

# INSTITUTE OF APPAREL MANAGEMENT

## DEVELOPING THE FASHION QUOTIENT



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targets set by the National Textile Policy. IAM has recently collaborated with IGNOU to offer programmes that has cascading effect in the area of Fashion Design & Management; IGNOU is regarded as "World largest University", IAM with this Collaboration is set to train 3000-5000 professionals by the end of year 2015 which will contribute substantially to fill the managerial and talent deficit.

**The courses offered at IAM:** Currently we are offering two pathways. Under International Pathways we are offering UG programmes in Fashion & Lifestyle Design (FLD)/Fashion Textiles Merchandising (FTM) and PG programmes in Fashion Design Management (FDM)/Apparel Marketing and Merchandising

**V**ision for the Institute of Apparel Management: Institute of Apparel Management has a clear vision to position itself as "India's First Multi-Varsity" offering International & Indian Pathways to meet the "National talent Deficit" of trained professionals for the "Business of Fashion" in the apparel, fashion, retail & lifestyle industries.

**IAM's contribution** (in terms of training the manpower) in India's textile industry will require about 10 million trained workers by 2012 if it has to meet the

(AMM) with pursuing final year at RMIT, Australia; GBC, Canada; University of Wolverhampton, UK and through Edexcel 169 Universities across the world and under Indian Pathway BA in Apparel Design & Merchandising (ADM)/Fashion Communication (FC) and MA in Apparel Production Management (APM)/Fashion Retail Management (FRM) when the degree will be awarded by IGNOU. The admissions are now open with last day for registration on 31st May, 2010.

**The career options in the unorganized apparel industry in India:** Unorganized sector and SMEs form the backbone of India's apparel exports and Indian's retail sector. Our focus at IAM is to create "value based Quality Professionals" for these sectors with Sectoral insights and relevant skill sets. The career opportunities involve Designers, Merchandisers, Managers, QA-professionals, Buyers, Production, Technologist, Retail specialists. etc.

**The job-placement support provided to graduates of your Certificate Programs:** IAM support them with placements after our full-time programmes placements are over. In any case IAM is of the industry, by the industry & for the industry with support of \$ 11 billion export and with 8000 exporters-members as well as the \$ 12 billion organized Indian domestic apparel industry.

**The future plans:** IAM's is India's first Multi-Varsity, looking at the future and are confident that IAM will play a key role in country "Skill Development Mission" and would provide competent and qualified professionals for India's second largest sector i.e. Apparel & Textile Industry. IAM's future plan is to lay key focus on higher education, applied research, innovation & entire partnership.

Seen / entrepreneurship  
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