core concepts of marketing using simple, relatable real-world examples.
- Learn how customers think, choose, and buy—and how businesses influence decisions ethically.
- Identify and define a target customer clearly instead of “selling to everyone.”
- Create clear messaging: what they sell, who it helps, and why it matters.
- Use basic marketing channels (offline + online) to attract customers.
- Run a simple marketing campaign and measure what worked.
- Build confidence in selling, promoting, and talking about their product/service.

Outcome

By the end of this semester, learners will be able to market a product/service using basic strategies, attract real customers, and improve their results through feedback and experimentation.

Guiding Principles/Approach

This syllabus is built on action-based learning, clarity-first communication, and customer-first thinking. Learners don't just *study* marketing - they *practice* it in real situations through small experiments and repeated improvement. The course is designed to feel approachable and practical: learners create simple content, test messaging, talk to real people, and observe what influences decisions.

Instead of heavy theory, students build marketing skills through doing: customer discovery, storytelling, channel experiments, and reflection. The curriculum emphasizes confidence-building, ethical marketing, and communication as a leadership skill. By helping learners see results quickly (even small wins like one customer or one inquiry), the program builds motivation, creativity, and real-world business readiness.

Semester 2 Curriculum

Recap Milestone

The recap milestone focuses on revising all the 12 milestones of semester 1 and also helps students understand the upcoming 12 milestones journey of semester 2.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
Recap	Recap and Introduction	Revise what you learned in Semester 1 and plan what you will do in Semester 2	1	Revise first 12 milestones of Semester 1	Watch a video on "Semester 1 summary"
					Download 12 summary cards of Semester 1 milestones
					Write 3 key learnings of Semester 1
					Write 3 things you will improve in semester 2
					Attempt Semester 1 Recap Quiz
			2	Set your goals for Semester 2	Learn how to 4X your revenue in Semester 02 using Marketing
					Read how famous brands use marketing to increase revenue
					Set your marketing goals
					Attempt Semester 2 Readiness Quiz

Milestone 13: Marketing Fundamentals

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
13	Learn marketing fundamentals to scale your business	Learn how you can use multiple types of marketing to scale your business and grow your revenue	1	Understand what is marketing	Watch a video on marketing fundamentals
					Read examples of famous marketing campaigns in India
					Explain what you learned about marketing
					Attempt task 01 quiz
			2	Learn different types of digital marketing	Watch a video on what is digital marketing
					Read a document on types of digital marketing
					Write what what kind of digital marketing works best for your business and why
					Attempt task 02 quiz
			3	Write 3 marketing ideas for your business	Read a document on how businesses like yours are using marketing to generate revenue
					Write 3 marketing ideas to scale your business
					Validate your ideas with 3-5 people
					Shortlist the best idea and explain how it will generate revenue
					Share your experience of doing this milestone
					Attempt task 03 quiz

WhatsApp Community Marketing milestone focuses on helping students learn how to build a WhatsApp community for their users and use it to generate trust, engagement, and sales.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
14	Build and activate your WhatsApp community	Build a WhatsApp community for your users and use it to generate trust, engagement, and sales	1	Create your WhatsApp community	Watch a video on why you should build a WhatsApp Community
					Read a document on how to create a WhatsApp community
					Enter the name of your community
					Upload your WhatsApp community link
					Attempt task 01 quiz
			2	Invite people to join your WhatsApp community	Read a few sample invite and welcome messages
					Draft an invite message to invite 50 people to join your community
					Draft a welcome message for your community members
					Upload a screenshot of your welcome message
					Attempt task 02 quiz
			3	Engage your community users and start building trust	Learn 'how to engage people in your community'
					Read top 10 community engagement ideas for your business
					Write 5 types of content to post weekly in your community
					Create and upload your weekly calendar
					Attempt task 03 quiz
			4	Get 3 sales from your WhatsApp Community	Learn how to do soft-selling on community
					Create a community-only offer
					Learn how to convert interested people into paid customers
					Write a simple plan to generate 3 sales per month from the community
					Share your experience of doing this milestone
Attempt task 04 quiz					

Milestone 15: Generating Content for Marketing using AI

AI-led Content creation and marketing milestone focuses on helping students learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
15	Use AI to generate content for marketing	Learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs	1	Learn what is content marketing	Watch a video on 'what is content marketing'
					Learn which content works for brand awareness or revenue generation
					Write 3 types of content you believe your customers like
					Attempt task 01 quiz
			2	Generate content ideas to attract customers	Learn how to use AI to generate content marketing ideas for your business
					Generate 10 small content ideas to attract your customers
					Discuss the ideas with your users and take feedback
					Shortlist top 3 content ideas to attract customers
					Attempt task 02 quiz
			3	Create your first brand video using AI	Watch a video on "How to use AI tools to create simple short videos"
					Read this guide on how to ask AI to write a video script
					Generate 5 ideas for your AI videos and write them here
					Upload your AI generated video link
					Attempt task 03 quiz
			4	Create a brand poster using AI	Learn how to create a poster using AI
					Write a prompt for the poster will you create using AI
					Upload the AI poster you have

					created
					Post this poster in your WhatsApp community
					Attempt task 04 quiz
			5	Write a blog using AI	Learn how to use prompt engineering to write content for your business
					Read list of topics on which you can write a blog
					Write the topic on which you will write a short blog
					Write the first version of your blog
					Share your blog with your friends and faculty
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 16: Social Media Marketing

Social Media Marketing milestone focuses on helping students learn what social media marketing is and how to create a social media weekly plan that engages users and improves brand visibility.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
16	Plan your social media marketing strategy	Learn what is social media marketing and how can you execute it to scale your business	1	Learn what is social media marketing	Watch a video on "Introduction to Social media marketing"
					Learn different types of social media marketing
					Read a document on how to use social media marketing to generate revenue
					Write your understanding of social media marketing
					Write one social media marketing idea for your business
					Attempt Task 01 Quiz
			2	Research your competitors	Learn how to research your competitors
					Find your competitors
					Write top 3 things your competitors are posting
					Find one unique gap that you can capture
					Attempt task 02 quiz
			3	Finalize your content pillars	Watch a video on 'what are content pillars'
					Read examples of 'content pillars'
					Write 5 content pillars for your social media strategy
					Attempt task 03 quiz
			4	Create your weekly social media plan	Watch a video on 'how to create a weekly social media plan'
					Look at examples of 'social media calendar'
					Create and upload your weekly calendar
					Upload the link of your Instagram Channel
					Share your experience of doing this milestone
					Attempt task 04 quiz

Milestone 17: Trust-led Marketing

Trust-led Marketing milestone focuses on helping students build trust through social media proofs, testimonials, or basic engagement and later converting them into leads and sales.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
17	Generate leads and turn them into sales	Use testimonials, conversations, and daily posts to generate leads and close sales.	1	Use social proof to build trust	Identify 2 happy customers
					Create a testimonial post with CTA
					Post testimonial on social media
					Post testimonial on the community
					Attempt task 01 quiz
			2	Make people share their problems	Learn how to ask open-ended questions
					List 5 customer problems
					Post these problems in community and social media
					Evaluate top 2 problems customers face
					Encourage people to share their problems
					Attempt task 02 quiz
			3	Help your users with 3-5 days content sprint and generate leads	Brainstorm or use AI to create a solution document for each problem
					Post solution to 1 problem on a daily basis
					DM people to check if your solution is helping them
					Write how many leads did you generate
					Attempt task 03 quiz
			4	Convert leads into sales	Learn how to convert leads into sales
					Soft sell your offering in community and social media
					DM people how can your product help them better
					Follow up after 24 to 48 hours
					Write how many leads you converted into sales
					Share your experience of doing this milestone
					Attempt task 04 quiz

Milestone 18: Viral/Trend Marketing

Viral Marketing milestone focuses on helping students learn how to launch viral campaigns for their businesses using the latest trends and make their brand go viral without spending any money.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
18	Make your brand go viral	Design viral marketing campaigns to reach 5X users without spending any money	1	Learn viral marketing	Understand what is virality and how it works
					Read about top 10 viral marketing campaigns in India
					Write 3 reasons why people share content
					Attempt task 01 quiz
			2	Design 2 viral campaigns for your business	Learn 5 types of common viral marketing strategies
					Read 10 viral marketing ideas for your business
					Design 2 viral campaigns for your business
					Take feedback from people and finalize one campaign
					Set your campaign targets
					Attempt task 02 quiz
			3	Launch one viral campaign to increase customer reach	Create your campaign launch video or poster
					Create your campaign launch message
					Launch your campaign on your social media platform
					Launch your campaign in your WhatsApp community
					Attempt task 03 quiz
			4	Promote your campaign to make it viral	Share your campaign in other groups and forums
					Measure your campaign performance
					Learn how to improve your campaign
					Analyze your campaign and record final metrics
Enter the summary of your campaign					
Share your experience of doing this milestone					
Attempt task 04 quiz					

Milestone 19: BTL/Offline Marketing

BTL/Offline Marketing milestone focuses on helping users learn about BTL (below the line) or offline marketing and use it to reach out to local customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
19	Drive revenue through offline/BTL marketing	Use offline activities to reach local customers and generate sales	1	Understand offline or BTL marketing	Watch a video on what is BTL marketing
					Read about famous BTL marketing campaigns
					Write how you can use BTL marketing for your business
					Attempt task 01 quiz
			2	Pick your offline marketing idea	Learn about common offline tactics for your business
					Write 1 offline marketing idea you can execute
					Design your brand poster for offline marketing
					Create your offline marketing offer or pitch
					Practice your pitch with friends and take feedback
					Attempt task 02 quiz
			3	Execute offline marketing in local market	Identify people or locations in local for offline marketing
					Pitch to at least 10 real customers
					Collect contact details for WhatsApp Community invite
					Close at least one sale
					Write your offline marketing metrics
Share your experience of doing this milestone					
		Attempt task 03 quiz			

Milestone 20: Collaboration and Affiliate Marketing

Collaboration and Affiliate Marketing milestone focuses on helping users learn about affiliate marketing and how to collaborate with individuals/businesses to reach more customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
20	Grow through collaboration and affiliation marketing	Use partners and affiliates to reach new audiences and generate sales	1	Understand affiliate marketing and collaboration	Watch a video on what is affiliate marketing
					Read about top collaboration or affiliate marketing campaigns
					Learn 10 common types of collaboration or affiliate marketing for your business
					Pick 3 types that can work for your business
					Attempt task 01 quiz
			2	Design your affiliation model	Learn how to start an affiliation program
					Decide your commission structure
					Write a pitch for partnership
					Attempt task 03 quiz
			3	Finalize one person or business for collaboration	Learn how to find a right partner for collaboration
					Create a list of 5 to 10 people or businesses for collaboration
					Send your partnership pitch to potential partners
					Write the name of one final partner
					Attempt task 03 quiz
			4	Execute the collaboration	Explain how will the partner market your brand
					Post the link or screenshot of successful collaboration
					Respond to new leads within 24 hours
					Close at least one sale
Attempt task 04 quiz					

			5	Measure your collaboration	Write number of leads generated
					Write number of sales closed and revenue generated
					Write what worked and how to improve collaboration
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 21: Advertising Marketing (Meta)

Advertising Marketing milestone focuses on helping users learn how to post a paid ad on Meta (Instagram and Facebook) promoting their business and reach to more users or generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
21	Run your first ad on Instagram	Learn how to boost posts or run simple video ads to reach new viewers	1	Setup your Meta Business Suite	Watch a video on why to run ads on Meta
					Learn different types of ads
					Read the guide on Meta Ad account setup
					Setup your Meta Ad account
					Attempt task 01 quiz
			2	Design your first paid ad	Watch samples of good ad designs for your business
					Finalize your ad objective
					Upload the final draft of your ad with final copy and creatives
					Attempt task 02 quiz
			3	Define your target audience and budget	Watch a video on 'how to target the right people for ad'
					Define your target audience
					Learn how to decide the right budget for your ad
					Decide your final budget
					Attempt task 03 quiz
			4	Launch your ad	Learn how to create and launch your ad
					Create your ad and review ad preview
					Upload the screenshot of launched ad
					Attempt task 04 quiz
			5	Manage incoming leads from ad	Draft a message for incoming leads
					Send draft message to leads within 24 hours
					Pitch your offer to leads and follow

					up
					Close at least one sale
					Attempt task 05 quiz
			6	Measure your ad performance	Learn metrics to measure ad performance
					Write money spent and leads or impressions
					Mention CPL or CPM
					Write revenue generated and number of sales closed
					Write what worked and how to improve ads in future
					Share your experience of doing this milestone
					Attempt task 06 quiz

Milestone 22: Psychological Marketing

Psychological Marketing milestone focuses on helping users identify psychological triggers like urgency, pricing, and offers, and use them to increase conversions and revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
22	Use Psychological Triggers to Increase Sales	Learn how to use urgency, pricing, and offers to increase conversions and revenue	1	Understand the psychological triggers	Learn why people buy products
					Share a story of one product you purchased because of a trigger
					Identify buying triggers for your business
					Attempt task 01 quiz
			2	Execute FOMO or urgency marketing	Learn how to create a FOMO or urgency marketing campaign
					Write how will you create FOMO or urgency for your customers
					Create one FOMO/urgency marketing campaign
					Launch your campaign on social media and community
					Attempt task 02 quiz
			3	Execute one offer or discount marketing campaign	Learn how to create offer or discounting marketing campaigns
					Write how will you create an offer/discount campaign
					Create one offer/discount campaign for your customers
					Launch your campaign on social media and community
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 23: Data-Driven Marketing

Data-Driven Marketing milestone focuses on helping users analyze the data of the last 10 milestones and run specific campaigns or ideas that resulted in lead generation or revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
23	Use Data-Driven Marketing to Grow Faster	Analyze data of the last 10 milestones to identify top campaigns or ideas and decide what to continue, improve, or stop.	1	Analyze your marketing data	Learn how businesses make decisions using data
					List 3 things that worked well and why
					List 3 things that didn't work well and why
					Attempt task 01 quiz
			2	Re-execute top performing campaign	Re-execute top 1-2 campaigns for 1 week
					Write how it helped generate leads or revenue
					Attempt task 02 quiz
			3	Improve one low performing campaign and relaunch it	Pick one low performing campaign and write how to improve it
					Improve the campaign and relaunch it
					Measure its performance and see if it was better
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 24: Closure and Next Step

The final milestone focuses on helping users reflect on their learnings and also create an action plan for the next few months to continue to scale and grow their business.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
24	Plan your next growth phase	Document your 12 weeks of learning and create a 1 month plan to scale and grow your business	1	Review your progress	List all the ideas you executed
					Write which milestone helped you the most and how
					Write which milestone helped you the least and why
					Write your key learnings from this semester
					Create a not-to-do list for your business
					Attempt task 01 quiz
			2	Create your 1 month marketing plan	Learn how to create a 1 month marketing plan
					Set your marketing goal
					Create and upload your 1 month plan to achieve this goal
					Share your experience of doing this milestone
					Attempt final semester quiz

BVFDT306-20

ON JOB TRAINING WITH AN APPAREL BOUTIQUE

Objective: The main aim of the training is to familiarize the students to the working of an apparel Boutique. The students should be able to practically understand what they have learned in classroom.

- Students will be asked to go for training.
- Students shall assess the work problem during the internship and submit a report there on at the end of the semester after detailed review, carrying out research and proposing necessary solutions, on dates announced by the Institute/department.
- The guidelines for training will be provided by the institute /department.
- A team consisting of Internal & External experts will evaluate the report and conduct the Viva Voce at the end of the Semester.

B.VOC. (FASHION DESIGN AND GARMENT TECHNOLOGY)

SEMESTER V

BVFDT501-20

FASHION COMMUNICATION

Objective: To develop knowledge on evolving scope of fashion communication and marketing and to understand the concept of media in fashion communication.

UNIT-I

1. Communication - Definition, Types, Communication Process.
2. Barriers to Communication.
3. Oral Communication- Face to Face, Teleconferencing - Telephone, Voice Mail.
4. Written Communication – Creative writing, Business Writing, Steps in Effective Writing.

UNIT-II

5. Advertisement–Objectives, Functions and Types: Ads in Magazines, Online Ads, and Brand Promotion (Print Media, Online Media, Broadcast Media).
6. Public Relation - Objectives, Functions and Types
7. Fashion Journalism – Introduction and Purpose.
8. Fashion Writing - Introduction, Key Elements Of Writing (Purpose, Audience, Clarity, Unity, Coherence) Journal Writing, Blog Writing.

References

- Jay & Ellen Diamond, “Fashion Advertising & Promotion”, Fairchild, 1999.
- Kristen K Swanson, “Writing for Fashion Business”, Fairchild Books Publishers, 2008.
- Malcolm Barnard, “Fashion as Communication”, Routledge Publishers, 2002.
- Varinder Kumar, Bodh Raj, “Business Communication”, Kalyani Publishers, 2nd edition, 2010.
- Tony Harcup, “Journalism Principles & Practices”, Sage South Asia, 2nd edition, 2009.

BVFDT502-20

APPAREL INDUSTRY AND QUALITY CONTROL

Objective: To acquaint the students about – Quality control, labeling and packaging. Special purpose machines in Apparel Industry and Various Laws and Regulations related to textiles

UNIT-I

- ┌ Quality - Definition of quality, dimensions of quality, quality planning and importance of quality, evolution of quality system.
- ┌ TQM principles - Customer satisfaction, customer perception of quality, intrinsic and extrinsic quality, service quality, customer retention, continuous process improvement, Juran Trilogy, PDCA cycle, 5S, Kaizen, 6 sigma
- ┌ Managing quality - Traditional vs modern quality management, quality control and quality assurance.
- ┌ Importance of quality control in garment industry, fabric inspection, identification of woven and processing defects, 4 point and 10 point system, IPQC (In process quality control), AQL standards, zero defects, JIT, poka-yoke and quality circle.

UNIT-II

- ┌ Labeling- Types of labels and information provided by labels, Care labels, International care labeling system, Japan/Canada/British care labeling system, eco labels.
- ┌ Organisation and operation (work flow) of an Apparel manufacturing unit.
- ┌ Current Indian Export and India's position in world export market, Occupational Health hazards and safety Quality control in Apparel industry.
- ┌ Quality standard and certification - Need for ISO 9000, major elements in ISO 9001-2000, internal auditing, Environmental Management System - ISO 14000 series standards and other quality management standards of apparel industry, AATCC, ASTM standards, significance and importance of the same.

References

- Chuter A J, "Introduction to Clothing Production Management", Wiley India Pvt. Ltd., 2nd edition, 2011.
- Gerry Cooklin, "Introduction to Clothing Manufacture", Blackwell Science, UK, 1991.
- Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Publications, ITSA, 1994.
- Pradip V Mehta, "Quality Control in Apparel Industry", NIFT Publications, New Delhi, 2001.
- Pradip V Mehta, "An Introduction to Quality Control for the Apparel Industry", CRC Press, 1st edition, 1992.
- Ruth E Glock, "Apparel Manufacturing & Sewn Product Analysis", Pearson Education, 4th edition, 2005.
- Bharadwaj. S, Mehta. P, Managing quality, New Age Publishers-Delhi.
- ISO 9000- Textile Committee Mohali.

BVFDT503-20
APPAREL PRODUCTION MANAGEMENT

Objective: To introduce various departments of an apparel industry. To impart skills in apparel production in an industrial set-up.

UNIT-I

- L Introduction to apparel production - fabric and accessory sourcing, season forecasting, trend analysis.
- L Sampling department - Importance of sampling department, objectives, types of sample - prototype, fit sample, PP sample, size set, production and shipment sample etc. Introduction to spec-sheet and its importance, technical design reading, tech-pack analysis and objective, creating tech-pack. Seams - types, end use, seam dimension, performance as per ASTM standards.
- L Cutting department - Machineries, fabric spreading, pattern laying, marker preparation, cutting, sorting, numbering and bundling.
- L Fusing department- Interlining and interfacing- Introduction, materials, types, properties, application, methods of fusing and fusing machineries

UNIT-II

- L Apparel production department - Selection of production system - progressive bundle system, unit production system, modular manufacturing and piece work. Production planning, lean manufacturing process.
- L Finishing and apparel accessories - Fasteners, labels, support materials, decorative trims, tapes and packing materials.
- L Pressing department, trimming department and packing department.
- L Introduction to export procedure and documentation, objectives, terminologies, principal documents, auxiliary documents, ECGC, quality control, pre-shipment inspection, export credit, negotiation of bills, payment procedures in export trade.

References

- Randhawa, R, 2016, Clothing, Textile and their Care, Pardeep publications.
- Chuter A J, "Introduction to Clothing Production Management", Wiley India Pvt. Ltd., 2nd edition, 2011.
- Kaur, N, 2010, Comdex Fashion Design Vol-1 Fashion Concepts, Dreamtech press.
- Mary Ruth Shields, "Industrial Clothing Construction Methods", Fair Child Publications, 2010.
- Paula J, Myers-Mcdevitt, "Apparel Production Management and the Technical Package", Fair Child Publications, 2010.
- Ruth E. Glock, Grace I. Kunz, "Apparel Manufacturing Sewn Product Analysis", Pearson/Prentice Hall, 2005
- Kumar, K, 2010, Apparel Merchandising, Abhishek publications.
- Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Publications, USA, 1994.

BVFDT504-20
BASICS OF COREL DRAW

Objective: To introduce the student to the basic tools of Corel draw and to expose them to contemporary computer design tools for Fashion design and technology. To prepare the student to be an effective user of a computer aided design system.

1. Getting Started with Corel Draw
 - Introduction to Corel draw
 - Features of Corel Draw
 - Corel Draw Interface
 - Exploring the CorelDraw Screen
 - Inserting and Deleting Pages, Changing Page, Customizing Options
 - Moving from Adobe illustrations to Corel Draw
 - Exploring Tool Box
2. Drawing and shaping objects, selecting objects, creating basic shapes, reshaping objects.
3. Organizing objects, Applying color fills and outlines
4. Mastering with Text, Text tool Artistic and paragraph text, Formatting text, Embedding objects in texts, wrapping texts around objects.
5. Use of freehand tools
6. Applying of effects, contour effects, lens effect, Transparency.
7. Creation of logos, various types of print designs.
8. Design pamphlets, posters, invitation cards, greeting cards, wrappers and advertisements.

References

- Microsoft office 2010 for Dummies, “Wallace Wang”, Wiley India Pvt. Limited, 2010.
- X5 In Simple Steps, “Kogent Learning Solutions Inc”, Wiley India Pvt. Limited, 2011.
- Photoshop Cs2 (savvy), By Romaniello
- P S Salaria, Computer Fundamentals, Khanna Books Publishing Co. (P) Ltd.
- P.K. Sinha and P.Sinha, Foundations of Computing, First Edition, BPB latest Edition.
- Chetan Srivastva, Fundamentals of Information Technology, Kalyani Publishers latest edition.
- V. Rajaraman and Neharika Adabala, Fundamentals of Computer, 6th edition, PHI Learning Pvt. Ltd.
- Nasib Singh Gill, Handbook of computer Fundamentals, 1st edition, Khanna Books Publishing Co. (P) Ltd.

BVFDT505-20
SURFACE ORNAMENTATION- II

Objective: A student should be able to perform various dyeing and printing techniques and apply that knowledge into his/her designing.

1. Creating sample designs on fabrics through dyeing and printing process:
 - Tie and dye
 - Stencil
 - block
2. Developing innovative techniques in hand painting (colour blending)
3. Creating various fabric surfaces using various surface ornamentation techniques.

References

- Stein.S (2010) The complete photo guide to Textile Art, creative publishing international.
- Kennedy. J, Varrall .J(1994)Everything you ever wanted to know about Fabric painting,BT Batsford ltd.london.

BVFDT506-20

ON JOB TRAINING IN SMALL TO MEDIUM SCALE GARMENT MANUFACTURING UNIT

Objective: The main aim of the training is to familiarize the students to the working of an apparel industry. The students should be able to practically understand what they have learned in classroom.

- Students will be asked to go for training.
- Students shall assess the work problem during the internship and submit a report thereon at the end of the semester after detailed review, carrying out research and proposing necessary solutions, on dates announced by the Institute/department
- The guidelines for training will be provided by the institute /department.
- A team consisting of Internal & External experts will evaluate the report and conduct the Viva Voce at the end of the Semester.