

5. UNICEF. (2010). Advocacy toolkit. A guide to influencing decisions that improve children's lives.

**PRACTICAL
(Credit 1; Periods 30)**

<ul style="list-style-type: none"> ● Exercises to understand roles and responsibilities of a trainer ● Undertake activities in building skills of a trainer. ● Undertake analysis of a variety of training modules. ● Development and conduct of training modules for specific client groups. ● Design, production and use of Training methods and materials. ● Evaluation of training programmes ● Visit to organizations involved in training and capacity building 	<p>No. of Hours</p> <p>30</p>
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GE HS 013 : SUSTAINABLE FASHION

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Sustainable Fashion	4	3	0	1	12th Pass	NIL

Learning Objectives

1. Spreading awareness about issues and challenges of sustainable fashion
2. Make students conscious consumers of textiles and apparel
3. Inculcating habits of reducing textile waste generation

Course Outcomes

1. The student will be able to gain knowledge of issues and challenges related to over consumption and non-sustainable fashion.
2. The student will be able to learning to choose garment consciously and become informed consumer
3. The student will be able to using green laundry practices to help environment
4. The student will be able to increasing life cycle of garments for less waste generation

THEORY
(Credits 3; Periods 45)

<p>Unit I: Fashion & Sustainability Learning aspects of sustainability in relation to fashion and textiles.</p>	9 Hours
<p>Subtopics:</p> <ul style="list-style-type: none"> ● Basics of sustainability ● The Fashion Business & sustainability issues ● Ethical & sustainable fashion in the changing global scenario ● Circular fashion ● Start-ups and big brands dealing with sustainability ● Measuring sustainability – How brands do it 	
<p>Unit II: Green Consumption Factors that should be kept in mind while selecting and purchasing apparel</p>	12 Hours
<p>Subtopics:</p> <ul style="list-style-type: none"> ● Volumes of textile waste: Over consumption challenges ● Fashion based on values ● Locally made, globally relevant ● Local and connected: Designing with local artisans ● Reducing the speed in fashion consumption: Slow fashion, Durability, Appropriateness, Multifunctional garments, Trans-seasonal garments, emotionally durable design ● Standards, labels and organisations dealing with sustainable textiles and apparel 	
<p>Unit III: Ethical care and Maintenance Green practices for laundry and care of apparel.</p>	12 Hours
<p>Subtopics:</p> <ul style="list-style-type: none"> ● Laundering frequency: Reducing consumers' need to clean ● Laundry detergents and softeners: Effectiveness and environmental concerns ● Machine vs line drying: Energy costs vs consumer needs ● Special care laundry: Environmental impacts and changing consumer demands 	
<ul style="list-style-type: none"> ● More efficient laundering practices ● Designing sustainable clothing that enables: low-impact care, extended use 	
<p>Unit IV: Intelligent Disposal Ways to increase the life of garments to reduce waste generation.</p>	12 Hours

Subtopics:

- Slowing the flow of materials
- Take-back schemes
- Waste management strategies: Reuse of goods, repair and reconditioning of goods, recycling of goods, zero waste pattern
- Collaborative consumption: Sharing, pass me down, give away
- Vintage Clothing: The world of second-hand clothing
- Traditional Practices in Indian culture leading to sustainable consumption

Essential Readings

1. Fletcher, K., & Grose, L. (2012). Fashion & sustainability: Design for change. Hachette UK
2. Fletcher, K. (2013). Sustainable fashion and textiles: design journeys. Routledge.
3. Gwilt, A., & Rissanen, T. (2012). Shaping sustainable fashion: Changing the way we make and use clothes. Routledge.
4. Jacques, P. (2020). Sustainability: the basics. Routledge.
5. Gardetti, M.A., & Torres, A.L. (Eds.). (2013). Sustainability in Fashion and Textiles: Values, Design, Production and Consumption (1st ed.). Routledge.
6. Pratibhan, M. Ed. (2017); Sustainability in Fashion & Apparels (Challenges & Solutions); Woodhead Publishing

Suggested Readings

1. Almeida, L. (2015). Ecolabels and organic certification for textile products. A Roadmap to sustainable textiles and clothing (pp. 175-196). Springer, Singapore.
2. Muthu, S. S. (Ed.). (2014). Roadmap to sustainable textiles and clothing: Eco-friendly raw materials, technologies, and processing methods. Springer.
3. Minney, S. (2011). Naked fashion: The new sustainable fashion revolution. New International
4. Mahapatra N. N. (2015); Textiles & Environment: Woodhead Publishing

**PRACTICAL
(Credit 1; Periods 30)**

<p>Analysing Market and Consumer Practices:</p> <ul style="list-style-type: none"> ● Market survey to evaluate presence of Sustainable garments in Indian retail market: Identify any one Multiband apparel outlet and analyse brands selling sustainable clothes, green standards marked on labels and any other information available on labels that talks about sustainability in production of that garment. ● Analysing personal wardrobe to assess individual buying practices ● Analysing personal laundry practices and evaluating its impact on the environment. ● Analysing personal garment disposal practices and finding ways to reduce the waste generation. 	20 Hours
<p>Case Study:</p> <ul style="list-style-type: none"> ● Case study of an Indian Apparel Brand that is promoting Sustainable fashion. ● Case study on any one model of Collaborative consumption. 	10 Hours

Suggested Readings

1. Kaur, J., & Singh, G. (2021). Cool Branding for Indian Sustainable Fashion Brands. Social and Sustainability Marketing: A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science, 115.
2. Gwilt, A. (2020). A practical guide to sustainable fashion. Bloomsbury Publishing.

GE HS 020 :VISUAL MERCHANDISING

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Visual Merchandising	4	3	0	1	12th Pass	NIL

Learning Objectives

1. To introduce the concept and significance of visual merchandising in store design.
2. To impart knowledge regarding different types of visual displays and ways of achieving them.
3. To develop skill in creating aesthetically pleasing visual displays.

Course Outcomes

1. The student will be able to apprehend the key terms and principles involved in the components of visual merchandising.