

## PROGRAM OUTLINE

Interaction Agenda for 2 days would be

### Textile Technology Management

- Technology strategy
- Innovation management
- Technology transfer & IPR

### Textile Operations Management

- Demand forecasting
- Optimisation and decision making
- Supply chain management

### Textile Quality and Productivity Management

- Productivity and efficiency
- Product compliance: health and safety aspects
- Product life cycle assessment

### Textile Marketing and Brand Management

- Fashion brand management
- Brand positioning & pricing
- Ethical issues in branding
- Online Marketing Issues on apparel

## TEACHING PEDAGOGY

Speakers from IIT Delhi, NIFT, other pioneer institutes, industries and consulting agencies will deliver lectures on emerging issues related to apparel and textile business management. Group discussions, case studies, storytelling, group activities and interactive lectures will add up to provide an ideal blend of techniques for learning and professional development.

## COURSE FEES

Rs 12000 (Rs Twelve Thousand Only), Payable by cash/DD in favour of REGISTRAR, IIT DELHI. This course fee includes cost of registration kit, study material, certification cost, lunch and tea.

## REGISTRATION

The interested participants are required to send duly filled registration form along with a demand draft of Rs 12000/- in favour of "Registrar, IIT Delhi" payable at New Delhi and send it the following address

The Coordinator  
ATM Program  
Room No. 506,  
Department of Management Studies,  
Vishwakarma Bhawan, IIT Delhi  
Hauz Khas, New Delhi 110 016.

## ACCOMODATION

This is a non-residential programme. The participants are expected to make their own arrangements for stay. However, subject to availability, the organizers will try to book accommodation on payment basis within the guest houses of IIT Delhi, if requested sufficiently in advance through the registration form

## IMPORTANT DETAILS:

Date: September 7<sup>th</sup> & 8<sup>th</sup> September, 2013

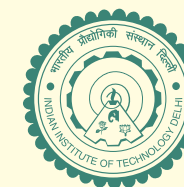
Venue: I.I.T. Delhi  
Telephone: 011 2659 1405  
Mobile: +91 8527843609  
Email: atmgt.iit@gmail.com  
Website: www.atm-iitd.in

Indian Institute of Technology Delhi  
(Under Continuing Education Program)

## CERTIFICATE PROGRAM ON APPAREL & TEXTILE MANAGEMENT

(Industry Outreach Initiative by IIT Delhi)

(7<sup>th</sup> - 8<sup>th</sup> September, 2013)



Program Coordinators:

**Dr. Abhijit Majumdar**  
&  
**Dr. Mahim Sagar**

## ABOUT IIT DELHI

Indian Institute of Technology Delhi (IIT Delhi) is among the country's premier institutes, a centre of Excellence for higher education, training, research and development in various aspects of Science, Engineering, Technology and Management. The institute emphasizes on research based academic deliverables, with the potential for high Industrial and societal impact.

## ABOUT THE PROGRAM

Textile and apparel industry is one of the most important manufacturing industries in our country. At present, textile and apparel industry is facing stiff challenges from China and other south East Asian countries. The goal of the program is to empower the technical and managerial executives working in apparel and textile industries to understand the emerging technological and management concepts. It will help them to cope with the transitory technological, market and environmental requirements in a better manner. They will also gain knowledge about the domain specific concepts of technology strategy, product innovation and development, quality conformance, operations and supply chain, branding and marketing.

## PROGRAM OBJECTIVES:

The objective of this program is to familiarize the participants with various issues affecting the apparel and textile business and the ways to tackle them. It will provide a platform for discussing the relevant aspects which are

important for the sustainable growth of the apparel and textile industry. Some of the specific areas which would be addressed are:

- **How to motivate employees**
- **How to develop innovation culture in an organization**
- **How to manage continuity and change in business**
- **How to develop operations strategy**
- **How to develop supply chain partnership**
- **How to develop apparel marketing strategy**
- **How ethics can be used as brand positioning tool**
- **How to Tackle environment regulations and quality conformance requirements as per the need of the international buyers**

## WHO SHOULD ATTEND

The program has been designed for senior and middle level managers and technologists involved in

- Yarn and fabric manufacturing industries
- Nonwovens industries
- Technical textiles industries
- Garment and apparel industries
- Quality agencies
- Apparel and textile marketing
- Apparel brand management
- Textile entrepreneurship

## REGISTRATION FORM

**(Fill in Block Letters)**

Name: -----

Designation: -----

Organization: -----

Address for correspondence: -----

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-----Pin -----

Telephone: -----

Mobile: -----

E-mail: -----

Details of DD Attached:

Amount: Rs 12000/-

No. -----

Drawn on: -----