

IAM signs pact with Canada-based George Brown College of Arts & Technology

Gurgaon, 24 October, 2009

The AEPC has set up the IAM to create a new generation industry ready professionals and has positioned itself as a 'Multi-varsity for Apparel Industry'. George Brown College of Arts & Technology is a leading industry-led college in Canada with 20,000 full time students and over 65,000 part-time students. Both the institutions have been working closely in the past few months and the first set of joint programmes were announced for 2009-10 with a 4 year Fashion & Life Style Design UG Programme with last year of the programme to be delivered at GBC in Toronto, Canada.

Following the Statement of Intent signed in February 2009, the institutions have now developed a full-fledged international programme partnership by which GBC would validate the under graduate Programme delivery with an option to Indian students to pursue their last year at the GBC Canada. Canada constitutes a large market for Indian exports has also huge Indian population. It offers excellent avenues for Indian students to further their career with a unique exposure to the North American fashion business and supply chain.

Earlier in the year, a team from AEPC led by Shri Rakesh Vaid, Chairman-AEPC, Shri Sudhir Sekhri, Chairman-Export Promotion and Dr. Darlie Koshy, DG - IAM & ATDC had visited with GBC Canada for discussions followed by a visit by Mrs. Sharmila Katre, Head of International Programme to map the academic programmes with GBC. Mr. Jose Balcaceres, Associate Director International Partnerships had made a return visit in April 2009 to advance the partnership discussions.

Dr. Michael Cooke, Vice-President of George Brown College led the team with Mr. Jose Balcaceres and Ms. Marilyn McNeil-Morin, Chair Faculty of Fashion Design & Performing Arts to sign the MoU with IAM on 24th October 2009. At the ceremony held on 24.10.2009 at 7th Floor, Apparel House, Gurgaon, the MoU was signed which opens up new opportunities for students of both the countries. The EC members of AEPC Sri H.K.L. Magu and Sri Pritam Goel and IAM faculty members & students were present on the occasion.

Dr. Michael Cooke in his address underlined the fit between the two institutions – both rooted in industry, commitment to global education & high respect for family values. He said that this MoU will establish long term collaboration not only for students and faculty members but also for the industry at large. He has also mentioned that there is scope for applied research which can benefit both the countries. Dr. Cooke commended IAM for its commitment to academic excellence and the strong industry relationships. He praised the experience of IAM faculty team and IAM's strong industry responsiveness as the foundation for its curriculum. Dr. Cooke told the audience that George Brown after whom the college is named was an immigrant to Canada one of the fathers of Canadian confederation and the founder of the national newspaper "Globe & Mail". The agreement between GBC & IAM builds on this tradition of working internationally and preparing students for work and citizenship in a global context.

Dr. Darlie Koshy recalled the visit of the team and the excellent facilities at the George Brown and the “hand on” teaching-learning process at the George Brown in his address. Being positioned as a Multi-Varsity Dr. Koshy mentioned that the DNA of both the Institutions match as IAM’s mandate is to create “Industry-Ready Professionals” and “GBC’s motto is to shape Work Place Ready Professionals”. He expressed the hope that in the coming years this partnership will give an opportunity to Indian as well as Canadian students to further their studies in the Fashion and Textile industry.

The MoU covers specifically the International pathways for 4 year UG Programme in Fashion & Life Style Design enabling them to join final year of the GB programme. It also offers opportunities for Canadian students to study at IAM. Going forward Dr. Michael Cooke and Dr. Darlie Koshy outlined the action agenda as follows:

In the Academic year 2011-12 work towards covering “Fashion Management in Design” with GBC.

Harness technological understanding from Canada and the textile strengths of Indian through an applied research project in the area of “Fashion for well being and sustainability”.

Under a major thrust on “CE” programmes, collaborate in developing new CE programmes to meet industry professional needs in both countries.

Faculty and student exchanges on both sides starting from the 2010-11 academic year.

Speaking on the occasion Shri HKL Magu, EC Member-AEPC and Chairman-Apparel House told how important it is for the institutions from Canada & IAM to come together and in this regard complimented GB for the steps on sharing their experience of managing massive students strength of over 65,000 students.. Shri Pritam Goel, EC Member-AEPC appreciated both the team. Mrs. Sharmila Katre, Head, International Programme and Sri Somesh Singh, JD-IAM also spoke on this occasion