



**APPAREL DESIGN & FASHION  
ENTREPRENEURSHIP**  
***“FOR A BETTER TOMORROW”***

**Short-Term Vocational Certificate Program:**

**School of Fashion Design**

**FDDI-Jodhpur (Raj.) 342304**

**For More Details, contact:**

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**Short-Term Vocational Certificate Program**  
**“Apparel Design & Fashion Entrepreneurship for a Better Tomorrow”**

This short-term vocational Certificate programme explores the emergence of sustainable fashion entrepreneurship, highlighting innovative strategies and best practices adopted by pioneers in the field.

# Introduction

- Footwear Design and Development Institute (FDDI) is a premier academic and training institution established in 1986 and is dedicated to the development of the Footwear, Leather Products, Retail and Fashion Merchandise and Fashion Design Sectors. FDDI has pan India presence with 12 State-of-the-art campuses spread across the country with seven centres working as Centre of Excellence.
- FDDI was granted the status of “Institute of National Importance”, under FDDI Act 2017 by Government of India for its contribution towards nation building by producing industry ready professionals. It functions under the aegis of DPIIT, Ministry of Commerce and Industry. FDDI is also recognized as 'Assessing Agency' and 'Awarding Body' by NCVET (National Council for Vocational Education & Training).
- The Institute is awarded with prestigious certifications and accreditations such as ISO 17025 accreditation by DAkkS- Germany, SATRA Technology Centre- UK, ISO 9001 and ISO 14000 Certification and Bureau of Indian Standard Certification among various others.
- FDDI offers Bachelor, Master and Doctorate degree programmes in the areas of Footwear Design & Production, and Retail & Fashion Merchandise, Leather Goods and Accessories Design and Fashion Design, besides offering short term Industry specific programmes.
- Dr. Sumeet Jarangal, IAS, and Director, Start-up India is the Managing Director, and Col. Pankaj Kumar Sinha is the Secretary at FDDI. Mr. Ashish Dikshit is the Chairman of FDDI and he is also the Managing Director of Aditya Birla Fashion & Retail Limited (ABFRL).

# FDDI Unique Market Positioning

- FDDI is known for nurturing high end trained, specialized professionals through its programmes. Below are FDDI unique market positioning; -
- Institute of National Importance (INI) that has the authority to grant degrees and certificates and is the only INI focusing on footwear and Leather products.
- Footprints across all major global and national brands in retail, footwear, fashion and leather goods. Alumni working as MD, CEOs, COOs, Country Managers in reputed organizations. (Details attached in annexure).
- Curriculum designed and developed by experts from eminent institutions – University of Northampton (UK), NIFT, IIM, IIT etc.
- International partnerships for training and consulting with countries like South Africa, Ethiopia, Bangladesh, Sri Lanka and Portugal.
- World class laboratories and Testing Centres, at Noida and Chennai with State-of-the Art testing equipment mostly from SATRA, UK and PFI Germany.
- Seven Campuses of FDDI are approved as “Centre of Excellence” to take up research and innovation related initiatives.

# Market Potential

- The market potential of sustainable fashion entrepreneurship is looking incredibly promising! The global sustainable fashion market is projected to reach \$13,513.9 million by 2031, growing at a compound annual growth rate (CAGR) of 8.58% from 2024 to 2031 <sup>1</sup>. This growth is driven by increasing consumer awareness about environmental and social issues associated with the fashion industry, as well as regulatory pressure and corporate responsibility.

# Key Factors Driving Growth:

- **Consumer Awareness:** Consumers are becoming more conscious of the environmental and social impact of their purchasing decisions, driving demand for sustainable fashion options.
- **Regulatory Pressure:** Governments are implementing policies to promote sustainability in the fashion industry, encouraging companies to adopt eco-friendly practices.
- **Innovations in Materials:** New technologies

# Regional Market Potential:

- **Asia-Pacific:** This region is expected to witness significant growth, with a CAGR of 10.77% from 2024 to 2031, driven by increasing environmental consciousness and government initiatives.
- **Europe:** Europe is currently the largest market for sustainable fashion, with a valuation of \$2,551.8 million in 2023.
- The market potential of sustainable fashion entrepreneurship in India is substantial and growing rapidly. As the second-largest textile producer globally, India's textile industry employs millions, contributing significantly to the country's economy. However, this industry also poses environmental and social challenges, such as water pollution, chemical use, waste management, and exploitative labour practices.
- Despite these challenges, sustainable fashion entrepreneurship in India presents numerous opportunities. The demand for eco-friendly and socially responsible fashion products is increasing, driven by consumer awareness and government initiatives. Entrepreneurs can capitalize on this trend by developing innovative and sustainable fashion solutions.

# Opportunities for Entrepreneurs:

- **Circular Economy Models:** Developing business models that promote recycling, upcycling, and waste reduction can capitalize on the growing demand for sustainable fashion.
- **Eco-Friendly Materials:** Innovating and using sustainable materials can help reduce the environmental impact of fashion production.
- **Transparency and Traceability:** Providing consumers with transparent information about production processes and supply chains can build trust and drive sales.
- Overall, the market potential for sustainable fashion entrepreneurship is substantial, with opportunities for innovation, growth, and positive impact on the environment and society.



# Growth Potential

- The growth potential of sustainable fashion entrepreneurship in India is immense! As the second-largest textile producer globally, India's textile industry employs millions, contributing significantly to the country's economy. However, this industry also poses environmental and social challenges, such as water pollution, chemical use, waste management, and exploitative labour practices
- Despite these challenges, sustainable fashion entrepreneurship in India presents numerous opportunities. The demand for eco-friendly and socially responsible fashion products is increasing, driven by consumer awareness and government initiatives. Entrepreneurs can capitalize on this trend by developing innovative and sustainable fashion solutions.

# Key Areas of Opportunity:

- **Innovative Sustainable Materials:** Exploring the use of sustainable materials like banana fibers, milk proteins, and recycled PET bottles.
- **Circular Fashion Business Models:** Developing take-back programs, rental services, and repair and refurbishment services.
- **Ethical Fashion Marketplace:** Creating platforms that connect sustainable fashion brands with conscious consumers.
- **Zero Waste Fashion:** Repurposing textile waste to create new products.
- **Sustainable Manufacturing:** Implementing renewable energy sources and reducing water and energy consumption.
- The Indian government has launched initiatives like the Sustainable and Accelerated Adoption of Efficient Textile Technologies (SAATAT) to promote sustainable textile production. Private-public partnerships and collaborations have also improved access to resources, funding, and expertise for sustainable fashion initiatives

# Statistics Highlighting Growth Potential:

- The Sustainable Apparel Coalition has over 250 members, including major brands such as Adidas, Nike, and Levi's.
- The Green Good Deeds campaign has received pledges of over INR 20 billion from private sector partners.
- The Sustainable Fashion Forum has over 3,000 members, including designers, academics, and industry experts.
- Overall, sustainable fashion entrepreneurship in India has immense potential for growth, innovation, and positive impact on the environment and society.

## Short-Term Vocational Certificate Program: School of Fashion Design

# Objective:

- To impart knowledge and skills in sustainable fashion design and apparel production, focusing on contemporary fashion trends and industry requirements.
- To impart basic knowledge and technical skills.
- To learn sustainable practices in manufacturing and business operation.
- To educate about regulatory compliance, safety standards and environmental regulations applicable to the industry/sector.
- To familiarize with prevalent and new technologies and processes
- To foster an entrepreneurial mind-set.
- To facilitate networking opportunities and collaboration with the industry

# Course Duration and Eligibility

## Duration

- **Duration:** 12 weeks (160 Hrs)
- **Hybrid Mode:** Online (100 hrs) +  
On Campus (60 hrs)

## Eligibility

**10+2 in any stream.**

**Course Fee: ₹35,000 (Including GST course materials, expert lectures, and certification)**

Course Coordinator: Ms. Varsha Monica Samuel,  
Venue: FDDI-Jodhpur Campus (Hybrid Mode: Online + Offline)

# Course Outline:

## **Module 1:** Introduction to Sustainable Fashion

- Overview of sustainable fashion
- Environmental impact of fashion industry
- Sustainable materials and production methods

## **Module 2:** Contemporary Fashion Trends

- Current fashion trends and forecasts
- Fashion styling and visualization
- Fashion illustration and rendering

## **Module 3:** Fashion Design and Development

- Design principles and elements
- Pattern making and garment construction
- Textile science and materials

## **Module 4:** Apparel Production and Management

- Production planning and management
- Quality control and assurance
- Supply chain management

## **Module 5:** Sustainable Fashion Business

- Sustainable business models
- Marketing and branding strategies
- Entrepreneurship and innovation

# Expert Lectures Schedule:

## Week 1-2: Introduction to Sustainable Fashion

- **Lecture 1:** "Sustainable Fashion: An Overview" by Ms. Varsha M Samuel/ (Industry Expert), Sustainability Specialist.
- **Lecture 2:** "Eco-Friendly Materials and Production Methods" by Dr. Asma Khan/ Industry Expert

## Week 3-4: Contemporary Fashion Trends

- **Lecture 3:** "Fashion Forecasting and Trend Analysis" by Ms. Varsha M Samuel/ (Industry Expert), Fashion Forecaster
- **Lecture 4:** "Fashion Styling and Visualization" by Ms. Varsha M Samuel/ (Industry Expert), Celebrity Fashion Stylist

## Week 5-6: Fashion Design and Development

- **Lecture 5:** "Design Principles and Elements" by Mr. Hitesh Suthar/ (Industry Expert), AI Specialist
- **Lecture 6:** "Pattern Making and Garment Construction" by Dr. Asma Khan (Textile & Production Expert)

## Week 7-8: Apparel Production and Management

- **Lecture 7:** "Production Planning and Management" by Dr. Asma Khan/ Mr. Sunil Kumar / (Industry Expert), Production Specialist.
- **Lecture 8:** "Quality Control and Assurance" by Dr. Asma Khan/ Mr. Mahesh Kumar/ (Industry Expert), Quality Assurance Specialist

### **Week 9-10: Sustainable Fashion Business**

- **Lecture 9:** "Sustainable Business Models" By Mr. Sunil Kumar/ (Industry Expert), Business Specialist.
- **Lecture 10:** "Marketing and Branding Strategies" by Mr. Ganpat Lakhara/ (Industry Expert), Marketing Specialist

### **Week 11-12: Project Presentations and Valedictory (under Mentorship)**

- Participants will present their final projects
- Valedictory session with industry experts and certificate distribution



# Expert Lecturer Profiles

| Sr. no | Name                    | Expertise   | Topic  |
|--------|-------------------------|---|--|
| 1      | Dr. Asma Khan           | Apparel Manufacturing & Textile Technology Expert | Pattern Making & Grading, Garment Construction. Sustainable Fabric Artistry & Enrichment |
| 2      | Ms. Varsha M Samuel     | User-Centric Design & Design Thinking Expert      | Design Thinking & Process, Fashion Forecasting and Trend Analysis                        |
| 3      | Mr. Hitesh Suthar       | Fashion Illustration & CAD Expert                 | Fashion Illustration using CAD & AI  |
| 4      | Mr. Mahesh Kumar        | Production Expert                                 | Production Planning and Management   |
| 5      | Mr. Ganpat Lakhara      | Digital Marketing Expert                          | Sustainable Business Marketing Models  |
| 6      | Mr. Sunil Kumar         | Production Management Expert                      | Material Costing and Management  |
| 7      | Mr. Rahul Sharma        | Finance Expert                                    | Financial Planning   |
| 8      | Dr. Koumi Dutta         | Ergonomics & Occupational Physiology              | Product Performance Enhancement  |
| 9      | Ms. Malu KM             | Polymer Science                                   | Sustainable materiel   |
| 10     | Other Industry Experts. |   |  |

# Assessment and Evaluation Criteria

To ensure participants meet the course objectives, the following assessment and evaluation criteria will be used:

## **1. Project-based assignments (40%):**

- Module 1: Sustainable fashion concept development
- Module 2: Fashion trend analysis and forecasting
- Module 3: Garment design and prototype development
- Module 4: Production planning and management
- Module 5: Sustainable fashion business plan

## **2. Quizzes and tests (20%):**

- Multiple-choice questions and case studies
- Assess understanding of key concepts and theories

## **3. Class participation and engagement (20%):**

- Active participation in discussions and activities
- Peer feedback and review

## **4. Final project presentation (20%):**

- Comprehensive project showcasing sustainable fashion design and business plan

# Certification

## **Certification**

Upon successful completion of the course, participants will receive:

- Certificate of Completion: FDDI-Jodhpur Campus
- Industry-recognized certification will enhance employability and credibility

## **Industry Partnerships and Collaborations**

To provide practical exposure and networking opportunities:

1. Partnering with sustainable fashion brands for live projects
2. Guest lectures from industry experts
3. Factory visits and workshops

# Registration Details:

Last Date of Registration: December 16<sup>th</sup>, 2024

Registration Form: Registration forms available online.

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