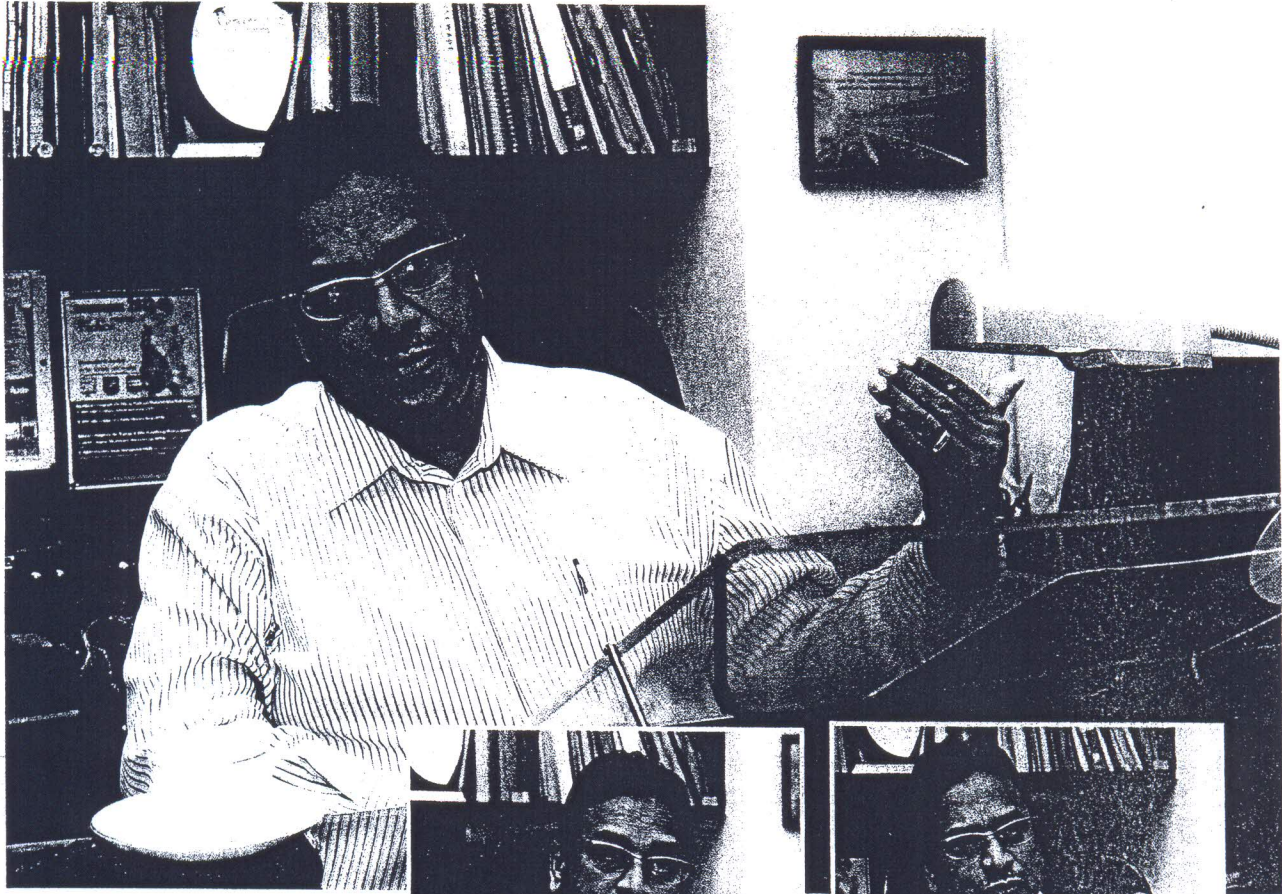


# Indian designers should use our traditional techniques to foothold global market



■ **Dr. Darlie Koshy**  
Director General & CEO  
Institute of Apparel Management

**T**he apparel industry in India is rapidly integrating with the global supply chain. The global apparel industry has witnessed massive changes in the past decade with shift of the Western Production Centres to Asia and other regions. Asian economy has emerged as the main competitor for a lion share in the global apparel market. There is also greater stress on skill development at every level. The human resources form a major competitive strength of India and we need to leverage this to a great extent. The Institute of Apparel Management under the aegis of AEPC is an endeavour in this direction for shaping technically strong "junior to middle level" managerial cadre for both export and domestic apparel sectors. The institute is headed by Dr. Darlie Koshy who is Director General & CEO of Institute of Apparel Management and also looking after Apparel Training & Design Centre Network. Koshy is well recognised in the Indian fashion and textile education sector. To know more about the institute and the changes he has witnessed in the Indian fashion industry *Apparel Views* editorial team recently interviewed Koshy.

## What major changes have you witnessed in fashion education sector in last two decades?

When we had started India's first fashion institute in the Shopping Arcade of Hotel Ashok in 1986-87, people did not know much regarding what fashion actually meant. Eight of us, experts from design, marketing and manufacturing were picked up by the Ministry of Textiles, Govt. of India and all were sent to FIT, New York to get trained in fashion education for about a year to come back and set-up departments and teach various courses.

In 1986, the NIFT was set-up by the Ministry of Textiles, Government of India, in technical collaboration with FIT, New York. I was one of the founding faculty members of the institute. But the institute officially started offering long-term programmes only in 1988. This was truly ushering in a new wave of fashion education sector of India. After economic liberalisation in 1991, the aspirations of the Indian society have changed dramatically and the approach towards global fashion industry has also started changing. NIFT Fashion Shows were the only fashion shows at that point of time. In 2006, the Parliament passed the National Institute of Fashion Technology (NIFT) Bill, thereby giving it a statutory status and empowering the institute to grant its own degrees and other academic distinctions.

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