



RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR (Established by Government of Central Provinces Education Department by Notification No. 513 dated the 1st of August, 1923 & presently a State University Governed by Maharashtra Public Universities Act, 2016)

**RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY NAGPUR
FACULTY OF SCIENCE AND TECHNOLOGY
DIRECTION NO 15 OF 2019**

(Issued under section 12(8) of the Maharashtra Public Universities Act, 2016)

The Examination leading to the Degree of Bachelor of Khadi Production & Design Semester pattern Direction, 2019.

Whereas the Maharashtra Universities Act, 2016 is made applicable to the University w.e.f. 1st March 2017 (hereinafter referred to as the Act);

AND

Whereas, Section 12(8) of the Act empowered the Vice-Chancellor to issue Direction for regulating the matter for which statute/Ordinance /Regulations is not made or to amend the existing statute /ordinance /Regulations;

AND

Whereas provision of section 12(8) provided that the Direction issued by the Vice-Chancellor shall automatically lapsed after 180 days.

AND

Whereas, Direction No. 68 of 2016 was issued by the Vice-Chancellor on 07/10/2016. Which could not have been converted into the Statute/Ordinance/Regulations within Six months

AND

Whereas, Direction No.68/2016 issued by the Vice-Chancellor on 07/10/2016 is required to be renewed for regulating the matter involved in the said Direction.

Now, therefore, I, Dr. Siddharthavinayaka P. Kane, Vice- Chancellor, Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur in exercise of powers conferred upon me under provision of section 12(8) of the Maharashtra Public Universities Act, 2016, do hereby issue following Directions to renew Direction No. 68 of 2016.

1. This Direction shall be called "Direction governing the Examination leading to the Degree of Bachelor of Khadi Production & Design (Semester Pattern)) in the Faculty of Science and Technology, Direction No.- 15 of 2019, R.T.M.Nagpur University, Nagpur."

2 (i) The following shall be the examination leading to the Degree of

The Bachelor of Khadi Production & Design in semester pattern in the faculty of Science & Technology

namely :

- a. The Bachelor of Khadi Production & Design Semester-I Examination;
- b. The Bachelor of Khadi Production & Design Semester-II Examination;
- c. The Bachelor of Khadi Production & Design. Semester-III Examination;
- d. The Bachelor of Khadi Production & Design Semester-IV Examination;
- e. The Bachelor of Khadi Production & Design Semester-V Examination;
- f. The Bachelor of Khadi Production & Design Semester-VI Examination.

2(ii) The period of Academic Session shall be such, as may be notified by the University.

3. The theory examination of Semester-I, II, III, IV, V and VI shall be conducted by the University and shall be held separately at the end of each semester at such places and dates as may be decided by the University.

4. The Examination specified in Para (3) shall be held twice every year at the places and on the dates prescribed by the university.

ELIGIBILITY TO THE COURSE

5 Subject to the compliance with the provision of this ordinance and other ordinances enforced from time to time, the candidates for admission to the examination shall have passed:-

a) In case of part one Examination, have passed XIIth standard examination of MS Board of Secondary or Higher Secondary education In Arts, Science, Commerce ,Home Science or Vocational or any other examination recognized as equivalent from anywhere in India and abroad with 40% for General candidate and 35% for the candidate belongs to reserve category.

6 a) Bachelor of Khadi Production & Design Semester-I Examination Students who have fulfilled the eligibility criteria as mentioned in section 5 (a) have been admitted to this course in semester I

b) In case of the Bachelor of Khadi Production & Design Semester II, III, IV, V and VI Examinations:

The student should have attended a minimum of 90 days in the respective semester and passed the previous Semester examination as per the rules of ATKT as mentioned in Para 7 of this direction.

7) The ATKT rules for admission for the Bachelor of Khadi Production & Design Course (Theory and Practical as separate passing head and on calculation fraction, if any, shall be ignored) shall be as given in the following Table-1

Table-1

Admission to Semester	Student should Appear for the examination	Student should have attended the session/ term satisfactorily	Student should have passed at least one half of the passing heads of the following examinations (Theory and Practical as separate passing head and on calculation fraction, if any shall be ignored
1	2	3	4
Semester I	As per 5(a)	Semester I and admitted As per para 6 (b) of this direction	-----
Semester II	Sem-I	Semester II	-----
Semester III	Sem-II	Semester III	One half of the total head prescribed for Sem I and Sem II examinations
Semester IV	Sem-III	Semester IV	-----
Semester V	Sem-IV	Semester V	a) Passed Sem I & II examinations And b) One half of the total head prescribed for Sem III & IV examination
Semester VI	Sem-V	Semester VI	-----

8, Without Prejudice to the other provisions of Ordinance No._6_ relating to the examination in general, The provision of Para 5,6,7,8,10 and 32 of the set Ordinance shall apply to every collegiate candidate.

9. The Tuition & Other fees for the above examination shall be prescribed by the University time to time

10. Every candidates for Semester I, II, III, IV, V and VI of Bachelor of Khadi Production & Design examination shall be examined by the RTM Nagpur University in the subject as laid down in the appendices to this ordinance. The Scope of the subject as indicated in the respective syllabus in force from time to time.

11. The medium of instruction and examination shall be in English but candidate can write in English, Hindi or Marathi but the question paper will be set in English only.

12. The applicant for admission to above examination shall satisfy the Principal/Director about his/her progress in studies and regularity of attendance during the academic session.

13. The Principal/Director of the college shall maintain the complete record of Sessional marks before commencement of the written examination.

14. The classification of the examinees successful only at the final examination shall be determined on the basis of the aggregate marks obtained by the examinee at Sem-I,II,III,IV,V and VI examinations taken together.

15 Successful examinees at the Sem-VI Examination who obtained not less than 60% marks (aggregate of Sem-I, II, III, IV, V & VI Examinations taken together, shall be placed in First Division, those obtaining less than

60% but not less than 45% in Second Division, and all other successful examinees in the Third Division.

16. Division at the . Bachelor of Khadi Production & Design Examination shall be declared on the basis of the marks obtained in the Subjects at the Sem-I, II, III, IV, V & VI Examinations taken together.

17. There shall be no classification of successful examinees at the Sem-I to Sem-V Examinations.

18. An examinee successful in the minimum period prescribed for the examination obtaining not less than 75% of the maximum marks prescribed in the subject shall be declared to have passed the examination with

Distinction in that subject.

a) . Distinction at the Bachelor of Khadi Production & Design Examination shall be awarded on the basis of the marks obtained at the Semester - I, II, III, IV, V and Semester VI Examination taken together.

b)Distinction shall not be awarded to an examinee availing of the provision of the exemptions and compartments at any of the examination.

19. Provision of Ordinance No. 3 of 2007 relating to the condonation of Deficiency of marks for passing an examination and compartments as amended from time to time shall apply to the Examination under this Direction.

20. In the case of unsuccessful examinees, the marks obtained in college assessment in the subjects in which they failed , shall be carried forward. However the student has option to forgo the College Assessment marks.

21.The successful examines at VI th semester of the above examination shall be awarded

degree of Bachelor of Khadi Production & Design in the convocation of for the year concerned.

22. Absorption / Matching Scheme:

- a) While switching over to semester pattern, the failure students of annual pattern will be given total five (three plus two) chances to clear each examination. After availing five chances for clearing the examination as per annual pattern, no examination would be held for annual candidates.
- b) The candidates who have cleared first year annual pattern examination in the subject shall get admission to third semester directly. However, candidates who are allowed to keep term will not be eligible for admission to third semester unless they clear all the papers and practicals of first year annual pattern examination.
- c) The candidates who have cleared second year annual pattern examination in the subject shall get admission to fifth Semester directly. However, candidates who are allowed to keep term will not be eligible for admission to fifth semester unless they clear all the papers and practicals of second year annual pattern examination.
- d) The unsuccessful students of old course (Yearly Pattern) shall be permitted to appear for higher class as per the new course (Semester Pattern) examination of the Bachelor of Khadi Production & Design programme (Semester Pattern) provided that they submit a certificate from the Head of Department / Principal of the College stating that they have satisfactorily undergone a course of study in all the subjects of the new course. .
- e) For other Statutory University candidates with similar yearly pattern program, clause 'b' and 'c' shall be applicable subject to equivalence of R. T. M. Nagpur University for that particular course.

23. With the issuance of this Direction No 15. Of 2019 , the Direction No.68 of 2016 shall stand repealed.

24. I, further, direct that the aforesaid Direction shall come into force from the date of issuance and shall remain in force till the relevant Ordinance comes into being, in accordance with the provisions of the Maharashtra Public Universities Act,2016

NAGPUR

Dated 22-4 -2019

Sd/-

(Dr. S. P. Kane)

Vice Chancellor

BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER - I

S. No.	Subject Theory	Theory Marks	Internal assessment	Total Marks	No. of Hours/ weeks		Time of exam hours
					T	P	T
1T1	History of Khadi-I	40	10	50	4		2
1T2	Fundamental of Khadi- I	40	10	50	4		2
1T3	Khadi Designing-I	40	10	50	4		2
1T4	Design & Colour Composition-I	40	10	50	4	4	2
1T5	Computer Application in Designing-I	40	10	50	4	4	2
1T6	Fundamental of English	40	10	50	4		2
	Total	240	60	300	24	8	

Separate passing for theory and practical.

Combined passing 40% Theory +Internal Assessment taken together.

Separate passing 40%. Practical + Internal Assessment taken together.

Practical examination of semester I and Semester-II, taken together at the end of Sem-II

BACHELOR OF KHADI PRODUCTION AND DESIGN– SEMESTER -II

S. No.	Subject Theory	Theory Marks	Internal assessment	Total Marks	Practical	Internal	Total Marks	No. of Hours/wk		Time of exam hours	
								T	P	T	P
2T1	History of Khadi-II	40	10	50	----	----	--			2	
2T2	Fundamental of Khadi-II	40	10	50	-----	---	--			2	
2T3	Khadi Designing-II	40	10	50	----	---	--			2	
2T4	Design & Colour Composition -II	40	10	50	40	10	50		4	2	3
2T5	Computer Application in Designing-II	40	10	50	40	10	50		4	2	3
2T6	Fundamental of English	40	10	50						2	
Total		240	60	300	80	20	400	24	8		

Separate passing for theory and practical.

Combined passing 40% Theory +Internal Assessment taken together.

Separate passing 40%. Practical + Internal Assessment taken together.

Practical examination of semester I and Semester-II, taken together at the end of Sem-II

BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER – III

S. No.	Subject Theory	Theory Marks	Internal Assessment	Total Marks	No. of Hours/wk		Time for Exam. Hours
					T	P	
3T1	Embroidery Technique-I	40	10	50	4	4	2
3T2	Indian Arts -I	40	10	50	4		2
3T3	Clothing Construction -I	40	10	50	4	4	2
3T4	Dyeing & Printing I	40	10	50	4	4	2
3T5	Social & Psychological Aspects of Clothing-I	40	10	50	4		2
	Total	200	50	250	20	12	

Separate passing for theory and practical.

Combined passing 40% Theory +Internal Assessment taken together.

Separate passing 40%. Practical + Internal Assessment taken together.

Practical examination of semester III and Semester-IV, taken together at the end of Sem-IV

BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER –IV

S. No.	Subject Theory	Theory Marks	Internal assessment	Total Marks	Practical	Internal Assessment	Total Marks in Practical	No. of Hours/wk		Time for Exam. Hours	
								T	P	T	P
4T1	Embroidery Technique-II	40	10	50	40	10	50	4	4	2	3
4T2	Indian Arts –II	40	10	50	----	----	-----	4		2	
4T3	Clothing Construction -II	40	10	50	40	10	50	4	4	2	3
4T4	Dyeing & Printing II	40	10	50	40	10	50	4	4	2	3
4T5	Social & Psychological Aspects of Clothing-II	40	10	50	----	-----	-----	4		2	
	Total	200	50	250	120	30	150	20	12		

Separate passing for theory and practical.

Combined passing 40% Theory +Internal Assessment taken together.

Separate passing 40%. Practical + Internal Assessment taken together.

Practical examination of semester III and Semester-IV, taken together at the end of Sem-IV

BACHELOR OF KHADI PRODUCTION & DESIGN SEMESTER –V

S. No.	Subject Theory	Theory Marks	Internal assessment	Total Marks	No. of Hours/ Week		Time for Exam. Hours
					T	p	
5T1	Accessory Designing	40	10	50	4		2
5T2	Computer Aided Designing I	40	10	50	4		2
5T3	Pattern Making	40	10	50	4		2
5T4	Marketing & Merchandising I	40	10	50	4		2
5TW1	Internship		50	50	----		-----
	Total ☒	160	90	250	16		

Separate passing for theory and practical.

Combined passing 40% Theory +Internal Assessment taken together.

Separate passing 40%. Practical + Internal Assessment taken together.

Practical examination of semester V and Semester-VI, taken together at the end of Sem-VI

BACHELOR OF KHADI PRODUCTION & DESIGN -- SEMESTER VI

S.No.	Subject Theory	Theory Marks	Internal assessment	Total Marks in Theory	Practical	Internal Assessment	Total Marks in Practical	No. of		Time for Exam. Hours			
								/Hours/ Week		T	P	T	P
								T	P	T	P		
6T1	Advance Khadi Production	40	10	50	-----	-----	--	4		2			
6T2	Computer Aided Designing –II	40	10	50	40	10	50	4	4	2	3		
6T3	Garment Construction	40	10	50	40	10	50	4	4	2	3		
6T4	Marketing & Merchandising II	40	10	50				4		2			
6TW1	Project + Viva-Voce				80 Project	20 Vivavoce	100	4	4				
Total Marks		160	40	200	160	40	200	20	12				

Separate passing for theory and practical.

Combined passing 40% Theory +Internal Assessment taken together.

Separate passing 40%. Practical + Internal Assessment taken together.

Practical examination of semester V and Semester-VI, taken together at the end of Sem-VI

BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER - I

HISTORY OF KHADI –I PAPER I 1T1

**Total marks -50
Theory Marks : 40**

Internal assessment:10

Objectives :

- To gain Introductory Knowledge of Khadi
- To acquire Knowledge of Ancient Khadi and its revolution

UNIT : 1

- History of India Textile
- Textile Fibers and classification of textile fibers
- Introduction and origin of Khadi
- Role of Khadi in Indian textile

UNIT II

- Ancient era of Khadi in India
- Existence of Khadi before Independence
- Role of Khadi in Indian Independence struggle
- Revolution in Khadi

UNIT III

- Mahatma Gandhi - The Legend
- Thoughts of Mahatma Gandhi for Khadi
- Thoughts of Mahatam Gandhi Indian Economy
- Khadi& cottage Industry

UNIT IV

- Khadi and rural development
- Khadi and Agriculture

- Khadi and traditional textile
- Khadi after Independence

Internal assessment:15marks will be based on assignments of all the four units

References

- Mohandas Karamchand Gandhi, An Autobiography or Story of my Experiments with Truth, Ahmedabad, 1927.P. 37
- Jane Schneider and Annette Weiner, eds, Cloth and Human Experience, Washington, 1989P. 177
- Emma Tarlo, Clothing Matters: Dress and Identity in India, London, Chicago, 1996,P. 239
- Ranajit Guha ed, Subaltern Studies, 1984, vol. 3.P103
- Sumit Sarkar, The Conditions and Nature of Subaltern Militancy: Bengal from Swadeshi to non cooperation, 1905 22.P. 119

BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER I

FUNDAMENTAL OF KHADI –I PAPER II 1T2

**Total marks -50
Theory Marks : 40**

Internal assessment:10

Objectives :

- To understand the Principles of Khadi construction and its application.
- To learn the manufacturing process and properties of Fibre Khadi

UNIT – I :Khadi (Natural Fibres)

- Definition of Textile Fibers
- Essential Properties of Natural fibers.
- Desirable properties of Natural fibers
- Process of Khadi fibers cultivation

UNIT II :

- Demographic Areas of Khadi
- Classification of Khadi Fibres
- General & essential properties of Khadi fibres
- Comparison of Khadi fibres with other natural fibres

UNIT III : Manufacturing process

- Cotton Khadi
- Comparison of normal cotton and Khadi
- Woolen Khadi
- Comparison of worsted woolen with Khadi

UNIT IV

- Silk Khadi
- Silk khadi Cultivation
- Khadi Blends
- Reasons for blending and its Properties
- Khadi blends and reasons of blending

Internal assessment:10 marks will be based on assignments of all the four units

References

1. . Kumarappa B. Gandhiji's Autobiography, Pub. Navajan ,
2. Ahmedabad Ch. XVI, P.275.
3. . Dr. Surekha Sawant, Women as Catalysts of Change in the early 20th Century
Western India ; Pub. L.J.N.J. Mahila College ; Page 6
4. M.K. Gandhi ; Village Swaraj ; Pub. Navajan ; Ah
5. medabad; Page 3.
6. . Manu Pandit; Khadi Matha Maniben Nanavati ; Pub. Gujarat Khadi Gamudhug Mandal
2004; Page 40.
7. . Dr. Kavita V. Suchak; Rural Industrialization with Special Reference to Khadi ; Pub. Yogesh
Suchak ; Page 51 & 61
8. Chitralkha Jan. 30, 2006 ; Page 16-17

BACHELOR OF KHADI PRODUCTION AND DESIGN

SEMESTER I KHADI DESIGNING –I PAPER III 1T3

Total marks -50

Theory Marks : 40

Internal assessment:10

Objectives :

- To understand the Basic weaves

- To give knowledge of looms and terms related to that

UNIT – I : Fabric forming :

- Different methods of fabric forming
- Technology involved in Weaving
- Technology involved in Knitting
- Technology involved in Non woven

UNIT II

- a) Process flow chart for grey fabric production,
- Process flow chart for stripes and checks production
- Fundamental weaves
- Derivative of Fundamental weaves

UNIT – III :

- Classification of looms
- Object of primary motion
- Object of Secondary
- Object of Auxiliary motions loom

UNIT IV.

- Object of dobby
- Types of Dobby
- Object of Jacquard
- Types of Jacquard
- e) drop box motions.

Internal assessment:10 marks will be based on assignments of all the four units

References:

- Fabrics science by Joseph Puzzuto
- Fiber to fabric by Corbman
- Modern textiles by Dorothy Siegert Lyle
- Understanding fabric from fiber to finished cloth by Debbie and Giollo
- Understanding textiles by Phyllis G. Tortora and Billie J Collier

DESIGN AND COLOUR COMPOSITION –I
PAPER IV 1T4

Total marks -50
Theory Marks : 40
Internal assessment:10

Objectives:

- To know the elements of design
- Developing skills in making good and beautiful design.
- Create simple and beautiful, innovative design.

UNIT : I : _

- Design – Types, design development, motif, pattern and layout, design manipulation, inspiration from nature and history. Types of motifs from India, China, Japan , Persia-traditional ,stylized, geometric, abstract.

UNIT II

Motif Development

- Motif's from History
- Motif's and Tradition
- Geometric and Abstract motif
- Creative Motif's Design development – motif, design, pattern and repeats, full, 1/4th, 1/2, 3/4th drop, brick, mirror, ogee, geometrical forms- concentric, corner, circular, and cylindrical.

UNIT : III :

:Basic Elements of Design :

- Line,
- Direction,
- Shape,
- Size,
- Texture,
- Value,
- Colour

UNIT IV

Principles of Design

- Repetition,
- Alteration,
- Harmony,
- Gradation,
- Unity,

- Balance,
- Positive and negative spaces,
- Texture polychromatic,
- Rhythm.

PRACTICAL :

PREPARATION OF FOLDER :

- Design of points
- Design of line
- Design of neutral, decorative plane, geometrical plane, abstract
- One sheet of formal and informal balance
- Basic elements formation
- Repetition
- Contrast
- Rhythm
- Harmony
- Principles
- Colour wheel, Hues, Grey Scale
- One sheet of positive and negative spaces
- Different Colour Schemes
- Design a motif of traditional and folk art of Indian character

References

1. Graftix-by Wolfgangheney
2. Traditional japanese- Small Motif-by Kamon Yoshimoto
3. Symbols Signs- by American institute for graphics arts.
4. Morocco modern- By Herbert YPMA
5. Cacti and Succulents – By Terry Hewitt

BACHELOR OF KHADI PRODUCTION AND DESIGN SEMESTER I

COMPUTER APPLICATION IN DESIGNING –I

PAPER V

1T5

**Total marks -50
Theory Marks : 40**

Internal assessment:10

Objectives :

- Understanding the concept of information technology & its scope. Information technology has great influence on all aspects of life, it is essential to expose various aspects of information.

UNIT I : Computer Fundamentals

- Overview to computer system
- Characteristics of computer
- Types of computer Desktop, Laptop,
- 4 Palmtop, PDAS, Tablet PC

UNIT II

Classification of computer

- Super Computer, Mainframe Computer
- Mini-Computer, Micro-Computer)
- Classification of Hardware,
- 4 Software and firmware.

UNIT III : Anatomy of Computer

CPU (Inter Process of P.I to P.IV, Parallel processing)

- Mother Board
- Memory : Storing information
- Memory for organizing data

UNIT IV

- Primary : RAM, ROM,
- Registers, Cache)
- Secondary : (Magnetic storage device, Diskette Drives, Hard Disk
- Tape Drives, Optical Storage Device, Flash drive)
- Bits, Bytes, KB, MB, GB, NB

TERM WORK-

Microsoft windows (O.S.) :

Starting OS, The start Button, Arranging windows, shortcuts, shutting down OS, OS tools, My Computers windows Explorer, copying files, using send to creating, remaking, Moving copying Deleting folder and files.

Word Pad :

Opening and saving file, editing Documenting and formatting text, Previewing and printing document.

Paint :

Opening and saving file, learning of tool Bar, creating and editing a design, color Theory, Mirror, Rotating and flipping the Images.

MS - Word :

Introduction to word processing, introduction to MS-Word, creating and formatting a document, features of MS-Word, Auto-text and Auto Correct, Grammar and spell check, changing font and type size. Inserting and sizing, graphics, working all the tool bar. Opening and saving a.

MS Excel : Document, Printing and previewing a document creating Tables, Auto formatting Tables, finding and Replacing Text

Introduction of Electronic spread sheet Introduction of MS Excel creating and formatting a worksheet. Features of MS-Excel Inserting Data into worksheet. Entering formulas and function. Types of charts, creating Charts, Moving and Sizing Charts, Copying a chart, using AutoFill.

Microsoft-Power Point :

Introduction of presentation program, introduction to Microsoft, Power-point, creating a presentation. Features of power point Auto content wizard, viewing and editing a presentation, Insertion pictures and clip Arts, Opening saving and printing a presentation, creating and enhancing a table, slide layout, modify the slide and title master, Adding transition and Build effect.

Internet :

What is internet History and uses of Internet, connecting of Internet, Dial-up Access and Direct Access, Domains and Address, DNS and IP Address, using the world wide web, Internet Browser and Browsing the web, service on Internet, E-mail services, Search engines, chat services.

Exercise to be done :

Paint for Ex. :

Preparing design for handkerchief, Scarf, Dress Material, Furnishing fabrics, Shirting and Suitings, Embroidery applique work, Jewelry.

Word for Ex. :

Designing greeting card, visiting card, letter head, poster, advertisement.

Excel :

Preparing work sheet, graphical representation.

Powerpoint :

Presentation based on defects of fabric, Traditional fabrics, traditional sarees, flow charts spinning weaving, carpets, Rugs, fashion designers, fashion show.

References:

Bride M. Whelan, Color Harmony a guide to creative Color Combinations James Stockton Vol.1-5 - Designer guide to Color

Bhagwat Gajanan - Arwind Desai Kitab Arts

S.V.Bapat Basic Design & Anthropometry

BACHELOR OF KHADI PRODUCTION AND DESIGN -SEMESTER I

FUNDAMENTAL OF ENGLISH-I

Paper –VI

1T6

Total marks -50

Theory Marks 40

Internal sssessment:10

Objectives :

- To prepare the students to communicate effectively and fluently in English
- To enable students to master reading, writing, speaking and listening skills.
- To strengthen grammatical accuracy.
- To prepare the students to deal with customers, professionials, counselors etc. in correct grammatical, idiomatic English
- To provide personality development training through situational role play, interview techniques, group discussions, seminar presentation etc.

COURSE CONTENT : Theory

UNIT - I

1. Grammar

- Tenses, Narration, Voice
- Degrees of Comparison
- Question tag
- Simple, Compound, Complex Sentences
- Transformation of sentences.
- Assertive, Interrogative, Exclamatory, No sooner than, either or, neither nor, unless, until etc.
- Phrasal verbs.

UNIT - II

Comprehension :

- An unseen passage will be given for analysis. Questions will be based on comprehension of content and vocabulary. Answers must be written in the students' own language, with minimum use of words and phrases from the passage. Answers should not be copied ditto from the unseen passage. This passage can either be a prose piece or a simple poem.
- Simple questions on style and techniques may also be set in case of a poem.
- Report Writing**
- Formal Reports.
- Types of Reports : Long, Short, Formal, Informal
 - Why is a report required - who asks for a report
 - Stages of Report Writing :
 - Assembling the material, planning the report, drafting the report, editing the report
 - Elements of a Report
 - Introduction, Main data or facts, conclusion, recommendation to the Superior.

UNIT - III

- Business Proposals :** Students
will be taught how to draft a proposal for setting up a new venture or new business the terminology used for formal commercial dealings, writing to banks, applying for loans and/or extension of credit etc.
- Paragraph Writing :**
 - o This question will involve writing a few lines (10-15) on any given topic or writing a paragraph completing a given set sentence.
 - o This topic will test the descriptive vocabulary and constructive logical narrative capabilities of the student.

UNIT - IV

- Letter Writing:**
Students should be trained thoroughly in dealing with business correspondence and writing all types of letters.
 - a) Sales Letter b) Enquiry letter
 - c) Quotation Letter d) Complain Letter
 - e) Adjustment letter f) Letter to the Editor of a newspaper
 - g) Job application letter with biodata / resume.

Internal assessment:10 marks

- A. Telephone Conversational Skills will be taught. Role play method is recommended. The student will be assessed during the 'role play' - practicals.
- B. Personal Interview / Viva
The student will be given training on how to appear for an interview, what kind of common questions to expect, the kind of language required for appropriate formal responses etc. Role play method is recommended here.
- C. Group Discussion :

Students will need to acquire correct speaking skills as well as leadership skills through this module.

Method of Assessment : _

The student will be assessed for language fluency, correct grammar and logical sentence construction. The student will need to show proficiency in handling audio visual aids such as OHP this can be tested during seminar presentations. The topic for role play can be taken from any part of their other Home Science subjects eg. How to deal with customers in a large business establishment, with primary school children, problem solving etc.

Passing marks for the theory paper will be 35% of the total marks (80) and for the Sessionals 50% of the total marks (20).

A. Books Prescribed :

1. Developing Communication Skills : by Krishna Menon and Meera Bannerjee
Published : Macmillan India Limited.

B. Books Recommended :

1. English Grammar, Composition and usage by J.E. Nesfield adapted by N.K. Aggarwal and F.T. Wood, Published : Macmillan India Limited.
2. English Idioms by Jennifer Seidi and W. Mcmordie Published : Oxford University Press
3. Persuasive Reports and Proposals by Andrew Leigh University Press (India Ltd., Distributed by Orient Longman).
4. A Practical English Grammar by A.J. Thomson and A.V. Martinez
Published : Oxford University Press
5. Strengthen your English by M.P. Bhaskaran and D. Hosburgh Published : Oxford University Press

BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER II
HISTORY OF KHADI – II
PAPER II
2T1

Total marks -50
Theory Marks : 40

Internal assessment:10

Objectives :

- To gain Introductory Knowledge of Khadi
- To acquire Knowledge of Ancient Khadi and its revolution

UNIT I

- Attitude of people towards Khadi
- Khadi and urban population
- Khadi and Garment Industry
- Khadi and Non –Apparel Industry

UNIT II

- Role of Khadi and scope of Khadi
- Khadi Centers in India
- Khadi& modern technology
- Khadi and Domestic Market

UNIT III

- Khadi and International Market
- Khadi and Formal wear
- Kahdi and Ceremonial wear
- Kahdi and Seasonal wear

UNIT IV

- Present Scenario of Khadi in India
- Designer's Interest towards Khadi
- World's Interest in Khadi
- Khadi and Fashion world

Internal assessment:10 marks will be based on assignments of all the four units

References :

- 1) M.Singh - handicraftedT.Textiles
- 2) Dr. Bhandari &Dhingra - Textiles & Craft of India
- 3) A.P.Jaishwal - Wool &WoollenKhadi (Khadi&GramodhyogAyog)
- 4) Bharathi, K.S., Thoughts of Mahatma, Vol.I, Dattson, Nagpur
- 5) Avinashilingam, S.T.Gandhiji's Thoughts on Education, Govt. of India

**BACHELOR OF KHADI PRODUCTION AND DESIGN SEMESTER II
FUNDAMENTAL OF KHADI –II**

**PAPER II
2T2**

**Total marks -50
Theory Marks : 40**

Internal assessment:10

Objectives :

- To understand the Principles of Khadi construction and its application.
- To learn the manufacturing process and properties of FibreKhadi

UNIT I Process of Yarn Spinning

- Traditional method of Khadi production
- Flow chart of spinning
- Object , machineries used in spinning
- Charkha process and its importance

UNIT II

- Yarn manufacturing process for short staple fibers,
- Spinning Process:- Ring and open end yarn spinning.
- Flowchart for manufacturing carded, combed yarn and folded yarn,
- Difference between Rotor, Ring spinning and Air jet spinning

UNIT III Yarn Numbering :

- Yarn Count definition
- Yarn numbering system
- Direct ,Indirect
- Conversion of Yarn numbers form one system to other
- Resultant count calculation

UNIT IV

- Blended count
- Mixing of fibers process
- Different Blends- types, uses of blended yarns.
- and methods of blending
- Texturisation - types (simplex and complex yarns) and uses,

Internal assessment: 10 marks will be based on assignments of all the four units

References

1. Gohl, E.P.G. Velensky, L.D. —Textile Science CBS Publishers and Distributors, 2003
2. Hall, A.J. —The standard hand book of Textiles, Wood head Publishing 8th edition, 2004
3. Vidyasagar, P.V. —Hand Book of Textiles, A. Mittal Publications, 2005
4. Sara J. Kadolph, —Textiles, Prentice Hall, 10th edition 2007

5. Gordon Cook, J —Hand Book of Textile Fibres Vol - II Man Made Fibers, Wood Head Publishing.
6. Bernard P. Corbman, —Textiles Fiber to Fabric McGrawhill Publications, 6th, Edition 1983
7. Gilbert R. Merrill, —Cotton Opening and Picking Universal Publishing Corporation, 1999
8. Gilbert R. Merrill, —Cotton Combing Universal Publishing Corporation, 1999

BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER II
KHADI DESIGNING –II
PAPER III
2T3

Total marks -50
Theory Marks : 40
Internal assessment marks:10

Objectives :

- To understand the Basic weaves
- To give knowledge of looms and terms related to that

UNIT – I

- Define Woven Structure
Weave Construction :
Fundamental weaves
- Methods of Weave representation
- Woven Fabric formation – weaving preparatory,
- objectives and brief study of process-winding, warping, sizing,
- Drawing and denting, Weft winding,

UNIT II

- Introduction to Khadi, Hand loom and power loom Fabrics.
- Classification of looms, Passage of material through loom, study of primary and secondary motions,
- Principle of Shuttleless loom Viz Multiple gripper, Rapier, Airjet, Waterjet looms.
- Advantages of unconventional looms over conventional looms

UNIT III :

Introduction to design, draft and peg plan

- Graphical representation of Plain, Strips, Checks
- Graphical representation of regular & irregular Drill
- Graphical representation of Santin& sateen weave
- Fabric defects
- History of Design
- Regional Designs
- Design Definition
- Uses of different designs

UNIT IV

- Technology of Handloom design
- Attachments on Handloom
- Construction of Design
- Economy of Handloom

Internal assessment: 10 Marks

- Analysis of different fabrics for clothing construction and weaves like Plain, twill, Sateen, satin honeycomb, herringbone and mock leno etc. and finding the particulars like fabric geometrical parameters and cover factor.
- Collection and portfolio preparation of 25 different commercial samples with different weaves and weight for apparels, furnishing, House hold application, support material for garments and trims

References :

1. Corbmann, B.P Textiles : Fibre to fabric' Mcgraw Hill Inc. Singapore 1986
2. Grosicki, Z.J. —Watson's Textile Design & Colour 7th edition, Wood head Publication.
3. Murphy, W.S. —Handbook of weaving Abhishek publication.
4. Murphy, W.S. —Textile weaving & Design Abhishek publication, 2003.
5. Pizzuto, J.J —Fabric Science 6th edition, Fairchild publications.
6. Z.Grosicki, Watson's Textile Design and Colour Universal Publishing
- 7 Nisket, H.Grammars of Textile Design
- 8 Watson, Advanced Textile Design

BACHELOR OF KHADI PRODUCTION AND DESIGN -SEMESTER II

DESIGN AND COLOUR COMPOSITION –II

PAPER IV

2T4

Total marks -100
Theory + IA=40+10
Practical +IA = 40 + 10

Objectives:

- To know the elements of design
- Developing skills in making good and beautiful design.
- Create simple and beautiful, innovative design.

UNIT : I

- Colour Schemes
- Principles of Colour :
- Definition of the Colours
- Light as source of colours
- Color separation

UNIT II

- Elements indicating Specific Qualities of colors
- Mixing of Colors
- Psychological impact of color
- Color theory

UNIT III - : Point & Line

- Definition of Point
- Design of Point
- Definition of line
- Types of line
- Various lines drawn on a surface give varied impacts on ones mind as per their appearance.

UNIT IV : Plane & Illusion

- Definition of plane
- Types of plane.
- Perception
- Optical illusion created on the mind.

PRACTICAL -

PREPARATION OF FOLDER :

- Design of points
- Design of line
- Design of neutral, decorative plane, geometrical plane, abstract
- One sheet of formal and informal balance
- Basic elements formation
- Repetition
- Contrast
- Rhythm
- Harmony
- Principles
- Colour wheel, Hues, Grey Scale
- One sheet of positive and negative spaces
- Different Colour Schemes

Design a motif of traditional and folk art of Indian character

References:

- 1) Encyclopedia of Butterfly World – By Paul Smart Fres.
- 2) Arabic Ornament- J Collin booking international paris
- 3) Repeat pattern-peter phillips Gillian buncethames Hudson
- 4) Japan Patterns- Belverde
- 5) Design and illustration (Marine)- M.Kumakiri SEI DEA SA
- 6) Design Element – 2 Richard hora, Miss hora, Art Direction Book Company, NY
- 7) From historic ornament : W & G Audsley Dover Publications Inc.Design and Pattern

- 8) Bride M.Whelan, Color Harmony a guide to creative Color Combinations James Stockton Vol.1-5 - Designer guide to Color
- 9) Bhagwat Gajanan - Arwind Desai Kitab Arts
- 10) S.V.Bapat Basic Design & Anthropometry

**BACHELOR OF KHADI PRODUCTION AND DESIGN SEMESTER II
COMPUTER APPLICATION IN DESIGNING –II**

**PAPER V
2T5**

**Total marks -100
Theory + IA=40+10
Practical +IA = 40 + 10**

Objectives :

Understanding the concept of information technology & its scope. Information technology has great influence on all aspects of life, it is essential to expose various aspects of information

UNIT I : Input and Output Devices

- Input devices Keyboard, Mouse, Pens,
- Touch screen, Bar code Readers, Image scanners
- , Digitizers, Digital cameras
- Output Devices : Printer (Impact, Dot-matrix, Daisy wheel)
- Non Impact, Inkjet, Laser
- Monitors, LCD (Plotters flatbed, Drum),
- Sound system.

UNIT II

- Computer Languages
- Definition : Assembler, Interpreters, Compilers
- Types of Software, Application Software, System Software
- Operating System (Win-98, Win XP)

UNIT III :

- Network and Data Communication
- (TCP/IP, Modem)
- Types of Network (LAN, WAN)
- Uses of Network

UNIT IV

- Introduction to Internet (Dial up - Broad Band)

- Domains Address,
- DNS, IP Address
- 4 Search engines and chat services.

References :

- 1) Sinha P.K.Computer Fundamentals Vol. I, II, III.
- 2) LeryJ.O.Linda, Leary, 1.0. Microsoft Windows 98 Tata MCgraw Hill Series
- 3) LeryJ.O.Linda, Leary, 1.0. Microsoft Windows 2000 Tata MCgraw Hill Series
- 4) Peter Nortorns Introduction to Computers, Tata MCgraw Hill Series.

PRACTICAL

Microsoft windows (O.S.) :

Starting OS, The start Button, Arranging windows, shortcuts, shutting down OS, OS tools, My Computers windows Explorer, copying files, using send to creating, remaking, Moving copying Deleting folder and files.

Word Pad :

Opening and saving file, editing Documenting and formatting text, Previewing and printing document.

Paint :

Opening and saving file, learning of tool Bar, creating and editing a design, color Theory, Mirror, Rotating and flipping the Images.

MS - Word :

Introduction to word processing, introduction to MS-Word, creating and formatting a document, features of MS-Word, Auto-text and Auto Correct, Grammar and spell check, chaning font and type size. Inserting and sizing, graphics, working all the tool bar. Opening and saving a Document, Printing and previewing a document creating Tables, Auto formatting Tables, finding and Replacing Text.

MS Excel :

Introduction of Electronic spread sheet Introduction of MS Excel creating and formatting a worksheet. Features of MS-Excel Inserting Data into worksheet. Entering formulas and function. Types of chartes, creating Charts, Moving and Sizing Charts, Copying a chart, using AutoFill.

Microsoft-Power Point :

Introduction of presentation program, introduction to Microsoft, Power-point, creating a presentation. Featur of power point Auto content wizard, viewing and editing a presentation, Insertion pictures and clip Arts, Opoening saving and printing a presentation, creating and

enhancing a table, slide layout, modify the slide and title master, Adding transition and Build effect.

Internet :

What is internet History and uses of Internet, connecting of Internet, Dial-up Access and Direct Access, Domains and Address, DNS and IP Address, using the world wide web, Internet Browser and Browsing the web, service on Internet, E-mail services, Search engines, chat services.

Exercise to be done :

Paint for Ex. :

Preparing design for handkerchief, Scarf, Dress Material, Furnishing fabrics, Shirting and Suitings, Embroidery applique work, Jewelry.

Word for Ex. :

Designing greeting card, visiting card, letter head, poster, advertisement.

Excel :

Preparing work sheet, graphical representation.

Powerpoint :

Presentation based on defects of fabric, Traditional fabrics, traditional sarees, flow charts spinning weaving, carpets, Rugs, fashion designers, fashion show.

**BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMSETER II
ENGLISH & COMMUNICATION SKILLS –II
PAPER VI
2T6**

**Total marks -50
Theory Marks : 40
Internal assessment:10**

Objectives :

- To prepare the students to communicate effectively and fluently in English
- To enable students to master reading, writing, speaking and listening skills.
- To strengthen grammatical accuracy.
- To prepare the students to deal with customers, professionals, counselors etc. in correct grammatical, idiomatic English

UNIT I :

Improving communicative competence through knowledge of communication. Type of communication

- Objective and methods of communication
 - a. Channels of Communication
 - b. Barriers of communication
 - c. Importance of pronunciation
 - d. Phonetics, Phonetic Transcription
 - e. Types of oral & written communication
 - f. Conversion of table or tree into paragraph

UNIT II : Verbal & Non Verbal

Verbal

- A Oral Communication
- B Written Communication
- Non Verbal
- Body language
- Dress code
- Colours
- Light
- Sound
- Charts
- Graphics

UNIT III : Introduction of various general qualities amongst future designers.

- Introduction
 - a. Learning : Concept and principles of learning
 - b. Memory techniques: Dual store model of memory organization of knowledge. Areas of self development
 - c. Motivation : Introduction & Definition
 - d. Time management : process of time planning

UNIT IV

- Presentation skills : To acquire convincing presentation skills
- Leadership Skills
- Group Discussions
- Team work building
- Interview Technique

Internal assessment 10 marks will be based on assignments of all the four units

Books Recommended :

- 1.English Grammar, Composition and usage by J.E.Nesfield adapted by N.K.Aggarwal and F.T.Wood, Published : Machmillar India Limited.
- 2.English Idioms by Jennifer Seidi and W. Mcmordie Published : Oxfort University Press

3.Persuasive Reports and Proposals by Andrew Leigh University Press (India Ltd., Distributed by Orient Longman).

4.A Practical English Grammar by A.J.Thomson and A.V.Martinez
Published : Oxford University Press

5.Strengthen your English by M.P.Bhaskaran and D.Hosburgh Published : Oxford University Press

BACHELOR OF KHADI PRODUCTION AND DESIGN -SEMESTER III

EMBROIDERY TECHNIQUES –I

**PAPER I
3T1**

**Total marks -50 Theory
Marks : 40 Internal
assessment:10**

Objectives :

- To acquire knowledge of various embroidery done in India.
- To learn different types of stitches, motifs, Coloured material used in embroidery.

UNIT I : Embroidery

- History of embroidery
- Introduction of embroidery
- Importance of embroidery
- Selection of material for different purpose

UNIT II

- Placement of design
- Drawing of design
- Carbon Paper Method
- Direct tracing method

UNIT III

- Ironing method
- Rubbing Method
- Pricking Method
- Through light

UNIT IV

- Tools for embroidery
- Equipment required for embroidery
- c)Basic stitches in hand embroidery

PRACTICAL TERM WORK

1. All stitches mentioned in syllabus should be practiced.
Prepare an album of different type of decorative stitches
2. All types of regional embroidery should be practiced.
Prepare an album of different type of regional embroidery of different states of India
3. Prepare a sample of 8" x 8" of all stitches and album of all
4. Prepare article using all types of embroidery.

REFERENCES:

- Indian embroidery- ChattopadhyayKamaladevi
- Traditional embroideries of India- Naik, Shailaya.D
- Indian embroideries: Irwin John
- Traditional textiles of India- by Rustam J. Mehta
- Zardozi- Gupta, C. Smita, Glittering Gold embroidery

BACHELOR OF KHADI PRODUCTION AND DESIGN -SEMESTER III
INDIAN ARTS- I-
PAPER II
3T2

Total marks -50 Theory
Marks : 40 Internal
assessment:10

Objectives :

- To acquire the knowledge of Khadi and its art
- To apply latest fashion to the job.
- To develop creativity in designing the prints.

UNIT I

- Principles of art
- Principals of art application
- Elements of art

UNIT II

- Methods of composing design.
 - a) Geometric
 - b) Conventional
 - c) Natural or artificial
 - d) Adoption or reproduction of earlier design

UNIT III : Different types of ornamentation

- Structure ornamentation-
- warp printing, figure weave
- ,Jacquard and dobby designs
- Swivel and lappet designs

UNIT IV

- Surface ornamentation
 - i)Painting
 - ii)Embroidery
 - iii)Dyeing
 - iv) Printing

Internal assessment:10 marks will be based on assignments of all the four units

References:

1. Indian Tie-Dyed Fabrics., Volume IV of Historic Textiles Of India,. Merchant: Celunion Shop
2. Traditional Indian Textiles., John Gillow/Nocholas Barnard, Thames & Hudson.
3. Indian Costume, Coiffure And Ornament., Sachidhanand Sahay, Coronet Books.
4. Fashion Styles of Ancient India, R O Mohapatra, B.R.Publishing Corporation. Costumes Of The Rulers Of Mewar, Pushpa Rani Mathur, South Asia Books

**BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER III
CLOTHING CONSTRUCTION –I
PAPER III**

3T3

**Total marks -50
Theory Marks : 40
Internal assessment:10**

Objectives :

- To understand the principles of clothing construction and its application.
- To gain the knowledge of stitching techniques

UNIT I

- Introduction to Industrial Sewing machine – machine parts, terminology, safety rules, care and maintenance.
- Industrial Machine practice – stitching on executive bond paper – parallel lines, broken lines, cornered lines and waves.
- Pressing Equipment – application, machine parts and terminology, safety rules, care and maintenance.
- Over lock Machine –its application.

UNIT II

- Introducing fullness: - Tucks -blind, spaced and pin tucks, Pleats - knife, box, inverted, pleat with separate underlay, gathering, shirring, Ruffles -straight and circular ruffle, and godets.
- Hem Finishes: Hand hemming- visible and invisible hemming, decorative hem-piped, faced hem and ruffled hem

UNIT III

- Basic hand stitches and their classifications :- (i) Temporary stitches: basting-even, uneven and diagonal. (ii) Permanent stitches: hemming, slip stitching, blanket, and fagoting.
- Different types of seams:- super imposed, lapped, bound, self enclosed-French seam, mock French, flat felled, self bound seam and decorative seams.
- Seam finishes- pinked seam, hand overcast, over locked, bias bound, edge stitch etc.

UNIT IV

General Principles of clothing construction

- Taking body measurement for different types of garments
- Importance of drafting and paper pattern
- Preparation of Fabric for clothing construction
- Layout of paper in relation to texture and design

Practical Temwork

1. Tools and equipments used in clothing construction
Sewing Machine and its parts, repair and maintenance of sewing machine.
Survey on different sewing machines.
2. Making samples of
 - a) Seams
 - b) Tucks
 - c) Pleats
 - d) Plackets
 - e) Pockets
 - f) Collars
 - g) Sleeves
3. Making album of all sample

References

- o Designing apparel through the flat pattern: E. Rolfo Kopp,& Zelin, Fairchild publications.
- o How to draft basic patterns: E. Rolfo Kopp,& Zelin, Fairchild publications.
- o Patternmaking for fashion design : Armstrong, Helen Joseph, Harper& Row Publications.

Garment technology for fashion designers: Gerry cooklin, Book link.

BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER III
DYEING & PRINTING I
PAPER IV
3T4

Total marks -50

Theory Marks : 40

Internal assessment:10

Objectives :

- To develop creativity in designing for prints.
- Create awareness of different dyeing and printing techniques.

UNIT I

- Types of dyes
-
- Classification of dyes-Natural dyes –Vegetable .Animal and Mineral
- Synthetic dyes- Chemistry and mode of application of direct, acid, basic, azoic, reactive, sulphur, vat, mordant and disperse dyes

UNIT II

Different dyeing methods :

- Dyes :** Dyeing- Stages of dyeing- fiber stage, yarn dyeing, fabric, cross, union dyeing and product stage. Method of dyeing- batch dyeing, reel dyeing, jig dyeing and package dyeing.
 - Dyeing with natural dyes
 - Stages of dyeing- fiber, yarn, fabric and garment dyeing: equipment and effect on design
 - Principles of colour fastness
 - Different dyeing defects

UNIT III: Auxiliaries

6

- Wetting agents, dispersing agents and solvents Hygroscopic agents
- Anti foaming agents
- Oxidizing and reducing agents Carriers
- Binders and thickeners

UNIT IV

Printing

- Dyeing vs Printing
- Introduction and classification of printing

General Principles of printing

- Preparation of cloth for dyeing and printing
- Ingredient used in Printing paste

Practical:

- a) Dyeing fabric sample with various colour.
- b) Identification of Printed design
- c) Making different types of printing samples.
- d) Making an album of different type of dyes.
- e) **Activity :**
 - a. Visit to textile mill
 - b. One week training at Khadi Industry / weaver's service center

References

1. Hall A J _The standard Hand Book of Textiles‘ Woodhead Publication, 2004
2. Janice gunner _Shibori for textile Artist‘ Batsford London, 2006
3. Kate Broughton textiles Dyeing , Rockport publishers, 1996
4. Murphy, W.S _ Textile Finishing‘ Abhishek Publication, 2000
5. Rosi Robinson _Creative Batik‘ Search Press,2004
6. Smith J E _Textile Processing‘ – Printing ,Dyeing, Abhishek Publishing,2003

**BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER III
SOCIAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING- I
PAPER V
3T5**

**Total marks -50
Theory Marks : 40
Internal assessment:10**

Objectives :

The aim of this course is to study the psychological effects of clothing on the individual in social situations.

UNIT I :

- Origin of Clothing :**
- Theories of clothing
- theory of modesty, immodesty, protection, adornment, combined
- need theory, other theories in fashion.

o Why costumes differ all over the world, material aspects and climate o
Clothing influenced by religion and culture.

UNIT II

- Sociological aspects of clothing
- changes in society and culture.
- Meaning of style, fashion and fad
- Influence of fashion and fashion changes,
- Role of uniform, occupational clothes, national clothes.
- Class distinction and socio economic status.
- Family and social influence in

UNIT III :

- Socialization and development of the self**
- Social norms
- Attitudes and value formation
- clothing symbols
- Determination of Aesthetic perception related to clothing

UNIT IV

- Motivation in clothing choices.
- Individual values, interests and attitudes related to clothing.
- Behaviour and clothing choices, practices and effect and clothing on the individual.
- Clothing and Society.
- Clothing and social behavior
- Relation between clothing and other disciplines. Clothing and first impressions

Internal assessment:10 marks will be based on assignments of all the four units

REFERENCES:

- 1.Avis, M. Dry (1961): The Psychology of Jung, Methuen & Co., London.
- 2.Horn, Marilyn J. (1988): The Second Skin, Houghton Mifflin Co., USA.
- 3.Flugel, J.C. (1950): The psycho analytical study of the family, The Hogarth Press & the Institute of Psycho Analysis, London.
4. Flint I. (2011) Second Skin Murdoch Books
5. J.C. Fluger (2000).The Psychology of clothing, Fontana Press, London.
6. Mahal D. Erooin (1999).Clothing for modern colliear Mac Millan Publisher.
7. Susan B. Kaiser(2006). The Social Psychology of Clothing: Symbolic Appearances in Context Fairchild Books & Visuals

**BACHELOR OF KHADI PRODUCTION AND DESIGN SEMESTER IV
EMBROIDERY TECHNIQUES-II**

**PAPER I
4T1**

**Total marks -100
Theory + IA=40+10
Practical +IA = 40 + 10**

Objectives :

- To acquire knowledge of various embroidery done in India.
- To learn different types of stitches, motifs, Coloured material used in embroidery.

UNIT I

- Different types of embroidery machines
- Tools and equipments required for machine embroidery
- Basic stitches in machine embroidery

UNIT II

- Embroidery-Embroidery tools and techniques, embroidery threads and their classification,
- selection of threads, needle and cloth, tracing techniques, ironing and
- finishing of embroidered articles

UNIT III

- Basic Hand Embroidery, their technique, variations and applications.
- Basic and two variations of running stitch, back stitch, stem stitch, chain stitch,
- lazy daisy stitch, buttonhole stitch, feather stitch, herringbone stitch, knot stitch,
- satin stitch and cross stitch

UNIT IV

- History of regional embroidery (Each State)
- Different regional embroidery of India. (Each State)
- Regarding (History, Colour, motifs, threads,,,, materials stitches used)

PRACTICAL

1. All stitches mentioned in syllabus should be practiced.
- Prepare an album of different type of decorative stitches 2.
- All types of regional embroidery should be practiced.
- Prepare an album of different type of regional embroidery of different states of India
3. Prepare a sample of 8" x 8" of all stitches and album of all
4. Prepare article using all types of embroidery.

Reference :

1. Decorative Machine Stitching - Singes
2. Dongerkery Kamala, Romance of Indian Embroidery, Thater&Co.Ltd.
3. Textile & Embroidery of India, Narg Publication

**BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER IV
INDIAN ARTS-II
PAPER II
4T2**

**Total marks -50 Theory
Marks : 40 Internal
assessment:10**

Objectives

- To study the different traditional textiles and their origin.
- To study costumes through the ages in relation to art, fabric, footwear, head dress & other accessories during different periods.

UNIT I

Traditional Indian Textiles

- History of Indian textile production.
- Techniques of textile decoration- brief study on traditional woven fabrics, dyed fabrics, printed fabrics and embroidered fabrics.

UNIT II

- Textiles of Western region- brocade weave, embroidery style, Mochi, Kutch work, appliqué, bead work, block Printing, screen Printing, Tie & Die-bhandini, laharia and patola.
- Textiles of Southern region- Ikats, Kalamkari, Kancheepuram silk, fabrics of Kerala, Karnataka, Goa and Banjara Embroidery.

UNIT III

- Textiles of Eastern region- Dacca sarees, Baluchar buttedar, and Kanthas.
- Textiles of Northern region- Brocades of Varanasi, phulkari, Kashmiri Embroidery, chemba Roomals, chickan work, block Printing, Himrus, Amrus, pithani, pitabar, carpet & shawl weaving.

UNIT IV

History of Indian Art & Costumes

- Costumes and accessories during-Indus valley, Vedic period, Mauryan & Sunga Period and Satavahana period
- Costumes and accessories during-Kushan period, Guptha period, Mugal Period

and British Period.

Suggested Readings:

Indian Tie-Dyed Fabrics., Volume IV of Historic Textiles Of India., Merchant: Celunion Shop

Traditional Indian Textiles., John Gillow/Nocholas Barnard, Thames & Hudson.

Indian Costume, Coiffure And Ornament., Sachidhanand Sahay, Coronet Books.

Fashion Styles of Ancient India, R O Mohapatra, B.R.Publishing Corporation.

Costumes Of The Rulers Of Mewar, Pushpa Rani Mathur, South Asia Books

**BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER IV
CLOTHING CONSTRUCTION II**

**PAPER III
4T3**

**Total marks -100
Theory + IA=40+10
Practical +IA = 40 + 10**

Objectives :

- To understand the principles of clothing construction and its application.
- To gain the knowledge of stitching techniques

UNIT I : Stitching Techniques

- Neck lines:-round and jewel, scoop, square and glass, 'V' shaped, straight and curved, scalloped , sweet heart, key hole, boat neck and asymmetrical.
- Neck line finishes:-shaped facing, corded or piped neck line, bias facing-single layer binding, double layer binding, banded neckline and placket bands.

UNIT II

- Collars:-how to assemble a collar, Types of collars-flat collar, rolled collar, stand collar, tie collar, turtle neck collar, shirt collar, peter-pan collar, one piece convertible collar and shawl collar.

UNIT III

- Sleeves:-sleeveless - with facing, set-in-sleeve, half sleeve, puff sleeve, flared sleeve, full sleeve, petal sleeve, leg-o-mutton sleeve, bishop sleeve, cap sleeve raglan sleeve and kimono sleeve.

UNIT IV

- Types of Pockets, Plackets ,tucks pleats
- Cuff application;-basic shirt cuff, French cuff and continuous cuff.

Practical:

1. Tools and equipments used in clothing construction
Sewing Machine and its parts, repair and maintenance of sewing machine.
2. Making samples of
 - a) Seams
 - b) Tucks
 - c) Pleats
 - d) Plackets
 - e) Pockets
 - f) Collars
 - g) Sleeves
3. Making album of all samples

References :

- Dorling Kindersely,The complete Book of Sewing, London, New York
- DeulkarDurga, Household Textiles & Laundry Work,
- Orient Longman Delhi
- Harlow, The Basic Book of Sewing, Octopus Books Ltd.
- Ritu Jindal, Handbook of Fashion Designing, Mittal Publication, New Delhi
- Sharon Lee Tate, Inside Fashion Design, Pearson Education

BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER IV
DYEING & PRINTING -II
PAPER IV
4T4

Total marks -100
Theory + IA=40+10
Practical +IA = 40 + 10

Objectives

- To gain knowledge about Textile fibres and their uses.
- To develop an understanding about various kinds of fabrics, their structure and the utility.

- To impart knowledge about Textile dyeing and printing.

UNIT : I:

Styles and Methods of printing

- Significance of printing

Methods of printing: Historical development, effects and designs produced, advantages and limitations of the following techniques:

- Block printing flat plate and roller printing -stencil, screen, flat and rotary
- Advantages and disadvantages of various methods of printing

UNIT II

- Styles of printing- direct, discharge, resist,
- dyed Printing defects
- Batik and Tie & dye
- Faults in different printing
- Advantages and disadvantages of various methods of printing

UNIT : III - FINISHES

- General finishes –Scouring, Bleaching Tentering ,Singing
- Sizing Mercerizing Calendering
- Faults in finishing
- Advantages and Disadvantages of various methods of finishing.

UNIT IV

After treatment of printed goods

- Ageing
 - Steaming
- Baking
- Wet Development Darning Washing
- Thickeners used in printing

Practical:

- Dyeing fabric sample with various colour.
- Identification of Printed design
- Making different types of printing samples.
- Making an album of different type of printing.
- Activity :
 - o Visit to textile mill
 - o One week training at Khadi Industry / weaver's service center

Reference :

- JoyeeStasey : Textile Printing
- NaraProud : Simple Textile dyeing and Printing
- VimlaSharma : Loyal Bok epot, Meerut, VastraShilpgyan
- Clarke, W (1977), An Introduction to Textile Printing, London, Butterworth and Co. Ltd.
- Miles L.W.C. (1994), Textile Printing, 2nd edition, England, Society of Dyers and Colourists .
- Shenai, V.A. (1980) Chemistry of Textile Auxiliaries, Vol II, Bombay, India, Sevak Publications.
- Shenai, V.A. (1987), Chemistry of Dyes and Principles of Dyeing, Vol II, Bombay, India, Sevak Publications.

BACHELOR OF KHADI PRODUCTION AND DESIGN SEMESTER IV

SOCIAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING –II

PAPER V

4T5

Total marks -50

Theory Marks : 40

Internal assessment:10

Objectives :

The aim of this course is to study the psychological effects of clothing on the individual in social situations.

UNIT : I

- Personality and personality defined.
- The study of dress and adornment clothing and personality
- Personality Theories :
- Sigmoid and defense mechanisms
- Jung
- Murray

UNIT : II

- Personality and types of personality
- Clothing personality and roles
- Role theory
- The analysis of clothing behaviour.

UNIT : III

- .Philosophy of clothing
- .Psychological effect of clothing on children.
- Importance of effect of colour in clothing

- Clothes and colour and impact of colour.
- Sex differences in use of colour.
- Colours for different occasions and ceremonies.

UNIT IV

- Psychological aspects of clothing
- For adolescents, adults and old age: self respect, human dignity, emotional response, sex desirability, self expression, individuality.
- Psychological aspects of color in clothing
- .Psychology of Fashion.

References :

1. Avis M Dry (1961), The Psychology of Jung, Methuen & Co., London
2. Horn, Marilyn J. (1968), The Second skin, Houghton Mifflin Co., U.S.A.
3. Flugel, J.C. (1950), The Psycho-analytical Study of the family, The Hograth Press &Instiute of Psycho Analysis, London
4. Richard Wotheim (1985), Frend, Fontona Press, London
5. Vincent Brome (1978), Jung, Granada publishing, london, Toronto, Sydney, New York

BACHELOR OF KHADI PRODUCTION & DESIGN SEMESTER V

ACCESSORY DESIGNING

PAPER I

5T1

Total marks -50

Theory Marks : 40

Internal assessment:10

Objective

To teach the students the art of accessory designing so that they can complement their garment designs with appropriate accessories.

UNIT I

- An introduction to jewellery making:-.
- Various types of jewellery, materials used for making jewellery, metals and stones,
- Types of jewellery-neck lace, earrings, rings, hair ornaments.

UNIT II

- History of Jewellery:-
- Egypt, Sumerians, Greek, Rome and Indian jewellery.
- Design jewelleryes on the basis of historical influences of Egypt, Sumerians , Greek and Rome.
- Design jewelleryes on the basis of Indian historical influences.

UNIT III

- Designing of jewellery on the basis of a selective theme:-
- traditional style jewellery, ethnic style jewellery, contemporary style jewellery, fusion of any above styles.

UNIT IV

- Material exploration- Develop a set of jewellery with any material and a set of eco friendly material.
- Accessories: - Designing of accessories- hats, belts, bags, footwear's and hair accessories.
- Material exploration- Develop any accessory from the above mentioned items.

Term work Practical :

Submit the above articles during Term work evaluation along with the record.

REFERENCES

- History of Jewellery 1100-1870, Joan Evans, Faber.
- Ancient Jewellery (Interpreting the Past series), Jack Ogden, University of California Press.
- Five centuries of Jewellery: From the collection of Ancient Art Museum, Lisbon, Leornor D'Orey, Scala Books.
- A Collector's guide to Costume Jewellery, Tracy Tolkien & Henrietta Wilkinson, Firefly Books.
- Accessories, Kim Johnson Gross, Jeff Stone, Thames & Hudson, Jewelry from Antiquity to the Present, Clare Philips, Thames and Hudson.

BACHELOR OF KHADI PRODUCTION AND DESIGN -SEMESTER V

COMPUTER AIDED DESIGN - I PAPER II 5T2

Total marks -50

Theory Marks : 40

Internal assessment:10

Objectives :

Application of computer technology in textiles. A lot of flexibility is available with the use of different software e.g. development of weaves motifs, textures and print.

UNIT I

- Introduction to textile design software
- Creation of Design with the help of CAD
- Construction of weaves, draft, Pegplan.
- Construction of weave from given draft.
- Application of colors

UNIT II

- Microsoft PowerPoint**-Working in Microsoft PowerPoint, Creating a presentation using Auto content wizard, Creating presentation using Design Template, Adding animation in slides

UNIT III

- Learning the Internet**-Internet & its scope, Connecting to internet, Opening an Email account, sending & receiving Emails, Browsing the WWW

UNIT IV

- Adobe Photoshop:** Getting started with Adobe Photoshop, working with adobe Photoshop to create Mood & Trend Presentation Boards, Creating textile patterns with Photoshop, Creating women's wear, kids wear & men's wear illustrations using pen tool, Creating invitation card, visiting cards and greeting cards.

Practical :

1. Preparing a strip, checks, pattern
2. Preparing different bases
3. Crating colour and weave effect.
4. Preparing extra warp & extra weft motifs.
5. Preparing printing designs
6. Preparing different fabric colour schemes
7. Preparing positives and negatives of design
8. Preparing a colour and weae effect.
9. Create five samples of checks, strips and suiting
10. Create five samples for each
 - a) Furnishing Fabrics (Bed sheets, curtain, car & home furnishing)
 - b) Woven Sari
 - c) Dress Materials
11. Create five samples of colour & weave effect
12. Create five sample of extra warp and extra weft figuring.
13. Create any five designs for printing.
14. Developing positive.
15. Prepare five samples of different color scheme
16. Preparing screen for printing.

Referances:

- Photoshop 6 color, Randy Morgan/Jim Rich, New Riders Publishing.
- Fundamental Photoshop 5.5, Adele Droblas, Greenberg & Seth, Mcgraw Hill
Adobe Photoshop 5.5 and Adobe Illustrator 8.0: Advanced classroom in a
- Book,
- Adobe Creative Team, Adobe press

BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER V

PATTERN MAKING PAPER III 5T3

Total marks -50
Theory Marks : 40
Internal assessment:10

Objectives :

1. To develop skill and ability in designing and making of paper patterns for different garments.
2. To learn basic designing process and apparel manufacture.

Course Content - Theory

UNIT - I :

- Introduction to pattern making & Garment construction,
- Introduction to Tools for pattern making and Garment construction- Measuring tools, marking tools, Cutting tools, sewing tools, Pressing tools, different GSM paper & its uses
- Selection of fabrics - Types of fabrics available in market, types of Texture,

UNIT - II :

- Body types and measurements
- Taking body measurements for different age groups.
- Standard measurement chart
- Figure types & figure analysis (leg types, arm types, shoulders, abdomen, bust back relationship, waist hip relationship and stance). Body & garment relationship, Standardization, importance of body measurements Normal and abnormal body - Types of figure defects.

UNIT - III :

- Pattern Making** : Introduction to basic pattern- commercial and custom made patterns
- Pattern making terminologies & symbols (notches, punch/circles,) Pattern information (grain, part, piece, cut symbols) seam allowance, fabric terms (grain, Bowing)
- Essential Symbols of pattern : Piece Identification, Grain Lines, darts, Center front

- Helpful markings : Cutting lines, Sticking lines
- Pattern Envelope –front and back Various fabric widths co-ordinated with size of pattern, pattern layout for different types of garment

UNIT IV

Different methods of pattern designing

- (a) Drafting
 - (b) Flat pattern
 - (c) Draping
- Grading- definition, sizes, principles, Methods of Pattern Grading types, grading points, & importance of manual and computerized grading and software's used for grading.

Practical will be based on assignments of all the four units

References

1. Bane Allyne, Flat pattern design, McGrawHill pub... USA
2. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991
3. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
4. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
5. Patric Taylor et.al., Grading for the fashion industry, StanelyThomes ltd., 1990
6. Winfred Aldrich.. Metric Pattern Cutting.. Blackwell Science, UK press, 1980

BACHELOR OF KHADI PRODUCTION AND DESIGN -SEMESTER V

MARKETING & MERCHANDISING- I PAPER IV

5T4

**Total marks -50
Theory Marks : 40
Internal assessment:10**

Objectives :

- To ensure the students about self employment.
- To give the knowledge of bank loans and laws.
- To develop some understanding of the procedure involved in merchandizing and export.

UNIT I:

- Fashion marketing environment**
- Micro marketing environment
Macro marketing environment
- Consumer buying behaviour**
- Factors affecting consumer behavior
Purchase decision making process

UNIT II:

Target marketing

- Market segmentation- Rationale, bases and strategy
Positioning and perceptual mapping

Product and pricing

- Product classification and product lifecycle Pricing objectives
- Methods of setting price Pricing strategies

UNIT III:

Merchandising management process

- The buying organization Merchandise category
- GMROI
- Assortment plan
- Setting inventory and product availability levels

UNIT IV:

Fashion promotion

- AIDA model
- Promotion mix- advertising, personal selling, sales promotion and publicity
Developing and communicating a brief
- Fashion shows and fairs Importance of branding

REFERENCES-

- Essentials of Marketing– Jerome E. McCarthy & William D. Perrault
- Principals of Marketing– Philip Kotler 11th edition
- Essentials of Marketing– Stanton&Futrell
- Fashion Innovation & Marketing– Catherine Moore
- How to sell Fashion– Annalee Gold
- Fashion Marketing– Janet Bohdanowicz&LisClamb
- Fashion from concept to consumer– Stephen Fringes

BACHELOR OF KHADI PRODUCTION AND DESIGN SEMESTER V

(HOME SCIENCE)

5TW1

INTERNSHIP: 50 Term work

- 1 month internship in the khadi manufacturing units and Retail stores and outlets and Finally Forming a business report , its type, its working, its departments and personnel, jobs undertaken, references, Observations, Precautions, etc.
 - The report should have a detailed information about the working of stores the student joined for entrepreneurship, the type of industry(public sector/ private/partnership), the names of directors, the departments of the stores, its personnel, their working , the jobs being undertaken at the industry, the products being manufactured, the marketing of the products, the raw material being used, the clients, etc.
 - The report should also include the work done by the student during his/ her training, specifying what all new was learned during this period.
 - The report should be accompanied by the training certificate from the industry.
 - It should be signed by the student.
-

BACHELOR OF KHADI PRODUCTION & DESIGN- SEMESTER VI

ADVANCE KHADI PRODUCTION

PAPER I 6T1

**Total marks -50
Theory Marks : 40
Internal assessment:10**

Objectives :

To have better perceptiveness towards the textile design.

To understand the woven structure and be able to prepare a point paper design and to know the commercial end use of different fabrics.

To gain practical knowledge of advanced weaving techniques.

UNIT - I

- Development of figures
- Prevention of long floats
- Bold and flat developments.
- Development of large figures.

UNIT II

Composing of Design :

Methods of Composing jacquard designs

- By geometric ornamentation
- By the conventional treatment of natural or artificial forms
- By the adaptation or reproduction of earlier design

Use of Warp and Weft float in figure development.

Figure shading

Insertion of ground weaves.

UNIT - III

- Condition to be observed in designing figured fabrics.
- Factors which influence woven design
- Design units & Design repeats
- Elements and Steps in construction of Jacquard design
 - Construction of artistic design
 - Point paper design
 - Count of design paper
 - Design for jacquard woven fabric by inserting suitable weaves

UNIT IV

A) Leno weaving and Honey Comb.

1. Leno Structure
2. Requirements of leno weaving
3. Types of Leno weaving shades
4. End use of leno fabrics

REFERENCES :

1. Fancy Weaving Mechanism Aswani K.T.Mahajan Books
2. Advanced Textile Design & Colour
3. Grammar's of Textile Design Nisketh
4. Weaving Motion Prof. K.T.Aswani

BACHELOR OF KHADI PRODUCTION AND DESIGN- SEMESTER VI

COMPUTER AIDED DESIGN - II

PAPER II

6T2

Total marks -100

Theory + IA=40+10

Practical +IA = 40 + 10

Objectives

- To help students to understand the fundamentals and principles of CAD.
- To provide students with the knowledge of CAD and their applications

Unit 1

- CAD definition, Fundamentals of CAD – Introduction, general process of design, application of computers for design, Benefits of CAD, Computers & the Fashion Industry, Quick response technology, CAD in Today's Fashion Industry
- Hardware in CAD – Introduction, the design workstation, the graphics terminals, operator, input devices, plotters and other output devices, the central processing unit, secondary storage.

Unit II

- Computer Graphics Software and Data in Apparel Industry – Introduction, the software configuration of a graphics systems, functions of a graphics package, Database structure & content, Geometric modeling – 3D modeling, other CAD software feature.

- Basic maintenance of operations – preference, setting up a document, what is resolution, saving files, file formats, zooming in & out, view options, CAD approach to design, vector graphics object VsRaster design.

Unit III

- Introduction to DBMS features of a DBMS, Advantages of using DBMS.
- Photoshop & Corel Draw – Introduction, features and its applications.
- Fashion trend forecasting websites – Introduction, leading online trend-analysis and research service on creative and business intelligence for the apparel, style, design and retail industries, insight and creative inspiration, real-time retail coverage, seasonal trend analysis, consumer research and business information.

Unit IV

CAD applications in fashion field – Textile and garment designing, weaving, knitting and embroidery and textile dyeing and printing

Presentation & Graphics – External & Internal presentation of apparel industry, planning a presentation, Computer – generated presentation, Computer – generated catalogues, Presentation boards (Preparing portfolio presentation), Multimedia and 3D presentation.

Practical

- Crating colour and weave effect.
- Preparing extra warp & extra weft motifs.
- Preparing different fabric colour schemes
- Preparing positives and negatives of design
- Preparing a colour and weae effect.
- Create five samples of checks, strips and suiting
- Create five samples for each-Furnishing Fabrics (Bed sheets, curtain, car & home furnishing Woven Sari ,Dress Materials
- .Create five samples of colour& weave effect
- .Crate five sample of extra warp and extra weft figuring.

References:

1. CAD for Fashion Design by Renee Weiss Chase, Prentice hall Pub.
2. CAD/CAM Computer Aided Design & Manufacturing by Mikell P Groover&Mory W Zimmers. Jr, Pearson Education Pub.2000
3. CAD/CAM/CIM by R.Radhakrishnan, S.subramanyan, V.Raju, New Age International Pub.
4. Fashion Design on Computers By M.kathleenColursy, Prentice Hall.2004.
5. Winfred Aldrich, CAD in Clothing & Textiles, Blackwell Science, 1994.

BACHELOR OF KHADI PRODUCTION AND DESIGN -SEMESTER VI

GARMENT CONSTRUCTION PAPER III 6T3

**Total marks -100
Theory + IA=40+10
Practical +IA = 40 + 10**

Objectives :

1. To develop skill and ability in designing and making of paper patterns for different garments.
To learn basic designing process and apparel manufacture

UNIT – I

- Skirt variations :- A- line flared skirt, Basic flared skirt, One dart skirt, added flare skirt, Flared skirt with gathered waist line, Gored skirt- 4 gore and 6 gore, Pegged skirt with pleats, Skirt with yoke. Circular skirts :- Full circle skirt, Warp skirt with side seam
- Pants foundation : Culotte , Trouser.Design variations – pleated trouser, baggy pant, pant with flares, shorts- bermudas.

UNIT II

- Introduction to draping and dress forms.
- Preparation of fabrics.
- Basic bodice – marking and trueing
- Bodice variations- surplice front, halter
- Princess bodice and variation.

UNIT III - Darts

- Dart into – pleats, flares , gathers, tuck.
- Darts into style lines –classic and armhole princess line.
- Dart into fullness – blouson, yokes, pleat, tucks.

Dart manipulation – underarm dart, French dart, double French dart and variations

- Cowls – basic front and back cowl, butterfly twist.
- Yokes and midriffs- bodices yoke, hip yoke, fitted midriff

UNIT – IV

Selection of garments for special needs

- Maternity ,Lactation,Person’s with disability (PWD)
- Learning to fit a garment- fitting area, fitting guidelines, fitting procedure, fit problems and remedies
- Fitting special markets-children, pregnant women, senior citizens, heavy people, people with physical disabilities

PRACTICAL-25Marks

Designing, Drafting, Cutting and Stitching of garments for female with khadi fabric

Salwar

Kurta

Designing, Drafting, Cutting and stitching of garments for male :

Kurta's - Types of Kura

Chudidar

REFERENCES

- Readers Digest, Guide to Sewing and Knitting.
- Sewing for the Apparel Industry – Claire Shaeffer, Prentice Hall.
- Garment Technology for Fashion Designers – Gerry Co oklin, Book Link, USA.
- Sewing for Fashion Design Nurie Relis/Gail Strauss-Reston Publishing Co

BACHELOR OF KHADI PRODUCTION AND DESIGN -SEMESTER VI

**MARKETING AND MECHANDISING- II
PAPER V**

6T4

Total marks -50

Theory Marks : 40

Internal assessment:10

Objectives :

To ensure the students about self employment.

To give the knowledge of bank loans and laws.

To develop some understanding of the procedure involved in merchandizing and export

UNIT – I Introduction, Meaning, nature, functions, importance, marketing environment

- Definitions of Marketing, Concept of Marketing
- Marketing Mix
- Segmentation
- Targeting
- Positioning
- Analysis of consumer markets and buyer behavior
- Marketing channels, retailing, wholesaling

UNIT II,

-
- Merchandising- definition ,role and responsibilities of a merchandiser
- 6 months merchandising plan-buying calendar
- Retail fashion promotion – sales promotion, advertising, branding, public relation, special events
- Retailing- types of retail operations. .
- Visual Merchandising-Store planning, Seasonal visual merchandising, Windows, Interior and exterior visual merchandising, Department

UNIT - III

- New Textile/Khadi Policy and its impact on all sectors.
- Quality Method of Quality Control
- State & National agencies helping for the development of textile industry.
- Work of Khadi board

- Aims and objectives of Khadi board
- Aims and objectives of Cottage Industry

UNIT - IV

- Brand Management:** Brand definition, layers of brand, product and service brands, branding options, branding and buying process
- Brand identity and brand positioning- concept, identity image, positioning ,imitations of positioning ,identity six facets prism
- Brand equity;-concept, value of brands to companies
-

Internal assessment:15 ; Making reports of survey

- Market Survey
- Prepare a Survey report on any one o
 - o Any cottage unit
 - o Khadi Unit
 - o Weaver's ServiceCenter o Weaving Unit
 - o Sericulture Unit

REFERENCES :

1. Sarwate Dr.Dilip, "A practical guide book to market research - Text & Cases", Kirloskar Press, 1982
2. Philip & Kotter, Marketing Management
3. O.P.Khanna, "Industrial Organization & Management

Books

- Essentials of Marketing – Jerome E. McCarthy & William D. Perrault
- Principals of Marketing – Philip Kotler 11th edition
- Essentials of Marketing – Stantan&Futrell
- Fashion Innovation & Marketing – Catherine Moore
- How to sell Fashion – Annalee Gold
- Fashion Marketing – Janet Bohdanowicz&LisClamb

- Fashion from concept to consumer- Stephen Fringes
- Philip Kotler, WaldemarPfoertsh: B2B Brand Management, Springer.

BACHELOR OF KHADI PRODUCTION AND DESIGN -SEMESTER VI

**RESEARCH PROJECT VIVA
6TW1**

**Project -80 marks
Viva-20 marks**

Project :80 Marks

Viva : 20 Marks

The objectives:

1. to develop an ability to undertake research, analysis or design given an appropriate level of supervision;
2. to develop objectives and program of work;
3. to collect information, assess it and present it in an orderly and coherent form; and
4. to be able to work a document which presents clearly findings related to the study.

•**RESEARCH PROJECT**- Should be related to Khadi Production& Design viva will be taken by an external examiner .