



# University of Rajasthan Jaipur

## SYLLABUS

**M.A./M.Sc./M. Com.  
Garment Production  
&  
Export Management  
(Annual Scheme)**

**Previous Examination                      2022**

**Final Examination                              2023**

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JAIPUR

**M.A./M.Sc./M.Com Garment production and Export management Annual Scheme**

The master of Garment Production and Export Management will be two year multi faculty course extending over two academic sessions.

**Eligibility criteria:**

To be eligible for admission to the Master in OPEM a candidate must have 40% or more at graduate level from the faculty of Arts / Science / Commerce / Fine arts / Social Science.

There shall be XVI papers in all. The candidate has to study all papers compulsorily.

The scheme shows the teaching / week, duration of examination, minimum and maximum marks.

Sl. No.	Subject	Teaching Hours	Max. Marks	Min. Pass Marks	Duration of Examination (hrs)
<b>THEORY</b>					
i	Fashion studies	3	75	27	3
ii	Garment production technology	3	75	27	3
iii	Business environment & Practical accounting	3	75	27	3
iv	Business entrepreneurship & Sales promotion	3	75	27	3
<b>PRACTICAL</b>					
v	Clothing construction	6	100	36	6
vi	Pattern making & Draping	6	100	36	6
vii	Apparel Illustration	4	100	36	4
<b>Total</b>		<b>28</b>	<b>600</b>		

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PG Final	INTERNSHIP THEORY	45 Days			
viii	Testing & Quality control	3	50	18	3
ix	Export Marketing & Documentation	3	75	27	3
x	Textile Designing	3	50	18	3
xi	Functional Management	3	75	27	3
xii	Business Communication	4	50	18	3
	<b>PRACTICAL</b>				
xiii	Computer aided fashion designing	4	50	18	3
xiv	Business communication and Accounting	4	50	18	6
xv	Design concepts	6	100	27	6
xvi	Project	4	100	36	6
	Total	38	600	216	
	<b>Grand Total</b>		1200	432	

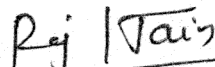
A board of Examiners will be formed for Practical Examinations. Board will comprise of an internal examiner, awarding 40% marks for submissions (Internal assessment) and an external examiner awarding 60% marks for the practical examinations.

Each theory paper will contain nine questions and candidates are required to attempt any five questions.

It will be necessary for a candidate to pass in the theory part as well as in the practical of a paper separately.

A candidate to pass at each of the Previous and Final examinations shall be required to obtain at least 36% marks in the aggregate of all the papers prescribed for the examination and at least 36% marks in practical wherever prescribed at the examination, provided that if a candidate fails to secure at least 25% in each individual paper at the examination and also in the project. The candidate shall be deemed to have failed at the examination notwithstanding his/her having obtained the minimum percentage of marks required in the aggregate for that examination.

A candidate will be promoted to final year if he/she has secured 25% in three theories and two practical paper of previous examination with at least 36% in aggregate of these papers.

  
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A candidate who does not pass in the papers prescribed for the Final examination shall require to re-appear in the papers he/she has not cleared at the final examination in the subsequent years.

No division will be awarded at the Previous Examination. Division shall be awarded at the end of the Final Examination on the combined marks obtained at the Previous and the Final examination taken together.

The degree will be given to the candidate after clearing all XVI papers and internship. Candidate with B.A./B.F.A. three years diploma will be given degree in M.A./B.Sc./Home Science/ B.C.A. in M.Sc. and B.Com. in M.Com.

Internship: Each student has to submit a consolidated report on the visit made in an organization sponsored by the Institution. The assessment will be made only by the internal examiner.

Project: The project work will involve in depth practical work on a problem suggested by the supervisor of the candidate. The student will submit the project report in triplicate of the work done. The project submitted by the candidate shall be evaluated by external examiner and internal examiner (supervisor). The student will be required to make a presentation of the work followed by viva-voce.

Distribution of marks for assessment as follows:

Internal assessment :	40
External assessment :	40
Viva voce :	20
Total :	100

The examination will be held in the department and the project work will NOT be required to be mailed to the external examiner.

## PAPER: I FASHION STUDIES


M.M. 75

Hrs. 3

### UNIT-I

#### I Fashion-

- Terminology components
  - Principles
- Fashion cycle
- Fashion forecasting
- Theories
- Designers with special reference to India & French
- Fashion Accessories

  
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**UNIT- II**

- Clothing - why do we wear clothes, Selection of garments for infant, toddler, School going student, teenagers, adolescent & people with special needs
- Wardrobe planning & planning resources

**UNIT-III**

## 1. Indian costumes

- Mauryan
- Kushan
- Gupta
- Mughal Period
- North, South, East & West India

## 2. Costumes of Ancient Time

- Babylonian
- Persian
- Greek
- Roman
- Egyptian

**REFERENCES:**

Garland, M. (1970). The changing form of fashion. Dent.

Bhatnagar, P. (2004). Traditional Indian costumes & textiles. Abhishek publications

Arora, V. (2008). Suvasas The beautiful costumes. Abhishek publications

Kefgen, M. (1971). Individuality in clothing selection and personal appearance a guide for the consumer. London, Collier Macmillan publishers

Frings, G.S. (1999). Fashion from concept to consumer. Prentice-Hall, Inc.

Stone, E. (2001). The dynamics of fashion. New York, Fairchild publications

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## PAPER - II: GARMENT PRODUCTION TECHNOLOGY

M.M. 75

Hrs. 3

### Section-A

#### The Clothing Industry

1. Structure of Clothing Industry.
2. Sectors of Clothing Industry.
3. Product types and organization size, Production run, marketing, Operating skills
4. Present status of clothing industry.
5. Types of garments exported.

### Section-B

#### The Organization of Clothing Industry

1. Principles of management.
2. Design department - Fore-casting, Designing, Production of sample garment.
3. Marketing Department - Merchandising and sales.
4. Finance Department - Budgeting, Garment costing.
5. Purchase Department.
6. Production Department - Manufacture, Production and control.
7. Operations Department - Company calendar, Pre-production planning and control, Information technology

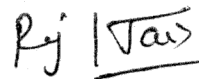
### Section- C

#### Manufacturing Technology:

1. Cutting Room - Production processes in cutting.
2. Sewing Technology - Components of sewing, Threads, Machinery and equipments, Work aids, Machine attachment.
3. Pressing technology: machinery and equipment.
4. Product Technology Manual system and mechanical transport system.
5. Warehouse - Handling, Storage, Packing and boxing

#### REFERENCES:

- Harold, C. & Barbara, L. (1994). The technology of clothing manufacture. Cambridge, Blackwell Science.
- Chuter, A.J. (2011). Introduction to clothing: Production management. Cambridge, Blackwell Science.

  
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Cooklin, J. (2006). Introduction to clothing manufacture. John Wiley & Sons.

Armstrong, H. J. (2009). Patternmaking for fashion design. Pearson.

Carr, H. & Pomeroy, J. (1992). Fashion design and product development. Wiley India Pvt.Ltd.

## **PAPER-III BUSINESS ENVIRONMENT & PRACTICAL ACCOUNTING**

**M.M: 75**

**Hrs: 3**

### **SECTION A**

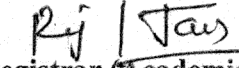
1. Meaning and managerial economics, its scope. Role of micro and macroeconomics. Analysis in the formulation of business policies.
2. Indian Foreign Trade-Salient features, objectives, composition and directions of foreign trade, balance of trade and payment.
3. Cost Analysis - Break-even analysis.

### **SECTION B**

1. Meaning of banker and customer relationship between banker and customer.
2. Brief study of negotiable instruments (cheque, promissory notes, bill of exchange, letter of credit).
3. Endorsement and crossing.
4. Presentation, Collection and payment of negotiable instrument.
5. Dishonour, Noting and protesting of negotiable instruments.

### **SECTION C**

1. Journal entries, Ledger, Subsidiary books and preparation of final accounts with adjustment.
2. Rectification.
3. Bank reconciliation statement.
4. Computer accounting (practical knowledge on computer)
5. Preparation of Performa of export cost sheet and quotation.

  
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## PAPER-IV BUSINESS ENTREPRENEURSHIP AND SALES PROMOTION

**M.M. 75**

**HOURS: 3**

### Section A

1. Meaning und nature of entrepreneurship and socio-economic development, problems of entrepreneurship. Social responsibility of entrepreneurs, government encouragement of entrepreneurship.

### Section B

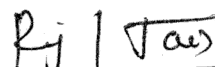
2.
  - a) Organization of central and state government to help entrepreneurship.
  - b) Infrastructure
  - c) Entrepreneurship in Rajasthan.
  - d) Incentives and concession available to industries' in Rajasthan.

### Section C

3.
  - a) Sales promotion-Meaning, nature, Role and importance
  - b) Functions of sales promotion department.
  - c) Distinction with advertising and personal selling.
  - d) Types of Sales promotions-Dealer promotion, consumersales promotion, sales promotion of Industrial consumer products.
  - e) Export sales promotion
  - f) Evaluation of sales promotion programme.
  - g) Motivation-Meaning and its importance
  - h) Consumer psychology.
  - i) Buying motives of consumer.

### **References :**

1. A.K. Sharma , S. Sharma, R. Nagar, A. Jain, S. A. Bakshi (2016) Entrepreneurship and small business management (Hindi), 1<sup>st</sup> ed. Ajmera Book Company, Jaipur
2. G. S. Sudha (2017-18), Entrepreneurship and small business management, 2<sup>nd</sup> ed. R. B. D. Publishing house, Jaipur, New Delhi

  
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3. G. S. Sudha (2007-08), Fundamentals of entrepreneurship, 1<sup>st</sup> ed. Ramesh Book Depot, Jaipur.
4. A.K. Sharma , S. Sharma, R. Nagar, A. Jain, S. A. Bakshi (2015-16), Entrepreneurship and small business management, 1<sup>st</sup> ed. Ajmera Book Company, Jaipur
5. M. J. Methew, Sales management and sales promotion I<sup>st</sup> ed. RBSA publishers, Jaipur.
6. R. L. Nolkha, (2017-18), Entrepreneurship and small business management (Hindi), 1<sup>st</sup> ed. R. B. D. Publishing house, Jaipur, New Delhi.
7. G. S. Sudha, (2014-15), Sales promotion and sales management, , 1<sup>st</sup> ed. R. B. D. Publishing house, Jaipur, New Delhi

## PRACTICAL

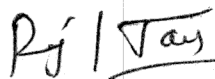
### PAPER V: Clothing Construction

MM 100

Hrs.

6

1. Study of machinery and attachment used in sewing machine.
2. General principles of clothing construction
3. Handling various fabrics with cutting and stitching (lace, velvet, & chiffon)
4. Preparation of samples
  - 1) Sleeves:- puff, bishop, lantern, raglan, square armhole, sleeves finished with cuff  
Andset in sleeves
  - 2) Collars:- Flat, Sailor and square hole  
Stand; Chinese, convertible and two piece shirt  
Lapel; Lapel without collar and shawl
  - 3) Necklines:- cowl, flounce, round, square, V, sweetheart
  - 4) Pockets: - patch, bound, welt, vertical, seam & flap.
5. Drafting cutting and stitching of the following garments using special fabrics.
  - 1) Children garments: Party frock  
Night wear  
Skirt-with top  
Short with shirt
  - 2) Ladies garments: Reversible sleeves jacket  
Variation of at least 2 tops (Using dart manipulation)  
House coat with shawl collar
  - 3) Gents garments: gents shirt  
Trouser
  - 4) One garment with self-help features

  
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**REFERENCES:**

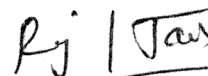
- Armstrong, H. J. (2009). Patternmaking for fashion design. Pearson.  
 Jindal, R. (2012). Handbook for fashion designing: best drafting techniques. Mittal Pubns.

**PRACTICAL****PAPER VI: Pattern making and Draping****M.M. 100****Hrs.****6**

1. Study of anthropometric measurements
2. Pattern making (a) Designing through flat pattern  
 Dart manipulation in bodice  
 Development of variation in basic bodice, sleeves, collars, yokes, skirts & trousers  
 (b) Designing through draping  
 Preparing samples of basic bodice- combing, dividing & moving darts  
 Princess line  
 Yoke  
 Cowl  
 Collars
3. Pattern making Essential symbols & terms; Piece identification, grain line, notches, darts, center front & back, fold line, lengthen & shorten  
 Helpful markings- cutting & stitching line, stitching direction, ease, gathers, hem & edge finishes
4. Pattern envelope information, illustration, different views, suggestion for fabric types, standard measurements
5. Pattern guide sheet standard instructions pattern layout
6. Preparation of commercial paper patterns of various designs at least five children & ladies garments
7. Preparation of Portfolio's

**REFERENCES:**

- Armstrong, H. J. (2009). Patternmaking for fashion design. Pearson.



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**PRACTICAL**  
**PAPER VII: Apparel Illustration**

M.M. 100

Hrs.

4

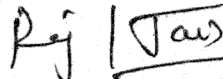
- 1) Drawing with ideal proportion at different ages from one year child to adult
- 2) Drawing the human from different angles; front, back & side
- 3) Drawing a stick figure, block figure & flash figure of 9.1/2inch, 10.1/2inch, 12. 1/2inch.
- 4) Drawing of faces, nose lips, eyes, hands, legs, hairstyles & accessories.
- 5) Sketching of casual, formal, sports, winter, summer, night, beach, party, traditional wear & theme interpretation using various techniques i.e. stippling, poster colours, mixed, pencil, crayon etc.
- 6) Preparation of work order sheet, given a pattern determine assembly lines steps including cost of raw material per garment to transporting an original design to mass production
- 7) Development of prints & textures
- 8) Development of mood boards & producing a theme & then illustrating on fashion figure.
- 9) Study tours to various centers to examine historical & modern apparel & textile.

**REFERENCES:**

Singhal, R. (2011). Fashion rendering. New Delhi, Om book international.

Jain, K. (2005). Designing ideas and accessories. B. Jain Publishers (P) Ltd.

Mckelvey, K. (1996). Fashion source book. Blackwell publishing.

  
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## PAPER VIII TESTING AND QUALITY CONTROL

M.M: 50

Hrs. 3

### Section- A

1. Importance of inspection and Quality control.
2. Definition of Quality control, Quality control organization and its function.
3. Importance of fixing standards and various factors responsible for deviation from standards.
4. Common faults in fabric and their analysis.

### Section- B

5. Yarn dimensions yarn number measurement; measuring yarn number from small lengths as universal yarn balance and Beasley's yarn balance.
6. Twist and twist measurement, direction twist, function of twist in yarn structure, effects of twist in yarn properties.
7. Definition of crimp, measurement of crimp by Shirley crimp meter, crimp and fabric properties.


### Section- C

8. Fabric thickness and its measurement.
9. Introduction to fabric stiffness, handle and drape, measurement of crease recovery.
10. Pilling of fabric, pilling measurement.
11. Tensile testing to fabric by pendulum type testers.
12. Moisture regain, moisture content, absolute humidity, relative humidity, standard atmosphere and testing atmosphere. Measurement of moisture regain by electronic moisture meter and drying ovens.
13. Shrinkage and its measurement.
14. Colour fastness to: Washing, Rubbing (Dry, Wet), light.

### REFERENCES:

Booth, J.E. (1968). Principles of textile testing. Butterworth (Publishers) Inc.

Stamper, A.A., Sharp, S.H. & Donnell, L.B. (1986). Evaluating apparel quality. New York, Fairchild Publications.

  
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**PAPER- IX: EXPORT MARKETING AND DOCUMENTATION**

M.M: 75

Hrs. 3

**Section- A**

1. International marketing: Nature, definition and scope of international marketing, Domestic marketing vs. International marketing, International marketing environment external and internal.
2. Identifying and selecting foreign market: Foreign market entry mode decisions.
3. Product planning for International market: Product designing, Standardization vs. adaptation, branding and packaging, labeling, quality issues.

**Section- B**

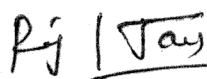
4. International pricing: Factors influencing international price, pricing process and methods; international price quotation and payment terms.
5. Promotion of product/service, Method of international promotion; Direct mail and sales literature; Advertising; personal selling; Role of trade fairs and exhibitions.
6. International distribution: Distribution channels and logistics decisions; selection and appointment of foreign sales agents.

**Section-C**

7. Policies and practices in India: Exim policy.
8. An overview on trends in India's foreign trade steps in starting export business; product selection, market selection.
9. Export pricing; Export finance.
10. Documentation
11. Export procedures.
12. Export assistance and Incentives by government.

**References:**

1. R. K. Kothari, B. S. Rathore, P. C. Jain (2009) International Marketing 1<sup>st</sup>. ed. Ramesh Book Depot, Jaipur, New Delhi
2. R. Kothari, P. C. Jain (2009) International Management 1<sup>st</sup> ed. Ramesh Book Depot, Jaipur, New Delhi
3. M. J. Methew International Marketing (Procedures and practices) 1<sup>st</sup> ed. RBSA publishers, Jaipur

  
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**PAPER X: TEXTILE DESIGNING****M.M: 50****Hrs. 3****Section – A**

1. Design interpretation: Elements and principles of design, layout of design, repeat basis and drop devices.
2. Colour: Terminology, Theory, Schemes.
3. Saree's of India: Chikankari, Bandhani, Baluchari, Brocade, pochampalli, kanchipuram, Bandha, Patola.
4. Style of wearing saree's.

**Section- B**

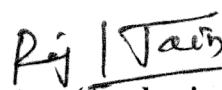
5. Pretreatments of yarn or fabric for dyeing: Desizing, scouring & bleaching.
6. Forms of dyeing: fabric, yarn, piece, cross & union.
7. Classification of dyes: natural & synthetic.
8. Methods of dyeing: Jigger, hank, yarn, winch & jet.

**Section-C**

9. Methods of printing: Block roller, stencil, screen & rotary.
10. Styles of printing: direct, discharge & resist style.
11. Finishing: meaning & importance of various type of finishes.

**REFERENCES:**

- Bhatnagar, P. (2004). Traditional Indian costumes & textiles. Abhishek publications
- Arora, V. (2008). Suvasas The beautiful costumes. Abhishek publications
- Kefgen, M. (1971). Individuality in clothing selection and personal appearance a guide for the consumer. London, Collier Macmillan publishers
- Gohl, E.P.G. (1987). Textile science. CBS Publishers & Distributors.
- Shenai, V.A. (1993). Chemistry and principles of dyeing. Sevak publications.
- Shenai, V.A. & Saraf, N.M. (1990) Technology of textile finishing. Sevak publications.
- Marsh, J.T. (1948). An introduction to textile finishing. Chapman and Hall Ltd.
- Choudhury, A.K. R. (2017). Principles of textile finishing. Woodhead publishing.

  
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## PAPER XI: FUNCTIONAL MANAGEMENT

**M.M: 75**

**Hrs. 3**

### Section – A

1. Personal management: Meaning, scope, role and functions, functions and duties of personal manager.

Human Resource planning: Concept of HRM and HRD recruitment, selection, training and placement personnel.

### Section – B

2. Marketing management: Meaning, nature,, scope and importance, product planning and development, Marketing research, channel of distribution, pricing policies and strategies.
3. Financial management: Importance, functions and role of financial management, duties of finance manager.

### Section – C

4. Production management: Meaning, nature, scope, functions and problems, product design and product research, quality control and inspection.
5. Materials management: Role, importance, functions and scope, value analysis, inventory, planning and control, ABC analysis.

### References :

1. G. S. Sudha, (2012), Functional Management 2<sup>nd</sup> ed. R. B. D. Publishing house, Jaipur, New Delhi.
2. G. S. Sudha, (2018-19), Functional Management, 1<sup>st</sup> ed. R. B. D. Publishing house, Jaipur, New Delhi.
3. R. L. Nolkha, (2013-14), Functional management (Hindi), 1<sup>st</sup> ed. R. B. D. Publishing house, Jaipur, New Delhi
4. M. J. Methew, P. K. Sharma, L. Bhatia, Functional Management, 1<sup>st</sup> ed. RBSA publishers, Jaipur.

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**PAPER – XII: BUSINESS COMMUNICATION****M.M: 50****Hrs. 4****Section – A**

1. Fundamental of communications: Definition of communication, models of communication, barriers in communication, essentials of good communication.
2. Modes of Human communication: Basic differences in the principle modes of human communication, reading, writing, listening, speaking and non-verbal communication.
3. Using audio visual Aids for effective communication: The role of technology in communication, the role of audiovisuals in communication.

**Section – B**

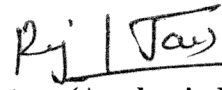
4. Spoken communication: Importance of this mode, designing receiver oriented message, comprehending cultural dimension.
5. Written communication: Fundamentals of sentence structure, writing good paragraph.
6. Fundamentals of technical writing: Special features of technical writing, the word choice, developing clarity and consciousness.

**Section – C**

7. Marking oral presentation: Functions of presentation, defining objectives, audience analysis, collection of material, organization of materials, body language, effective delivery techniques.
8. Grammar: Functional grammar & usage, articles and prepositions, tenses, punctuation, common errors, extension of vocabulary, reading comprehension, listening, comprehension in language laboratory work, working out the exercises provided in the prescribed text book.

**References :**

1. M. J. Methew, P. K. Sharma, Y. Yadav; Business communication (Process and Skills), 1<sup>st</sup> ed. RBSA publishers, Jaipur.
2. M. J. Methew, Business communication (Theory and practices) 1<sup>st</sup> ed. RBSA publishers, Jaipur.

  
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**PRACTICAL**  
**PAPER XIII : Computer Aided Fashion Designing**

**MM: 50**


**Hrs. : 4**

**Objective:**

- To acquaint students with computer aided designing.
- To impart the skill of fashion designing through coral draw and adobe photo.

**Contents:**

1. Introduction to basics of computer.
  - Basic operation in data handling copy, paste, prepare a folder/file.
  - Internet and their application uses.
  - Introduction to M. S. Word
  - Drafting tables and preparing a report and formatting text in M. S. word
2. Presentation of data
  - PowerPoint
  - Creating, editing , showing sides show
3. Introduction of Coral Draw
  - Draw 10.5 head female croquie with grids and guideline.
  - Illustrate fashion figure in different poses and movement.
  - Drawing basic silhouette and accessories, sleeve collars pockets etc.
  - Develop motifs by scanning and drawing with use of CAD command
  - Create full design with repeat and color combination
    - Importing and exporting and saving images
4. Adobe Photoshop
  - Creating different types of effects with respect to various prints
  - Image sourcing and realistic composite replacing a background
  - Importing and exporting saving images.
5. Use of scanning and developing for fashion and textile field
  - Boucher
  - Visiting cards
  - Tags

  
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## References

1. Chase, R.W. (1997). CAD for fashion design. Prentice Hall; Pap/DSKT edition.
2. Smith, S.S. (2013).CAD for fashion design and merchandising. New York, Fairchild books, Inc.
3. Aldrich, W. (1992). Cad in clothing and textiles. BSP professional.
4. Tantham, Caroline, fashion designing and drawing , Thomas and Hudson
5. Drude , Elleisabetta figure drawing for fashion design the peep press singapore2003

## PRACTICAL PAPER- XIV BUSINESS COMMUNICATION AND ACCOUNTING

**M.M: 50**

**Hrs: 4**

Syllabus based on business communication technology and practical accounting.

1. Case studies based on communication aspects.
2. Business letter writing.
3. Group discussion on current topics
4. Presentation – Power point, OHP
5. Introduction of Accounting software: Tally

## PRACTICAL PAPER XV: DESIGN CONCEPTS

**M.M.: 100**

**Hrs: 6**

1. Dyeing of various fabrics with various suitable dyes.

(Fabrics: cotton, wool, silk, polyester)

(Dyes: direct acid, basic sulphur, reactive & disperse)

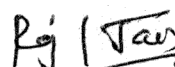
2. Tie & dye & batik: preparation of samples

Printing of various fabrics with various suitable dyes & pigments

Block & screen printing: preparation of samples.

3. Preparation of embroidery samples. Basic stitches (5-6)

Traditional (5-6)

  
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#### 4. Yarn

- a) Yarn count and yarn twist Fabric
- b) Thread count and balance, dimensional, stability, colour fastness.

### REFERENCES:

- Corbman, B. P. (1983). Textiles fibre to fabric. McGraw Hill education.  
Marjory, J. L. (1966). Introductory textile science. Holt McDougal.  
Booth, J.E. (1968). Principles of textile testing. Butterworth (Publishers) Inc.  
Karmakar, S.R. (1999). Textile science and technology. Elsevier Science.

### PAPER-XVI PROJECT

MM. 100

Hrs. 4

#### Objectives

1. To enable the student to work independently in the area of textiles and clothing.
2. To develop an ability of presenting reports in the class.
3. To give opportunity to use visuals for the report.

Student must prepare a report related to garment production & export management.

**REFERENCES:** Journals and magazines, periodicals, dissertations.

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