

PRESS RELEASE

AEPC LAUNCHES INDIA'S FIRST MULTI-VARSITY FOR APPAREL INDUSTRY

The great aim of education is not knowledge but action.
- Herbert Spencer (1820-1903)

- *Apparel Export Promotion Council (AEPC) expands its Education & Training Initiatives and launches Institute of Apparel Management (IAM) as India's first Multi-Varsity for Apparel industry.*
- *The Indian apparel exports have crossed US\$ 10.13 billion in 2008-09 and the Industries' ambition is to reach US\$ 25 billion by 2015. The requirement for "Industry Ready Professionals" especially for small and medium enterprises among the garment exporters are not being currently met especially considering the post quota realities and the fact that Indian garment export industry has become part of a global supply chain. Junior Merchandisers & Marketers, Design Managers, Export Managers, Brand Managers and Supervisory personnel are all in short supply especially at an affordable cost to the garment exporters / retailers.*
- *The IAM which was soft launched in 2007 with initial programmes is being transformed under a new thrust as a Multi-Varsity with two campuses in two millennium cities Gurgaon (NCR) and Sanpada, Navi Mumbai. The International Academic Collaborators are the best in the respective countries and include Edexcel UK, Wolverhampton University UK, RMIT University Australia, George Brown College Canada, and Ontario College of Design, Canada. It is the first time that globally benchmarked programmes with multiple options to the students to pursue different pathways leading to degrees / diplomas from international partners is being offered under one roof. This is set to transform and*

change the fashion education paradigm as the students receive State-of-Art education at much lower cost as most of the courses would be offered through IAM with only bridge programmes or last year semester to be completed overseas.

- The IAM has 4 Academic Tracks covering the critical nodes of apparel value chain. Fashion & Lifestyle Design, Apparel Production Technology, Supply Chain Merchandising & Management and Brand & Retail. Under these 4 tracks, IAM will offer 2 UG programmes and 2 PG programmes from the new academic session 2009. Both the campuses are State of Art with the best of facilities which include well equipped Class Rooms, Knowledge Management & Resource Centre and special facilities like subscription services, fashion forecasting cell etc. A special feature of IAM that it has been able to muster some of the best educationists & expert faculty from NIFT & NID and industry, to steer the educational programmes at IAM.*

- Being the only Multi-Varsity for apparel sector in the country offering a bouquet of programmes which is owned by the apparel industry itself opens a new chapter in meeting the “national talent and skill deficit” for the Indian apparel export and retail industries. The 8000 exporters who are members of AEPC will be closely interacting with the IAM students for internships and placements. With close association with retail industry, the IAM also offers ample opportunities in domestic sector as well as services associated with the fashion industry. The new generation of professionals coming out of IAM are expected to shape the new horizons of Indian Apparel industry in the coming years.*

- *IAM assures 100% placement through these programmes that equip students to be Designers, Merchandisers, Retail Managers, Fashion Entrepreneurs, Product Development Executives etc.*
- *In an era when the “Fiber to Fashion” and “Concept to Consumer” chain are the new ways of integrating India’s diverse textile / apparel industries for the post-WTO era, Shri Rakesh Vaid, Chairman AEPC says, ‘In a country where the Textile and Apparel sector accounts for 14% of the total industrial production and 48% of the total “textile” export basket, there is a natural urgency for mobilising resources as observed by the government, to create a massive education and training infrastructure in the country, to take on the growing and emergent challenges that have arisen due to rapid technological development.’*
- *Observing the significance of these new internationally benchmarked programmes at IAM and about the launch of IAM as the first Multi-Varsity for apparel industry, Dr. Darlie Koshy, Director General (E&T) and CEO, IAM and ATDC says, ‘Initiatives of the Apparel Export Promotion Council (AEPC) are in response to an envisioned requirement for one million merchandisers, marketing and design professionals, strategic design managers, product development experts, production managers and technologists with more in-depth knowledge and skills and IAM is poised to fill this “National Talent Deficit” for competent professionals in the textile, fashion and lifestyle industry’.*
