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DP/ID/SER.A/900
17 September 1987
English

16512.

PREPARATORY ASSISTANCE TO THE NATIONAL
INSTITUTE OF FASHION TECHNOLOGY

DP/IND/85/080

INDIA

Technical report: Establishment of a fashion
institute of technology in New Delhi*

Prepared for the Government of India
by the United Nations Industrial Development Organization,
acting as executing agency for the United Nations Development Programme

Based on the work of Edward Newton, garment industry consultant

Backstopping officer: A. Eräneva, Agro-based Industries Branch

United Nations Industrial Development Organization
Vienna

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1. TERMS OF REFERENCE

The purpose of the project is to give necessary assistance for the establishment of an Institute for Garment Technology and Fashion Design.

The Garment Industry Consultant would work to the following terms of reference:

- duration of the project to be three weeks;
- location of the project to be in New Delhi, with some travel in the country;
- work in close co-operation with UNDP/Delhi and Indian counterparts;
- examine the existing proposals for the establishment of the institute;
- visit a representative sample of the garment industry;
- assess the needs of the garment industry in production organization, skills of staff, design capabilities, market and fashion orientation and cost of production;
- based on the findings, determine the role the institutes should play in upgrading the export capabilities of the industry and indicate what additional foreign assistance may be needed and how it should be linked with the activities of the institute;
- assist UNDP/Delhi in drafting a project document.

2. INTRODUCTION

- 2.1 The visit to India was undertaken during the period 18 July - 7 August 1987. The purpose of the project was to give preparatory assistance for the establishment of an Institute for Garment Technology and Fashion Design.
- 2.2 The assignment involved meetings with Government of India officials with responsibilities for the garment industry, discussions with the UNDP personnel in New Delhi and meetings and discussions with the Registrar and Dean of the National Institute of Fashion Technology New Delhi and with a senior consultant from the Fashion Institute of Technology, New York.
- 2.3 Visits were made to the representative sections of the garment industry in New Delhi, Bombay and Madras. Discussions and meetings were held with senior executives of companies, trade associations and educationalists to obtain their views on the Indian garment industry.

3. THE PROPOSAL FOR THE ESTABLISHMENT OF AN INSTITUTE
FOR GARMENT TECHNOLOGY AND FASHION DESIGN

- 3.1 Since the first draft proposal was prepared, the Government of India has taken the initiative to accelerate the development of the project by providing the initial funding for a National Institute of Fashion Technology in New Delhi (See Appendix 1). This was done in association with the Fashion Institute of Technology, New York, USA.

The original project concept of the Government of India for assistance in the establishment of an Institute for Garment Technology and Fashion Design is still valid. Financial support is essential for the further development of the institute, considered to be vital to the growth and future development of the garment industry of India.

- 3.2 The existing proposal for the establishment of the institute was examined and discussed with UNDP personnel in New Delhi, Government officials with responsibilities for the garment industry, staff members of National Institute of Fashion Technology, New Delhi and executives of the garment manufacturing and garment exporting industry and executives of various trade and exporting associations.

In general, the existing draft proposal for the formation of the institute is considered to be sound and valid. However, there are a number of points that require clarification and updating. These will be included in the final draft of the project document.

3.3 The main requirement of the project is support for provision of:

1. Visiting international consultants - specialist lecturers, teachers and experts.
2. Education and training of Indian faculty by internships abroad in educational institute and placements in industry.
3. Specialist machinery and equipment that is necessary and integral to the courses.
4. Establishment and development of a library and resource centre.
5. Communication and promotion of courses and the dissemination and implementation of information.

4. THE VISITING OF A REPRESENTATIVE SAMPLE
OF THE INDIAN GARMENT INDUSTRY

4.1 Visits were made to exporters and factories in the New Delhi area, Bombay and Madras. A total of 18 companies were visited, 7 in the New Delhi area, 3 in Bombay and 8 in Madras.

All companies visited were totally export orientated mainly in the middle quality market bracket. A representative section of small, medium and large companies were visited (See Appendix 1.1).

4.2 The various garment areas visited had a different market orientation: New Delhi medium to high fashion, Bombay a mixture of fashion and standard garments and Madras standard garments - mainly shirts. Almost all the companies visited were extensively using Indian handwoven cotton - a small number were using mill fabric and a very few imported fabrics.

5. THE ASSESSMENT OF THE NEEDS OF THE
GARMENT INDUSTRY IN INDIA

The garment export industry of India is relatively new and started in the early 1970's with the cheese cloth fashion boom and tie and dye fashions. The merchandise was of poor quality and very cheap. The garment industry of India still has to lose this world image of poor quality and upgrade the product in terms of design, manufacture and the quality of materials and components used.

There is virtually no domestic fashion market in India at the present time. India has many tailors who supply the domestic market, there are few fashion shops pro-rata the population. However, there are signs of an emerging domestic fashion market developing in the larger cities and towns demanded mainly by the younger generation, who would prefer ready-mades instead of having clothes made by the local tailor. The emergence of a domestic fashion market will greatly assist the development of the garment industry of India in terms of design and fashion and quality of manufacture and also give the industry a more stable base.

5.1 MARKET AND FASHION ORIENTATION

The current market area of the majority of garment exporters and manufacturers is in the lower to medium sector of the market. The garments produced are of low to medium quality and usually manufactured in handwoven cotton fabric

There is a need to improve the quality of manufacture and the quality of fabrics used. New product areas should be developed and trade further extended with non-quota countries.

A greater fashion and design awareness is required by the exporters and manufacturers to enable the industry to further develop and take fuller advantage of world markets. India has potentially the essential elements to be a major world fashion producer.

5.2 DESIGN CAPABILITIES

The design in the majority of companies relies heavily on inputs from the exporter. The design capability requires to be further extended and developed. In the area of design and pattern cutting there is need for extensive training programmes.

The general standard of design is poor and the relationship between design and manufacture could be greatly improved to the advantage of the manufacturer and his export customer.

5.3 ORGANIZATION AND COST OF PRODUCTION

The garment industry is weak in production organization. The pace in all factories visited was much slower than in other garment manufacturing centres around the world. Machinery and equipment in many factories, although adequate, was not fully utilised to maximum effect owing to lack of experienced managers, supervisors and well-trained operatives. Improvements in productivity could be achieved with good manpower training at all levels, proper production planning, full use of up-to-date production techniques and methods, improved lay-out and maximum utilization of existing equipment and machinery.

5.4 SKILLS OF STAFF

The general level of staff skills in the companies visited was found to be of a low to average standard. There was, however, an obvious willingness to learn that should be developed with good training schemes. The skills at all levels, from executive and supervisory to operatives need to be improved. Regional training seminars could be of assistance in developing training schemes and packages.

6. THE ROLE THE INSTITUTE SHOULD PLAY IN DEVELOPING
THE GARMENT INDUSTRY AND THE EXPORT CAPABILITIES

- 6.1 The role of the institute will be central to the future development of the garment industry. The formation of the institute will assist the garment industry of India to become more fashion and design orientated and be able to fully harness and utilize existing and new technology in garment manufacture.
- 6.2 The institute will foster, develop and maintain links with other institutions and associations in India who are conducting or developing courses for the garment industry. It will assist such institutions in developing their curriculum and training programmes in accordance with the requirements and needs of the garment industry.
- 6.3 Parallel to the professional education programme in fashion technology a series of seminars and workshop courses will be developed to meet the needs of manufacturers and exporters. This programme would have an immediate impact on the garment industry by introducing new concepts and ideas in fashion, design, marketing, technology and management. Visiting specialists and lecturers from Europe, USA and the Far East could contribute to the seminar programme.
- 6.4 The institute's objectives will be achieved by the development of human resources in fashion technology and the provision of the central focus for education, training, research and development and consultancy that is required by this emerging major industry. The garment industry of India has an important role to play in world markets and the growth of future export potential of the industry is unlimited.

7. DRAFT PROJECT DOCUMENT

7.1 The existing draft document was appraised and evaluated.

The objectives of the project proposal required no major revision. The main advice and guidance given was in respect of drafting the project document was in the area of project scope - curriculum content and development - seminar/workshop programme for personnel currently employed in the garment industry - (continuing and professional education) - international context input for Europe - USA - Far East and other world areas that may be able to make a contribution.

7.2 The final draft Project Document will be submitted from India through the usual channels, by the early autumn 1987.

8. CONCLUSION

- 8.1 The role of the institute will be central to the future development of the garment industry of India. Judging from discussions with government officials, industrialists and exporters, there is unanimous support for the formation and development of an institute. This would be the central focus for education, teaching, research and consultancy for the garment industry.
- 8.2 The institute is established under the Director of Handlooms primarily for the development of the garment industry. The initial planning and direction for the formation of the institute has been in association with the Fashion Institute of Technology, New York, USA. It is intended to extend international cooperation to Europe and the Far East.
- 8.3 The garment industry of India needs to reach for other world markets in addition to the lower to middle market section in which it has become established. The world market areas that could be targeted are as follows:
- medium to higher quality fashion market (greater added value);
 - non-quota countries;
 - new product areas (e.g. children's wear, lingerie, underwear, men's wear, workwear career apparel, knitwear, leatherwear, fashion accessories.
- 8.4 I would recommend that the project be approved as defined. I would further recommend that the implementation and execution of the project be entrusted to the National Institute of Fashion Technology which has the necessary expertise and international contacts required for it.

Shri Amit Judge - Manufacturers and Exporter. Member of the governing body of the National Fashion Institute of Fashion Technology. Hon Secretary Garment Exporters Association.

Mr Kanaya

Datwani - Manufacturers and Exporter. Member of the Education Foundation for the Indian Fashion Industries.

BOMBAY

Shri K V Doshi - Manufacturers and Exporter. Member of the governing body. National Institute of Fashion Technology. Vice President Clothing Manufacturers Association of India.

Suresh Desai - Secretary. The Clothing Manufacturers Association of India.

Kalinda

Randeri PHD - Principal. Premlila Vithaldas Polytechnic Bombay.

MADRAS

Shri R Shah - Manufacturer and Exporter.

Member of the governing body of the National Institute of Fashion Technology.

President Apparels and Handloom Exporters Association, Madras.

Mr Mithra Dewars - Chief Executive of H.H.E.C Madras

I should also wish to express my thanks to the many individuals, companies and associations, who assisted me during my visit and to the people of India for their warmth, help, kindness and courtesy so readily given during my time in their country.

10. NATIONAL INSTITUTE OF FASHION TECHNOLOGY TO OPEN IN
AUGUST, 1987

1. The Government of India has set up the National Institute of Fashion Technology (NIFT) in New Delhi for providing education, research and training, to meet the personnel needs of an apparel industry. The institute was registered as an autonomous society under the Societies Registration Act on 22 January 1986. The need for such an institute in India was felt almost a decade ago. Garment exports constitute a sizeable portion (RS. 1510 crores in March 1987) of the total exports of the nation. Recent bilateral agreements with the USA, EEC and other Western countries have provided increased access to western markets resulting in considerable improvement in garment export potential from India to USA and EEC. This trend needs to be sustained and improved upon and one of the most important steps taken in that direction is the setting-up of NIFT. There is also vast potential for making significant value additions to exports. The project plan for the Institute was developed in collaboration with the Fashion Institute of Technology, New York. The project has been approved at a total cost of approximately RS.8.99 crores during the VIIth Five Year Plan.
2. The initial professional education thrust of the Institute will be to conduct two-year diploma programmes in the following disciplines:
 1. Apparel Merchandising and Marketing

2. Fashion Design and Patternmaking

3. Garment Manufacturing Technology

3. The Institute will work in close collaboration with the Indian Apparel and Textile Industry. Sizeable numbers of industry representatives have been included in the society's Board of Governors and Standing Committee to optimize industry's involvement in the day to day decision making process and progress at NIFT. Industry specialists will be hired to serve as instructional faculty for all specific courses and programmes.

The industry will also be expected to provide internship and field opportunities, refer potential candidates for admission to the Institute, and employ the candidates who pass out of the Institute. Courses will also be provided to accommodate employed persons who are seeking education on a professional level. Special seminars will be offered for the industry on a regular basis. In addition, applied research projects sponsored by individual firms, organisations, industry or Government agencies, will be taken up.

4. For starting the activities of the Institute on sound professional lines, an agreement has been entered into with Fashion Institute of Technology, New York for providing technical services and to undertake the training of Indian faculty at FIT, New York. As a by product of the agreement, one Senior Consultant from FIT joined NIFT on 29-9-86. Four Indian faculty members have been selected and sent to FIT, New York, to undergo training. Efforts to fill other faculty posts through advertisements and in consultation with the industry are continuing.

5. As an initial offering of the Institute, a four-month technical course on Fashion Design was organised between January and May 1987. In addition, two short-term seminars on Apparel Marketing and Quality Control in Apparel Production were arranged in January 1987 at Delhi and Bombay. Due to encouraging industry response, the four-month technical course on Fashion Design is being repeated from August to December 1987. Simultaneously one intensive two-year diploma programme in Fashion Design starts in August 1987 for which candidates have been selected. In August 1988 NIFT will add two additional full-time programmes ie. Apparel Marketing & Merchandising and Garment Manufacturing Technology.

6. The Institute has established its own library which has a varied collection of books on Indian Art and History, Indian Costumes, Fashion Design, Marketing, Fabrics and Textiles. In addition to Indian books the NIFT's library has been equipped with several imported books on Fashion Design, Marketing Merchandising, Jewellery and other related activities. It is expected that the collection of NIFT's library will be of the first kind in India.

NIFT also proposes to have its own Resource Centre, which will be a key wing of the Institute. This will provide support services to faculty and students as well as to textile and garment manufacturers and entrepreneurs. The Resource Centre besides the library will consist of Indian and Western garment and textile collection, a findings laboratory, a Design Studio, Textile Manufacturer's showrooms and a textile testing laboratory. This complex of services will be available to industry and to the public as a showpiece of the Indian Fashion/Apparel Industry.

7. For temporary location of NIFT, an area of about 20,000 sq. ft. of subterranean and over ground space has been taken on lease at I.G. Stadium, New Delhi. The agreement for the same is expected to be signed by 1 July 1987.

VISIT MADE TO GARMENT MANUFACTURERS

1. NEW DELHI AREA

J B EXPORTS (P) LTD
A 20 MOHAN CO-OP IND ESTATE
MATHURA ROAD
NEW DELHI

STENCIL APPARELS (P) LTD
Y-28 OKHLA IND AREA PH - 11
NEW DELHI

NATH BROTHERS EXIM INTERNATIONAL LTD
50/2-3 HANUMAN ROAD
NEW DELHI

NATH BROTHERS EXIM INTERNATIONAL LTD
42 HANUMAN ROAD
NEW DELHI

INTER SHOP
A - 35/2
SAHIBABAD -4
DELHI

SACHDEV TEX (P) LTD
D-5 SECTOR VIII
NOIDA
DELHI

REFLEX INTERNATIONAL PVT LTD
C-105/5 NARAINA INDUSTRIAL AREA
PHASE 1
NEW DELHI

2. BOMBAY

INTERNATIONAL CLOTHING INDUSTRIES
SHIR HOUSE
87 GOVERNMENT INDUSTRIAL ESTATE
KANDIVALI (W)
BOMBAY

METROPOLITAN TRADING CO
10/76 HAINES ROAD
WORLI
BOMBAY

VEENAR FASHIONS
319 YASAN UDYOG BHUVAN
TULSIPIPE ROAD
BOMBAY

3. MADRAS

P S APPARELS - Visits made to 3 factories
586 MOUNT ROAD
MADRAS

HAMOSONS APPARELS PVT LTD - Visits made to 2 factories
18 VANNIER STREET
MADRAS

THE HANDICRAFTS AND HANDLOOMS EXPORTS CORPORAION OF
INDIA LTD
PLOT 31-32 INDUSTRIAL ESTATE
GUINDY
MADRAS

FOUNDATION GARMENTS PVT LTD
SUPER A3 AND A4 INDUSTRIAL ESTATE
GUINDY
MADRAS

VESTURES INDIA PVT LTD
GUINDY INDUSTRIAL ESTATE
MADRAS

GOVERNMENT DEPARTMENTS - TRADE ASSOCIATIONS AND EDUCATIONAL ESTABLISHMENTS

NEW DELHI

SHRI V K AGNIHOTRI - DEVELOPMENT COMMISSION
(HANDLOOMS) GOVERNMENT OF INDIA

RACHEL CHATTERJEE - JOINT DEVELOPMENT COMMISSION
(HANDLOOMS) - GOVERNMENT OF INDIA

MR G M PILLAI - DEPUTY SECRETARY MINISTRY OF FINANCE -
GOVERNMENT OF INDIA

MR M RAMACHANDRAN - SENIOR PROGRAMMES OFFICER -
UNITED NATIONS DEVELOPMENT PROGRAMME INDIA

MR T CHATTERJEE - REGISTRAR NATIONAL INSTITUTE OF
FASHION TECHNOLOGY. (DEPUTY SECRETARY - GOVERNMENT
OF INDIA

DEAN RICHARD STREITER (F.I.T.) SENIOR CONSULTANT
NATIONAL INSTITUTE OF FASHION TECHNOLOGY

SHRI SRI NATH - MEMBER OF THE GOVERNING BODY OF
NATIONAL INSTITUTE OF FASHION TECHNOLOGY, MEMBER OF
VARIOUS EXPORT PROMOTION COUNCILS

MR KANAYA DATWANI - EDUCATIONAL FOUNDATION FOR THE
INDIAN FASHION INDUSTRIES

SHRI AMIT JUDGE - HON SECRETARY, APPAREL EXPORTERS
ASSOCIATION

EXECUTIVE DIRECTOR - INDIAN SILK EXPORT COUNCIL

BOMBAY

SHRI K V DOSHI - VICE PRESIDENT THE CLOTHING
MANUFACTURERS ASSOCIATION OF INDIA

SURESH DESAI - SECRETARY THE CLOTHING
MANUFACTURERS - ASSOCIATION OF INDIA

KALINDA RANDERI PHD PRINCIPAL PREMLILA
VITHALDAS POLYTECHNIC BOMBAY

MADRAS

SHRI RANJIT SHAH - PRESIDENT APPARELS AND
HANDWOVEN EXPORTERS ASSOCIATION MADRAS

Appendix IV

Project Programme 18 July - 7 August 1987

18 July 1987 Travel from UK to New Delhi India

19 July 1987 New Delhi

20 July 1987 New Delhi

AM United Nations Development Programme India.
Meeting to plan programme with Senior
Programme Officer Mr M Ramachandran.

PM Meeting re Programme with Mr M Ramachandran
UNDP, Mr Y K Agnihotri Development
Commissioner for Handlooms. Government of
India.
Mrs R Chatterjee Joint Development
Commissioner for Handlooms. Government of
India.
Mr T Chatterjee Registrar National
Institute of Fashion Technology (Deputy
Secretary Government of India).

Visit to National Institute of Fashion
Technology. Hotel Samarat New Delhi.

21 July 1987

AM Visit to J B Exports PVT Ltd New Delhi.

PM Visit to Stencil Apparels PVT Ltd New
Delhi.

22 July 1987

AM Visit to Intercraft Group. Sahibabad near
New Delhi.

PM Visit to Nath Brothers Exim International
Ltd, New Delhi.

23 July 1987

AM Reflex International PVT Ltd
New Delhi.

PM Sachdex Tex PVT Ltd, Noida week
New Delhi.

24 July 1987

AM Visit to UNDP New Delhi.

PM Meeting with Dean Richard Streiter.
National Institute of Fashion Technology.

Depart by evening flight for Bombay.

25 July 1987

AM Meeting with the Clothing Manufacturers.
Association of India. Bombay.

Visit to Metropolitan Trading Co PVT Ltd.
Bombay.

PM Visit to International Clothing Industries.
Bombay.

26 July 1987

AM Visit to Veemar Fashions, Bombay.

PM Meeting with Mr Desai and Mr Sebastin of
C.M.I.A. and Mr N Khatwani.

27 July 1987

AM Visit to Premilila Vithaldas Polytechnic.
Bombay.

PM Depart for Madras.

28 July 1987

AM Visit to P S Apparels PVT Ltd. Madras

PM Attended NIFT/Madras Seminar (Mr Morton
Silverstien of F.I.T) Quality Control
in Apparel Production.

29 July 1987

AM Visit to P S Apparels Factory on the
Export Estate, Madras.

PM Visit to P S Apparels Factory in the
Madras suburbs.

30 July 1987

AM Visit to H.H.E.C Garment Manufacturing
Factory, Madras.

PM Visit to Hamons Apparels PVT Ltd. Factories
in Madras Area.

31 July 1987

AM Visit to Foundation Garments PVT Ltd,
Madras.

PM Meeting with Mr Mithra Dewars of H.H.E.C.
Madras.

1 August 1987

AM Visit to Vestures India PVT Ltd.
Madras.

PM N.I.F.T Final Seminar. Quality Control in
Apparel Production.

2 August 1987

AM Travel to New Delhi.

3 August 1987

AM Meeting N.I.F.T. Dean Richard Streiter and
Mr T Chatterjee re Draft project document.

PM Drafting Project document.

4 August 1987

AM Meeting with Mr T Craig consultant from UK
re forthcoming Marketing Seminar in New
Delhi for N.I.F.T.

PM Drafting project document.

5 August 1987

AM Meeting with Mr T Chatterjee N.I.F.T re
Project document.

PM Meeting with Executive Director, Indian
Silk Export Council.

6 August 1987

AM Visit to UNDP New Delhi.

PM Meeting with N.I.F.T. Mr T Chatterjee re
project document.

Meeting with Mr G M Pillai Deputy
Secretary, Ministry of Finance. D.E.A.
Government of India and Mr Ranmachandran.
UNDP.

Meeting with Mr V K Agnihotri.
Development Commissioner of Handlooms,
Government of India and Mr T Chatterjee
N.I.F.T.

7 August 1987

AM Travel to UK.