

## APPAREL PRODUCTION

Year: 2019-20

### Event Description:

This Apparel Production & Marketing webinar was organized on the year of 2019-20 which will increase the idea of Apparel Production as well as Marketing.

# Apparel Production & Marketing



Year : 2019

Centurion University of Technology and Management



Pre-requisites: Nil  
 Course Type : Audit (Workshop)  
 Duration : 30 Hours

**Course Objectives:**

- Understand the organization and structure of the global textile/apparel complex.
- Develop textile/apparel products for specific target markets to meet expectations for cost and quality (materials, performance, and aesthetics).
- Demonstrate effective leadership, teamwork, and communication skills.
- Plan, develop, and present merchandise lines for identified market segments.
- Understand the basic decisionmaking, production, and creative processes involved in the conversion of materials to finished textile/apparel products.
- Complying to the industry specifications, guidelines and safety standards during work.

**Learning Outcomes:**

- Examining the buyer requirement, understanding and communicating them to the specific departments and exhibiting the product to the buyers they need.
- Confirming the quality during production as well as ensuring timely delivery of an order.
- Developing a time and action (TNA) calendar for completing the schedules of various activities like cutting, sewing, finishing, dispatch etc. The WIP (work in progress) and the status of the order have to be monitored by the merchandisers regularly.
- Coordinating and tracking the sourcing activities and confirming that all the raw materials and accessories are delivered on time.
- Followup of post shipment activities to keep a long relationship with the buyer

Module	Contents	Duration
Module-1	<ul style="list-style-type: none"> <li>• Work Organization and Management</li> <li>• Practice: Discipline, hygiene, safety, and effective communication.</li> <li>• Planning to achieve production target</li> <li>• Practice: Detailed garment analysis and familiarization with day-to-day production activities</li> <li>• Practice: Mock production by assembly line system</li> </ul>	10 hours
Module-2	<ul style="list-style-type: none"> <li>• Supervise all activities performed by operators and evaluate their performance</li> <li>• Practice- Identify and carry out operations using different machines.</li> <li>• Practice: SAM calculation for each operator.</li> <li>• Operation Sequence Development</li> <li>• Practice: Production grid for garment construction, development of production flowchart.</li> <li>• Practice: Guidelines for bundle ticket design, functions of bundle tickets, bundle ticket control.</li> <li>• Line balancing &amp; Plan Layout Definition</li> <li>• Practice: How to input a new style in the production line.</li> <li>• Practice: How to balance the line.</li> <li>• Practice: Layout making</li> </ul>	10 hours
Module-3	<ul style="list-style-type: none"> <li>• Apparel Marketing</li> <li>• Practice: Marketing research- Types of markets: Retail and wholesale strategies for merchandise distribution retailers.</li> <li>• Practice: Sourcing flows and practices.</li> <li>• Practice: Marketing plan Labeling and licensing.</li> <li>• Practice: Awareness of the current market trend.</li> </ul>	10 hours
<b>TOTAL</b>		<b>30 hours</b>

Anita Patra



**Dr. Anita Patra, Registrar, CUTM**

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**Convener**



## **Report on Apparel Production & Marketing**

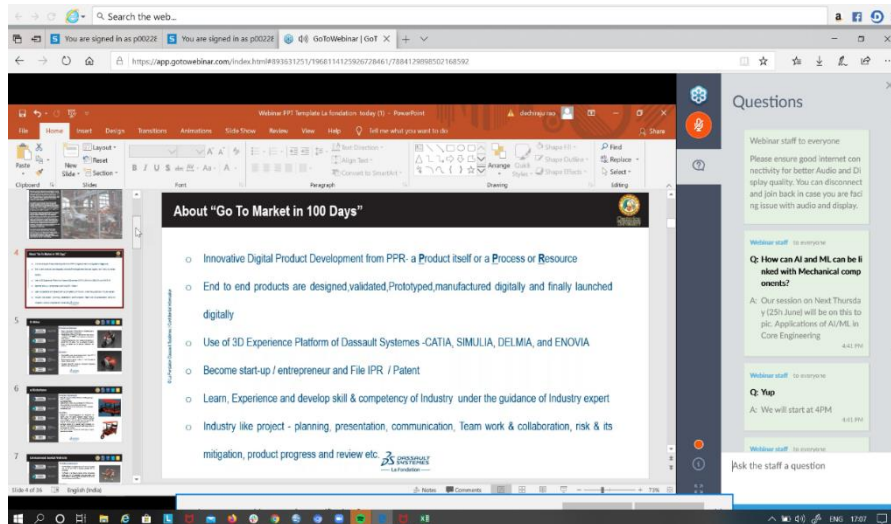
**Total number of participants: 40**

**Academic year: 2018-19**

**Date: 26.12.2019**

The objective of the program was to understand the organization and structure of the global textile/apparel complex and to develop textile/apparel products for specific target markets to meet expectations for cost and quality (materials, performance, and aesthetics). Demonstrating effective leadership, teamwork, and communication skills and planning, development, and presentation of merchandise lines for identified market segments were parts of the deliberations.

Understanding the basic decision-making, production, and creative processes involved in the conversion of materials to finished textile/apparel products and complying to the industry specifications, guidelines and safety standards during work were discussed in the program.



### Brief overview on Marketing on 26.12.2019

The program also focused on examining the buyer requirement, understanding, and communicating them to the specific departments and exhibiting the product to the buyers they need and confirming the quality during production as well as ensuring timely delivery of an order.

Anita Patra 

**Dr. Anita Patra, Registrar, CUTM**

**Convener**



## **List of Participants** **APPAREL PRODUCTION**

**Organized by:** Centurion University of Technology and Management

**Date:** 26 December 2019

### **Event Description:**

This Apparel Production & Marketing webinar was organized in the year of 2019 which will increase the idea of Apparel Production as well as Marketing.

### **List of Participants:**

<b>S.No.</b>	<b>Name</b>	<b>Reg. No.</b>	<b>Presence/Absent</b>
1	PUJA BEHERA	180402100001	Present
2	DEEPSIKHA SUBUDDHI	180402100002	Present
3	SUJIT KUMAR KUJUR	180402100003	Present
4	AMIT ACHARYA	180402100004	Present
5	BIJAY KUMAR PANDA	180402100005	Present
6	SOURAVA MARTHA	180402100006	Present
7	BAIKUNTHA NATH PRADHAN	180402100008	Present
8	SIDHARTH KUMAR MANSINGH	180402100009	Present
9	ANURAG NAYAK	180402100010	Present
10	JAYASMITA BEHERA	180402100011	Present
11	SHIBA SUNDRA DAS	180402100012	Present
12	RAKESH SWAIN	180402100013	Present
13	BIKASH KUMAR MOHAPATRA	180402100014	Present
14	JAYASHREE LENKA	180402100015	Present
15	UMESH KUMAR PRADHAN	180402100016	Present
16	NIKITA GANERIWAL	180402100017	Present
17	NARENDRA PRASAD RAY	180402100018	Present
18	SAMIRA NAHAK	180402100019	Present
19	SANTOSH KUMAR BADATYA	180402100020	Present
20	RAKESH KUMAR BISWAL	180402100021	Absent
21	JITENDRA BEHERA	180402100022	Present
22	SURESH CHANDRA TARAI	180402100024	Present
23	ASITAV RAY	180402100025	Present
24	SUBHASMITA MOHAPATRA	180402100026	Present
25	BISWANATH GIRI	180402100027	Present
26	ARPITA MOHAPATRA	180402100028	Present
27	ABHISEK HOTA	180402100029	Absent

28	SANDHYARANI PRUSTY	180402100031	Present
29	SUKANTI NATH	180402100032	Present
30	BRAHMI KAR	180402100033	Present
31	MUKESH KUMAR MAJHI	180402100034	Present
32	SURYAKANTA ROUT	180402100035	Present
33	SOUBHAGYABATI SINGH	180402100036	Present
34	LIYA TANDI	180402100037	Present
35	RUTANJALI NAYAK	180402100038	Present
36	REETA MISHRA	180402100039	Present
37	SABNAM CHOUDHURY	180402100040	Present
38	ALOK PRASAD GOUDA	180402100041	Present
39	SUMAN BEHERA	180402100042	Present
40	AKASH CHANDRA PATRA	180402100043	Present

Anita Patra



**Dr. Anita Patra, Registrar, CUTM**

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**Convener**