



VALUE ADDED COURSE ON “SKILL DEVELOPMENT FOR CAREER PROGRESSION IN FASHION INDUSTRY”

Link: [\[Skill Development for Career Progression in Fashion Industry | General | Microsoft Teams](#)

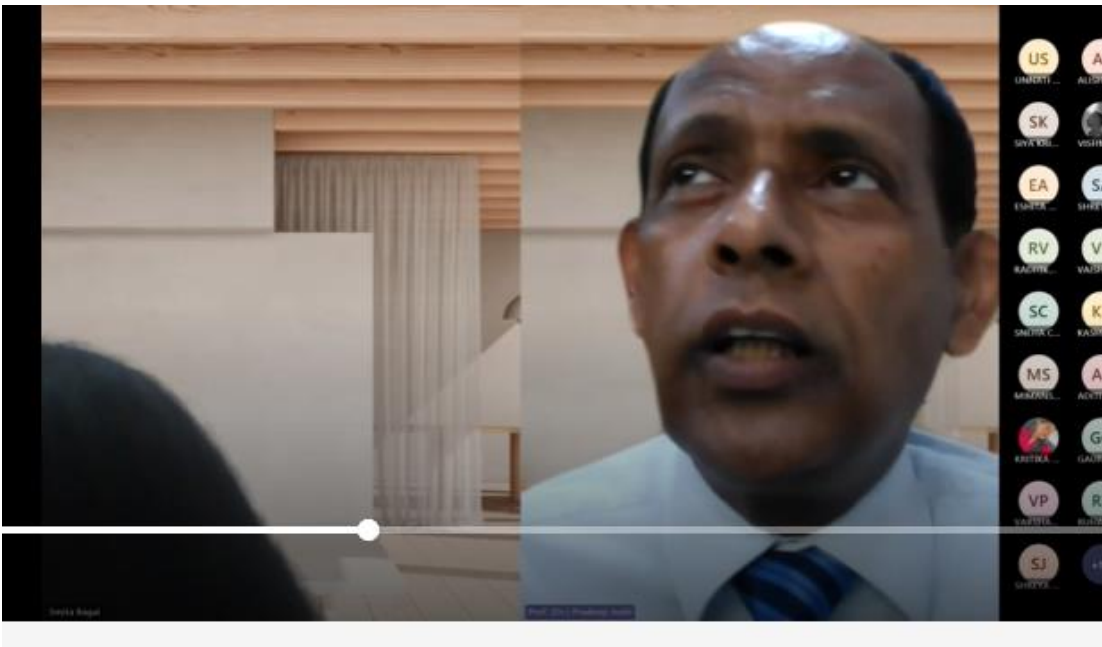
Value Added Course with title “Skill Development for Career Progression in Fashion Industry” was organized by ASFT from 13th- 17th May’24 in Online Mode

The course was conceptualized with an aim to create skilled Professionals in the field of Fashion design, Textile design, Visual merchandising & display, Fashion styling

The course was organized under the able guidance of Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor, Director General & Dean (Applied Arts/Fine Arts/Performing Arts/Visual Arts), Amity University & Program Director

The course commenced on 13th May’24 with a welcome note by Prof. (Dr.) Smita Bagai, Professor ASFT & Program Coordinator

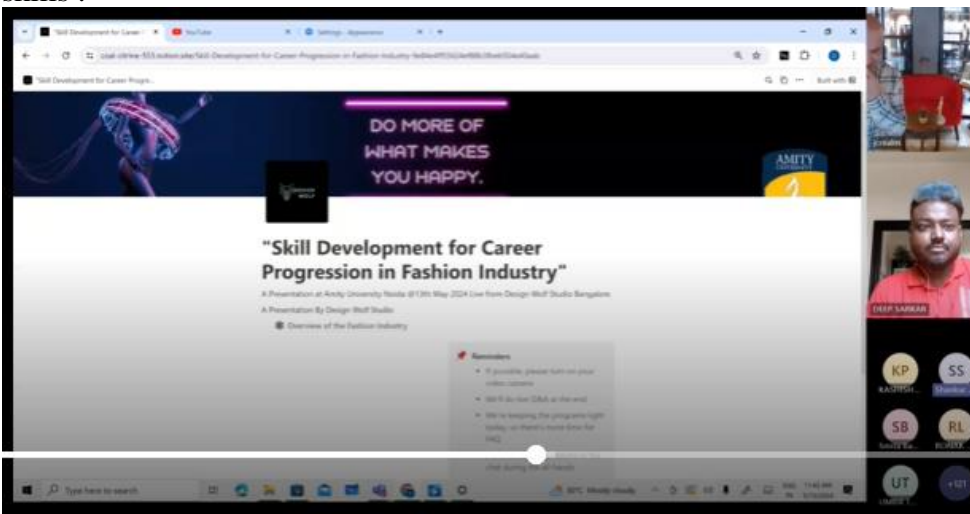
Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor, Director General & Dean (Applied Arts/Fine Arts/Performing Arts/Visual Arts), Amity University gave an Introduction to the Value added course and made the Opening Remarks. He mentioned that course was designed to provide students with a deep understanding of the skills required for their Career progression in Fashion industry. Also to Provide understanding of various skill sets as per opted Career aspiration. The course aimed to provide students with understanding and development of Fashion design, Visual merchandising & display , IT skills in Fashion industry as per Fashion Industry requirements



Prof. (Dr.) Pradeep Joshi, Group Adtl. Pro Vice Chancellor, Director General & Dean (Applied Arts/Fine Arts/Performing Arts/Visual Arts), Amity University giving an Introduction to the Value added course

On the first day of the event, Prof. (Dr.) Pradeep Joshi provided an insightful overview and introduction to skill development in the fashion industry. As a distinguished academic leader at Amity University, Dr. Joshi brought a wealth of knowledge and experience to the session, highlighting the critical aspects of skill development that are essential for success in the rapidly evolving fashion industry.

Mr Jagdish chawla, Founder ,Design Wolf , Bangalore provided a Design perspective for Skill Development . Mr. Jagdish chawla has over 30 years of industry experience with renowned brands like Raymond, reliance, Flipkart. His international exposure at south Asian chain like Motahari gives him the global perspective to excel in the fashion industry. He now runs his own design studio, design wolf, which is based at Bangalore and has reputed clients like ajio, reliance trends. Flipkart etc. He is an avid reader and author & his next book is about to hit the stands.. He elaborated on various job roles in the Fashion industry and also highlighted the associated skills .

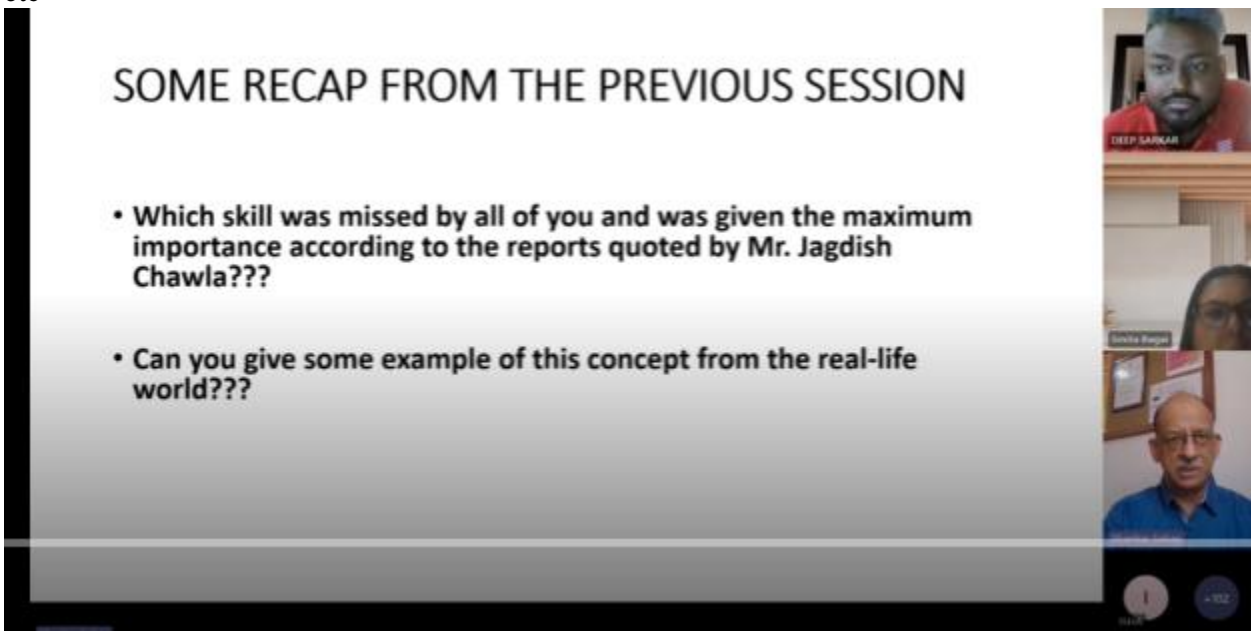


Session by Mr Jagdish chawla, Founder ,Design Wolf , Bangalore



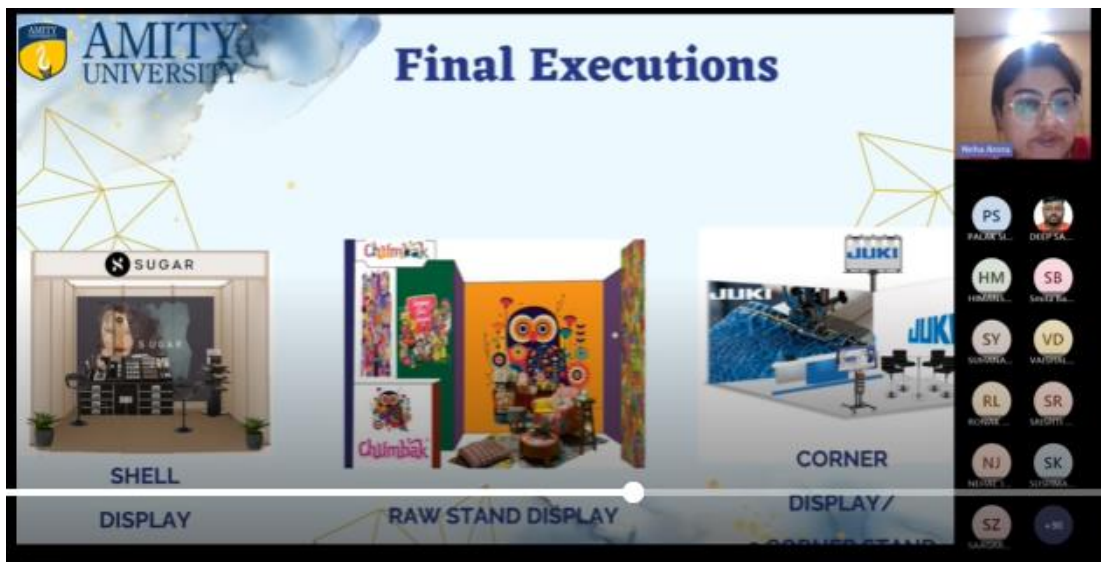
ASFT Students interacting with eminent speakers from the Fashion industry

A session on “Opportunities & Challenges of Skill Development , Skill Development in Fashion industry – Steps” was taken by Mr shankar sahay, Head CRC
 He elaborated on various Steps for Skill Development in the Fashion Industry including Needs Assessment, Curriculum Design, Collaborations, Continuous Learning and Development, Career Support and Placement: etc



Session by Mr shankar sahay, Head CRC

The last session of Day 1 was “Skill Development in creating Fashion exhibits & displays” by Ms Neha arora, Assistant Professor ASFT. She elaborated on various types of exhibits and displays. She demonstrated as to create compelling visual displays that enhance brand identity and drive sales, using both traditional techniques and innovative approaches to stay current with market trends



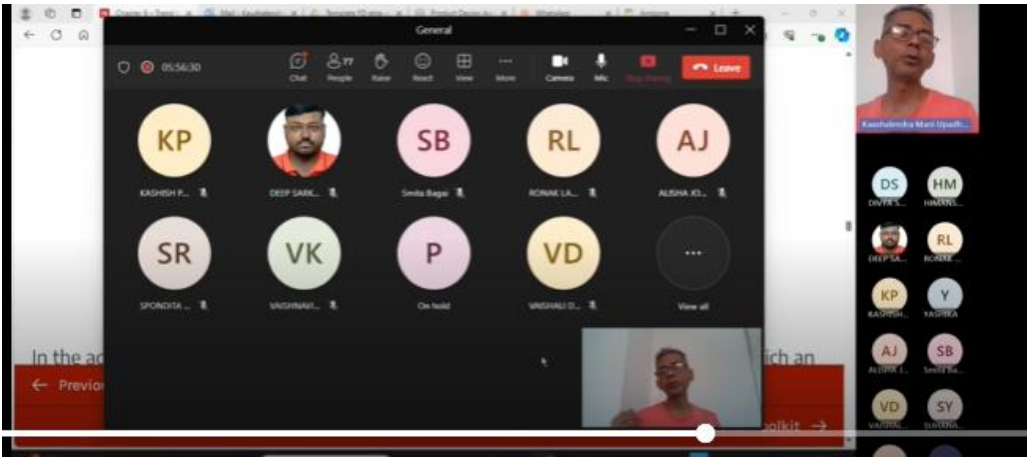
Day 2 , 14th May'24 began with a session by Dr. Smita Bagai, Professor, ASFT on Skill Development in the field of surface ornamentation. Dr. Smita Bagai highlighted how skill development of surface ornamentation, is a crucial aspect of textile design. Her presentation focussed on enhancing traditional techniques such as embroidery, appliqué, and beadwork, integrating them with modern design aesthetics. She emphasizes the importance of precision, creativity, and cultural heritage in creating intricate surface designs.

Skill Development in IT Applications in the Fashion Industry was presented by Ms. Akriti Jain, ASFT. She covered topics such as computer-aided design (CAD), 3D modeling, digital pattern making, and e-commerce platforms. Ms. Jain's approach ensures that students are well-versed in the technological advancements that are shaping the future of fashion, enabling them to efficiently manage design processes, improve productivity, and enhance customer engagement through digital platforms.

Ms. Swati Bhalla, Assistant Professor, ASFT made a presentation on "Building Visual Merchandising & Window Display Skills". She focussed on the creative and strategic aspects of presenting products in retail spaces to attract and engage customers.



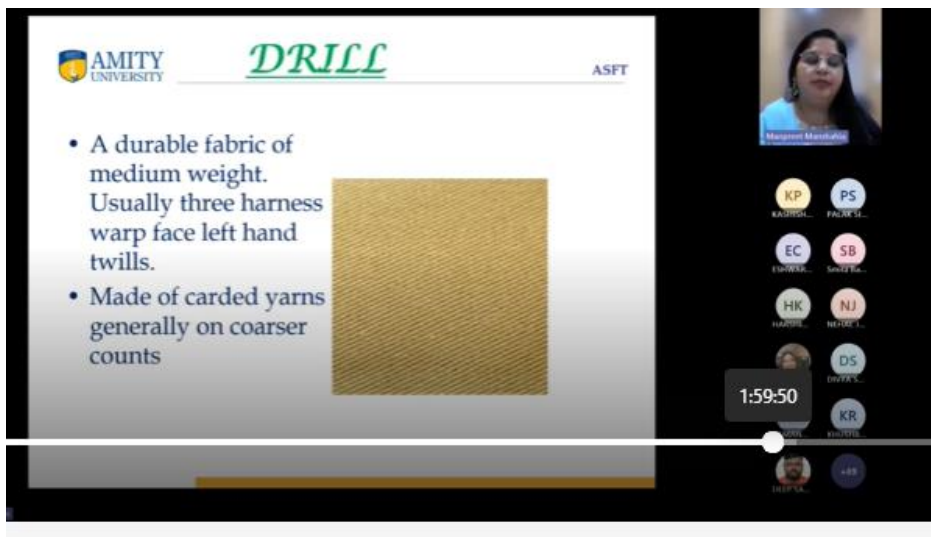
Mr. Kaushalendra Mani, Assistant Professor, ASFT made a visually appealing presentation on “ Trend Interpretation for Fashion Design Collections”Mr. Mani’s approach emphasizes creativity and commercial viability, guiding students to create fashion collections that are both innovative and aligned with consumer demands.



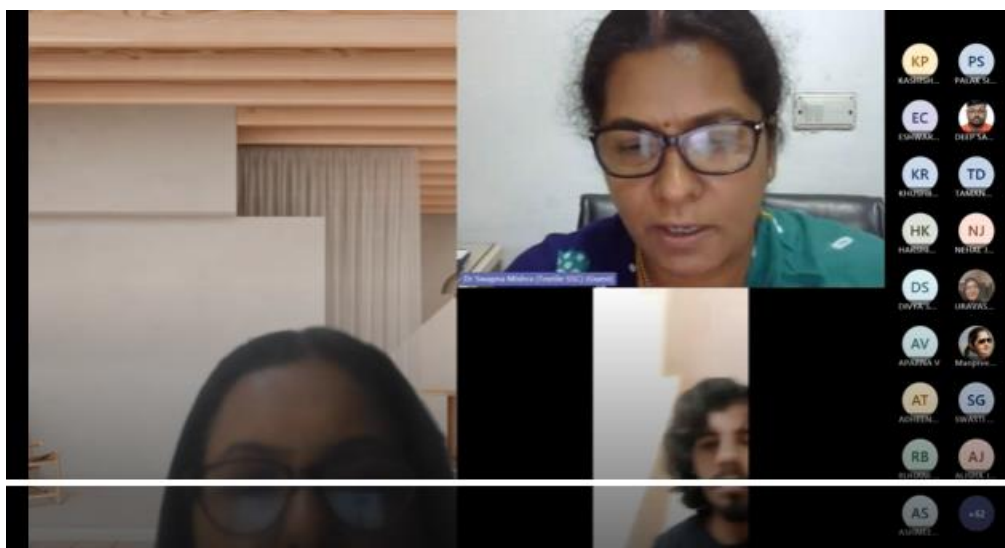
Day 3: 15th May’24 (Wednesday)began with a session on “Appreciation of Pattern making & draping in Fashion Industry” by Dr Sugandha Sahni , Assistant Professor ASFT



A session on “Textile Selection in Fashion Design: Understanding Fabrics and Their Applications” was taken by Dr Manpreet Manshahia, Assistant Professor ASFT



This was followed by a very enriching session on “Skill Development in Textiles” by Dr. Swapna Mishra, COO and Officiating CEO, Textile Sector Skill Council, India. She elaborated on initiatives of sector Skill councils of India and how students can be benefitted from these



Dr. Swapna Mishra, COO and Officiating CEO, Textile Sector Skill Council, India addressing the students

The post lunch session began with a session on “Evolving Apparel Manufacturing and quality control Skills in fashion industry” by Dr Vishal Trivedi , Assistant Professor ASFT

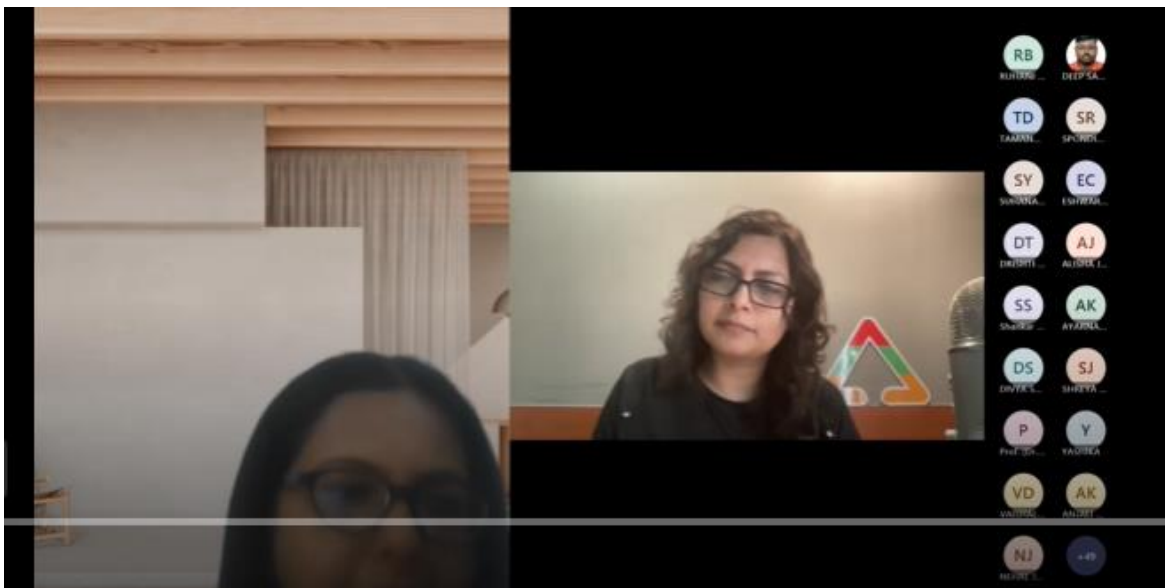
The last session of Day 3 was” Significance of Communication in Creative Industry “ by Mr shankar sahay, Head CRC ASFT.

The fourth day of the event on 16th May 2024 began with an informing session on the "Development of Fashion Styling Skills," presented by Dr. Deepshikha, Assistant Professor at the Amity School of Fashion Technology (ASFT).Dr. Deepshikha's session aimed to enhance participants' understanding of fashion styling, an integral aspect of the fashion industry that focuses on the presentation of clothing and accessories. The session covered both theoretical concepts and practical techniques, providing a comprehensive framework for developing styling skills.

The next session was on "Skills required for excelling in Fashion Logistics "by Mr. Jatin Kashyap, CBO Sourcenet global. Mr. Jatin Kashyap has extensive experience in the fashion industry with various organizations like Shingora Textiles, Prosource Fashion & Lifestyle, Centex etc. He is a visionary force on a mission to revolutionize the fashion industry with his remarkable expertise and unwavering commitment. As the Co-Founder and Chief Business Officer of Sourcenet Global, Jatin is at the helm of building a monumental 1 Million Channel Partner Network. Over the course of two decades, Jatin Kashyap has charted an illustrious journey in the apparel and fashion domain, steering numerous multi-million dollar businesses to resounding success. His track record stands as a testament to his exceptional prowess in the industry.

The next session on 16th May 2024 focused on "Understanding Raw Materials of Fashion - Value Addition through New Raw Materials," and was conducted by Mr. Munish Tyagi, a Senior International Textile Consultant. Mr. Tyagi, with his extensive experience in the global textile industry, provided valuable insights into the evolving landscape of raw materials in fashion and how innovative materials can add significant value to fashion products.

"Skills required for commencing and excelling in a Fashion Startup" by Ms Mausmi Ambastha, Founder & COO Zapscale was organized on 16th May 2024. Mausmi Ambastha is the co-founder of Zapscale, A B2B SaaS Customer Success Platform. This is her second startup journey. She was the co-founder of Threadsol and has served as COO until it was acquired by Coats PLC, UK in 2019 for \$12 Million Dollars. Threadsol grew from 4 co-founders in 2013 to 100+ people organization working in 16 countries, 150+ customers and planning almost 1 billion garments (~1% of the world's total garments), growing with 60% CAGR. Threadsol was acquired by Coats PLC, UK in 2019. Coats is a UK based public company with a revenue of US\$1.5bn.



Ms Mausmi Ambastha, Founder & COO Zapscale addressing the students of ASFT

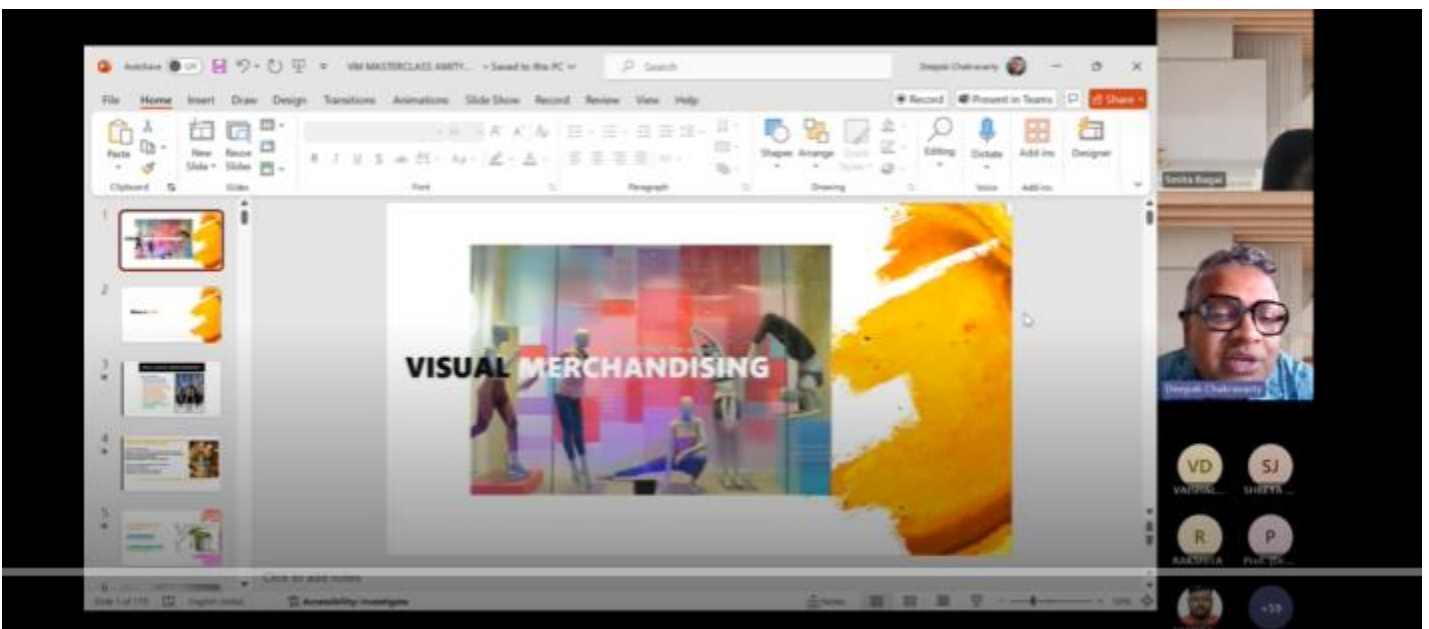
Post-acquisition, she served as Senior Director Customer Services in Coats Digital, a software division of Coats. She is an expert in trend interpretation for fashion design collections. He demonstrated students how to analyze and predict fashion trends, translating them into cohesive and marketable design collections. Her presentation covered trend forecasting, market research, fabric selection, and collection planning

Day 4 ended with a session on “Skills required to excel in the field of Fashion Production & exports” by Mr Rajesh Seth, Chief executive Officer, Seth industries. Mr. Rajesh Seth, Chief Executive Officer, Seth Industries. Brief Profile:- With over 30 years of industry experience with renowned brands like Raymond, Park Avenue, Parx, Mr. Rajesh Seth is a second generation entrepreneur. Seth Industries, a production and export unit owned by him in Amritsar is a state of the art production facility that manufactures and exports Signet Scarves & Shawls which is a brand of scarves, shawls, kaftaan kurtas, dupattas and jackets that is known for its intricate designs, sustainable practices, and direct-to-consumer model. Seth Industries, a family-owned business has been in the textile industry for over 50 years.



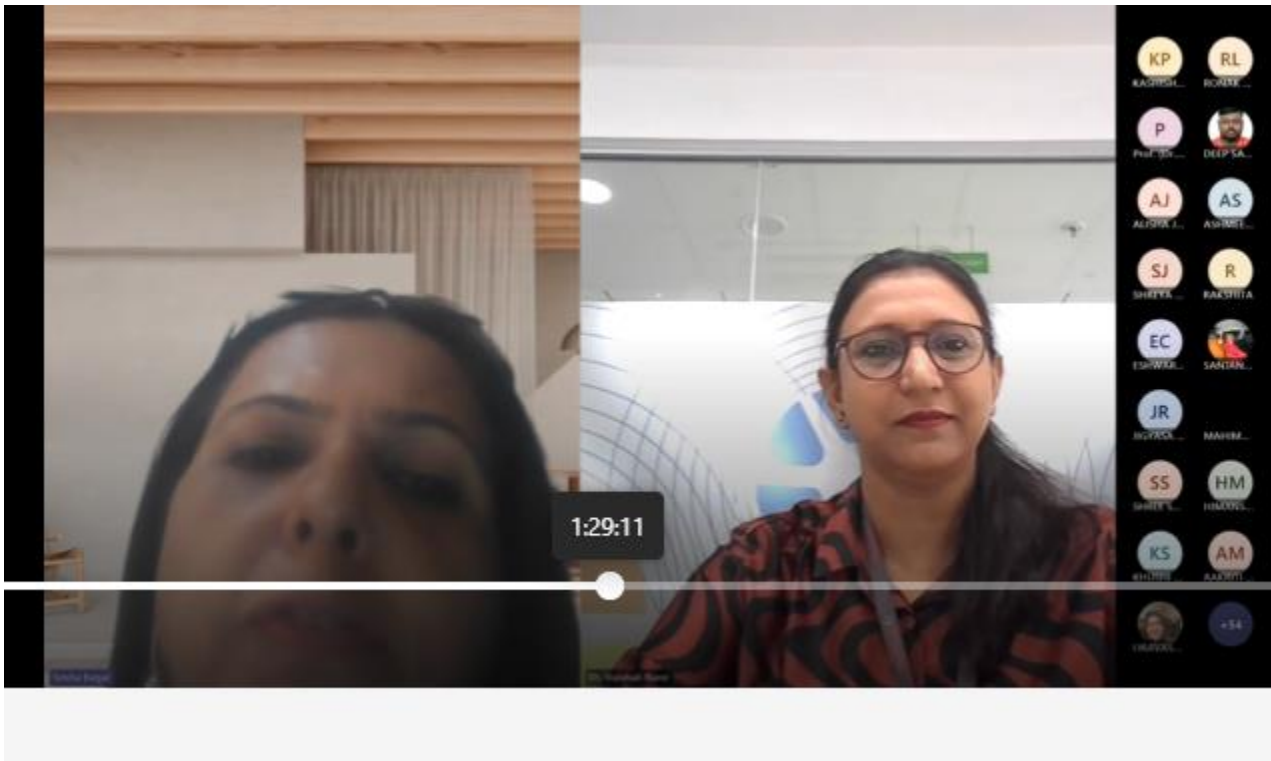
Mr Rajesh Seth, Chief executive Officer, Seth industries sharing his knowledge with ASFT students

Day 5 17th May'24 (Friday)started with a very interactive session on “Visual merchandising Perspective for Skill Development” by Mr Deepak Chakraborty, VM Head adidas



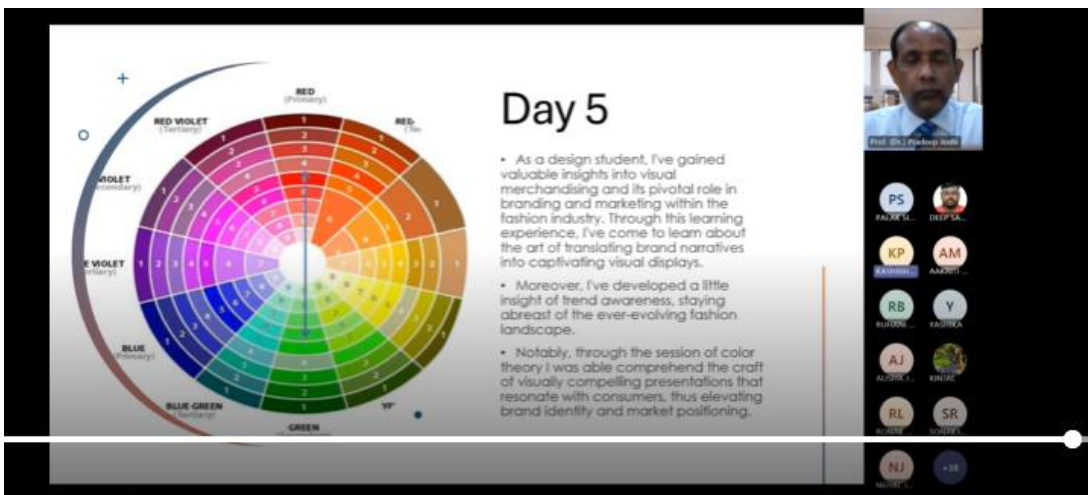
Mr Deepak Chakraborty, VM Head adidas during the Session

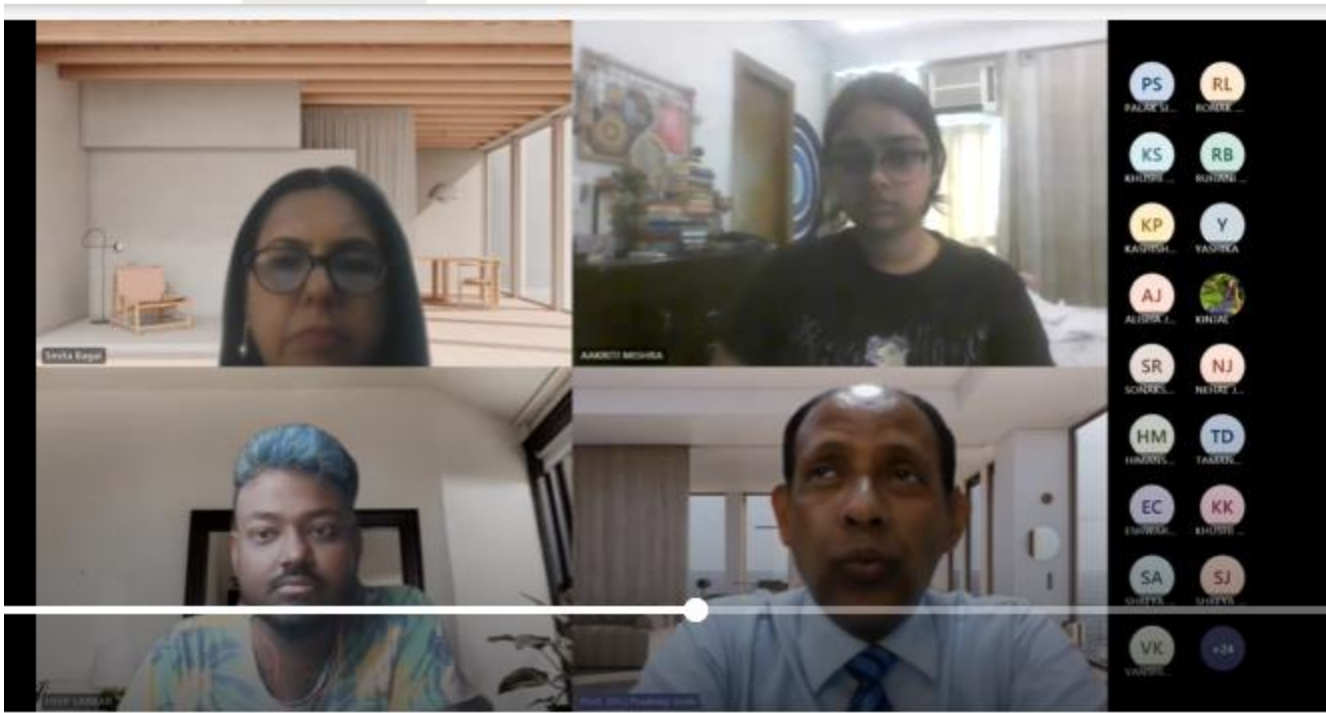
The next session was “Skills required for excelling in Branding & Marketing of Fashion Products” by Dr Vaishali Rane, Sr Manager Business Excellence, Brand and Retailers Management , Quality and Compliance Management , DyStar India Pvt Ltd . she has a rich experience of working as Assistant General Manager, Technical Promotion and Product Development , Sarex Chemicals



Dr Vaishali Rane, Sr Manager Business Excellence, Brand and Retailers Management , Quality and Compliance Management , DyStar India Pvt Ltd during her Interaction

The students made presentations on “Learnings of VAC & Feedback “ as guided by Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor, Director General & Dean (Applied Arts/Fine Arts/Performing Arts/Visual Arts), Amity University





The students appeared for their assessment by Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor, Director General & Dean (Applied Arts/Fine Arts/Performing Arts/Visual Arts), Amity University & Dr Smita Bagai, Professor ASFT.



The students expressed their deep appreciation for the ASFT Team's efforts in organizing this enriching knowledge-sharing session on "Skill Development for Career Progression in the Fashion Industry." They recognized the team's dedication to providing valuable insights and practical guidance, which significantly contributed to their understanding of the skills necessary for advancing their careers in the fashion sector. The session's comprehensive approach and the opportunity to learn from industry experts were particularly well-received, underscoring the importance of such initiatives in bridging the gap between academic learning and professional application.

