

## **Army Institute of Fashion & Design**

### **Best Practices I: Skill Development Workshops**

The institute has been participating in India Skills Selection for the World Skills Competition since 2012. The first selection for the skill, Fashion Technology took place in 2012 and Manu Scaria (AIFD Batch 2009-12) won the National Selection and participated in World Skills Competition in Leipzig, Germany in 2013. Mr Ravichandran P, faculty AIFD was selected as Subject Expert and Jury Member, at WSC, Leipzig.

In 2015, AIFD facilitated National Skills Selection for the skill Visual Merchandising and an AIFD alumnus, Ramesh Punia was selected to represent India. He represented India in Sao Paulo, Brazil in 2015 and was placed 6<sup>th</sup>. Visual Merchandising is one of the main career avenues open to fashion design students. A good percentage of AIFD students have been placed as Visual Merchandisers in reputed MNC's and companies like ADIDAS, H & M, Best Sellers and Land mark Group.

To facilitate the training of students for both World Skills Competitions and to enhance career opportunities, the college built the VM Lab (the only one in a fashion design institute in India) with life size windows.

These 10 windows are used to train students. The college invites VM experts form the Industry for special lectures and workshops. Students are allowed to work on the themes in groups of 5-6. All materials, including paints, brushes, sunboard and the display are sponsored by institute.

Special intensive training is imparted to students selected for India Skills. Workshops on software (Adobe Illustrator & Photoshop) are conducted with the help of Technical experts. The materials are sponsored by college.

This has yielded good results as one student Vivek Venugopal has represented India in Europe Skills Competition (Gotttemberg, Sweden) in Nov-Dec 2016 and another, Nitish Kumar (Abu Dhabi) in WSC 2017. The placement is also improving as students have an advantage in having hands on training.

### **Best Practices II: Institute – Industry Interface**

Institute has an excellent relationship with Industry. The stalwarts of the industry have facilitated National Conferences, Placements, Internships and Syllabus Revision. The

Academic Advisory Board comprises of top leaders of the Industry. M/s Shahi Exports one of the largest employers in the world(garment sector) has sponsored the hospitality for the National Conference - “Emerging Trends in Fashion and Apparel Industry” held on 17 Aug 2017. They have also helped the Institute in arranging the best possible Resource Persons from the Industry for the Conference.

They have participated in the Syllabus Revision workshop, giving valuable input in making the syllabus experiential rather than theoretical. Software training has been introduced in the first semester onwards rather than in the fifth semester as was the case with the CBCS Syllabus. AIFD Alumni from the industry also provided valuable feedback about the lacunae in the syllabus. AIFD has therefore initiated an Industry Partner felicitation during the Annual Graduation Day celebrations. In 2017, the first ever AIFD Citation for Outstanding Achievement in the Apparel & Fashion Industry to M/S Shahi Exports Pvt Ltd for their continual support.