

*Press Release on the occasion of the launch of  
Academic programmes at IAM on 6<sup>th</sup> August, 2009.*

- *The Apparel Export Promotion Council (AEPC) is the largest export promotion council in the country Sponsored by the Ministry of Textiles, Government of India with over 8000 members and a Pan-India presence with several regional and branch offices. One of the key activities of AEPC apart from promotion has been Education and Training Initiatives. The E&T initiatives consist of the largest vocational training network for Apparel Sector i.e. ATDC network of 52 centres and the 2 Campuses for Institute of Apparel Management, the ATDCs meant for skill development & technology edge and IAM for shaping “industry ready-professionals”.*
- *The IAM Campus in Gurgaon which functions from the 6<sup>th</sup> & 7<sup>th</sup> floor of the Apparel House and the IAM Mumbai Campus in the Railway Station Complex, Sanpada are being positioned as “Multi-Varsity for Apparel Industry” and the current year’s admissions with major international pathways have received encouraging response with 35 selected students joining UG Programmes and again 35 students joining PG Programmes from over 200 applications recieved. IAM offers accredited programmes with international Assessing Bodies /Universities & Institutions and the agreements signed with leading organizations like Edexcel UK, RMIT Australia, Wolverhampton UK, George Brown College & Ontario College of Arts & Design, Toronto Canada have enabled IAM to offer accredited UG Bachelor Degree / Diploma programmes providing students with multiple options. The approximate fees for UG programme per annum comes to Rs.135,000/- and for PG programme comes to Rs.160,000/-.*
- *The IAM has 4 major Academic tracks namely (i) Fashion & Lifestyle Design (iii) Marketing Management, Merchandising and Production Management & Technology & Retail Management & Brands under which the UG, PG Programmes are organized. The academic programmes have validation/ accreditation with well known overseas universities / institutions and the details are given below : -*

*(1) Students who enroll in IAM’s UG study programmes will be awarded the BTEC, Higher Nation Diploma by Edexcel on completion of three years of study in the Fashion and Lifestyle Design Programme and on completion of two years of study in the Fashion and Textiles Merchandising Programme. The Higher National Diploma which is an academic validation instituted by the UK education system of vocational studies is recognized by 167 universities worldwide. On completion of the HND the students can then proceed to continue their studies in any of these universities in the third year of their BA degree programmes. The same arrangement is on offer by the George Brown College in Canada*

*(ii) Students who enroll IAM’s UG programme in the Fashion and Textiles Merchandising can also choose to continue their final year of education at the Royal Melbourne Institute of Technology after completing their first two years with IAM and graduate with a B. Sc. Degree in Applied Science. (iii) Students who enroll in IAM’s UG programme in the Fashion and Lifestyle Design can also choose to continue their four years of study programme with IAM and be awarded a IAM-*

Wolverhampton joint diploma at the end of the programme. This diploma can be converted into a degree award by doing a short duration Bridge Programme at the Wolverhampton University. (iv) For IAM's PG programmes the Fashion Design Management Programme is ratified by Wolverhampton University for a PG Diploma Award, with credit recognition for conversion to a Degree award on completion of a short duration bridge programme at Wolverhampton University. (v) For IAM's PG programme in Apparel Marketing and Merchandising, there is a dialogue in progress with the London College of Fashion for programme validation. Forward planning include the launch of an Under Graduate BA Programme in "Fashion Retail Management" to be offered at IAM on behalf of "London College of Fashion".

The Guests Honour at the "Institute of Apparel Management" function had the following to say:-

**RITU KUMAR**

"With India's celebrated heritage in textiles and expertise various crafts available in many parts of the country, there is huge scope for Indian designs to take centre-stage. As Indian Fashion Designers are now being increasingly recognized in the world arena, it is appropriate that the Institute of Apparel Management has thought about redefining the Fashion Design to include Lifestyle Design as well in the changing context. I am happy to know that the new academic programmes are being launched in tie-up with leading international universities and this will open up many more opportunities for Indian students to influence the fashion capitals of the world".

**Prof. J.K. MITRA**

"Management Education from its generic levels in the early days has already become segmented with MBA degrees available now for finance, banking, rural development, hospitality, tourism and several other areas. In the mid 90s, the Apparel Marketing & Merchandising, became a sought after programme under the leadership of Dr. Darlie Koshy, a sort of Management degree for the Fashion Sector. I am now happy to see a new set of programmes being launched under the aegis of Apparel Export Promotion Council through IAM for the new generation managers, merchandisers and designers of both the export & domestic industries. I wish good luck to the Institution's activities and a wonderful learning experience to the incoming students".

**Ms. CLAIRE STUART**

"The Edexcel UK has an international reputation for its certification and assessment process which has helped thousands of students across the world to join the mainstream of education. It is a happy coincidence that the two new programmes developed by Edexcel UK in the fashion area are being taken up by the IAM as the core of its two UG programmes. Edexcel is happy to associate with IAM for making available quality education to a larger number of deserving youth in India. We have already

*provided a Centre status to IAM and we are also very happy to see that both the teams of IAM and Edexcel are working hard to explore further areas of collaboration in the times to come”.*

**PRADEEP HIRANI**

*“I am very keen that Indian fashions reach and influence the global fashion scene and my new store being opened in New York shortly is an indication of my commitment. For achieving fashion leadership, we need to combine design and business. From the curricula of the Institute of Apparel Management, I can see that focus is on the business of fashion than only on design. The long felt need for such a focus is being met by the Institute of Apparel Management under the aegis of Apparel Export Promotion Council (AEPC) and under the time tested dynamic leadership of Dr. Darlie Koshy. I am sure with the organized retailing rising rapidly along with apparel exports, the students coming out of this Institute would be much in demand and I extend my warm best wishes on this occasion”.*

**Sri Rakesh Vaid, Chairman, AEPC and Sri Premal Udani Chairman, IAM** spoke in detail of the plans of AEPC to expand the Education & Training footprint and bring unsung talent to the forefront through the ATDC network and the two campuses of IAM. Mr. Rakesh Vaid said that the IAM will have full support of the export industry to take its vision forward. Sri Premal Udani added that with the top caliber team in place at both the campuses, the students will have quality education at IAM.

**Dr. Darlie Koshy, Director General & CEO, IAM** says “The IAM aims to fill the strategic gaps in Apparel & Fashion Education by creating work place ready professionals, integrated managers and innovation led designers to take the Industry to another notch to influence and value add to the Fashion-Eco system as a whole especially the export & domestic sectors in the coming years”.

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Sudipt Arora  
Head, Corporate Communications  
Apparel Export Promotion Council  
Apparel House, Institutional Area  
Sector 44, Gurgaon 122003

Phones 98914-18961  
95124-270-8256