

STUDENT INFORMATION

[In case this Handbook is lost/ found, please inform or forward to the Group Registrar (Academics – Admn.), Pearl Academy of Fashion New Delhi]

Name of the Student _____

Registration Number _____

Roll Number (as given on I.D. Card) _____

Present Address _____

Telephone(s) _____ Mobile _____

Course _____ Cohort _____

Course Dates

	Semester One	Semester Two	Semester Three	Semester Four
Start				
End				
	Semester Five	Semester Six	Semester Seven	Semester Eight
Start				
End				

Important Notes

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VISION STATEMENT

The Pearl Academy of Fashion's core purpose is to provide education and service for the development of society. The Academy is committed to Excellence, Innovation, and Customer Satisfaction and Development through self and shared efforts.

QUALITY POLICY

The Pearl Academy of Fashion is committed to provide professional services associated with education and training in the field of design, business and technology by adhering to international standards, which are reviewed continuously for improvement to accomplish consistent consumer satisfaction.

Your Academy was established in 1993, and is the first fashion institute in India to undergo the prestigious ISO Certification, which is a testimony to the fact that its quality standards are at par with the best in the world. All three campuses of PAF have now been upgraded and certified under the latest Quality Management System ISO 9001:2008. We state with pride that each one of you is a part of the Academy's commitment to excellence and professionalism, and you will be expected to display the same regularly and consistently.

PREFACE

The Student Handbook is a very important document that needs to be read carefully, as its thorough understanding will be crucial to your successful studentship at the Academy. This Handbook acts as a guide throughout your tenure at the Academy on important day-to-day issues, and, hence, you are advised to keep this with you all through your studentship at the Academy.

We hope that most of your questions will be answered in this Handbook.

NB

In this Handbook, generally, the masculine shall include the feminine and singular shall include the plural. The matter herein applies to all the students enrolled in any course / programme offered by the Pearl Academy of Fashion, irrespective of the batch/cohort of enrolment.

1. WELCOME

The Pearl Academy of Fashion extends a hearty welcome to you.

The Academy congratulates every one of you, who is newly enrolled, on your having qualified through its stringent admission procedure and is eager to set you on an exciting and rewarding educational journey and experience. Now that you are a part of the fashion/textile/retail/jewellery/ merchandising & production /interior architecture/design/ media industry where “**innovation**” is the key word, we invite you, wholeheartedly, to the rigours of an exacting and demanding curriculum.

The Academy is pleased to receive every continuing student, who has returned after a well-deserved, refreshing vacation; the campus is geared to support you to resume your educational journey to the next milestone.

We wish you all the best and it will be our endeavour to guide you to help yourself find your own solutions at different crossroads in your educational journey. The Academy will make ceaseless efforts to ensure that you enjoy your learning at the Academy and graduate to a successful career in the fashion, design, jewellery, textile, communications, marketing, merchandising & production, retail, and make-up industries.

2. GRADUATE PROFILE

Your quest for sound education in pursuit of a clearly chosen career linked with fashion and life-style industries has brought you to this Academy.

Whether you are an undergraduate or post graduate learner and whatever the course you may be undergoing, when your educational journey is completed, you will, as will each one else –

- a) have clearly defined career goals
- b) focus on excellence and innovativeness and display a high level of commitment
- c) be able to withstand the stress of working in a competitive environment through professional work planning and time management

- d) be self-confident and have leadership skills that inspire and motivate others
- e) be a team player
- f) be willing to take on social, moral and civic responsibility
- g) have an appropriate balance of skill and conceptual competency in your area of specialization, along with a holistic understanding of fashion and life-style industries
- h) be a problem-solver at work with strong analytical and presentation skills
- i) be able to source information and to collate, evaluate and manage it
- j) be able to communicate clearly and succinctly, in both oral and written form

These are the hallmarks of a good professional and the Academy considers it to be its responsibility to facilitate your transformation into one in preparation of your entry into the world of work. Towards this, you will receive once every year a feedback on the above attributes, indicating your strength and weakness, in the expectation that the feedback will help and support you to acquire the desired level and degree of graduate proficiency.

The PAF UG Graduate – Desired Attributes & Strategy Matrix (Level-Wise)

DESIRED ATTRIBUTE	Level 0	Level 1	Level 2	Level 3
Clearly defined career goals	Provide basic rationale of career choice, and reasons thereof. [To be tracked by course team for future tracking/ guidance/ counseling].	Provide basic and clear choices of areas that the student is definitely NOT interested in, as a first step towards a focused set of choices. Choose broad areas of work/ functional areas.	Decide on clear choices of work/ functional areas with logical reasoning.	Use projects/ work to further build up resources, and to take concrete steps and direction towards defined/ feasible employability.
Focus on Excellence and Innovativeness, with a high level of Commitment	Take Excellence, Innovativeness and Commitment as key parameters in all spheres of activity – academic or non – academic.	Take Excellence, Innovativeness and Commitment as key parameters in all spheres of activity – academic or non – academic.	Take Excellence, Innovativeness and Commitment as key parameters in all spheres of activity – academic or non – academic.	Take Excellence, Innovativeness and Commitment as key parameters in all spheres of activity – academic or non – academic.

DESIRED ATTRIBUTE	Level 0	Level 1	Level 2	Level 3
Ability to withstand the stress of working in a competitive environment through professional work planning and time management	Learn to manage (task-related) time, and any accompanying or inherent stress.	Demonstrate initial development of multitasking skills. Achieve coordination and balance between aesthetic and technical skills.	To handle stress of being required/able to work independently, and to create and meet self-driven deadlines.	Manage independent goals and the pressure of actual and regular working/interaction with the industry.
Confident of self, with distinct leadership skills (ability to inspire and motivate others)	Demonstrate initial development of self-confidence and leadership skills ("what-it-takes-to lead").	Further develop self-confidence in tasks and applications. Take initiative for both academic and non-academic tasks.	Extend (and with evidence) of self-confidence and leadership skills beyond academics (taking all-round ownership).	Develop strong individual identity; and consistent proactiveness.
Ability to be a team player	Display evidence of being open to collaboration. Develop maturity of being able to work with "new"/unknown people. Be empathetic and accessible.	Demonstrate team-working – which must go beyond "students" to include a larger team (e.g. tutors, industry members, etc.)	Expand team resources independently and to be able to manage and share these.	Be a team maker/ builder. Work with "indirect" or discrete/ sporadic teams/ team interactions.
Willing to take on Social, moral and civic responsibility	Display awareness of responsibility of social, civic and moral issues (may be simulated also by course team).	Participate actively in relevant tasks and activities.	Initiate participation in relevant tasks and activities	Display evidence of having completed certain relevant tasks, and possible linked to career goals. Demonstrate development and practice of professional ethics.
Appropriate skills and concepts in respective areas of specialism, yet with a holistic understanding of fashion and lifestyle industries	[Not really critical at Level 0, especially keeping in mind that specialism options are generally not available after the completion of Level 0].	Focus more on skills (technical and soft skills), as a strategic build-up to concept-driven issues later on in the course. Display increasing awareness of subject domain.	Focus more on concepts and holistic learning, backed by strong skills to support this. Understand and appreciate subject context(s) (especially between micro-and macro issues.)	Display originality and individual style; as well as of attainment of relevant professional skills in chosen functional area.
Problem-solving approach to work, with good analytical and presentation skills	[Very critical factor – key focus on explorations and lateral thinking]. Develop analytical skills and understanding of problems.	Apply (in terms of "doing") problem-solving approaches (Using real materials/ techniques) for tangible results, and through generation of alternatives.	Translate concepts into workable/ practical solutions; and to be able to choose from generated and evaluated alternatives.	Demonstrate ability to link solutions to commercial/ technical viability. Achieve balance between creative and commercial requirements.

DESIRED ATTRIBUTE	Level 0	Level 1	Level 2	Level 3
Ability to source appropriate information., and to collate, evaluate and manage such information	[Critical factors – presentation/ information layouts and referencing]. Do basic research planning.	Correctly source and select relevant information. Develop basic analytical skills. Be proficient in literature review.	Further develop ability to access and select relevant information. Generate new/ primary data/ information through won efforts.	Develop the ability to anticipate, plan and execute research independently. Disseminate information/ data/ solutions to the appropriate target audience.
Ability to communicate clearly and succinctly, both orally and in written form	[Very critical factor, but facilitated through supported learning].	Demonstrate clarity of presentation of ideas. Demonstrate development of reflective thinking and communication [listening and understanding].	Professionally benchmarked communication and presentation, in both formal and informal environments.	Professionally benchmarked communication and presentation, especially formal environments.

3. INTRODUCTION TO THE FASHION INDUSTRY

The business of fashion may have a lineage as historic as the origin of civilization but globally it continues to evolve and grow at a rapid pace that makes fashion look like it will never 'go out of fashion'. The fashion business is beyond apparel or accessories or interiors and its new avatar is about brand, lifestyle and a way of life. The retail industry drives the fashion business and has influenced various other functions from design to buying to manufacturing and raw material sourcing.

During the recession many retailers, brands and fashion labels were forced to shut down, be restructured or transform into smarter enterprises. As consumption keeps growing and the industry keeps evolving the role of professionals and entrepreneurs has increasingly become important especially in areas which is design and innovation, increasing efficiency in the supply chains, cogent manufacturing, better branding & positioning and increasing the consumer experience.

The fashion industry has also influenced the evolution of allied services such as photography, styling, brand communication, set design, choreography, music production, fashion journalism & PR, fashion media make up and visual design. This has resulted in new career avenues where the demand for professional & technical expertise is constantly growing.

The emergence of new markets beyond the developed nations calls for professional intervention especially as global brands & manufactures need to tap these efficiently and with alacrity.

The fashion business is a business where innovation is a must, reconfirming the adage 'the only constant in fashion is change' and to bring about this positive and exciting change in intelligent professionals & entrepreneurs are required at various levels of functioning.

Indian Fashion Industry

Post quota regime India and China have become major global suppliers of fashion goods. As per Images Fashion Year Book 2008, India's fashion market (i.e. garment, retail, fashion designing and accessories trade) promises 20 per cent growth per annum. In foreign markets, India has been clocking exceptional growth rates in terms of textile and apparel exports.

India has a rich and varied heritage, where each region of India has its own unique native costume and traditional attire. While traditional clothes are still worn in most of rural India, urban India is changing rapidly, with international fashion trends reflected by the young and glamorous, in the metros of India. Fashion in India is a lively scene, a emerging industry and a colorful and glamorous world where designers and models start new trends every day.

While previously a master weaver was recognized for his skill, today a fashion designer is celebrated for his or her creativity. Young urban Indians can choose from the best of East and West as Indian fashion designers are inspired by both Indian and western styles. This fusion of fashion can be seen on the streets and ramps of the fashionable cities of India. Fashion in India is also beginning to make its mark on the international scene as accessories such as bindis, mehendi and bangles, have gained international popularity, after being worn by fashion icons like the pop singers Madonna and Gwen Stephani.

Fashion in India has become a growing industry with international events such as the India Fashion Week and annual shows by fashion designers in the major cities of India.

The domestic fashion business is expected to become a Rs 750 crore industry by 2012 from the current level of Rs 270 crore, given the increased demand for designer clothes and huge investments being planned by companies according to industry body Assocham. This sector is growing at 9.5 per cent annually.

Retail

The Indian retail market has been ranked by AT Kearney's eighth annual Global Retail Development Index (GRDI), in 2009 as the most attractive emerging market for investment in the retail sector. Indian Retail sector is the fifth largest global retail destination.

Currently the share of retail trade in India's GDP is around 12 per cent, and is estimated to reach 22 per cent by 2010. According to Government of India estimate the retail sector is likely to grow to a value of Rs. 2,00,000 crore (US\$45 billion) and could yield 10 to 15 million retail jobs in the coming five years; currently this industry employs 8% of the working population

A McKinsey report 'The rise of Indian Consumer Market', estimates that the Indian consumer market is likely to grow four times by 2025. The retail market is larger than ever and drawing both global and local retailers. Foreign direct investment (FDI) inflows as on January 2009, in single-brand retail trading, stood at approx. US\$ 25.18 million, according to the Department of Industrial Policy and Promotion (DIPP).

Currently, in India the retail industry has been recording stupendous growth over the past few years. India boasts of the largest network of retail outlets in the world. Although, a major proportion of this industry is unorganized still, trends are fast changing. More and more retailers prefer the organized system of work and thus professional management is becoming the need of the hour.

According to the AT Kearney's GRDI 2010 report India has emerged as the second most attractive market destination for retail globally. It further says that in India, apparel is the second largest retail category, representing 10 per cent of the US\$ 37 billion retail market. It is expected to grow 12-15 per cent per year. Apparel, along with food and grocery, will lead the organised retailing in India.

India's overall retail sector is expected to rise to US\$ 833 billion by 2013 and to US\$ 1.3 trillion by 2018, at a Compound Annual Growth Rate (CAGR) of 10 per cent.

Textiles and Apparel

India has a rich tradition of handloom textiles which dates back to many centuries. The Indian textile industry is one of the oldest and most

significant industries in the country. It accounts for around 4 per cent of the Gross Domestic Product (GDP), 14 per cent of industrial production and over 13 per cent of the country's total export earnings. In fact, it is the largest foreign exchange earning sector in the country. Moreover, it provides employment to over 35 million people.

With the advent of new technology, path breaking developments in fabric and the dawn of globalisation, the Indian apparel industry has to compete in the international market to give the right quality, at the right price and at the right time. The domestic market is equally challenging between Indian and foreign brands and players. Fashion culture and consciousness have developed strong roots; style is everywhere, especially among youth. These new aspirations have spread beyond the metros to the smaller towns, fuelling demand for life-style products.

The apparel industry is an extremely dynamic industry with various factors and inputs that are to be controlled and co-ordinated very well to be successful. Hence the industry demands utmost care, attention and hard work from its employees along with the ability to know and apply the latest technical know how and developments. The garment industry is highly labour intensive, and the importance of people management hardly needs to be stressed. In order to be successful, excellent communication skills and an ability to relate with people at different levels are essential traits.

The Indian textile industry is estimated to be around US\$ 52 billion and is likely to reach US\$ 115 billion by 2012. The domestic market is likely to increase from US\$ 34.6 billion to US\$ 60 billion by 2012. It is expected that India's share of exports to the world would also increase from the current 4 per cent to around 7 per cent during this period. As per the latest figures available with the Ministry of Textiles, India exported textiles worth US\$ 15.27 billion during April-December 2008.

Indian textiles, handlooms and handicrafts are exported to more than 100 countries, with the US being the largest buyer. Readymade garments (RMG) are the largest export segment, accounting for almost 41 per cent of total textile exports. RMG exports from India were worth US\$ 9.06 billion in 2007-08. During April 2008-February 2009, RMG exports were worth US\$ 8.59 billion, an increase of 4.86 per cent over the corresponding period of 2007-08.

Consequently, the domestic market is estimated to grow to over US\$ 50 billion by 2014. Significantly, the textile sector is estimated to offer

an incremental revenue potential of no less than US\$ 50 billion by 2014 and over US\$ 125 billion by 2020.

The textile industry has attracted FDI worth US\$ 850 million during August 1991 and December 2008.

Jewellery

Jewellery has been an integral part of the Indian cultural milieu through history. The perpetual indulgence in jewellery by royalty and commoners has been very wide spread, resulting in distinctive regional styles as well as a vast skill base in high quality, traditional jewellery.

Considered to be predominantly an investment value till recently, the sector has seen major changes in product styles, aesthetics and retail environments with fast growing change in socio cultural scenario. The advent of prolific domestic and global travel, effective communication, emergence of cross cultural families and impact of globalization through open economy and media has created new consumer groups redefining their expectations in style and taste.

The Indian gems and jewellery industry is one of the fastest growing segments in the Indian economy with an annual growth rate of approximately 15 per cent. The domestic market is estimated to be around US\$ 16.1 billion and the All India Gems and Jewellery Trade Federation, a nodal agency representing 300,000 jewellers across the country, expects it to grow to US\$ 25.2 billion in two to three years.

The Indian gems and jewellery market continues to be dominated by the unorganised sector. However, with the Indian consumer becoming more aware and quality conscious, branded jewellery is becoming very popular and the market for branded jewellery is likely to be worth US\$ 2.2 billion by 2010, according to a McKinsey report.

Moreover, the government allows 51 per cent FDI in single brand retail outlets, attracting both global and domestic players to this sector.

Communication Design

We understand the world around ourselves through designed communication: verbally, visually and by the printed word. Communication design influences us at each moment through billboards, advertising signage, slogans and magazines.

The communication design industry is getting organized and requires professionals with intellectual and practical abilities, with a major emphasis on conceptual thinking and visualisation. Design agencies are becoming hi-tech and there is a need for persons with specialized knowledge and understanding of communication through diverse mediums. Sound foundation in technology along with the ability to research and conceptualise independently are essential to succeed in this field.

Going forward, digital media advertising (internet, mobile and digital signage) is expected to emerge as the medium of choice for advertisers. In fact in 2009, video ads will be the most popular form of online advertising, according to Viraj Malik, MD, Percept Knorigin (digital advertising arm of Percept). According to a FICCI-PwC report, online advertising is expected to touch US\$ 212.03 million in 2011 from the current US\$ 57.83 million.

Segments like print media, animation and gaming are also likely to see interesting growth rates. The country's growing literacy and new technologies have resulted in India emerging as the second largest newspaper market in the world, according to latest research by the World Association of Newspapers (WAN). Indian newspaper sales increased 11.2 per cent in 2007 and 35.51 per cent in the five year period. Newspaper advertising revenues in India were up 64.8 per cent over the previous 5 years.

The Indian animation industry, currently estimated at US\$ 460 million, is expected to grow at a CAGR of 27 per cent to touch US\$ 1,163 million by 2012 according to a report titled 'Indian Animation and Gaming 2008', jointly prepared by NASSCOM and Ernst & young.

Interior Architecture and Design

The core aim of the BA (H) Interior Architecture & Design programme is to nourish minds imbued with a spirit of enquiry, sensitivity & responsibility and empower them to create harmonious interior spaces which reflect a balance of individual aspirations, aesthetics, sustainability and commercial viability.

The course enables the graduates to develop critical innovative, technical and managerial skills with respect to interior design of residential, commercial and retail environments amidst shifting identities, sensibilities, values and socio-cultural systems.

The canvas of interior design is multidisciplinary and multi dimensional. It covers art, architecture (Construction, structure, services) technology, furniture, lighting, materials, products, cultural anthropology, social sciences etc. An interior designer is expected to tackle a range of issues arising in the creation of design interior spaces as harmonious environment of human habitation.

An adaptive intuitive approach anchored by a deep awareness of the evolving socio-cultural fabric within which an interior designer must operate both as a sculptor and co creator of space with the user constitute the philosophical underpinnings of the curriculum.

A broad base of knowledge and skills relating to Interior Design norms and technologies is critical for working in areas of Residential interiors, retail design, Commercial space design, Theatre and Set Design, Signages, Exhibition Design, Display, Instructional Design etc.

Fashion Styling & Image Design

Style & image are what characterize celebrities, actors, TV shows, music videos, advertising, businesses, shops and people. Being well dressed and well groomed in the image conscious world requires professional experts with knowledge & expertise of emerging trends fashion & looks. Creating, characterizing, directing, styling and promoting the desired image of personalities, businesses and experiences is a fast emerging niche expertise as Fashion Styling & Image Design. People and businesses are not just judged by what they do, but more critically by how they come across to be perceived and values they represent. Successful people and brands need to depend on their ability to hit the right cord in their style, grooming, demeanor, conduct, alignment with right concerns and above all, the look, feel & appearance.

With extensive presence in media and public domain, all businesses, public figures and personalities have high visibility. They need to be very well 'groomed and dressed' to pass the dynamic scrutiny by the consumers, well wishers and followers to match up with expectations, benchmarks and perceived status. The grooming and dressing not only includes the persona in dress & look, but the entire image that constitutes a multi-layered depth of ones being in personal and public space.

Fashion styling, image styling, brand identity, style media editing, image promotion, media make up, hair styling, art direction & photography are some of the expertise coming together to create a unique niche of professionals required to address this challenging profession.

Media Make-up

Advertising, television, cinema, events promotion, fashion promotion etc. are activities where the look, appearance and grooming of individuals is very important. The media make-up industry contributes professionally to these requirements through hair-styling, make-up and cosmetics, skin care. This is another burgeoning industry growing alongside the above economic segments to which it caters.

The Confederation of Indian Industry (CII) estimates the size of the beauty and wellness market at approximately Rs 12,500 crores.

4. _____ TEACHING AND LEARNING

4.1 Introduction: The Academy's educational philosophy combines faculty teaching with independent learning by you. As a mature person, who has voluntarily chosen this career, you will also learn from various encounters and interactions with people and situations. You must remain alert to gain from all such diverse situations to enhance your knowledge and skills, and, in many situations, you will be expected to initiate and sustain such external learning and guidance through your own initiative.

4.2 Communication Skills: The Academy lays stress on developing verbal and written presentation skills. The ability to analyse an issue, express your findings and conclusion in clear, concise language is important to any job. Your relations with colleagues and clients, as well as a successful career in the industry, are dependent on your ability to communicate effectively. The Academy encourages your language and graphic skills to be able to make an effective and convincing presentation.

4.3 Independence: In addition to formal structured learning, students are given time and freedom, albeit with responsibility, to develop at a pace and approach that suits their individual preference. Projects, research papers and dissertations are interspersed with formal teaching to permit individual growth.

4.4 Teaching: Lectures, tutorials, study groups, case studies, seminars, workshops, project research, field trips, guest lectures by industry experts and industry internship are the teaching/learning methods that will be part of your Course. In many cases, you will also be expected to proactively participate in organising seminars, guest lectures, and field trips. In addition, you are provided with Programme Specifications,

which state clearly the provisions for you throughout the learning period. At the start of each semester, Module Specifications (which contain the Module Aim, Module Content, Indicative Reading, and Learning Outcomes), and Assessment Plan for the semester will be provided to you.

4.5 Time Management: All the Courses at the Academy simulate time and work pressures as they exist in the industry. Responsibility for effective time management is entirely yours, and requires careful planning and tenacity. Your Course schedules have all been fixed within a definite time frame, and it is not possible to make changes to the same, although there is an element of flexibility built in for contingency. If you are very conversant with the Module Specifications and Assessment Plans given to you at the beginning of each semester, you can pace yourself and manage your time competently.

4.6 Log Book: You will find it extremely useful to maintain a daily log book. You must enter here a record of the independent work that you have carried out on every day of the academic year. You may also record details of meetings, interactions, counseling, etc., that you might engage in formally. Periodically, at reviews, the record will be handy to you as well as to Tutors and Course administrators.

4.7 Citation and Referencing: As a good practice all statements, opinions, conclusions, etc taken from other writers work should be acknowledged, whether the work is directly quoted, paraphrased or summarized. Students are expected to use the Harvard System for citation and referencing.

5. _____ YOUR VIEWS

The Academy prides itself on its open and frank inter-communication between students and the faculty. You are free to discuss your views and problems with your Module Tutors/Course Leader/ Course Coordinator. Your views on the development of your course, it's planning and delivery will be given serious consideration. Every semester, course faculty will engage with you at intervals to gauge your satisfaction with the ongoing deliveries

On a formal plane, the Academy has an elaborate system of student feedback. At various stages of a semester, you will have opportunity to give feedback, based on which the tutor will make module corrections,

if necessary. The **CCMs** held thrice during the administrative semesters [August – December, Jan – May] will receive and consider the module quality feedback given by students and decide corrective actions. At the end of each module, we will request you to complete online **Teaching quality feedback**, to give your opinion regarding each taught module as well as its tutor(s).

This is useful feedback for the Faculty, as well as for all students; so, do not hesitate to be frank and honest in your views. At the same time, it is expected that such feedback is impersonal, and relates only to the relevant module in terms of its content and delivery. Besides, while it is recognised as the right of every student to give feedback, you will be eligible to participate in formal feedback only if you have recorded at least 75 percent attendance overall for the scheduled classes. This criterion ensures fairness towards faculty. **It is mandatory for all eligible students to participate in the formal feedback.**

Student evaluation of the whole programme at final level: All graduating / final level / year students are expected to give a **Graduation/ Exit student feedback** at the end of level 3 in UG courses and semester 4 in PG courses

6. _____ YOUR PROBLEMS

6.1 Homesickness: A few of you may have left your home and family for the first time. It takes time to adjust. Be patient. If you want help to tide over the initial difficult period, you can talk over your problems with your Course Coordinator or Course Leader or the Student Counsellor. They are always available (through prior appointment, preferably) and willing to help.

6.2 Personal Problems: Any serious personal or family problems or exigencies that are likely to affect your course performance should be brought to the notice of your Course Coordinator. You need not go into personal or intimate details unless you need the help of a counsellor. In that case, you should approach the Student Counsellor.

7. _____ THE ACADEMY

It is important that you know the Academy's locations in India and the main functionaries therein. It helps to understand its systems and structure so that you are aware of the whole organisation, the

responsibility centres and the channels to communicate with or to resolve your difficulties and problems.

7.1 Locations: The Academy is centered at Delhi and has branches at Jaipur and Chennai. Outside India, it has a branch in Dhaka, Bangladesh.

7.2 Management: At Delhi, your Academy houses a central team comprising: adequately provided basis:

Name	Designation
Dr. A.K.G. Nair	Group Director
Dr. V. Shanbhag	Advisor – Academics
Col. (Retd.) Surojit Bose	Group Registrar – Academic Administration & Head International Relations
Mr. L. N. Gupta	Group Registrar – Administration
Mr. Navneet Mehta	Deputy Registrar – Finance & Accounts
Ms. Shree G. Nair	Sr. Manager – Academic Administration & Student Counsellor
Dr. Tarun Panwar	Academic Standards & Quality Controller
Mr. Akhilesh Saurakhia	GM Marketing & Strategic Communication
Mr. Sam Joseph	Advisor – Corporate Relations
Ms. Malathi Rao V	Deputy Registrar – Academics

Mr. Arindam Das and Mr. S. Ramalingam are respectively Directors of the Jaipur and Chennai branches. Ms. Garima officiates as Director of Dhaka branch.

7.3 Faculty: The core teaching faculty at Delhi is grouped into departments.

Business & Technology	Foundation (B&T)	Fashion (Design)	Foundation (Design)	Interior Architecture & Design	Retail	Textile Design	Communication Design
Nandita Abraham (Head)	Preeti D. Mehta (Head)	Nien Siao (Head)	Usha Nehru Patel (Head)	Usha Nehru Patel (Head)	Tarun Panwar (Head)	Seema Mahajan (Head)	Sumita Sarkar (Head)
Alam P. Khan	Piyush Pandey	Ambika Magotra	Jyotsna Raghunathan	Tapan Chakravarty	Bhavna Chadha	Pavni Agrawal	Kalpna Subramanian
Anjuna Dhir	Usha Aggarwal	Ankur Gulati	Kunal Sinha	S. Badrinarayan	Chameeta Kaur	Prachi Mehrotra	Manas Barua
Anuradha M. Debnath		Anuradha Dogra	Manikanta Choudhury	Puja Anand	Divya Khanjoui	Saroj Bala	Ramneek Kaur Majithia
Jitender Tiwari		Ashima Kapoor	Zeba Khan		Gauri Prasad Sahu	Sonali Soni Pal	Shilpi Burman Singh
Mahboob Anwer		Bela Gupta			Preeti Goyal	Sumi Muralidharan	Zahurul Hasan
Rekha Dar		Cora Gotemann			Ritu Jain	Tripti Gupta	
S R Patnaik		Darshan Chandekar					
Sharmila Katre		Esther Kinder					
Shazia Amanat		Jaspal Kalra					
Sumit Mandal		Lily Maria Sanyal					
Sunita Gupta		Maya Keischgens					
Suranjan Lahiri		Meha Jayaswal					
Tarun Pandey		N Roshan Singh					
Tej Ram Gupta		Papiya Banerjee					
		Prasanna Baruah					
		Rachna Imam					
		Ramnik Dhillon					
		Salju Jose					
		Sarita Karandikar					
		Savita Sharma					
		Seema Singh					

In addition, nearly forty professional specialists serve your learning needs as regular Guest Faculty.

The core faculty at the two branches are:

Jaipur	Chennai
Durganshu Arya	Rita Constantine
Subhra Sanka Chatterjee	Manju Sugathan
Krishan Kumar Dal	Lekha Rajiv
Amit Gehlot	Nishani Manohar
Ruchi Jain	Archana Sah
Meena Jhala	Ranjan De
Deepak Khandelwal	K. Sasi Kumar
Dhiraj Kumar	Pradeep Kannan
Manoj Kumar	Fibin Raj

Jaipur	Chennai
Vijay Kumar N.	V.G. Venkatesh
Neerja Pallisetty	P.T. Uma Maheswari
Anjali Patni	M. Manoharan
Shalu Rastogi	K. Kumaraguru
Avinash Sharma	N. Murugaiyan
Meenakshi Singh	Aarthi Raghunathan
Harshwardhan Soni	G. Subramanian
Taruna Vasu	Balachander
Tushar Gupta	Simi Cecil
Parul Agarwal	Vijaya Kumar
Renu Soni Singh	Rajeev Sharma
Kailash Soni	Ayyappan. A
Meghana Jain	

In addition, a number of Guest Faculty teach at the two branches.

7.4 Support Systems: At Delhi, the library is supervised by Ms. Kalyani Krishnan (Chief Librarian) and Mr. Sushil Dahiya is the Manager – Accounts. They are ably supported by a complement of 30 persons.

Dr. A. K. Mathur, the Registrar (Academics Admn.), Mr. C. S. Dubey (Manager – Administration), Mr. Alok Singh (Manager – Accounts).

Mr. Satish Dimri (Sr. Manager – Marketing) and Mr. A. P. Gouda (Librarian) are key support functionaries at Jaipur.

Mr. D. Baskaran is Registrar (Academics Admn.) and Mr. S. Venkatesan is Librarian at Chennai. In addition, Ms. Rashmi Vasu and Mr. R Lakshmi Narayan function as Counsellor and Accounts Officer, respectively.

7.5 Academic Programmes: You are enrolled in one of the fifteen courses conducted by the Academy, of which nine are at the undergraduate level and six at the post-graduate level, as follows:

Programme/Course	Location	Leader
Post Graduate Diploma Programme		
Fashion Marketing [PG-FMG]	Delhi	Mr. Tarun Panwar
Fashion Merchandising [PG-FM]	Delhi	Dr. Sunita Gupta
	Chennai	Mr. V. G. Venkatesh
Garment Manufacturing [PG-GM]	Delhi	Mr. Tarun Pandey
Fashion Retail [PG-FR]	Delhi	Ms. Ritu Jain
	Chennai	Ms. P.T. Uma Maheshwari
Fashion Design [PG-FD]	Delhi	Ms. Ambika Magotra
	Jaipur	Ms. Meena Jhala
	Chennai	Ms. Aarthi Raghunathan
Textile Design [PG-TD]	Delhi	Ms. Saroj Bala
Under Graduate Degree Programmes (3 years degree phase)		
B.A (Hons.) Fashion Design [FD]	Delhi	Mr. Prasanna Baruah
	Jaipur	Ms. Taruna Vasu
	Chennai	Mr. Rita Constantine
B.A. (Hons.) Fashion Business Management [FBM]	Delhi	Ms. Shazia Amanat
	Chennai	Mr. V.G. Venkatesh
B.A. (Hons.) Communication Design [CD]	Delhi	Ms. Sumita Sarkar
B.A. (Hons.) Textile Design [TD]	Delhi	Ms. Seema Mahajan
B.A. (Hons.) Fashion Retail Management [FRM] /	Jaipur	Ms. Meenakshi Singh
	Delhi	Dr. Bhavna Chadha
B.A. (Hons.) Interior Architecture and Design [IAD]	Delhi	Mr. Tapan Chakravarty
B.A. (Hons.) Jewellery Design [JD]	Jaipur	Mr. Dhiraj Kumar
B.A. (Hons.) Fashion Styling & Image Design [FSID]	Delhi	Ms. Sarita Karandikar
Under Graduate Degree Programmes (1 year foundation phase)#		
1. Foundation Design*	Delhi	Ms. Usha Nehru Patel
	Jaipur	Mr. Amit Gehlot
	Chennai	Mr. Ranjan De
2. Foundation Business & Technology**	Delhi	Ms. Preeti D. Mehta
	Chennai	Mr. V.G. Venkatesh
Undergraduate Diploma Programme (1 Year)		
Fashion Media Make-up [FMM]	Delhi	Ms. Savita Sharma

NOTE: #Under graduate Degree Programme students undergo foundation phase in first year before progressing to 3 years degree phase; * for students of FD/TD/CD/IAD/JD/FSID; ** for students of FBM/FRM; in the above table, in respect of UG degree programmes Cohort 2007-11, wherever exists, follows the pre-revised UG curriculum and the following UG Cohorts follow a revised UG curriculum; similarly, in the case of PG Diploma Programme, Cohort 2009-11 follows the pre-revised PG curriculum and the following PG Cohorts follows the revised curriculum.

7.6 Academic Management: To ensure that you receive the best professional education in your chosen field or discipline, the Academy has an elaborate management structure comparable with that of the best institutions in the world.

At the apex is the Academic Board, which comprises core functionaries and external professional/academic experts.

Academic Board

Dr AKG Nair (Group Director, PAF)

Mr Gautam Nair, Managing Director, Matrix Clothing Pvt. Ltd .

Dr Seema Sanghi, Managing Director, Styrax Consultant
 Ms Sanyogita Chadha (Former, Head of Design, Levi Strauss India Ltd.)
 Dr V Shanbhag (Advisor – Academics, PAF)
 Col. (Retd.) Surojit Bose (Group Registrar – Academic Admn., PAF)
 Mr Arindam Das (Director, PAF Jaipur)
 Mr S Ramalingam (Director, PAF Chennai)
 Ms Garima (Director, PFI Dhaka)
 Dr Tarun Panwar (Academic Standards & Quality Controller & HOD, Retail)
 Ms Nien Siao (HOD, Fashion Design)
 Ms Nandita Abraham (HOD, Business & Technology)
 Ms Seema Mahajan (HOD, Textile Design)
 Ms Sumita Sarkar (HOD, Communication Design)
 Ms Usha N. Patel (HOD, Foundation Design)
 Ms Preeti D. Mehta (HOD, Foundation B&T)
 Senior Faculty Members
 Student Representatives

The Academic Board is assisted by a smaller body called as the Management Review Group at each branch, which is chaired by the Group Director/Director.

A few Committees support the academic administration process:

Academic Standards Committee
 Alumni Linkages Committee
 Library & Resource Center Committee
 Extra-curricular Activities Committee (PlanClan)

8. _____ FOUNDATION / COURSE COMMITTEE

Your course is administered by a Foundation/Course Committee comprising the Foundation/Course Leader, Course Coordinators, associated module tutors during a given Academic Year, associated project mentors and the class representatives.

The Committee meets periodically – to plan for, monitor the progress, receive Student Feedback and finally review the outcome achieved in the course of curriculum delivery. This Committee also resolves the difficulties and problems experienced by you from time to time as the Course progresses.

The committee includes at least two students, called as “Class Representatives’, who represent the views of the members of their cohort in the agenda and deliberations of the committee.

9. _____ FOUNDATION LEADER / COURSE LEADER / COURSE COORDINATOR

The Foundation Leader/Course Leader and the Course Coordinator are the pivots of your course. The former are intellectual leaders and visionaries who are constantly shaping the course for it to stay in tune with the dynamic environment. The Foundation Leader steers the first year in the UG degree courses. The Course Leader steers the 3-years degree phase of the UG courses, after the Foundation phase is completed and 2-years of PG courses. The Course Coordinator provides administrative support to the Course Leader. Each cohort/class has a Course Coordinator who stays with the cohort/class until its exit. There are two Foundation Leaders, one in Design and the second in Business. There is one Course Leader for every course. The Course Coordinator functions under the guidance and direction of the Course Leader.

For all your day-to-day matters, you will report to the Course Coordinator in charge of your specific cohort/class. All matters relating to a particular Course (or Foundation) come under the purview of the Course Leader (or Foundation Leader); however, any issues relating to the Course must be addressed to the Course Coordinator first and only then to the Course Leader.

10. _____ MODULE TUTOR / MENTOR

The Academy retains the best teachers or faculty to deliver education to you. The teachers, each well qualified in their own specialisation, will facilitate your learning in various subjects/modules through execution of roles as tutors or mentors. The tutors instruct you, whereas mentors guide you. Most are permanent members of the core faculty and others are eminent experts, who will teach you as Guest Faculty. You will find that each one of them is receptive to answering your questions and resolving your doubts.

11. _____ CLASS REPRESENTATIVES

Two representatives from each class will be designated as class representatives (CRs) who will work as a link for all communication between students and the course administrators, faculty/staff and other authorities. The representatives will be re-nominated every semester. The role of the class representative is to represent the collective interests/problems of the class to the Course Leader and Course Coordinator, act as a communications link between the Leader/Coordinator and students, coordinate scheduling matters, maintain class-related accessories, distribute materials, coordinate class for diverse obligations, etc. CRs are responsible to get Attendance marked for scheduled classes and submission of Attendance Sheets at the Registrar's office at the end of each day. The CRs attend Course Committee meetings and are required to provide feedback and discuss common issues in the meeting agenda. For this purpose, the CRs are required to obtain from their colleagues a formal feedback prior to the CCM, and to analyze in order to present the findings at the CCM. This role provides an excellent opportunity for you to develop leadership and management skills.

12. _____ ASSESSMENT

The Programme structure sets out the expected standards and the criteria for assessment. This section gives you some of the important points that you should know at the outset.

12.1 Programme Specifications: At the start of every course/programme, a new enrollee receives the Programme Specifications, which is a synoptic document of the complete plan of the Course from start to finish; the synopsis draws from the Contextual Document of the course, which is retained by the Course Leader and Course Coordinator. You must read this very carefully, at start of your programme / course, and each year, as you progress through the Levels.

12.2 Module Documents

12.2.1. Module Specifications: At the start of every **semester** you will receive the module specifications for the various modules of study during the semester or level. The specification provides the module aims, learning outcomes, delivery plan, indicative reading and assessment scheme. Each module has a credit value. These are guiding documents which you must follow.

12.2.1.1 Applicable to cohorts undergoing pre-revised UG/PG curricula

Assessment Plan and Assessment Brief: For every module, you will receive an Assessment Plan and Assessment Brief. The former is a schedule for assessments prescribed for a module during the duration of its delivery. You will be prescribed two types of assessments: (a) Formative assessment; and (b) Summative assessment. **Formative assessment** is described as assessment administered to facilitate your development and measure it in the course of the progress of a module. You will obtain feedback to facilitate your learning, and, numerical marks, if any, have notional value and are not accounted for in the markings of a module. **Summative assessments**, on the other hand, are judgmental about your achievement of learning in a module and the marks obtained by you are accounted for. Assessments are scheduled as and when a tutor anticipates completion of the learning pertinent with given learning outcomes. The Assessment Brief explains what you are required to undertake/submit/carry out to fulfill a prescribed assessment by a given deadline and how you will be marked along with the criteria for various grades of performance.

12.2.2 Applicable to cohorts undergoing revised UG/PG curricula

Module Guide: This is a singular document which combines the communication and information provided to the student as in sections 12.2.1.1.

12.3 Assessment Marking: Every module is marked for 100, which is the weighted aggregate of the Assessment Elements (prescribed summative assessments) of the module. Each element is marked for 100 with a prescribed weight in the final aggregate. An Assessment Element may be broken into 2 or more components, so that the cumulative sum of the maximum of each component adds up to 100.

In undergraduate courses, the minimum aggregate mark for passing a module is 40; in post graduate courses, 50. For every summative assessment, you will receive a **detailed feedback** in a **prescribed format**, which explains the merit of your submission and the conformity of the marking with the declared assessment criteria in the assessment brief. **The Mark indicated on the Feedback Sheet is PROVISIONAL, until endorsed and confirmed by the External Examiners in the proceedings of an Examination Board (see 12.14).** **In the event that the External Examiners choose to change your**

PROVISIONAL mark, upward or downward, the prescribed changes will be implemented accordingly and recorded appropriately in the minutes of the Board meeting. The Board's decision will be final and binding and not open to Appeal.

12.4 Submission of Assessment: All submissions/ tests/ examinations will be accepted/held only in the assigned venue(s), and during the specified time(s)/date(s). Submission must be made only to the respective Module Tutor. The submission will be noted in the log book along with your signature and that of the tutor, with the date and time of submission duly recorded. Submissions may be adjusted by the concerned tutor on request, keeping in view any forthcoming planned events in the Academy or for any reason at the sole discretion of the tutors, with the approval of the concerned Foundation/Course Leader.

12.5 Non-submission of Assessment: Submissions not fulfilled as per 12.4 above count as non-submissions; the marking will be zero. **However, in the case that the non-submission is owing to proven medical circumstances evidenced with a medical certificate, or to proven extra-ordinary circumstances evidenced with valid and acceptable documentation, the non-submission will be excused; you will then have a chance to make a re-submission, called as a *deferral* (deferred submission), for which a fresh schedule/deadline will be intimated. The deferral will count as a first attempt and the student will be entitled to fully deserved marks, subject to provisions of section 12.7 below. The deferral will be administered after the end of the relevant semester.**

12.6 Late Submission of Assessment: Any submission not given at the notified date, time and venue is a late submission. A late submission will be accepted only within a period of three working days. Please note that late submission will be eligible for a "Pass" / "Fail" grade only, unless the Course Tutor/Course Coordinator decrees any such lateness due to genuine reasons beyond the control of the student. No special leave/concession/flexibility will be given for reasons such as "marriage in the family"; etc. Submission made after three working days following the first deadline will not be counted as submission at all and will be treated as non-submission and entitled to zero mark as a penalty, although the student will receive a deserving mark and a feedback for the submission for him to know the worth of his work.

In the case that you have to appear for any recognized university/other exams evidenced through admit / identity card and are unable to submit

your assessment as scheduled, you will have to inform your Course Coordinator/Course Leader well in advance regarding this with evidence of the course in which you are registered in any university/ institution and the date sheet of exams. In genuine cases, the assessment deadline may be rescheduled without loss of marks.”

Rules applicable for Deferral (Section 12.6) would apply.

12.7 Re-assessment: In case you fail module(s) in the first attempt, you have the scope to clear them in the second attempt by means of a **Referral** ; if any module(s) still remain uncleared after the second attempt, a third attempt , called as **Repeat**, is permissible under some limiting condition which are explain below:

- (a) **Referral**, or the second attempt, administered in the same academic year within 30 days of completion of semester(as per pre revised UG and PG programmes / level (as per revised UG Programme) in which the module(s) failed in first attempt have been studied. Reassessment will be limited to failed assessment element(s) only without change in assessment brief. *Referral* represents a second attempt at passing a module. Module(s) passed in second attempt will be indicated so in the Marks Sheet. At the end of **referral**, your status may be any one of the following: (i) you have clearly passed all modules; or, (ii) you continue to remain failed in modules, that account for more than 30 credits cumulatively of module credit and you are thus failed in the whole level/year; you have two join the programme in the next academic year or, (iii) you continue to remain fail in modules, that account for no more than 30 credits cumulatively of module credit and you are thus falling within the scope of provision at (b) below.
- (b) **Repeat**, or the third attempt, **is permissible only** under the condition that the sum of credits of all the modules remaining failed after second attempt across a whole level / year **does not exceed 30**. *Repeat* will be administered in the following academic year, at the same time as you will be pursuing the studies at next level / year. Repeat will be **across all elements of assessment** and will be administered concurrently with the assessment plan of the same module(s) whenever scheduled during the following academic year. When re-course to repeat is available, it represents a **final attempt** at passing a module. Module(s) passed in third attempt will be indicated so in the Marks Sheet. At the end of *Repeat*, even if one module remains un cleared, you will be declared Fail in the Level /

Year . To progress further you will be required to rejoin in the same Level / Year along with the successive cohort in the following academic year.

A student is entitled to Module Aggregate Mark of 40 only for passing a module after reassessment, whether by means of *referral* or *repeat*.

12.8 Referral Board: Reassessment for all revised cohorts will be placed before a notified Referral Board each academic year. The Referral Board will declare the reassessment result and the status of a student, following reassessment in term of progression, in a meeting to be held latest by 31st August in any calendar year. The decision of the referral board will be final and binding.

12.9 Forfeiture of Assessment: In the event that you are proven to have committed plagiarism or indulged in use of unfair means (see section 13), you will forfeit all assessment marking that you will have received provisionally in the module(s) in which plagiarism or academic misconduct has been detected.

In the event that you are debarred for attendance default (see section 14), **you will forfeit all assessment marking that you will have provisionally received in all modules administered up to and at the time of debarment during the level/year of study.**

12.10 Progression

12.10.1 Intra-Level/Year Progression: In the pre-revised UG courses and PG courses, i.e. Cohort 2007-11 B.A.(Hons), Cohorts 2008-11 & 2009-12 Higher Diploma and cohort 2009 – 11 P.G. Diploma:

- (a) A student moves from August-December semester of study to January-May semester of study within a Level/Year:
- (i) on clearly passing all modules of the August-December semester, in the first or second attempt.
- OR
- (ii) on not clearly passing all modules, provided that the cumulative sum of module credits of failed modules after the second attempt does not exceed 30.
- (b) A student cannot move from August-December semester of study to January-May semester of study within a level/year when the cumulative sum of module credits of failed modules of the August-

December semester after *referral* exceeds 30. Such a student may recommence the same level / year in the following Academic Year during the August-December semester.

[In the revised UG courses, intra-level progression does not exist and students are subject only to provisions of section 12.10.2 below.]

12.10.2 Inter-Level Progression: In any course,

- (a) a student progresses to the next higher level/year of the course, at the end of January-May semester:
- (i) on clearly passing all modules of the current level/year, in the first or second attempt, provided that there is not any module of a previous level remaining failed for want of completion of *repeat* or despite completion of *repeat*.

OR

- (ii) conditionally, when the cumulative sum of module credits of failed modules of the current level/year after the second attempt does not exceed 30, provided that there is not any module of a previous level/year remaining failed for want of completion of *repeat* or despite completion of *repeat*; in such a case of conditional progression, the student will have to mandatorily pass the failed modules in the following academic year through exercise of *repeat* (see section 12.7 b) and failure to do so will forfeit the student of the scope for further progression.
- (b) **A student cannot progress to the next higher level of the course, at the end of the January-May semester / level of study, when the cumulative sum of module credits of failed modules of the level / year exceeds 30 after the stage of second attempt.**
- (c) A student cannot progress to the next higher level of the course at the end of a **semester** (as per pre revised UG& PG programmes) / **level** (as per revised UG programme) of study, in case of any repeat (IIIrd attempt) of any previous semesters / level **administered during the semester / level** is failed.

12.11 Issue of Mark sheet

You are entitled to receive a marksheet declaring your assessments only once in an academic year, at the completion of Examination Board (Progression Board) at the end of January-May semester except in pre revised Cohort 2007-11 B.A.(Hons.), Cohorts 2008 – 11 and 2009 – 12 in Higher Diploma, 2009 -11 in P.G. Diploma where the marks

statement will be generated semester wise. The Mark sheet will indicate your module-wise marking, its module credit value, your progression status (promoted/conditionally promoted/fail), the Level/Year Aggregate Mark and the Grade achieved. The Level/Year Aggregate Mark and Grade are issued only to students who have clearly passed.

The Level/Year Aggregate Mark, mentioned in the Marksheet, is the cumulative sum of the module credit value of all modules of the Level/Year.

The module credit value of a module is the product of the Module Aggregate Mark and the Module credit divided by 120. This value denotes the contribution of the performance in a module to the total percent achieved in a Level/Year. The Level/Year Aggregate Mark, therefore, denotes total percent achievement.

The Grade achieved is defined as follows:

(a) In UG courses,

First Class, when the Level Aggregate Mark is 70 or above
Higher Second Class, when the Level Aggregate Mark is 60 or above but less than 70
Lower Second Class, when the Level Aggregate Mark is 50 or above but less than 60
Pass, when the Level Aggregate Mark is 40 or above but less than 50

(b) In PG courses,

Distinction, when the Year Aggregate Mark is 70 or above
First Class, when the Year Aggregate Mark is 60 or above but less than 70
Second Class, when the Year Aggregate Mark is 50 or above but less than 60

12.12 Award: You are entitled to receive the Award of the course enrolled in after passing all modules of the course subject to above rules. You will be conferred the Award in a scheduled Convocation. Until then you will be issued a Provisional Certificate to acknowledge your eligibility to be conferred the award.

The BA (Hons.) Degree award is conferred jointly by the Academy and Nottingham Trent University (UK).

The PG Diploma in Fashion Retail is conferred jointly by the Academy and LDT Nagold (Germany) at the Delhi and Chennai Centres. At the Jaipur Centre the PG Diploma in Fashion Retail is conferred only by the Academy.

All other awards are conferred solely by the Academy.

All awardees will receive a consolidated Mark sheet for the duration of their course. The consolidated Mark sheet will indicate the Course Aggregate Mark and the Final Grade of the Award.

12.13 Weightage

The Course Aggregate Mark (CAM) is the weighted average of the Level Aggregate Mark (LAM) or Year Aggregate Mark (YAM) in UG and PG courses, respectively, specified by a formula as follows:

Course Aggregate Mark in UG = 0.20 (LAM of Level 1) + 0.30 (LAM of Level 2) + 0.50 (LAM of Level 3)

Course Aggregate Mark in PG = 0.50 (YAM of Year 1) + 0.50 (YAM of Year 2)

The final award grades are similar to the ones described in sections 12.11(a) & (b) in the UG & PG Courses respectively. If the Course Aggregate Mark (CAM) falls within 0.50 range of the next higher grade, then the mark is set at the lower limit of the next higher grade, provided, in the discretion of the Examination Board, you have demonstrated a rising trend of achievement progressively through the levels / years.

12.14 Examination/Progression Board and External Examiner: The External Examiners and the Examination/Progression Board are the final arbiters of the assessment received by you, endorsing the provisional mark or moderating it in any direction to a deserving level as deemed fit by them through careful inspection at the end of a Level/Year. Every course has two External Examiners who inspect all the assessments in a Level/Year. The External Examiners assess that the students have completed the Course satisfactorily; assessment regulations have been followed; and that the standards of marking are in conformity with accepted national and international standards.

The Examination Board consists of Group Director/ Centre Director (in chair), Advisor-Academics, HODs, External Examiners, Group Registrar / Registrar-Academic Administration, Course Leaders, Verifiers appointed by the validating institution, Course Coordinators and Faculty Members teaching on the Course. The Examination Board sits at the end of a course and recommends awards on behalf of the Academic Board.

The Progression Board sits at the end of every intervening Level/Year and decides your progression to the next level/year of learning in the course. The Progression Board generally excludes External Examiners and Verifiers, unless it is deemed necessary to engage them for developmental purposes of any new course until such time as the new course graduates its first cohort, or further as deemed fit .

The progression between the August-December semester and the January-May semester, in **applicable courses**, is decided in December by the Interim Progression Review Meeting of the course team on the strength of provisional marks awarded to a student. This meeting is chaired by Group Director/Centre Directors.

12.15 Representation and Appeal: If you do not pass [all or part of the assessment(s)] as per the PROVISIONAL Mark and are dissatisfied with the marking, you are allowed an opportunity to represent in writing to the Progression Board (PB) / Examination Board (EB). Such an appeal must be based on new and relevant information for the Board to review the tutor's decision. The Appeal must be handed to the Course Leader, who will place it before the Board for due consideration. Decision on Appeal is to be included / endorsed in minutes of EB / PB meeting.

The following guidelines are to be noted:

- a) Representation in person is not permitted.
- b) The decision of the Examination Board on all matters relating to results, non-progression, shortage of attendance, re-examination, terminations, etc., will be final and no further appeal on this decision will be entertained.

12.16 Reassessment Fee: For any reassessment recommended by the Examination Board/Progression Board/Interim Review Meeting, you will have to pay a fee of Rs 500/- per reassessment. However, in case of an end-semester/level (as applicable) Term Project/Presentation/Dissertation that involves a jury, the fee will be Rs 1,500/- per re-assessment. This also applies to you when you are allowed to take reassessment due to medical reasons, extra-ordinary exigencies intervening at the time of scheduled assessments. Reassessment will be administered only on formal intimation by the Course Leader concerned to the Registrar and on production of the receipt issued by the Accounts Section as proof of payment of reassessment fees.

For failure to Pass in the Final Dissertation Project / Final Portfolio / Final Project as declared by Examination Board due to non-submission/ other reasons, a student is required to fully re-do the same. The student will have to pay such charges for engagement of Mentors / Jury to be decided by Registrar & communicated to the student(s). The same is also applicable for Repeat cases involving engagement of mentors / jury for final semester / level / year students.

12.17 Issue of Duplicate Awards Certificate and Consolidated Mark Sheet: The Awards Certificate and Consolidated Marks Sheet issued to every awardee at the end of a course are valuable documents to be preserved securely by recipients. Duplicates may be issued in circumstances that the originals are lost; duplicates have the same standing as originals. However, it may not be possible always to issue duplicates which are replica of the lost original owing to change in format/stationery. For issue of duplicates of originals, a student is required to apply in the prescribed pro-forma available at the Registrar's office along with an Affidavit (on Rs.10/- stamp paper executed by a First Class Magistrate or equivalent) and a copy of the FIR and a fee of GBP 36/- for NTU Degree Certificate and Rs. 1,000/- for other award certificates. The fee for duplicate Mark Sheet is Rs. 100/-.

PLAGIARISM, CHEATING, USE OF UNFAIR MEANS, INFRINGEMENT OF COPYRIGHT AND

13. _____ OTHER CASES OF ACADEMIC MISCONDUCT

Copying work of other people, or of published authors from any source including internet, without giving credit for the original work/contributor or presenting the work of other students as one's own, is plagiarism. Assignments not prepared by you and submitted as your work is cheating or using unfair means. Cheating in examinations, seeking help or bringing in non-permissible material in an examination is adopting unfair means. Photocopying full texts of published materials constitutes infringement of copyright are treated as grave offences of Academic Misconduct and will attract disciplinary action, which may include rustication.

In case you are found to or detected to be committing any one or more of these grave offences, you will be reported to your Course Leader who will verify the allegation and, upon satisfaction that it is a fact, in turn report you to the Registrar.

All cases of plagiarism/cheating/use of unfair means in a semester will be issued show-cause notice for establishing the indiscipline and the pertinent action thereto. Student(s) alleged to have committed academic misconduct have recourse to appeal before an Appeals Committee appointed by the Group Director/Director. Should the Appeals committee uphold the allegation of plagiarism/cheating/use of unfair means you will be awarded “zero marks” in the pertinent component/element and the rules of assessment in section 12 above will govern.

In the case of infringement of copyright, the copied materials will be subject to confiscation and the concerned student will be levied a heavy penalty to the tune of thrice the amount of the printed market price of the publication which has been copied. Where the printed price is mentioned in foreign currency, twice the equivalent amount in prevailing exchange value will be levied.

In addition, the student found guilty under this section will be required to furnish an undertaking to not commit the offence ever again, and, in the event of infringement of undertaking, to accept the consequent rustication/ disciplinary action that may accrue.

13.1 Policy on Intellectual Property: Normally Intellectual Property from assignments / submissions/ projects in which students are directed to specific work at the direction of the Course Leader/ Course Team as part of the curriculum which is steered/ guided / mentored shall be owned by PAF.

13.2 Academic Honesty: All statements, opinions, conclusions, etc taken from other writers work should be acknowledged, whether the work is directly quoted, paraphrased or summarized using the Harvard System of ‘Referencing’.

14 ATTENDANCE

You are required ideally to be present in the course with 100 per cent attendance. Attendance will mean full presence in all scheduled contact hours between the tutors and the students and will consist of lectures/ tutorials/seminars/practicals/workshops and any other contact between the tutor and the students. Attendance reflects on your sincerity, diligence and drive in learning.

14.1 Minimum Attendance Requirement: Although students are expected to be 100 per cent present, due to certain unavoidable reasons,

such as illness, indisposition, minor impediments, etc., you may not be able to maintain the figure of 100 per cent. For administrative purposes the Academic Year / Level is divided into semesters / terms. A **minimum** of 75 per cent attendance is required to be maintained by every student during each semester/term, failing which a defaulting student may not be permitted to progress to the next semester in the course along with the current cohort, and, thus, would be required to repeat the full semester along with the following cohort.

The attendance record will be maintained by the tutor/course coordinator. If you join the class after the stipulated time of commencement, but not later than 15 minutes from commencement, you will be marked as **“Late”**; **three such “Late” markings will be equivalent to one full “Absent”**. **If you join the class after 15 minutes of the stipulated time of commencement, you will be considered as “Absent”**. The student may join the class in such circumstance; however, the student will not have any entitlement to be marked as “Present” despite being permitted to join the class.

14.2 Shortage of Attendance

14.2.1 On completion of first 4 weeks from start of a semester:

If found to be short of the compulsory requirement of 75 per cent of attendance at this stage of the semester, you will be **counseled** by the Course Leader immediately after the 4 week period is over and advised to make up for the deficiency of 75 per cent attendance during the rest of the semester.

(For FMM students, this will occur at the end of 3 weeks from the start of a term)

14.2.2 On completion of 8 weeks from start of a semester: If deficient of 75 per cent attendance at the stage of 8 weeks of a semester, you will be issued a **written note of caution** by the Course Leader.

(For FMM students, this will occur at end of 6 weeks from the start of a term)

14.2.3 On completion of 12 weeks from start of a semester:

If deficient of 75 per cent attendance at the stage of 12 weeks of a semester, **you** will be issued a **written note of warning** by the Registrar, with a copy addressed to the your parent/guardian, indicating that you have been deficient in minimum attendance and are likely to be stopped from progressing to the next semester along with the current batch, if you do not meet the minimum attendance requirement at the completion of 16 weeks of the semester, upon which all assessments

administered up to the 16 weeks stage will be treated as withheld. You would be required to get the signature of your parent/guardian on the note of warning and return it to the Registrar for record.

(For FMM students, this will occur at end of 9 weeks from the start of a term)

14.2.4 On completion of 16 weeks from start of a semester: If found to be deficient of 75 per cent attendance at this stage of the semester, whether or not previously counselled/cautioned/warned, you will be debarred from progressing to the next stage of the course. Assessments, if any, administered up to this stage will be withheld. The Course Leader will intimate to the Registrar the names of defaulting students; the Registrar will issue a written communication to you, with a copy to your parent/guardian, intimating the debarment. A debarred student may be required to repeat the semester along with the next cohort.

(For FMM students, this will occur at end of 11 weeks from the start of a term)

14.2.5 On completion of 18 weeks from start of a semester: If found to be deficient of 75 per cent attendance at this stage, you will receive the same treatment as that explained in 14.2.4 above.

14.3 Illness: If casual illness prevents you from attending your classes for more than two days or prevents you from meeting any deadlines for submission of work or appearing in an examination, you must get a bonafide medical certificate and submit it to your Course Coordinator so that it can be taken into account for assessment of your attendance.

Until this formality is completed, you will be deemed to have been absent and not re-joined. Since your Course is demanding and requires continuity in learning, prolonged illness/absence may render you ineligible to continue in the Course.

14.4 Exceptional Circumstances such as Prolonged Illness/Hospitalisation, Extraordinary Circumstances:

- (a) In the event of a student being prevented from attending classes regularly owing to prolonged illness/hospitalization, temporary but serious disability, or any other genuine exigency of a protracted nature e.g. tragedy / accident in family, which has been communicated in writing with relevant proof to the Registrar/Course Leader as soon as the event/exigency has occurred, the Academy will consider such circumstances sympathetically.

- (b) Students are however expected to maintain a minimum of 75 per cent attendance as per section 14.1 above.
- (c) However, no consideration will be given in the event that the communication has been made by the student/parent/guardian after one week / seven days has elapsed since the onset of the exigency, or after issue of a notice of debarment.
- (d) The Academy will not condone non-attendance due to marriage in the family, family function etc. as extra-ordinary circumstance.

14.5 Recourse to Appeal: Every student debarred from progressing to the next semester on account of shortage of attendance will be entitled to appeal in writing against the debarment; the appeal will be addressed to the Registrar within three days of receipt of the letter of debarment from the Registrar. The Group Director/Director will appoint an appeals committee to which all received appeals will be referred. The Appeals shall be heard and dispensed with before the completion of the 18th week of the semester. The decision of the Appeals Committee will be final and binding. In case the Appeals Committee decides that the student's shortage of attendance may be condoned and the student may progress to the next semester/level after completion of full assessment, the student will be administered remaining assessment, if any, and, thereafter, be allowed to progress to the next semester only after satisfying all progression rules.

14.6 Forfeiture of Accumulated Assessment / Credits: On being prevented from progressing to the next semester on account of shortage of attendance, a student may forfeit all accumulated assessments, marks, credits, etc., for the concerned semester, and may have no claim whatsoever to them. The student may have to repeat the semester from start to finish along with the following cohort.

15. _ CONTINUOUS ABSENCE WITHOUT PRIOR PERMISSION

In case you absent yourself from attending the classes without any written permission from the Course Coordinator continuously for four weeks for any reason what so ever, it will be presumed that you have left the course on your own and in such situation your registration will be deemed as cancelled.

Re-registration will entail you a fee of Rs 25,000/- each time.

Re-registration shall not be claimed by you as an entitlement. It shall be granted solely at the discretion of the Academy.

16. GENERAL INFORMATION

16.1 Contractual Liability: The Academy undertakes to provide the teaching, examinations and other services given in the Programme Specifications and the Handbook. It does not, however, guarantee their provision and the standard *force majeure* clause holds in circumstances beyond the control of the Academy.

16.2 Equal Opportunity: The Academy is not only an equal opportunity institution but believes in positive affirmative action. There will never be any discrimination based on gender, race, caste, religion, disability, national or ethnic origin, age, class, marital status or family responsibility. This policy applies in respect to admission, content of courses, assessment, awards, and student welfare. The Academy offers full and part scholarships through industry endowments to needy students from disadvantaged background.

16.3 Insurance: Students will be insured under a Group Personal Accident Policy for a sum of Rs. 1.00 lakh each against accidental death, partial/permanent loss of limbs. The insurance cover made by the Academy does not include any personal accident cover for students outside the Academy premises.

16.4 Responsibility for personal belongings: Students are required to take care of their belonging, e.g., mobile phones, bags etc., The Academy will not be responsible in any manner for the loss of such items. The car parking outside the Academy will also be “on owner’s risk”.

16.5 Parking of Vehicles by Students: The following parking rules may be noted for strict compliance:

- Student are prohibited from parking their vehicles in the limited parking spaces earmarked for the faculty/staff in front of PAF buildings viz. A21/13 - A21/13X, A3 - A4, A7 , A8, A9, A36- A 36A.
- Students driving their own cars are required to restrict parking their vehicles in the earmarked parking areas i.e. within line drawn parallel to the road by Traffic Police.
- The Academy will not be held responsible for any loss / damage in case students Vehicles (unattended) parked outside the parking area are towed away to the nearest Police Station by the Traffic Police.

- Students are not to leave Laptops, iPod, Cell phone, Wallet or any other expensive items / valuables in the car.
- The car parking outside the Academy will be “at owner’s risk”.

16.6 Indemnity Clause: At the time of admission, every student is required to sign and submit an Indemnity Bond on a judicial stamp paper as per **Annexure I**, counter-signed by parent/guardian to absolve the Academy for any responsibility in the case of death or grievous injury caused under any circumstances and at any time in the premises of the Academy or outside it in India or abroad in the act of fulfilling the curriculum of the Academy under official direction of the faculty of the Academy.

16.7 Policy on Intellectual Property: All Intellectual Property / Copyright of all material / works produced as assignments / submissions/ projects or part of learning process under supervision / direction / guidance and mentored by course tutors / team, module / course leaders as part of curriculum rests with Pearl Academy of Fashion.

Intellectual Property generated or used by students during their period of enrolment with PAF shall at all times vest with PAF, unless the Intellectual Property is surrendered by PAF.

Policy on Intellectual property will be applicable to students who enroll on the programme of study in PAF in respective of level (U.G. , P.G. , Diploma, Masters) or mode (full-time, part – time, short term , distance learning etc.), the associated IPR thereto shall be owned by the Pearl Academy of Fashion

17. _____ FACILITIES

The Academy has design studios to facilitate work related to pattern making, draping and grading; art rooms for drawing and illustration; seminar rooms for lectures and seminars; textile weaving, knitting, printing, fabric testing laboratories; CAD cells with work stations having latest hardware and software; sewing workshops; computer rooms with terminals; photography laboratory; make-up studio; resource centre-cum-library; and faculty/student contact rooms. All students are provided free internet connectivity in computer labs.

The Academy operates a student intranet which is an easy-to-use online campus that complements your classroom education. The virtual

campus offers campus-specific announcements, campus documents and calendar as well as campus-wide directory. Besides, the virtual classroom hosts classroom specific announcements, all course documents (such as syllabus, assignments, reference materials, students work samples, etc). You can submit your assignments online and receive your marks too. In addition, the intranet provides you with a personal e-mail id (*studentnamerollnumber@pearlacademy.com*).

There is also access to view your attendance record on an up-to-date basis.

At Delhi, all facilities are currently located at Naraina Industrial Area (Phase II), New Delhi 110028 in four premises comprising seven separate buildings, viz. A21/13 - A21/13X, A3 - A4, A7, A8, A9, A36 - A 36A. The main offices are located in the first two buildings. The four premises are in the vicinity of one another.

At Jaipur, the facilities are housed at Plot no. SP-38A, RIICO Industrial Area, Kukas, Delhi Road, Jaipur 302028. Additional facilities provided for jewellery design are: investment and general casting workshop; wax modeling; silver smithy; forging and casting workshop; gemology lab; and basic material and general machinery workshop.

At Chennai, the facilities are located at 82, Sterling Road, Nungambakkam, Chennai 600034 and 24, Railway Colony, 4th Street, Amjikalai, Chennai-600029.

18. _____ SHOP FACILITY

You may require materials such as muslin, bobbins, bobbin case, and white paper, etc., for certain modules. These are available at the Academy's shop on payment. Brown paper for pattern making is available free of cost. It should be used economically. The other items required must be purchased in advance to facilitate class commencement without delay.

On an average, in design courses the monthly incidental expense amounts to, indicatively, Rs 2,000/- and in other courses, Rs 1,500/-. In the final year of the UG courses and in the final semester of the PG courses, the incidental expenses mount up owing to preparation of collections, documentations, etc; your incidental expenses will rise in proportion to your plan of work. As far as documentation is concerned, the Academy has prescriptive guidelines which facilitate your expenses

to be made within comfortable and reasonable limits without sacrificing the quality of presentation.

Other than materials, you will also have to spend on purchase of books. A list of must-have books, which are life-time possessions in the discipline you aspire to qualify in, will be provided to you at the start of your course.

List of Essential Books

Students on joining will receive a List of (must possess) Essential Books required for learning, from their respective Course Leader / Course Team, which are life-time possessions in the discipline you aspire to qualify in, will be provided to you at the start of your course. List of essential books is appended as Annexure - IX.

All students should compulsorily be in possession of essential Course Books which will be periodically checked by the Course Leader / Module Tutors. Students may place consolidated demand (through respective Course Coordinators) with the Library for bulk purchase of books.

You are advised to keep your parents/guardians appropriately informed to support you regularly to be able to meet your unavoidable expenditures; any attempt on your part to receive financial support far in excess of the indicative monthly requirement, by mis-representing the level of expenses, will be construed as indiscipline.

19. _____ CANTEEN

The canteens in the Academy are equipped to provide all requirements of refreshments and lunch for the students. Aquaguard is installed in all canteens to provide hygienic drinking water.

Consumption of meals/snacks/beverages inside class rooms and work areas is strictly prohibited. Water / Beverages are not permitted to be carried into Computer/CAD/Photography any other labs. Defaulters will be levied a fine of Rs. 500/- for the first offence and strict disciplinary action will be taken against habitual offenders.

20. _____ LIBRARY & RESOURCE CENTRE

The Academy's Library & Resource Centre offers comprehensive service to students. The Resource Centre has a permanent exhibition

showcasing the latest in textiles, accessories, trims and other inputs required in the apparel industry.

The Library has most of the recommended texts available for loan or reference. The number of books and volume of other literature is increased every month. In addition, the Academy has established linkages with a number of institutions to enable students to avail of their resources. Details are available with the Librarian.

The Library at Delhi & Chennai Centre is open from 0830-1900 hours on weekdays and 0900-1700 hours on Saturdays. The Resource Centre functions from 0830-1700 hours on weekdays and 0900-1300 hours on Saturdays.

Library & Resource Centre functioning time at Jaipur centre of Academy is from 0900-1700 hours on weekdays and 0900-1300 hours on Saturdays.

All facilities remain closed on Sundays and closed holidays of the Academy.

Please note that any misuse of the Resource Centre and Library resources, such as causing damage, pilferage, etc., or noncompliance with Library/Resource Centre rules and regulations is a serious offence, and entails strict disciplinary action.

21. _____ EXTRA WORKING TIME

You will be required to put in extra machine and studio time in addition to the regular classes in the sewing lab, computer/CAD lab, and pattern making studios to reinforce/ upgrade the necessary skills and to achieve minimum acceptable standards. You will be permitted additional independent time in the labs/studios at stipulated schedules which will be displayed on the notice board. You are advised to strictly adhere to these schedules without disturbing the ongoing classes.

22. _____ STUDENTS CULTURAL COMMITTEE – “PLAN CLAN”

PlanClan is a student cultural committee which functions in the belief that *“Learning is not just for the classroom. That’s why we stress the value and importance of co-curricular activities.”*

Plan Clan provides a setting to become involved and to interact with other students, thus leading to increased learning and enhanced development. It not only focuses on the individual student level but institutional level, and the broader community level. This rich mixture of different disciplines creates one of the most diverse, interesting, open, experimental, self explorative stay on the campus. **The PlanClan provides opportunities** to make life-long friends by encouraging interdisciplinary activities and more importantly to simply *Have fun!*

23. _____ INDUSTRY LINKAGES

The programmes offered by the Academy are very practical, industry oriented and market driven. You will be required to connect with the industry, undertake real life projects and assignments which can include a span of activities from research to design, implementation, installation and audit. You are required to engage yourself with the practical situations in the segments and industries you are likely to work in so that you are better equipped to handle situations effectively. As you are a part of a career oriented course you will have to understand that you will not be a part of the same environment when you graduate from the Academy.

The Academy also facilitates valuable contacts to you through visiting industry experts, by organising field trips, and by providing reference letters. It is expected that students will make active efforts to further the industry contacts.

It is compulsory for all students to attend /go for field trips, failing which students will have to forgo attendance and in case of repeated failure disciplinary action may be taken .

At Delhi, the Academy has a Corporate Relations Department which spearheads the industry linkages. At Jaipur and Chennai, the Directors are intimately involved in industry linkages. There may be prescribed timings during which you may interact with the relevant authorities for support to undertake your assignments in industry.

24. _____ INTERNSHIP

At some stage of every course, you are required to undertake an Industry Internship of duration 8 -10 weeks. The objective of the internship is to:

- a) Study and understand prevalent commercial and industrial practices, standards and procedures;
- b) Reinforce your theoretical knowledge with practical and hands on experience;
- c) Develop and strengthen the ability to work as an effective and willing member of a team;
- d) Understand the pressured of the industry and sharpen problem-solving skills;
- e) An assignment which could be given by your course leader to be done as a part of the internship programme.

Besides, the experience gained through internship will help you to identify problem area(s) to be addressed in your final dissertation/project. This internship is supported by close co-ordination between the Academy's Corporate Relations Department/Centre Directors and the interning organization to ensure an assignment fitting with your needs and to monitor your progress. The internship is an essential requirement for the successful completion of the Course.

The internship is evaluated by the interning company and also by the Course Leader and Course Coordinator on the basis of the internship report filed by you at the end of the internship period. This evaluation constitutes a part of the overall evaluation of the relevant semester of the Course.

In order to give you a positive internship experience the Department requires your cooperation in processing your internship as follows:

- a) Your resume should be submitted to the Department 2 months prior to the commencement of the internship. It should be professionally presented, expanding on your skills, capabilities and not monotonous.
- b) To ensure uniformity, the Academy would like that your internship is arranged formally through the Department, even if you possess industry contacts and the means to secure internship. In such a case, you may inform the department, 2 months in advance of the commencement of the internship period to coordinate the internship process in your behalf.

At all Centres, there is standing arrangement for Doctors on call and immediate access to clinics/hospitals within short distance.

26. TELEPHONE

Your cell-phone is required to be in the silent mode in every situation where formal class/other activity is in progress. In the event of your failure to do so and the consequent indication of the receipt of a call or SMS, or in the event of your making a call or sending an SMS while formal activity is in progress, your cell-phone will be confiscated by the supervising faculty and handed over to the Registrar (Academic Administration), who will safe-keep the instrument with record of ownership and identification particulars and release it to you on payment of a fine of Rs 500/- per instrument in cash to the Accounts Section and on production of the receipt issued by Accounts Section.

When speaking on the cell-phone inside authorized areas within the Academy's premises at the permissible time/place, you will be appreciated for doing so softly, without creating any disturbance or distraction to others around you.

Any external telephone call addressed to you and received through the Academy's telephone lines during class hours will be communicated to you only in circumstances that are extraordinarily urgent in nature.

A separate pay telephone is provided for your use outside class hours.

You may use the intercom facility installed in the reception area. You are not permitted to make or receive internal/external phone calls from faculty/ staff rooms; any attempt to do so will amount to indiscipline.

27. SCHOLARSHIPS

Several leading industrial houses and the Academy have instituted full/part **Merit-cum-Means** Scholarships to assist students from economically weak backgrounds. The Academy invites applications in prescribed format every year. The Endowment and Scholarship Fund Committee award scholarship as per policy of the Academy. The term of a scholarship is for the period of one academic year, and a fresh application must be made for every subsequent academic year.

The Academy has also instituted a **Merit Scholarship** in each course (programme) with at least 25 enrollments at all Centre's to the enrollee

who registers the best performance through all pertinent admission tests and the interview, subject to minimum requirements of performance.

The **Merit scholarship** waives payment of tuition fee only. The waiver is granted in the first year and continues in the subsequent year(s) on the condition that the awardees academic performance in the first year meets the prescribed standards of achievement of **Higher Second Class – UG and First Class – PG** and there are no attendance or disciplinary proceedings against the student.

28. LOAN FACILITY

The Academy has a tie up with HDFC Bank Ltd. for Education Loan facility for its students. The bank will extend this facility to students admitted to Pearl Academy of Fashion for funding their programme / course of study (subject to standard bank conditions). Selected students who are desirous of availing education loan facility may contact Manager (Accounts) at PAF Centres (Delhi, Jaipur & Chennai).

29. INDUSTRY SPONSORED STUDENTS

Students selected as “industry sponsored candidates” are required to pay tuition fee equivalent to an amount twice the normal tuition fee for the course. They are also required to pay the fees for both semesters at the start of each Academic Year. Such students are normally not provided placement assistance by the Academy.

After the completion of the first two semesters of the course, industry sponsored students may pay tuition fee at the normal rate and for one semester at a time, subject to the fulfillment of the following conditions:

- a. the student clears all modules in the first attempt and stands among the top 20 percent of the cohort as per previous semester result (in the case of **pre-revised** UG courses and PG Courses) and previous level result (in the case of the **revised** UG courses).
- b. the student records minimum 75 percent attendance.
- c. the student demonstrates satisfactory conduct and discharge of obligations such as student feedback., etc.
- d. the student has no adverse report against him/her and there are no disciplinary proceedings or action against the student.

Industry sponsored candidates may apply in prescribed application form to the Registrar at the end of the first year.

In the case of **pre-revised** UG courses and PG Courses rebate in tuition fees is valid for Semester 3 to Semester 8 UG and Semester 3 & 4 PG respectively subject to the above conditions being fulfilled for each previous semester / level.

In the case of **revised** UG courses and PG Courses rebate in tuition fees is valid for Levels 1, 2 and 3 (Administrative Sem 3 to 8) UG and administrative Semesters 3 and 4 PG respectively subject to the above conditions being fulfilled for each previous semester / level .

30. _____ PLACEMENT

The Academy facilitates job placements to all the graduates on successful completion of the Course. NRI and Industry sponsored candidates may be provided placement assistance after all the normal category students have been placed by the Academy. If an industry sponsored candidate desired to be placed by the Academy they have to get a 'no objection certificate' from the company which sponsored them.

This industry is dynamic in nature and offers international mobility and opportunity to interact with different cultures and people. Open-mindedness and receptivity to new ideas are important personality traits that will take you a long way in this profession. As an ambitious and upcoming young professional, the Academy expects you to take up challenging assignments, not only in any part of the country, but also in other leading centers abroad.

Companies from the industry are invited to participate in the on-campus/ off – campus at client site placement week, which normally takes place at the end of your course of study. Those companies which regularly come for placements and take internees from us are invited first for placements

The procedure is as follows:

- a) On the said date of the campus interview, the scheduled company meets the cohort as a group for pre-placement briefing, which pertains to the company's profile, the candidate's potential career growth within the company, the job description, the profile of the

candidate they are looking for and other salient information. You must attend all the pre-placement talks of every organization.

- b) Based on the pre-placement brief you can choose to sit for an interview or decline.
- c) The student can appear for any number of interviews till they get a confirmed offer by any one company.
- d) Once you have been made a confirmed offer by the recruiting company, you can choose to accept or decline that offer within 24 hours of receiving the offer. Until a formal decline has been received from you, you cannot sit for another interview.
- e) If the company makes an offer and the student refuses the offer after his or her expectation was met (as stated prior to the interview) then the students may not be provided any further assistance by the Academy.
- f) We will specify a minimum salary requirement to the company on behalf of the students but cannot guarantee what they will finally offer and neither will be negotiate higher than the minimum on behalf of the student. This is something the candidate/student do themselves as this will be required even in the subsequent jobs.
- g) The Academy expects that you will be employed in the first organization that you join through its placement services for at least one year in the interest of your professional growth, reliability and credibility. Leaving your job before this time period will indicate your lack of endurance, lack of maturity to deal with various challenging situations and people and your inability to deliver according to the professional requirements.

The Academy does not guarantee you final placement. It guarantees you the opportunity of access, through the facilitation services of its Corporate Relations Department to the right companies which have the job functions to suit your learning and training. It may not be feasible for the Academy to place you necessarily at a location of your choice. Please remember that, while the Academy tries its best to provide you placements, placement is not the responsibility of the Academy alone, and, hence, you are also expected to share responsibility for placements and contribute to its administration in various ways.

31. _____ IDENTITY CARD

All students are issued an Identity Card which is not transferable and must be surrendered at the time of leaving the Academy, either on completion of the course, or earlier. Loss of identity card should be reported in writing to the Student Counsellor; for issue of a duplicate identity card, a charge of Rs 100/- per re-issue will be levied.

32. _____ CLEARANCE CERTIFICATE

At the time of leaving the Academy, you will be required to obtain “clearance” from various sections of the Academy to acknowledge that you have no dues/obligations, etc. pending. In case there are, clearance will be withheld until such time as you have discharged pending dues/obligations. The return of security deposit/caution money is subject to the production of a clearance certificate duly signed by all concerned sections.

33. _____ ACADEMIC CALENDAR

The Academic Calendar for the semesters August-December and January-July of year 2009-10 is at **Annexure II** and **III**, respectively.

The events scheduled/proposed for the year are given in **Annexure IV**.

A list of holidays when the Academy will remain closed during the academic year is at **Annexure V**.

34. _____ DISCIPLINE

Disciplinary rules for the orderly conduct of students have been made to ensure that nothing distracts the students and the faculty from the primary aim: learning. These rules provide a guide to our expectations of student behaviour with illustrations of misconduct that will necessitate disciplinary action.

34.1 Application of Rules: These rules apply to all students enrolled at the Academy on full or part-time courses and are applicable to the premises of the Academy. However, students are expected to conduct themselves with decorum, even when away from the Academy, so as to keep their personal and the Academy’s reputation unscathed.

34.2 Payment of Fees by Existing Students: All existing students are personally responsible to pay all fees, approved charges and deposits as and when they fall due. In the case of industry sponsored candidates, they are deemed responsible for payment of fees on time. Late payment will attract a late fee of Rs 10/- per day for first 7 days, Rs. 20/- per day for the next 7 days, Rs. 50/- per day for the following seven days and Rs. 100/- per day for continued delay thereafter. In the event that the payment of fees remains unfulfilled after four weeks past the notified last date, the Academy reserves the right to delete the student's name from the rolls. Readmission of the student will be subject to the payment of Rs. 20,000/- as Re-registration Fee and payment of all outstanding dues.

All the courses / programmes conducted at Pearl Academy of Fashion come under the ambit of Service Tax Regulations. Service Tax as per Govt. of India, service tax department notification No. 03/2010 dated 27th February 2010 will be levied at the applicable rate of 10.3% w.e.f 27th February 2010.

34.3 Payment of Fees by Newly Enrolled Students: All newly enrolled students are personally responsible to pay all fees, approved charges and deposits by the due date as given in the admission notice. Failure to do so will lead to forfeiture of the granted admission.

A newly enrolled student is permitted to cancel his enrolment; in the event of such cancellation, refund of fees paid/deposited as per the refund policy given in **Annexure VI**, subject to Undertaking as per **Annexure VII**.

34.4 Undertaking by Newly Enrolled Students: All students are required to sign an Undertaking of having read and understood the student guidelines and policies regarding Refund, Discipline, Attendance, Assessment, Progression, awards etc. as per **Annexure VIII**.

34.5 Security Deposit: All students are required to maintain a Security Deposit of a specified amount at the time of admission. The Security Deposit is retained by the Academy up to the exit of a student on conferment of Award; in the case of students whose enrolment has been cancelled or has left the Academy prior to completion of studies, the Security Deposit will be refunded only at the time of the student's exit from the Academy. In all cases, only the balance amount in the

Security Deposit, after recoveries of liabilities (if any), will be refunded.

34.6 Academy's Expectations of Students' Behaviour: You are mature young people who have voluntarily joined the Academy to pursue a career in a challenging field. We expect you to be serious and sincere in your endeavour to learn and derive maximum benefit from what the Academy has to offer. Therefore, the Academy expects all students to:

- a) Be well-behaved and observe all regulations and procedures laid down.
- b) Be regular and punctual in attendance at all schedules, including during the industry internship when student conduct reflects on the Academy's reputation.
- c) Notify the Academy of any change in the information supplied at enrolment.
- d) Make sure that conduct does not disturb or disrupt teaching, learning, study, research or any administrative/ recreational activity being conducted at the Academy or organised outside the Academy.
- e) Be considerate to the needs of staff, fellow students and visitors.
- f) Respect the property of the Academy and that of the other students.
- g) Be aware that refreshments, eating and drinking is permitted only in canteens. As you are aware, smoking is banned in educational institutions. Any kind of intoxicant is strictly banned, and evidence of use of the same under any circumstances will invite summary rustication from the rolls of the Academy.
- h) Be careful not to litter the classrooms and laboratories with scrap paper and cloth. Make use of the waste bins placed in each room. Any flagrant uncleanliness will invite strict and prompt disciplinary action. After each class put your waste paper and cloth cuttings in the bins provided for this.
- i) Make sure that lights, fans and air-conditioners are switched off before leaving the classroom. Steam irons in sewing lab/ studios are to be switched off after use. Please remember that the Academy's resources are your resources too, and any misuse of the same will only be against your interests in the long run.
- j) Be aware that, as part of the curriculum, students are required to undergo internship training with the industry; undertake craft

documentation; conduct project researches; conduct market study; etc. It is mandatory for all students to travel within their centres for such activities, individually or in groups, as per academic requirement.

- k) Conduct themselves professionally inside and outside the academy. For this purpose the Academy facilitates the personal interaction of students with faculty/mentors. Generally, faculty are available on weekdays between 3.00 pm – 4.00 pm. Outside of these hours, however, students are required to take prior appointment for meetings with the faculty concerned.

34.7 Misconduct: The following are examples of misconduct that are liable to attract disciplinary action:

- a) Assault or threatening behaviour
- b) Malicious and willful damage to Academy's property or the property of any student, visitor or member of staff
- c) Any action likely to cause injury to any person in the Academy's premises
- d) Conduct or action against the equal opportunity policy of the Academy to include sexual harassment, racism, religious intolerance, denying freedom of speech, etc.
- e) Abusive or unreasonable behaviour likely to cause distress or fear in others. Failure to comply with Academy's rules or proper directions given by the staff.
- f) Plagiarism and cheating
- g) Refusal to participate in the Academy's general activities such as functions and events; fairs and exhibitions; workshops; seminars etc.
- h) Any public misbehavior that puts the Academy in bad light
- i) Continuous non-submission of assessments / submissions as per deadlines issued.

The above is only an indicative list.

34.8 Disciplinary Action: In case informal disciplinary action fails to have effect or in cases of serious misconduct, the Academy may be compelled to take disciplinary action in any of the following ways:

- a) Terminate the student / struck off the rolls

- b) Suspend the student for a specific period or specific time/ activity
- c) Fine the student a sum not exceeding Rs. 1,000/- for each breach of discipline
- d) Require the student to pay the cost of any damage to property.
- e) Require the student to pay the replacement cost of an article/ equipment assigned to him and is reported stolen or missing
- f) Recover from a group of students the cost of any damage to property or the cost of replacement of stolen or missing property, when the concerned group does not co-operate to disclose the name of the offending student(s) from among themselves.

34.9 Disciplinary Procedure: The Registrar has the discretion to take action as per Paras 32.7 (c) and (d) without recourse to a structured formal enquiry provided that the student is given an opportunity to respond to any accusation and make a statement. However, when a decision under Paras 32.7 (a) and (b) is under consideration, the Registrar shall follow the procedure below:

- a) Communicate the allegation in writing and appoint a day for the hearing
- b) Allow the student two clear days to present his/her statement in writing or verbally in person at the hearing
- c) Allow witnesses, if any, to give evidence and permit the student to question the witness
- d) The procedure and the order of the proceedings shall be at the sole discretion of the Registrar. At the end of the hearing, the student shall retire from the meeting and the student shall be informed of the decision in writing.

34.10 Appeal against Disciplinary Action: A student may appeal a decision to suspend or debar him/her [para 32.8 (a) & (b) above]. Appeals against fines or cost damages will be entertained in rare circumstances. The procedure will be as follows

- a) An appeal should be preferred in writing to the Group Director/ Director within 7 days of the letter notifying suspension/termination
- b) An Appeals Committee under authority of the Group Director / Centre Director is constituted, as soon as practically possible. The Panel

shall include at least one independent student peer (who shall be from a course different from that of the appealing student and not connected with the incident).

- c) The student shall be given an opportunity to be heard / state his / her reasons before the appeal committee. Final outcome of the Appeals Committee will be communicated within reasonable time.
- d) The decision of the Appeals Committee will be binding and no further Appeal on this decision will be entertained.

35.

HOSTEL

The Academy operates hostel facility at Jaipur and Chennai. The hostel accommodates only girl students on shared basis; it has the capacity to accommodate a limited number of residents only.

The accommodation in the hostel may be granted on **first come-first served basis according to deposition of hostel fees**. Allotment of room will be done by drawing of lots. However, a request for change may be considered on reasonable grounds and subject to the availability of accommodation or scope for mutual adjustment. Following principles will be observed for admission to the hostel:

- a) hostel accommodation will be available on annual basis
- b) all inmates will vacate their respective rooms by 31 May 2010
- c) in case of any requirement for next academic year, desirous students will have to make fresh application
- d) first preference will be accorded to newly-admitted students of the new academic year
- e) rest applicants will be treated against vacancies, if any, after first preference is completed.

Hostel facilities may differ from Centre to Centre. An indicative list of facilities at a notified annual residential fee is as under:

- A bed with mattress and pillow, cupboard with lock, study table with chair and table lamp on individual basis
- Fans, mirror, bathroom with hot-water, toilets on shared but adequately provided basis

- Services of a full-time, resident lady warden, security guard, house-keeping/cleaning staff; common room with TV, water filter, TT Table, Carom Board, Up-right Bike, Cross Trainer; dining room; pest-control treatment, fire safety provision and power backup system.
- Incoming calls on land-line only, maintained in the hostel office
- Additionally, there are chargeable services which include:
 - Hot meals (breakfast, lunch, evening tea with snacks, dinner)
 - Laundry and ironing
 - Provision of cooler
 - Computer/internet services (where provided)

The applicable charges are notified along with the hostel rules in force, a copy of which will be given to you when you are admitted to the hostel.

In the event of a serious ailment requiring hospitalization, your parents/guardians will be duly informed and advised to admit you to a hospital for attention. In case this is not feasible, or there is delay in arrangements to be made by them, and, if the emergent situation so requires in your own interest, the Academy will hospitalise you according to the advice of the attending doctors. The medical expense incurred by the Academy under such circumstances shall be reimbursable non-negotiably by your parents/guardians, failing which it will be recovered from the security deposit.

As a hostel resident, you will be required to observe all the rules in force, cooperate in maintaining harmony, safety and common well-being, behave in a disciplined manner, use all hostel property with due care and concern and pay all dues promptly. Failure to do so will make your residential entitlement liable to be cancelled without any refund of hostel fee and losses to hostel property, if any, will be redeemed from the security deposit you are required to make at the time of hostel admission.

36. _____ **WHOM TO MEET**

Whenever you require any formal attention relating to your studies, curriculum, colleagues, formal transactions, even your own self, you must approach the relevant persons identified below:

For matters regarding	Meet		
	Delhi	Jaipur	Chennai
Payments	Dy. Registrar (F&A)	Accounts Officer	Accounts Officer
Student issues	Class Representative	Class Representative	Class Representative
Module	Tutor(s) concerned	Tutor(s) concerned	Tutor(s) concerned
Administrative aspects of course	Course Coordinator	Course Coordinator	Course Coordinator
Curriculum of course	Course Leader	Course Leader	Course Leader
Academic issues/grievances	Head of Dept.	Course Leader	Director
Resource Centre	Coordinator	Librarian	Librarian
Library	Chief Librarian	Librarian	Librarian
Internship/Placement	Advisor (Corporate Relations)	Director	Director
Personal issues / infrastructural facilities	Group Registrar (AA)/ Sr. Manager (Academics)	Registrar (AA)	Registrar (AA)
Academic administration	Group Registrar (AA) / Dy. Registrar (A)	Registrar (AA) / Manager (Admn.)	Registrar (AA)
Quality and standards of academic courses	ASQC	Director	Director
Hostel accommodation/ administration	–	Registrar (AA) / Manager (Admn.)	Registrar (AA)/ Student Counsellor
Canteen	Group Registrar (A)	Registrar (AA)	Registrar (AA)

The Academy's motto is to attend to you promptly. Of course, you must give the concerned person(s) sufficient time to attend to your needs.

The Group Director at Delhi and the Directors at Delhi, Jaipur and Chennai are always willing to meet you and help you if the attention received from any of the above does not meet with your satisfaction.

37. _____ EMERGENCY HELPLINE

In the event of any emergency or in case you find yourself in untoward incident /accident /circumstances / sudden illness within the campus, you must contact the nearest Faculty / Staff / Course Coordinator / Sentry / Guard in the immediate vicinity / building of the Academy.

Medical Emergency

All students suffering from any type of illness requiring emergency / periodic medication are required to declare / inform the same to the Centre Registrar / Students Counsellor along with relevant Medical Documentation from a Registered Medical Practitioner on occurrence

/ detection. Prescribed Medication / Medicines should be carried in person in Campus at all times.

In case of any emergency during the working hours students must inform at the Reception Desk / Module Tutor / Course coordinator/ Duty Sentry/ Guard / Registrar.

You must make it a point to note the contact number(s) of the Registrar at your respective Centre, so that it is readily available to you whenever necessary.

Delhi:

Contact No. of Group Registrar – 011-49807100 – 01

Jaipur:

Contact No. of Registrar – 01426-247515
01426-247616 Extn.104 (O)

Chennai:

Contact No. of Registrar – 044-43447900
044-42664445/46/49/50

38. _____ ENCOURAGEMENT OF POSITIVE ATTITUDE

You are encouraged to seek varied experiences extended to you in the course of your learning at the Academy, so that you are fully prepared as an aspiring professional at the moment you will enter the industry. In this respect, the Academy discourages the influence of special preferences, soft choices and options in external situations, contexts, settings, timings, scheduling, etc., in the matter of delivery of the commitments of the course.

You will find an open, positive attitude not only rewarding for yourself (particularly, in relation to industry visits, internship, educational tours, and craft documentation), but, in turn, you will also enable the Academy to extend its linkages to wider locales, which benefits you in return.

39. _____ NOTE TO PARENTS / GUARDIANS

Important Note: It is recommended that parents should. also go through this hand book and understand various rules and regulations contained herein. They may get in touch with the Course Leader/Course Coordinator to know the performance and attendance, etc. of their ward. Meetings at the Academy will be by prior appointment only.

ANNEXURE I**INDEMNITY BOND****PEARL ACADEMY OF FASHION****INDEMNITY BOND**

(To be executed on a Rs. 10/- stamp paper duly attested / notarised)

In consideration of student of whom I am legal / natural guardian who has been admitted to Pearl Academy of Fashion (all centres). I undertake and agree that neither I nor my executors or administrators or any other legal representatives will make any claim against the Pearl Academy of Fashion (PAF) or any employee of the PAF or against any person in the service of PAF in respect of any loss or injury to property or person including injury resulting in the death which the said studentmay suffer while the said student is or in consequence or the said students being so or whilst he/she is within the premises of PAF campus (all centres) or for any excursion / field visit / study trip or outside in India or abroad for fulfilling the curriculum of the Academy under direction of the Academy's faculty and I understand and agree that no compensation will be paid by the PAF or any administrators or employees in service of PAF. I further agree so as to bind myself, my heirs, my executors & administrator to indemnify you and any employee or person of the PAF of them arising out or any act or default on the part of the said student during or in connection with any academic activity within the premises of PAF (all centres) or any such journey undertaken towards excursion / field visit / study trip or outside in India or abroad.

It is further declared that stamp duty payable on this undertaking shall be borne by me.

Dated Day of

Sign. of Witness Sign. of Guardian

Name Name

Occupation Occupation

Designation Designation

Address Address

ACADEMIC CALENDAR

ANNEXURE II AUGUST – DECEMBER 2010

WEEK	DATES	EVENTS / ACTIVITIES / DATES																							
1 st week	2 – 7 August	<ul style="list-style-type: none"> • Term I – FMM • Semester I / III / V / VII of UG & PG Commence 																							
5 th week	30 August – 4 September	@ CCMs (Beginning Semester) <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">FD Level 3</td> <td rowspan="3" style="font-size: 3em; vertical-align: middle;">}</td> <td rowspan="3" style="border: 1px solid black; padding: 2px;">30 August 2010</td> </tr> <tr> <td>FD Level 2</td> </tr> <tr> <td>FD Level 1</td> </tr> <tr> <td>FD (PG) – Year 1</td> <td rowspan="2" style="font-size: 3em; vertical-align: middle;">}</td> <td rowspan="2" style="border: 1px solid black; padding: 2px;">31 August 2010</td> </tr> <tr> <td>FD (PG) – Year 2</td> </tr> <tr> <td>FSID Year 2</td> <td rowspan="2" style="font-size: 3em; vertical-align: middle;">}</td> <td rowspan="2" style="border: 1px solid black; padding: 2px;">1 September 2010</td> </tr> <tr> <td>FSID Year 3</td> </tr> <tr> <td>TD Level 3</td> <td rowspan="3" style="font-size: 3em; vertical-align: middle;">}</td> <td rowspan="3" style="border: 1px solid black; padding: 2px;">3 September 2010</td> </tr> <tr> <td>TD Level 2</td> </tr> <tr> <td>TD Level 1</td> </tr> </table>	FD Level 3	}	30 August 2010	FD Level 2	FD Level 1	FD (PG) – Year 1	}	31 August 2010	FD (PG) – Year 2	FSID Year 2	}	1 September 2010	FSID Year 3	TD Level 3	}	3 September 2010	TD Level 2	TD Level 1					
FD Level 3	}	30 August 2010																							
FD Level 2																									
FD Level 1																									
FD (PG) – Year 1	}	31 August 2010																							
FD (PG) – Year 2																									
FSID Year 2	}	1 September 2010																							
FSID Year 3																									
TD Level 3	}	3 September 2010																							
TD Level 2																									
TD Level 1																									
6 th week	6 – 11 September	@CCMs (Beginning Semester) <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">CD Level 3</td> <td rowspan="3" style="font-size: 3em; vertical-align: middle;">}</td> <td rowspan="3" style="border: 1px solid black; padding: 2px;">6 September 2010</td> </tr> <tr> <td>CD Level 2</td> </tr> <tr> <td>CD Level 1</td> </tr> <tr> <td>FRM Level 3</td> <td rowspan="3" style="font-size: 3em; vertical-align: middle;">}</td> <td rowspan="3" style="border: 1px solid black; padding: 2px;">7 September 2010</td> </tr> <tr> <td>FRM Level 2</td> </tr> <tr> <td>FRM Level 1</td> </tr> <tr> <td>FMP Level 3</td> <td rowspan="3" style="font-size: 3em; vertical-align: middle;">}</td> <td rowspan="3" style="border: 1px solid black; padding: 2px;">8 September 2010</td> </tr> <tr> <td>FBM Level 2</td> </tr> <tr> <td>FBM Level 1</td> </tr> <tr> <td>GM (PG) Year 1</td> <td rowspan="2" style="font-size: 3em; vertical-align: middle;">}</td> <td rowspan="2" style="border: 1px solid black; padding: 2px;">9 September 2010</td> </tr> <tr> <td>GM (PG) Year 2</td> </tr> <tr> <td>FM (PG) Year 1</td> <td rowspan="2" style="font-size: 3em; vertical-align: middle;">}</td> <td rowspan="2" style="border: 1px solid black; padding: 2px;">10 September 2010</td> </tr> <tr> <td>FM (PG) Year 2</td> </tr> </table>	CD Level 3	}	6 September 2010	CD Level 2	CD Level 1	FRM Level 3	}	7 September 2010	FRM Level 2	FRM Level 1	FMP Level 3	}	8 September 2010	FBM Level 2	FBM Level 1	GM (PG) Year 1	}	9 September 2010	GM (PG) Year 2	FM (PG) Year 1	}	10 September 2010	FM (PG) Year 2
CD Level 3	}	6 September 2010																							
CD Level 2																									
CD Level 1																									
FRM Level 3	}	7 September 2010																							
FRM Level 2																									
FRM Level 1																									
FMP Level 3	}	8 September 2010																							
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FBM Level 1																									
GM (PG) Year 1	}	9 September 2010																							
GM (PG) Year 2																									
FM (PG) Year 1	}	10 September 2010																							
FM (PG) Year 2																									
7 th week	13 – 18 September	@CCMs (Beginning Semester) <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">FMG (PG) Year 1</td> <td rowspan="2" style="font-size: 3em; vertical-align: middle;">}</td> <td rowspan="2" style="border: 1px solid black; padding: 2px;">13 September 2010</td> </tr> <tr> <td>FMG (PG) Year 2</td> </tr> <tr> <td>FR (PG) Year 1</td> <td rowspan="2" style="font-size: 3em; vertical-align: middle;">}</td> <td rowspan="2" style="border: 1px solid black; padding: 2px;">14 September 2010</td> </tr> <tr> <td>FR (PG) Year 2</td> </tr> <tr> <td>IAD Level 1</td> <td style="font-size: 3em; vertical-align: middle;">}</td> <td style="border: 1px solid black; padding: 2px;">15 September 2010</td> </tr> <tr> <td>Foundation Design Level 0</td> <td style="font-size: 3em; vertical-align: middle;">}</td> <td style="border: 1px solid black; padding: 2px;">16 September 2010</td> </tr> <tr> <td>Foundation B & T Level 0</td> <td style="font-size: 3em; vertical-align: middle;">}</td> <td style="border: 1px solid black; padding: 2px;">17 September 2010</td> </tr> </table>	FMG (PG) Year 1	}	13 September 2010	FMG (PG) Year 2	FR (PG) Year 1	}	14 September 2010	FR (PG) Year 2	IAD Level 1	}	15 September 2010	Foundation Design Level 0	}	16 September 2010	Foundation B & T Level 0	}	17 September 2010						
FMG (PG) Year 1	}	13 September 2010																							
FMG (PG) Year 2																									
FR (PG) Year 1	}	14 September 2010																							
FR (PG) Year 2																									
IAD Level 1	}	15 September 2010																							
Foundation Design Level 0	}	16 September 2010																							
Foundation B & T Level 0	}	17 September 2010																							

WEEK	DATES	EVENTS / ACTIVITIES / DATES
11 th week [#]	11– 16 October	<p>Classes at PAF Delhi to be suspended from 4–16 October 2010 due to Commonwealth Games.</p> <p># In lieu, the following Saturdays will be observed as full working days at PAF Delhi:</p> <p>August 21 (Monday Time Table to be followed) August 28 (Tuesday Time Table to be followed) September 4 (Wednesday Time Table to be followed) September 18 (Thursday Time Table to be followed) September 25 (Friday Time Table to be followed)</p>
12 th week	18 – 23 October	<p>@ CCMs (Mid Semester)</p> <p>FRM Level 3 } FRM Level 2 } 18 October 2010 FRM Level 1 } IAD Level 1 }</p> <p>FMP Level 3 } FBM Level 2 } 19 October 2010 FBM Level 1 } FR (PG) Year 1 } FR (PG) Year 2 }</p> <p>GM (PG) Year 1 } GM (PG) Year 2 } 20 October 2010</p> <p>FM (PG) Year 1 } FM (PG) Year 2 } 21 October 2010</p> <p>Foundation Design } Level 0 } 22 October 2010 Foundation B & T } Level 0 }</p>
13 th week	25 – 29 October	<p>Student Feedback (FMM) Progression Review (FMM) @ CCMs (Mid Semester)</p> <p>FD Level 3 } FD Level 2 } 25 October 2010 FD Level 1 }</p> <p>FD (PG) – Year 1 } FD (PG) – Year 2 } 26 October 2010</p> <p>FSID Level 1 } FSID Level 2 } 27 October 2010</p> <p>TD Level 3 } TD Level 2 } TD Level 1 } 28 October 2010 FMG (PG) Year 1 } FMG (PG) Year 2 }</p> <p>CD Level 3 } CD Level 2 } 29 October 2010 CD Level 1 }</p>

WEEK	DATES	EVENTS / ACTIVITIES / DATES
14 th week	1 – 4 November	Term II – FMM commences
	4 – 7 November	Deepawali Break (for students)
15 th week	8 – 12 November	<p>*Students Feedback (all programmes) @CCMs (End Semester)</p> <p>FRM Level 3 FRM Level 2 FRM Level 1 IAD Level 1 } 8 November 2010</p> <p>FMP Level 3 FBM Level 2 FBM Level 1 FR (PG) Year 1 FR (PG) Year 2 } 9 November 2010</p> <p>GM (PG) Year 1 GM (PG) Year 2 } 10 November 2010</p> <p>FM (PG) Year 1 FM (PG) Year 2 } 11 November 2010</p> <p>Foundation Design Level 0 Foundation B & T Level 0 } 12 November 2010</p>
16 th week	15 – 20 November	<p>@ CCMs (End Semester)</p> <p>FD Level 3 FD Level 2 FD Level 1 } 15 November 2010</p> <p>FD (PG) – Year 1 FD (PG) – Year 2 CD Level 3 CD Level 2 CD Level 1 } 16 November 2010</p> <p>FSID Level 1 FSID Level 2 } 18 November 2010</p> <p>TD Level 3 TD Level 2 TD Level 1 FMG (PG) Year 1 FMG (PG) Year 2 } 19 November 2010</p>
19 th week	6 – 10 December	Assessment Collation/ due diligence
20 th week	13 – 17 December	Interim Review Meetings (IRM)
21 st week	20 – 23 December	Interim Review Meetings (IRM) [PAF Delhi]
	20 December 2010 – 4 January 2011	Winter Break for students (Jaipur & Chennai)
	24 December 2010 – 4 January 2011	Winter Break for students (Delhi)

* Feedback for all UG/PG Programmes will be held after completion of each module @ PAF Centers Jaipur / Chennai to notify CCM schedule separately

ACADEMIC CALENDAR

ANNEXURE III JANUARY – JULY 2011

WEEK	DATES	EVENTS / ACTIVITIES / DATES
1 st week	5 – 8 January	Term II – FMM (contd.) Semester II / IV / VI / VIII of UG & PG commence
5 th week	31 January – 5 February	@ CCMs (Beginning Semester) FD Level 3 } FD Level 2 } 31 January 2011 FD Level 1 } FD (PG) – Year 1 } FD (PG) – Year 2 } 1 February 2011 FSID Level 1 } FSID Level 2 } 2 February 2011 TD Level 3 } TD Level 2 } TD Level 1 } 3 February 2011 CD Level 3 } CD Level 2 } CD Level 1 } 4 February 2011
6 th week	7 – 12 February	Students Feedback (FMM) Progression Review (FMM) @ CCMs (Beginning Semester) FRM Level 3 } FRM Level 2 } 7 February 2011 FRM Level 1 } FMP Level 3 } FBM Level 2 } 8 February 2011 FBM Level 1 } GM (PG) Year 1 } GM (PG) Year 2 } 9 February 2011 FM (PG) Year 1 } FM (PG) Year 2 } 10 February 2011 FMG (PG) Year 1 } FMG (PG) Year 2 } 11 February 2011
7 th week	14 – 19 February	Term III – FMM commences @ CCMs (Beginning Semester) FR (PG) Year 1 } FR (PG) Year 2 } 14 February 2011 IAD Level 1 } 15 February 2011 Foundation Design Level 0 } 16 February 2011 Foundation B & T Level 0 } 17 February 2011

WEEK	DATES	EVENTS / ACTIVITIES / DATES
12 th week	21 – 26 March	<p>@ CCMs (Mid Semester)</p> <p>FRM Level 3 FRM Level 2 FRM Level 1 IAD Level 1 } 21 March 2011</p> <p>FMP Level 3 FBM Level 2 FBM Level 1 FR (PG) Year 1 FR (PG) Year 2 } 22 March 2011</p> <p>GM (PG) Year 1 } GM (PG) Year 2 } 23 March 2011</p> <p>FM (PG) Year 1 } FM (PG) Year 2 } 24 March 2011</p> <p>Foundation Design Level 0 } Foundation B & T Level 0 } 25 March 2011</p>
13 th week	28 – 2 April	<p>Admission Announcement (UG Programmes)</p> <p>@ CCMs (Mid Semester)</p> <p>FD Level 3 FD Level 2 FD Level 1 } 28 March 2011</p> <p>FD (PG) – Year 1 } FD (PG) – Year 2 } 29 March 2011</p> <p>FSID Level 1 } FSID Level 2 } 30 March 2011</p> <p>TD Level 3 TD Level 2 TD Level 1 FMG (PG) Year 1 FMG (PG) Year 2 } 31 March 2011</p> <p>CD Level 3 CD Level 2 CD Level 1 } 1 April 2011</p>
15 th week	11 – 16 April	<p>* Student Feedback (all Programmes) Exit Interview for Graduating Students @ CCMs (End Semester)</p> <p>FRM Level 3 FRM Level 2 FRM Level 1 IAD Level 1 } 11 April 2011</p> <p>FMP Level 3 FBM Level 2 FBM Level 1 FR (PG) Year 1 FR (PG) Year 2 } 12 April 2011</p>

WEEK	DATES	EVENTS / ACTIVITIES / DATES
15 th week (contd.)	11 – 16 April (contd.)	GM (PG) Year 1 } 14 April 2011 GM (PG) Year 2 } FM (PG) Year 1 } FM (PG) Year 2 } 15 April 2011 Foundation Design Level 0 } Foundation B & T Level 0 }
16 th week	18 – 23 April	@ CCMs (End Semester) FD Level 3 } FD Level 2 } 18 April 2011 FD Level 1 } FD (PG) – Year 1 } FD (PG) – Year 2 } 19 April 2011 CD Level 3 } CD Level 2 } CD Level 1 } FSID Level 1 } FSID Level 2 } 20 April 2011 TD Level 3 } TD Level 2 } TD Level 1 } 21 April 2011 FMG (PG) Year 1 } FMG (PG) Year 2 }
17 th week	25 – 30 April	Mentoring Feedback (all UG/ PG Courses)
19 th week	9 – 14 May	Students Feedback (FMM) Assessment Collation/ due diligence PBM / EBMs
20 th week	16 – 22 May	PBM / EBMs
21 st week	23 – 29 May	PBM / EBMs
	1 June – 2 August	Sumer Break (for students)

* Feedback for all UG/PG Programmes will be held after completion of each module
@ PAF Centers Jaipur / Chennai to notify CCM schedule separately

ANNEXURE IV EVENT CALENDAR

Date / Month	Event / Activity
DELHI	
29 – 30 July 2010	Induction of Freshers
5 September 2010	Teachers' Day
October 2010	Pearl Utsav
24 October 2010	Convocation
October / November 2010	All India /Zonal Competitions – School Level/College Level
October 2010	Samanvaya
January 2011	Sports Day
14 February 2011	Valentopia
27 May 2011	Portfolio
28 May 2011	Synthesis/ Bottom line
23 – 24 May 2011	Open Works/ Foundation Recap
25 – 26 May 2011	Thread Works
July 2011	Faculty Development Workshop*
JAIPUR	
29 – 30 July 2010	Induction of Freshers
5 September 2010	Teachers' Day
October 2010	Workshop on Illustration for School Students
October 2010	Workshop on Jewellery Making for School Students
24 October 2010	Convocation
October / November 2010	All India/Zonal Competitions – School Level/College Level
December 2010	Pearl Utsav
December 2010	Design & Perception – Preview
January 2011	Sports Day
January 2011	Kite Design Competition
February 2011	3D Card Design Competition
March 2011	Salad Making Competition
April 2011	Open Forum
April/May 2011	PAF – Alumni (Jaipur) Get-together
May 2011	Bejeweled Presentation & Exhibition of Final Year Students of JD (Road Show)
May 2011	Design & Perception
25 May 2011	Portfolio – Show by Final Year Students
July 2011	Faculty Development Workshop*

Date / Month	Event / Activity
CHENNAI	
29 – 30 July 2010	Induction of Freshers
August 2010	Contempo
September 2010	Pearl Utsav
September 2010	Craft Bazaar
October 2010	Convocation
October 2010	Inter Level – Kolu & Kolam Festival
October / November 2010	All India /Zonal Competitions – School Level/College Level
November 2010	School Competition
February 2011	Sports Day
February 2011	Pearl Exposition
March 2011	Fashion Business Symposium
3 June 2011	Portfolio
4 June 2011	Synthesis
July 2011	Faculty Development Workshop*

*To be centrally organized

ANNEXURE V _____ **LIST OF HOLIDAYS****AUGUST – DECEMBER 2010**

Holidays	Delhi	Jaipur	Chennai
Independence Day	15 August (Sunday)	15 August (Sunday)	15 August (Sunday)
Janmashtami	2 September (Thursday)	2 September (Thursday)	2 September (Thursday)
Id-ul-Fitr*/ Ganesh Chaturthi	11 September (Saturday)	11 September (Saturday)	11 September (Saturday)
Gandhi Jayanti	2 October (Saturday)	2 October (Saturday)	2 October (Saturday)
Dussehra	16 October (Saturday)	16 October (Saturday)	16 October (Saturday)
Vijayadasami	–	–	18 October (Monday)
Deepawali	5 November (Friday)	5 November (Friday)	5 November (Friday)
Goverdhan Puja /Bhai Duj	6 November (Saturday)	6 November (Saturday)	6 November (Saturday)
Id-ul-Zuha*	17 November (Wednesday)	17 November (Wednesday)	–
Christmas	25 December (Saturday)	25 December (Saturday)	25 December (Saturday)

JANUARY – DECEMBER 2011**

Makar Sankranti/ Pongal	14 January (Friday)	14 January (Friday)	14 January (Friday)
Republic Day	26 January (Wednesday)	26 January (Wednesday)	26 January (Wednesday)
Maha Shivrathri	3 March (Thursday)	3 March (Thursday)	3 March (Thursday)
Holi	19 March (Saturday)	19 March (Saturday)	–
Good Friday	22 April (Friday)	22 April (Friday)	22 April (Friday)

Contd.

Holidays	Delhi	Jaipur	Chennai
Baisakhi/ Dr. Ambedkar's Jayanti	13 April (Wednesday)	13 April (Wednesday)	–
Tamil New Year	–	–	14 April (Thursday)
Independence Day	15 August (Monday)	15 August (Monday)	15 August (Monday)
Janmashtami	22 August (Monday)	22 August (Monday)	22 August (Monday)
Id-ul-Fitr*	31 August (Wednesday)	31 August (Wednesday)	31 August (Wednesday)
Ganesh Chaturthi	1 September (Thursday)	1 September (Thursday)	1 September (Thursday)
Dussehra	26 October (Wednesday)	26 October (Wednesday)	26 October (Wednesday)
Vijayadasami	–	–	18 October (Monday)
Deepawali	26 October (Wednesday)	26 October (Wednesday)	26 October (Wednesday)
Bhai Duj	28 October (Friday)	28 October (Friday)	28 October (Friday)
Id-ul-Zuha*	6 November (Sunday)	6 November (Sunday)	–
Christmas	25 December (Sunday)	25 December (Sunday)	25 December (Sunday)

* *subject to appearance of moon*

** *subject to change based on government notification.*

The Academy reserves the right to cancel, change, or add holidays from or to the above list without assigning any reason whatsoever.

ANNEXURE VI

GUIDELINES ON REFUND
OF FEE TO STUDENTS*

Sl.	Description	Deductions	Refund Permissible
1.	Students admitted to a course, but intimated before commencement of the course about not joining PAF (in writing)	<ul style="list-style-type: none"> Registration & Admission Fee (100%) 	<ul style="list-style-type: none"> Laboratory, Library & Resource Centre Charges Tuition Fee Examination Fee NTU – Validation Fee Security Deposit Alumni Membership Fee
2.	Student joined and attended classes upto 10 calendar days (including 10 th calendar day). OR Students not joined classes but informed (in writing) about not joining PAF within 10 calendar days of start of session	<ul style="list-style-type: none"> Registration & Admission Fee (100 %) Laboratory, Library & Resource Centre Charges (50%) Tuition Fee (50%) 	<ul style="list-style-type: none"> Examination Fee Laboratory, Library & Resource Centre Charges (50%) Tuition Fee (50%) NTU – Validation Fee Security Deposit Alumni Membership Fee
3.	Students joined and attended classes for more than 10 calendar days but up to 30 calendar days (including 30 th calendar day) OR Students not joined classes and informed (in writing) about not joining PAF between 11 and 30 calendar days from the start of the session (including 30 th calendar day)	<ul style="list-style-type: none"> Registration & Admission Fee (100 %) Laboratory, Library & Resource Centre Charges (75%) Tuition Fee (75%) 	<ul style="list-style-type: none"> Examination Fee Laboratory, Library & Resource Centre Charges (25%) Tuition Fee (25%) NTU – Validation Fee Security Deposit Alumni Membership Fee
4.	Students admitted to a course, joined and attended classes for more than 30 calendar days. OR Students who did not join classes and informed (in writing) about not joining PAF after 30 calendar days.	<ul style="list-style-type: none"> Registration & Admission Fee (100 %) Laboratory, Library & Res. Centre Charges (100%) Tuition Fee (100%) 	<ul style="list-style-type: none"> Examination Fee Security Deposit Alumni Membership

*subject to submission of Undertaking of Refund as per Annexure VIII.

ANNEXURE VII _____ **UNDERTAKING**

I..... s/o. or d/o.

r/o.

do hereby solemnly affirm and undertake as under:

1. That we have gone through the contents of the Prospectus, latest Students’ Handbook (available on the website www.pearlacademy.com), carefully and have understood the same.
2. We have also gone through the Fee Refund Policy as well as the contents mentioned in the Students’ Handbook pertaining to the Academy’s policy on minimum attendance requirements, continuous absence, debarment / de-registration, plagiarism, use of unfair means and other instances of Academic misconduct, Progression Policy, Awards, Appeals, Misconduct / Disciplinary actions / de-registration due to non-payment / late payment of fees etc.
3. We hereby accept and acknowledge the same and in case of any such eventuality, we undertake to accept the decision taken by the Academy as per the rules & policies written & read over by us.
4. The signed undertaking is given by us without any threat, pressure or coercion, or by any other means. The undertaking is given after going through all the details regarding rules / policies of the Academy mentioned in the Admission Letter, Prospectus, Application form and Students’ Hand Book as also available on the website of the Academy.

.....
Signature of the Student

.....
Signature of Parent/Guardian

Date:

Date:

ANNEXURE VIII _____ UNDERTAKING FOR REFUND OF FEE**REFUND OF FEE WILL BE AS PER REFUND POLICY OF THE ACADEMY***(To be executed on a Rs. 10/- stamp paper duly attested / notarised)*

I / We have gone through the Refund Policy again today though the same were also brought to our notice at the time of Admission along with the admission form.

We have made the request for refund of fees due to our wards admission in some other course / institute and the said request has been acceded by the Academy fairly and has agreed to refund the fee as per their policy which has been accepted voluntarily without any threat, pressure or coercion after going through its content thoroughly.

Today we have been given the cheque no..... dated..... drawn on..... against our total fee deposited of Rs. The deductions made by the Academy as per the refund policy is acceptable and after receiving a cheque of Rs. against our total deposit of admission fee, our entire claim has been settled and nothing remain to be paid to us by the Academy against the admission fee paid by us.

.....
Signature of Parents

.....
Signature of Ward

Date:

Place:

ANNEXURE IX LIST OF ESSENTIAL BOOKS

Sl. No.	Course/ Cohort	Name of Book
1.	FD (Level 1 & 2)	<ol style="list-style-type: none"> 1. Armstrong, Helen Joseph, 2003, "Pattern Cutting" Harpar Collins College Publishers 2. Corbman Bernard P. 1983 "Textiles, Fiber to Fabric", 6th Edition, McGraw-Hill International, US 3. Catheryn Mckelvey, 2006, "Fashion Source Book", Black Well Publishing UK 4. "Fair Child Dictionary Of Fashion" Laurence king Publishing Ltd. 2003
2.	FSID	<ol style="list-style-type: none"> 1. Advertising : BY Sangeeta Sharma and Raghuvir Singh, Published by Prentice Hall India 2. Fashion Source Book, by Mckelvey
3.	Foundation Design	<ol style="list-style-type: none"> 1. 'How to Draw' by Cynthia Maris, Publisher – Laurence King, London <p>OR</p> <ol style="list-style-type: none"> 1. Bloomer, Carolyn M., 1990, <i>Principles of visual perception</i>, London, The Herbert 2. Basic Visual Concepts and Principles for Artists, Architects, and Designers. McGraw Hill, Boston, Massachusetts
4.	Foundation B & T	<ol style="list-style-type: none"> 1. Research Methodology : A Step by step guide for beginners by Ranjit Kumar
5.	CD (Level 1 & 2)	<ol style="list-style-type: none"> 1. Grids: Ambrose/ Harris, Ava Publications – Academia 2. Layout: Ambrose/ Harris, Ava Publications – Academia 3. Print and Finish: Ambrose/ Harris, Ava Publications – Academia 4. Image: Ambrose/ Harris, Ava Publications – Academia <p><u>E-Books</u></p> <ol style="list-style-type: none"> 1. Interactive Design: 'Web Style Guide', authors: Patrick J. Lynch and Sarah Horton 2. Animation: 'Animator's Survival Kit', author: Richard Williams
6.	TD (Level 1)	<ol style="list-style-type: none"> 1. Z. Grosicki, 2004, "Watson's Textile Design and Color", Woodhead Publishing Limited, Cambridge 2. Eberle Hannelore and others, 1999, "Clothing Technology..... from fibre to fashion" Verla Europa- Lehrmittel Nourney, Voller Gmbh & Co 3. Storey, Joyce, 1992, "Textile Dyeing and Printing", Thames and Hudson, London 4. Thomas, Mary "Dictionary of Embroidery Stitches", Hodder and Stroughton

Sl. No.	Course/ Cohort	Name of Book
7.	TD (Level 2)	<ol style="list-style-type: none"> 1. Karl Aspelund, "The Design Process", Fairchild Books & Visuals 2. Phyllis G. Tortora, Robert S. Merkel, "Fairchild's Dictionary of Textiles", 7th edition, Fairchild Publications
8.	GM (Year 1 & 2)	<ol style="list-style-type: none"> 1. Corbman, P.B 91983). Textile: Fibre2fabric; 6th edition, New York; McGraw-Hill 2. Carr & Lathams' Technology of Clothing Manufacturer, Oxford, Blackwell Science Ltd 3. Research Methodology by Ranjit Kumar
9.	FM (Year 1 & 2)	<ol style="list-style-type: none"> 1. Clothing Technology from Fibre 2 Fashion, by Hannelore Everle 2. Fashion from Concept to Consumer, by Gini Frings 3. Research Methodology, by Ranjit Kumar
10.	FBM (Level 1 & 2)	<ol style="list-style-type: none"> 1. Clothing Technology from Fibre 2 Fashion, by Hannelore Everle 2. Fashion from concept to consumer, by Gini Frings
11.	FRM (Level 1 & 2)	<ol style="list-style-type: none"> 1. Retail Environment, Robolt, N. J (1997), Concept and Cases in Retail and Merchandise Management, New York, Fairchild 2. Retailing Management, by Levy & Weitz, 3rd edition (1998), published by McGraw-Hill, Concept and Cases in Retail and Merchandise Management, New York, Fairchild 3. Marketing Management, Kotler, Philip (1999), Marketing Management, 10th edition, New Delhi, Prentice-Hall of India 4. Elements of Visual Merchandising, Pegler, M (1997), Visual Merchandising & Display, New York, Fairchild Publications 5. Pricing & Merchandise Logistics, Fernie, J. Logistics and Retail Management – London: kogan page, 1998
12.	FD (PG) (Year 1 & 2)	<ol style="list-style-type: none"> 1. Corbman Bernard P. 1983 "Textiles, Fiber to Fabric", 6th edition, McGraw-Hill, International, US 2. Armstrong, Helen Joseph, 2003, "Pattern Cutting" Harper Collins College Publishers 3. Catheryn Mckelvey, 2006, "Fashion Source Book" Black Well Publishing UK 4. "Fair Child Dictionary of Fashion", Laurence King Publishing Ltd. 2003
13.	FR (Year 1 & 2)	<ol style="list-style-type: none"> 1. Retailing Management – Author Levy, Weitz and Pandit, (2008), Published by Tata McGraw-Hill 2. Retail Management by Barry Berman, (2004), "A Statigic Approach", 9th edition, Published by Prentice Hall
14.	FMG (Year 1 & 2)	<ol style="list-style-type: none"> 1. Marketing Management by Phillip Kotler, (2009), Published by Borling Kindersley 2. Building Strong Brands by David Aaker, (2002), Published by Simon & Schuster, U.K