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APPAREL MADE-UPS & HOME FURNISHING
SECTOR SKILL COUNCIL

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ARTICLE

How to achieve success as an Apparel Designer

A career as an apparel designer can be both exciting and rewarding, allowing designers to use their creativity and technical skills to create clothing and fashion accessories that are functional, fashionable, and aesthetically pleasing. In this article, we will explore the role of apparel designers, the skills required to succeed, and the career progression path they may follow. We will also discuss the growing importance of the apparel design industry and the economic outcomes that apparel designers may experience. Whether at the beginning of your career or looking to switch to a new field, a career as an apparel designer could be a great choice.

What does an apparel designer do?

A career as an apparel designer involves creating clothing and fashion accessories. Apparel designers work with a variety of materials to create clothing and accessories that are functional, fashionable, and aesthetically pleasing. They may work for clothing and fashion companies, designing clothing and accessories for a specific brand or line. They may also function as freelance designers, creating clothing and accessories for various clients.

Required Skills to Become an Apparel Designer

To become an apparel designer, you will need a combination of creativity, technical skills, and business acumen. Some specific skills that may be helpful for a career in apparel design include:

Creativity: Apparel designers need to be able to come up with creative and original ideas and designs for the clothing and accessories range. Their work may involve sketching, experimenting with different materials and techniques, and thinking outside the box.

Technical skills: Apparel designers need to be familiar with the materials and techniques used in the fashion industry and be able to create clothing and accessories that are functional and well-made. This may involve sewing, cutting, and finishing clothing and working with various fabrics and other materials.

Business skills: In addition to their creative and technical skills, apparel designers need to understand the business side of the fashion industry. This may include knowledge of market trends, consumer preferences, and production processes.

Attention to detail: Apparel designers need to be detail-oriented and possess the ability to create clothing and accessories that are well-made and aesthetically appealing.

Collaboration: Apparel designers often work as part of a team, collaborating with other designers, pattern makers, and production staff. Strong communication and collaboration skills are therefore essential.

A career in apparel design can be exciting and rewarding, allowing designers to express their creativity and contribute to the fashion industry.

Skill training opportunities to become an apparel designer

There are a variety of options for skill training for aspiring apparel designers. Some possible sources of skill training for apparel designers in India include:

Fashion Design Schools and Universities: In India, many fashion design schools and universities offer degree programs in fashion design and related fields. These programs typically provide students with a broad education in fashion design, including courses in textiles, color theory, pattern making, and garment construction.

Sector Skill Council: For creating employment opportunities in the apparel sector, the Apparel Made-ups and Home Furnishing Sector Skill Council (AMHSSC), set up under the MSDE and NSDC, is offering a wide variety of certificate courses to youth looking to pursue a career in Apparel Design. The council imparts skill training to the candidates through its different training partners nationwide. Moreover, this course is being provided free of cost under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY).

Fashion design workshops and seminars: In addition to formal degree programs, many fashion design workshops and seminars offer more focused and specialized training in specific areas of fashion design. These workshops and seminars, available through fashion design institutions, professional associations, or individual designers, present valuable opportunities to acquire fresh skills and remain current with the latest trends and advancements.

On-the-job training: Many apparel design jobs in India offer on-the-job training, where new designers can learn the specific skills and techniques needed for the job while working under the supervision of experienced designers. This type of training can be a great way to gain practical experience and develop skills in a real-world scenario.

Future scope

There are several reasons for promising career opportunities in the apparel design field. Some of the critical factors that may contribute to these opportunities include:

The fashion industry is dynamic, constantly changing, and evolving, with new styles and trends emerging. This means there is always a demand for creative and innovative apparel designers who can help drive the industry forward.

The fashion industry is global, with designers working for companies and clients across Nations. This means there are many opportunities for apparel designers to work in varied locations and collaborate with designers and other fashion professionals from different countries and cultures.

The rise of e-commerce and online shopping has created new opportunities for apparel designers as more and more people buy clothing and accessories online. This has led to a growing demand for designers who can create digital content and visuals that appeal to online consumers.

As consumers become more environmentally and socially conscious, the demand for sustainable and ethical fashion increases. This has created opportunities for apparel designers who can make clothing and accessories using sustainable materials and processes and are committed to ethical and responsible fashion practices.

Career progression and economic outcome as an apparel designer

It may vary depending on several factors, including their level of education and experience, the specific industry they work in, and the region where they are employed. In general, however, some potential steps in the career progression of an apparel designer in India might include:

Entry-level apparel designer: At the entry-level, apparel designers in India may work as assistants or interns, helping to create clothing and accessories under the supervision of experienced designers. They may soon begin to develop their designs and portfolios and gain practical experience in the Indian fashion industry.

unior apparel designer: As they gain experience and expertise, they may advance to the junior designer role, where they may be responsible for creating their designs and working with clients and production teams to bring their creations to life. They may also continue to develop their design skills and portfolio and gain a deeper understanding of the Indian fashion industry.

Senior apparel designer: With additional experience and expertise, apparel designers in India may advance to the role of senior designer, where they may lead a team of junior designers and oversee the design process for a fashion brand or company. They may also be responsible for presenting their designs to senior management and other stakeholders and making strategic decisions about the direction of the company's design efforts.

Head of design: At the top of the career ladder, apparel designers in India may become the head of design for a fashion brand or company, where they may be responsible for setting the overall direction and strategy for the company's design efforts. They may also be involved in the company's high-level decision-making and strategic planning.

In terms of economic outcome, apparel designers in India can earn a decent salary, especially at senior and leadership levels. According to salary data from Glassdoor, the average salary for an apparel designer in India is INR 4,00,000 annually. However, salaries can vary depending on the specific industry and location, as well as the designer's level of experience and expertise.

The apparel design field offers many exciting career opportunities for creative and talented individuals. With the right skills and experience, you can carve out a successful and fulfilling career in this dynamic and vibrant industry.

By

Dr Roopak Vasishtha
Chief Executive Officer
Apparel Made-Ups and Home Furnishing Sector Skill Council (AMHSSC)

EVENTS & ACTIVITIES

DATE : 2nd OCTOBER 2023

Skills Council supports Swachhata

The Apparel, Made-Ups, and Home Furnishing Sector Skill Council collaborated with the Government of India in Swachhata Special Campaign 3.0, showcasing dedication to a cleaner and greener India in a united effort for a cleaner future.

DATE : 10th OCTOBER 2023

Ambuja CSR Training Initiative

AMHSSC executed a project, in collaboration with Ambuja Cement Foundation, focusing on a "Training & Process Reengineering Module" for four production units in Bathinda and Punjab. The MOU signing and Phase 1 training were successfully completed between September and December 2023.

DATE : 11th OCTOBER 2023

Apparel Mastery Program Triumph

AMHSSC's COE Tirupur hosted a 15-day Value Added Program on "Apparel Merchandising" for B.Sc. Fashion Technology students from SRMIST, Chennai, starting October 11, 2023. With 42 participants, the program covered Textiles, Apparel production, Pattern Making, Quality control, Costing, and Export Documentation. Shri K.S. Shankararaagavan and Ms. Jesima led the sessions, with notable attendees including Major Dr. M. Venkataramanan, Dean E&T at SRMIST.

DATE : 13th OCT 2023

Strategic Education Partnership Enrichment

Center of Excellence Tirupur and AJK College of Arts and Science, Coimbatore, Tamil Nadu, signed an MoU to conduct Student Development Programs, Internships, E-Labs, Industrial subjects, Placement Assistance, and Guest Lectures. The MoU focuses on collaborative efforts to organize Management Development Programs, Student Development Programs, and Faculty Development Programs in online/offline modes. The agreement aims to enhance research collaborations, knowledge sharing, and joint academic activities, marking a significant step towards strengthening the educational partnership for an enriched academic experience.

DATE : 13th OCT 2023

Title: Online Workshop for LIAD Institute

AMHSSC conducted a two-day online workshop on Managerial Excellence for LIAD Institute, Sangli, Maharashtra, with 25 students in attendance.

DATE : 30th OCT 2023

CoE Tirupur Hosts Garment Production Industrial Visit for Army Institute Faculty

AMHSSC's CoE Tirupur hosted a one-day Industrial visit on "Garment Production" for Army Institute of Fashion & Design faculty from Bangalore at its campus. Shri. K.S. Shankararaagavan and Ms. Roja Ravi were among the key attendees.

DATE : 30th OCTOBER 2023

Apparel Costing: St. Joseph's Students Excel.

AMHSSC-COE Tirupur organized a one-day Student Development Program on "Apparel Costing" for B.Sc. Costume Design & Fashion students from St. Joseph's College for Women, Tirupur. The session, conducted by Mr. Muruganandham, covered topics like Productivity Calculation, Market Plan Concepts, Fabric conception of Garment, Material count, CMTP count, and costing sheet analysis. Key members present included Mr. K. Saravanan, Admin. Assistant, and Mr. Muruganandham, the Academic Consultant

DATE : 30th OCTOBER 2023

GAIL CSR Project Training Center

AMHSSC inaugurated training centers in Varanasi for the ongoing CSR project with GAIL (India) Limited, aiming to train 250 beneficiaries in the Sampling Tailor job role. Mr. Sushil Kumar and Prof. Mithilesh Singh were among the attendees.

DATE : 31st OCTOBER 2023

RITES CSR Project Training Center

AMHSSC inaugurated training centers in Varanasi for the ongoingt CSR project with RITES Limited, aiming to train 120 beneficiaries in the Sampling Tailor job role. Prof. Mithilesh Singh and the Training Partner Team attended the event.

DATE : 4th NOVEMBER 2023

Minister Unveils Tribute to Export Visionary

Mr. Piyush Goyal, the hon'ble Union minister for Commerce, Industry, Textiles, and Consumer Affairs, released a book on Dr A Sakthivel, Chairman AMHSSC and President FIEO, titled 'Bhishma Pitamah of India's Exports' in New Delhi. The Hon'ble Minister commended Dr Sakthivel's dedicated and selfless services, particularly in Apparel and Textiles, for the advancement of India's exports across all sectors.

DATE : 4th NOVEMBER 2023

Academic Collaboration Enrichment Agreement

COE Tirupur and Shree Venkateshwara College, Gobichettipalayam, Tamil Nadu, signed an MoU for collaborative programs, including Student Development, Internships, E-Labs, Industrial subjects, Placements, and Guest Lectures. The agreement aimed at conducting MDPs, SDPs, and FDPs online/offline, fostering research collaborations, knowledge sharing, and joint academic activities. Key attendees included Shri. K.S. Shankararaagavan and Dr. Chi. Nanjappa at the MOU signing ceremony, enhancing the academic partnership.

DATE : 6th NOVEMBER 2023

CoE Kolkata Inauguration

AMHSSC inaugurated its Center of Excellence in Kolkata in partnership with CREDO. The MOU signing ceremony took place on 5 Nov 2023, and the soft launch event occurred at The Park, Kolkata, on 6 Nov 2023. Dignitaries from the apparel industry, educational institutes, and the Bengali film industry attended.

DATE : 27th NOVEMBER 2023

TNSDC, AMHSSC partnership inaugurates skill training.

AMHSSC's COE Tirupur hosted the inauguration of a TNSDC-sponsored training program, where Dr A. Sakthivel and Smt. J. Innocent Divya presided. Thiru. Ramkumar inaugurated the event, selecting approximately 1000 candidates for specialized roles. The chief guests presented tool kits to students, and key members included Dr A. Sakthivel, Shri. Innocent Divya, Thiru. Ramkumar, and Dr. Roopak Vasishtha.

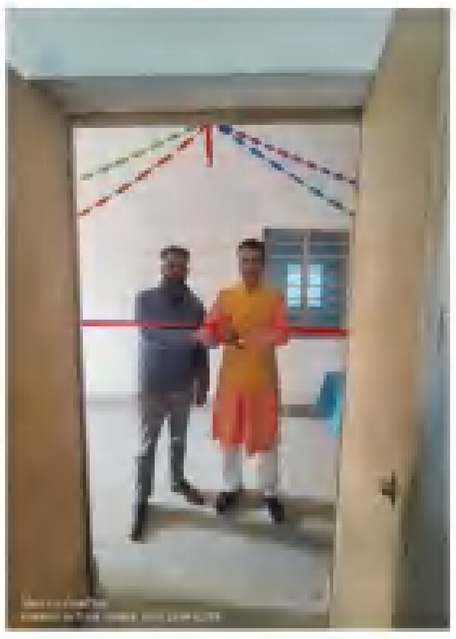
DATE : 28th NOVEMBER 2023

Onsite Workshop at The Millenium School

AMHSSC's Centre of Excellence, Noida, conducted an onsite workshop on The Art of Macrame for The Millenium School, Noida, with guest faculty Ms. Rohini from JIMS Institute.

DATE : 4th DECEMBER 2023

AAICLAS CSR Project Training Center Inauguration



AMHSSC's Centre of Excellence, Noida, inaugurated training centers in Varanasi for the ongoing CSR project with AAICLAS, aiming to train 201 beneficiaries in the Sampling Tailor job role. Prof. Mithilesh Singh and the Training Partner Team attended the event.

DATE : 8th DECEMBER 2023

Academic-Industry Collaboration Agreement

Center of Excellence, Tirupur, and Muthayammal College of Arts and Science, Rasipuram, Tamil Nadu, entered into an MoU. The agreement encompassed STPs, Internship programs, E-Lab, Industrial subjects, Placement Assistance, and Guest Lectures. Key members present at the signing included Shri. K.S. Shankararaagavan and Mr. K. Saravanan from CoE-Tirupur, and Dr. S.P. Vijeikumar and Dr. K. Sakthivel from Muthayammal College. This collaboration aimed to enrich the educational experience and industry exposure for students.

DATE : 9th DECEMBER 2023

Garment Production Insightful Industrial Visit

Centre of Excellence, Tirupur campus, organized a one-day industrial visit on "Garment Production" for Fashion Design and Garment Technology students from SVG Girls Tailoring & Craft School in Peruva, Kerala. Mr. J. Balaji, Academic Consultant, conducted the insightful session covering topics such as Knitting, Dyeing, Printing, Pattern Making, and the Garment production process.

DATE : 14th DECEMBER 2023

Launch of Weekly Professional Fashion Quiz Series

AMHSSC and Vidyadhara Consultancy LLP delightedly presented the 'Know Your Fashion' Weekly Quiz Series, starting with Quiz-1. The interactive and enjoyable quiz offered a quick exploration of the fashion world, catering to all levels.

DATE : 18th DECEMBER 2023

Explored skills & elevated careers with WorldSkills webinar.

An opportunity was presented to redefine futures through participation in AMHSSC's World Skill Competition Webinar held on December 21, 2023, from 02:00 PM to 03:00 PM IST. The webinar featured insights from industry experts, offering a chance to explore skills and elevate careers.

DATE : 27th DECEMBER 2023

CoE-Tirupur, Sona College: Strengthening Educational Partnership

Centre of Excellence, Tirupur, inked an MoU with Sona College of Technology, Salem, encompassing SDPs, Internship programs, E-Lab, Industrial subjects, Placement Assistance, and Guest Lectures for students. The MOU signing ceremony witnessed the presence of key members including Shri. K.S. Shankararaagavan, Dr. S.R.R. SenthilKumar, Principal of Sona College of Technology, and Dr. D. Raja, HOD of the Department of Fashion Technology.

INDUSTRY NEWS RELATED TO APPARELS.

INDIA'S APPAREL RETAIL MARKET SET TO SURGE TO US $ 105 BILLION IN 2024

The Indian apparel retail market is poised for remarkable growth, with projections indicating a revenue surge to US $ 105 billion in 2024 and an anticipated annual growth rate of 3.58 per cent from 2024 to 2027.

Among the diverse segments within the market, women's apparel emerges as the frontrunner, holding the major share with a market volume of US $ 50 billion in 2024, while menswear and kidswear share US $ 35 billion and US $ 20 billion worth of market volume approximately, as per Statista.

However, when it comes to per person revenues, India seems to be lagging behind the major apparel markets such as USA, China and Japan, generating approximately US $ 72 in 2024.

Looking ahead, the Indian apparel market is expected to witness a substantial increase in volume, reaching 38.8 billion pieces by 2027. The average volume per person in the market is projected to be over 24 pieces in 2024, reflecting the diverse wardrobe needs of the Indian consumer.

https://apparelresources.com/business-news/retail/indias-apparel-retail-market-set-surge-us-105-billion-2024/

SIZE OF INDIA'S TEXTILE INDUSTRY TO DOUBLE BY 2030.

The global apparel market was at around $ 1.7 trillion in 2022 and it is expected to grow at a CAGR of around 8% to reach $ 2.37 trillion by 2030.

The market for Indian textiles and apparel manufacturers may touch $ 350 billion mark by 2030 on the back of long-term positive outlook for the Indian economy and a strong focus on emerging areas like technical textiles, home furnishing, specialised fabrics and fashion apparels, according to a report.

The report released by FICCI-Wazir Advisors noted that Indian textile and apparel market size was around $ 165 bn in 2022, including the domestic market of $ 125 bn and exports of $ 40 bn. Given the long-term positive outlook, the market size is projected to grow at a 10% CAGR to reach $ 350 billion by 2030.

https://www.financialexpress.com/business/industry-size-of-indias-textile-industry-to-double-by-2030-report-3284688/

INVESTORS PROPOSE SETTING UP APPAREL CLUSTER ON BHUBANESHWAR OUTSKIRTS.

A delegation of garment manufacturers and exporters from Delhi NCR has proposed the State Government set up an apparel cluster on the outskirts of Bhubaneswar.

Seven well-known apparel exporters and manufacturers made up a delegation that recently met with Chief Minister Naveen Patnaik to talk about potential investments in the state's apparel industry. During their visit to the Khurda industrial area, manufacturers and exporters from the Noida Garment Cluster expressed interest in establishing an apparel cluster on an approximate 100-acre plot.

According to a representative of the Industries Department, the proposed cluster will contribute to the state's overall economic growth and create about 10,000 employments.

https://apparelresources.com/business-news/manufacturing/investors-propose-setting-apparel-cluster-bhubaneshwar-outskirts/

ROLE OF E-COMMERCE IN AIDING INDIA'S INCREASING FASHION CONSCIOUSNESS

In recent times, the rise of e-commerce has added a new dimension to the Indian fashion industry, fostering a prolific market. While fashion has always been an aspirational category, e-commerce is solving for accessibility and affordability in a big way. The online fashion market in India has been expanding rapidly over the last few years, contributing significantly to the overall fashion industry.

https://retail.economictimes.indiatimes.com/news/e-commerce/e-tailing/role-of-e-commerce-in-aiding-indias-increasing-fashion-consciousness/104160283

COVERAGES

BUSINESS NEWS FOR PROFIT

AMHSSC Expands Network of COEs Nationwide to Elevate India's Apparel Industry

Posted on November 27, 2023 by team

New Delhi: The Apparel Made-Ups and Home Furnishing Sector Skill Council (AMHSSC) has announced a significant expansion of its Centres of Excellence (COEs) across India, taking a giant stride towards enhancing excellence in the country's burgeoning apparel industry. These COEs, strategically located in multiple cities, will address the critical need for advanced skill development and expertise to meet the evolving demands of this vibrant sector.

The new Centres of Excellence will be established in Delhi, Karur (Tamil Nadu), Guwahati (Assam), Kolkata (West Bengal), Jaipur (Rajasthan), Mumbai and Sangli (Maharashtra), Ahmedabad (Gujarat), and Trivandrum (Kerala). This expansion complements the

KNN

Switzerland

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AMHSSC To Open 9 Centres of Excellence For Apparel Industry Across India

Updated: Nov 28, 2023 04:41:25pm

APN NEWS

Tuesday, December, 2023 | Today's Market | Current Time: 05:50:26

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INDUSTRY

Previous story: Around 500 People Participated in The Fungal Infection Camp Conducted by The Esthetic Clinics and DAF

Next story: The Pros & Cons of Robo-Advisors in Wealth Managem

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AMHSSC and PSGR Krishnammal College for Women, signed an MoU to establish a State-of-the-Art Centre of Excellence

Apparel Made-Ups and Home Furnishing Sector Skill Council (AMH SSC), in collaboration with PSGR Krishnammal College for Women (PSGRKCW), is pleased to announce the signing of an MoU to establish a State-of-the-Art Centre of Excellence (COE) located at the PSGRKCW premises. On September 11, 2023, the Memorandum of Understanding (MOU) formalizing this collaboration was signed at PSGRKCW College, Coimbatore.

Distinguished guests, including Padmashree Dr. A. Sakthivel, Chairman of AMH SSC, and Dr. P. Meena, Principal of PSGRKCW, Coimbatore, joined the event to mark this significant milestone. Shankararaagavan, Joint Director, COE, Tirupur, and Dr P. Meena, Principal, PSGRKCW, officiated the MoU signing. PSGRKCW is a prestigious autonomous aided institution offering self-financing Arts and Science courses.

Dr. Sakthivel addressed the audience and emphasised the critical need to enhance excellence in the production processes within the apparel industry. He stressed the importance of preparing qualified personnel to meet the industry's demands for excellence, emphasizing the necessity for numerous Centers of Excellence, nationwide. Dr. Sakthivel also noted that the Ministry of Skill Development and Entrepreneurship, Government of India, shares the vision of establishing a substantial number of Centers of Excellence to develop advanced skills required by the industry.

Additionally, he announced that AMH SSC is planning to open COEs in Karur, Guwahati, Kolkata, Delhi, Jaipur, Mumbai, Ahmedabad, Sangli and Trivandrum, in addition to the existing COEs in Noida and Tirupur, along with the newly inaugurated COE in Coimbatore.

Dr. P. Meena expressed her gratitude to AMHSSC for choosing PSGRKCW College, Coimbatore, as the location for their COE. She assured Dr Sakthivel that PSGRKCW would conduct top-tier skilling training programs at the COE, producing the best talent to meet the industry's demands.

Apparel Made Ups & Home Furnishing Sector Skill Council (AMHSSC)

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