



RESEARCH ARTICLE

A STUDY ON REVIEW OF FASHION EDUCATION SCENARIO IN PUNJAB STATE

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Abstract

Fashion design education consider as one of the most exciting and provides huge career options to students, for nurturing talent and developing entrepreneurship among the students. The students who are getting aspire from fashion education coming from different academic background and have adequate skills required to work. Indian govt. bodies like Ministry of Textile, UGC (University Grant commission), AICTE (All India council for technical education), SBTE (State board technical education) has played important role to enhance fashion education in India. This paper aim to provide information about various fashion colleges, institute and Universities in Punjab with their course details and affiliation. Study concluded that fashion courses are equally important like other courses, reputed and oldest Universities and colleges of Punjab offers various courses related to fashion with efficient curriculum.

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Introduction:-

Punjab, state located in the north India. It is bounded by the Indian states of Jammu and Kashmir to the north, Himachal Pradesh to the northeast, Haryana to the south and southeast, and Rajasthan to the southwest and by the country of Pakistan to the west. Punjab came into existence on November 1, 1966, when most of its predominantly Hindi-speaking areas were separated to form the new state of Haryana. The city of Chandigarh is the capital of Punjab, within the Chandigarh union territory. Punjabi costume is famous in all over world. Phulkari Dupatta, Punjabi Ghagra, Patiala salwar, Kurta Chadra, Kurta Pyjama, these all costumes are popular in Punjab as well as in neighbouring state too. Punjab is a state of richest & oldest culture and tradition which is reflected in the clothing of Punjabi People.

Punjab was the major province of British India and during the first world war, Punjabi manpower heavily contributed to the Indian British army. The contribution of British people toward empowering the education in Punjab was considerable during their rule and established various colleges and institutes like Khalsa college of Amritsar, Punjab institute of textile technology Amritsar (established before 1947) and this indicates fashion education strongly exists in Punjab. At present, there is huge number of universities and colleges provide fashion education and students too interested to do unique things through this kind of courses. Fashion education have various areas like designing, textiles, planning and production, merchandising and marketing, fashion buying, styling, media and communication, and quality, visual merchandising.

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Review of Literature:-

ATDC Report. 2014, This report describes, Apparel Training & Design Centre (ATDC) is India's largest Quality Vocational Training Provider for the Apparel Industry. ATDC contributed to the National Skill scape in the form of developing Contemporary Curricula for over 29 trade courses (Garment & Fashion sectors) along with Directorate General of Training (DGT) & National Council for Vocational Training (NCVT) for certification requirements and with All India Council of Technical Education (AICTE) for the Apparel & Textile sector as part of the National Vocational Education Framework (NVQF) both under the Chairmanship of Dr. Darlie Koshy, DG & CEO-ATDC & IAM.

Dutta, N. (2010). This paper deals with the impact of the changing nature of information needs of fashion educators and their usage of fashion periodicals at the National Institute of Fashion Technology (NIFT) Delhi. The paper is in two parts. The first part discusses the transformation of fashion education in India and its impact on the periodical collection in the Resource Centre of NIFT. The second part reports the findings of a survey of preferences of periodicals by the fashion educators of NIFT Delhi. Design faculty used consumer and trade magazines. The findings of this survey can be accepted as a trend among the fashion educators of design departments at NIFT.

Gale, C. (2011) observed that the future of fashion education is that it will definitely increase, everywhere. Also that if, over and above the vocationally obvious, educational institutions are to retain their academic credibility there are some tough issues surrounding the development of fashion curricula appropriate to the 21st Century, including new skills and training.

Reddy, G. C., & Rajaram, N. J. (2015). This research describes that Fashion education is one of the fast growing and prosperous vocational education streams across the world. The scope, prospects and employment opportunities are enormous as the fashion industry has spread across many other fields. The students undergoing interdisciplinary vocational programs in fashion and allied subjects are required to develop an open mind set and balanced personality for effective learning in order to face the challenges in the dynamic real life fashion environment. The findings of this study can help in refining the curriculum and the overall fashion education process.

Objective:-

To access the fashion education scenario in Punjab and explore Fashion Designing focused popular/ reputed institutes and their governing body, types of courses and carrier opportunity.

Methodology:-

Major district of Punjab, Amritsar, Hoshiarpur, Jalandhar, Ludhiana, Patiala, Chandigarh were selected from three region of Punjab (Majha, Malwa, Doaba) and 5 Institutes of each city were reviewed on the basis of fashion education. Thus 35 fashion institute, colleges, Universities were assessed to know the fashion education scenario in Punjab.

Result:-

Details of prominent fashion institute, colleges, Universities and their governing body, Established year from the seven major cities of Punjab mentioned below in table No.1:

Table No.1:- Details of major fashion institute of Punjab.

City name	Institute Name	Governing Body	Established year
Amritsar	JD Institute (Amritsar)	JD educational Trust (Sangai International University,	1988
	Government institute of garment technology (Amritsar)	PSBTE (Punjab state board of technical education)	1968
	Khalsa College Amritsar	UGC	1892
	Guru Nanak Dev University (Amritsar)	UGC/AICTE	1969
	Punjab Institute of Textile Technology (Amritsar)	AICTE (All India Council of technical Education)	1920
Hoshiarpur	SGGS (Sri Guru Gobind Singh) Khalsa College	Punjab University	1946

	Khalsa College Hoshiarpur	Punjab University	1966
Jalandhar	Apeejay College of Fine Art (Jalandhar)	Apeejay Education society,	1975
	DAV University (Jalandhar)	UGC	2013
	INIFD (Jalandhar, Chandigarh,	Annamalai University (UGC)	1995 (established year in India)
	LPU (Jalandhar)	UGC	2005
	I.K. Gujral (Punjab Technical University) Jalandhar	UGC	1997
Ludhiana	NIIFT (Mohali, Jalandhar, Ludhiana)	Department of Industry and commerce, Govt of Punjab	1995
	PAU (Punjab Agriculture University) Ludhiana	ICAR (Indian Council of Agriculture Research)	1962
	CT University (Ludhiana)	UGC	2016
	Government Institute of Textile Chemistry & Knitting Tech., Ludhiana	PSBTE (Punjab state board of technical education)	1923
	Satguru Ram Singh Government Polytechnic College For Girls, Ludhiana	PSBTE (Punjab state board of technical education)	1994
Patiala	Multani Mal Modi college (Patiala)	Punjabi University & Rai Bahadur Multani Mal Modi Charitable Trust	1967
	INIFD (Patiala)	Annamalai University (UGC)	1995 (established year in India)
	Patel memorial national College, Rajpura (Patiala)	Punjabi University	1966
	Shivdev Singh Diwan Gurbachan Singh Khalsa College (Patiala)	Punjabi University	1960
	College of Management and Technology	Punjabi University and AICTE	1998
Chandigarh	Govt Home Science College Chandigarh	NAAC	1961
	Dev Samaj College for women	NAAC	1981
	University Institute of Fashion Technology and vocational development	PU (Punjab University)	2007
	INIFD (Chandigarh)	Annamalai University (UGC)	1995 (Established year in India)
	NIIFT (Mohali)	Department of Industry and commerce, Govt of Punjab	1995
	International Women Polytechnic	NSDC (National Skill Development Corporation)	1998

It has been clear from the table no.1 that fashion education is valuable asset in Punjab from British ruler time to till date and institute running by both private and government. It has been found that some colleges established before independence in Punjab. Education governing body like AICTE, UGC has taken important steps to enhance fashion education. Table no.1 depicts that SBTE (State board of technical education of Punjab), AICTE (All India Council of technical Education), State govt. universities, private universities, all have fashion courses as a major course in their curriculum.

Types of fashion courses in Punjab:

Fashion education have various areas like designing, textiles, planning and production, merchandising and marketing, fashion buying, styling, media and communication, and quality, visual merchandising, garment construction, fashion illustration, CAD, CAM etc. Here is mentioned all type of fashion courses details and duration in Punjab.

Table-2:- Types of Fashion courses in Punjab.

Type of Courses	Nomenclature	Duration
Diploma Courses	Fashion Designing	3 years/1 years
	Garment Technology	3 years
	Textile Technology (Spinning, Weaving)	3 years
	Knitting Technology	3 years
	Fashion & Apparel Design	3 years
	Fashion Communication	2 years
	Fashion Design & Management	2 years
	Garment Manufacturing Technology	2 years
	Fashion Marketing and Management	2 years
Undergraduate Courses	B.Sc. Fashion Designing	3 years
	B.Sc. Textile Design	3 years
	B.Sc. Apparel Design	3 years
	B.Sc. Fashion Design & Merchandising	3 years
	B.Tech Textile Processing Technology	4years
	Design	4 Years
Post Graduate courses	M.Sc. Fashion Design	2 years
	M.Sc. Apparel and Textile	2 years
	M.Sc. Garment Manufacturing Technology	2 Years
	M.Sc. Fashion Marketing and Management	2 Years
Ph.D.	Apparel and Textile	3-5 years
Certificate Courses	Fashion Business Management	6 month
	Fashion Designing	6 month
	Digital Drawing and Editing	6 month
	Fashion Merchandising	6 month
	Basic Diploma In Textile	1 yr
	Elementary Tailoring techniques	1 yr
	Fashion Figure Drawing	1 yr
	Dress Design Cutting and Tailoring	1 yr

Table data clearly show that all type of fashion courses (Diploma courses, certificate course, under graduation courses, P.G courses, Ph.D. courses) with proper duration like other courses included in fashion education in Punjab. Colleges and institute had standard decorum followed according to UGC and AICTE norm

Career Opportunity:

1. Special Educator in School, college and institute
2. Fashion designer in fashion studio and industries
3. Fashion Merchandiser
4. Visual Merchandiser in Fashion store
5. Counsellor in schools and colleges
6. Personal Shopper
7. Fashion consultant and fashion stylist
8. Fashion model

Conclusion:-

It has been concluded from the data that all major cities of Punjab had fashion colleges with the proper affiliation. Few colleges were very old in Punjab (PAU Ludhiana, Govt. institute of garment technology, Amritsar, Khalsa college Amritsar, Punjab institute of textile technology Amritsar, PAU (Ludhiana), Govt. home science college Chandigarh). It has been clear that fashion education exists in Punjab before independence. Number of fashion college are less in Hoshiarpur dist. as compare to others cities but Hoshiarpur had good connectivity with Jalandhar, Chandigarh, Amritsar. It has been also noticed that most of the govt. University and colleges having fashion course under self-financing course. The findings of the study are useful for the students who are interested in fashion education they will get clear information about fashion colleges, types of course, carrier opportunity.

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