



SEVA MANDAL EDUCATION SOCIETY'S
Dr. BHANUBEN MAHENDRA NANAVATI COLLEGE OF HOME SCIENCE
(Autonomous)
NAAC Re-accredited 'A+' Grade with CGPA 3.69/4 (3rd Cycle)
UGC Status: College with Potential for Excellence
BEST COLLEGE AWARD 2016-17 adjudged BY S.N.D.T. Women's University
338, R.A Kidwai Road, Matunga, Mumbai 400019

Syllabus – 4th Semester

Academic year- 2020-2021

Department of Textile Science Apparel Design

Structure

SYBSC- Textile Science Apparel Design SEMESTER 4 (Structure and Weightage)						
Course and Code	Total Credits	Th C	Pr C	Int	Ext	Total
TSAD401 Textile Science	4	3	1	50	50	100
TSAD402 Fundamentals of Marketing and merchandising	4	4	-	50	50	100
TSAD403 Basic Pattern Making and grading	4	-	4	50	50	100
TSAD404 Traditional textiles of India	4	4	-	50	50	100
TSAD405 Soft skills/Indian Embroideries* *To be implemented next year	4	3	1	50	50	100
TOTAL	20	13	7	250	250	500

CONTENTS

<i>Sr. No</i>	Name of The Subject	Page Number
1.	TSAD401 Textile Science	3
2.	TSAD402 Fundamentals of Marketing and merchandising	11
3.	TSAD403 Basic Pattern Making and grading	17
4.	TSAD404 Traditional textiles of India	21
5.	TSAD405 Indian Embroideries	26

SEVA MANDAL EDUCATION SOCIETY'S

**DR. BHANUBEN MAHENDRA NANAVATI COLLEGE OF HOME SCIENCE
(AUTONOMOUS)**

NAAC Re-accredited 'A+' Grade with CGPA 3.69 / 4 (3rd Cycle)

UGC Status: College with Potential for Excellence

**BEST COLLEGE AWARD 2016-17: Adjudged by S.N.D.T. Women's University
338, R.A. Kidwai Road, Matunga, Mumbai – 400019**

PROGRAMME: B.Sc. in Home Science

Department of Textile Science and Apparel Design

Semester IV

Course Title -Textile Science

Course Description:

This course offers knowledge of fiber morphology, polymerization process, and fiber spinning process. It also gives knowledge of blends and mixtures, fiber manufacturing of most common apparel fibers, its properties and uses. This course also throws light on textiles finishing technology and its effects.

Practical module of this course gives students the opportunity to identify various fibers in laboratory. Also few other fibers which are used for other than apparel application are taught keeping in mind its importance.

Objectives:

The course will enable the students to:

1. Acquire the knowledge of different kinds of natural and man-made fibers.
2. Understand the concept of blending of textile fibers
3. Develop an understanding of the concept of morphology, polymerization, fiber spinning
4. Acquire the knowledge of different types of finishes.
5. Learn to identify fiber blends and their percentage.
6. Acquire the knowledge of various applications of Textile fibers.

Learning Outcomes:

1. Students gain knowledge of different kinds of natural and manmade fibers
2. Students learn about concepts of blending and their application in various uses
3. Students acquire knowledge of fiber manufacturing, its properties and uses.
4. Students also learn the process of fiber identification practically and learn blend analysis as well

Code No.	Subject	TC	Th C	Pr C	Int M	Ext M	Total
TSAD401	Textile Science	4	3	1	50	50	100

Module No.	Objective	Content	Evaluation
1	<p>The students will:</p> <ol style="list-style-type: none"> 1. Acquire the knowledge of fiber morphology, chemical spinning 2. Learn polymerization process and its types percentage. 3. Develop an Understanding of different kinds of blends 4. Learn fabric geometry and factors affecting fabric geometry 	<p>FIBER MORPHOLOGY, POLYMERIZATION , SPINNING AND BLENDS</p> <ul style="list-style-type: none"> · Fiber morphology / orientation · Polymerization- concept, Degree of polymerization, Addition and condensation polymerization · Chemical spinning – Methods of spinning - Wet , Dry, Melt · Mixtures and Blends- Definition, types of blends- examples with specific end uses · Advantages of mixing and blending of textile fibers · Disadvantages of mixing and blending of fibers <p>FABRIC GEOMETRY</p> <p>Fabric Geometry- Concept Factors affecting fabric geometry Durability factors- Strength, Abrasion Resistance. Aesthetic factors –Wrinkle Recovery Comfort factors- Air Permeability, Moisture Relationship</p>	<p>Unit Test</p> <p>25 marks</p>

Module No.	Objective	Content	Evaluation
2	<p>The students will:</p> <ol style="list-style-type: none"> 1. Acquire the knowledge of different kinds of man-made fibers. 2. Acquire the knowledge of various applications of Textile fibers 	<p>MANUFACTURING PROCESSES, PROPERTIES AND USES OF TEXTILE FIBRES</p> <p>Man-made Regenerated cellulosic fibres Viscose Rayon modified Cellulosic Fibres – Acetate.</p> <p>Polyamide fibres – Nylon 6 and Nylon66, Nomex & Kevlar (in short) Polyester fibres – Terylene Acrylic and Modacrylic fibres</p> <p>Properties & application only</p> <p>Olefin fibres – Polyethylene, Polypropylene, Elastomeric Fibres – Spandex, Lycra</p> <p>Innovative unconventional natural fibers – organic cotton, Hemp, Jute, Linen, Bamboo, Agave, Coir, aloe vera, banana, casein(milk fiber), flax, ramie and so on.</p> <p>(Any other can be added by teacher/student)</p>	<p>Assignment</p> <p>Group project 25 Marks</p>

Module No.	Objective	Content	Evaluation
3	<p>The students will:</p> <ol style="list-style-type: none"> 1. Acquire the knowledge of different types of finishes. 2. Learn about classification of textile finishes. 3. Gain knowledge about functions of different textile finishes. 	<p>TEXTILE FINISHES Classification of finishes</p> <p>Definitions and uses of following finishes</p> <p>Basic routine finish – Tentering, Mercerization, Calendaring</p> <p>Special finishes - Carbonizing, Weighting, Degumming.</p> <p>Finishes for appearance and handle- Heat setting, Embossing surfaces, soft finishes</p> <p>Performance / functional finishes</p> <p>Antistatic finish, Flame Retardant finish, Moth proofing finish, Stain -& Soil Resistant finish, Water –Repellent & Waterproof finish Antibacterial, Antifungal, Antiviral, Antimicrobial , fragrance, UV protection,</p> <p>MULTIFUNCTIONAL FINISHES – COMBINATIONS OF 2 AND MORE TYPES</p>	<p>Assignment</p> <p>Quiz- 25 marks</p>

Module No.	Objective	Content	Evaluation
4	<p>1. Develop skill in identifying different types of textile fibers & their blends</p> <p>2. Learn to analyze percentage of fibers in the blends.</p>	<p>IDENTIFICATION OF FIBERS BY MICROSCOPIC, BURNING AND CHEMICAL TESTS</p> <p>Identification of various Fibers:</p> <p>Natural fibers – Cotton, Jute, Wool, Silk, Manmade fibers - Viscose Rayon, Nylon, Polyester, Acrylic</p> <p>IDENTIFICATION OF BLENDS</p> <p>Qualitative analysis – (As per availability of fibers)</p> <p>Teri cot, Cot's wool, Teri viscose, Teri wool, Cotton /acrylic</p> <p>Or</p> <p>Any other latest blends, mixtures available in the market.</p> <p>QUANTITATIVE ANALYSIS OF BLENDS:</p> <p>Teri cot, Cots wool or silk and cotton blend Teri viscose, Teri wool (as per availability)</p> <p>Demonstration of 1 sample by teacher and 1 sample performed by students in a group. (All the above blends should be included)</p>	<p>Continuous assessment of practical performed in the lab – 15 marks (Journal work)</p> <p>Final test of practical – Blend analysis- 10 marks</p>

Evaluation:

Module 1	Module 2	Module 3	Module 4	Total	Final	Total
Unit test	Group Project	Quiz 25 marks	Continuous evaluation and Unit test	100/2 Internal	Exam External	
25 marks	25 marks	25 marks	25 marks	50 marks	50 marks	100

References:

1. Humphries, Mary (2004). Fabric reference, , Upper Saddle River, N.J. : Pearson/Prentice Hall, 3rd edition
2. Humphries, Mary (2004). Fabric Glossary Upper Saddle River, NJ : Pearson/Prentice Hall, , 3rd edition
3. A.R. Horrocks & S.C. Anand. (2000) Boca Raton Handbook of technical textiles, FL : CRC Press ; Cambridge, England : Woodhead Pub.
4. Asim Kumar Roy Choudhury (2017). Principles of Textile Finishing, Woodhead publishing. 5. Prayag R. S., (1989) Textile Finishing, L.R. Prayag Publication, Dharwad
6. Corbman Bernard, (2005). Textiles: Fibre to Fabrics, 6th Edition, New York: McGraw Hill Book Co.
7. Shenai V.A (2002). Chemistry and Textile Auxiliaries, Vol. 65, Sevak Publication, Bombay, 2nd edition
8. Joseph M, (1993) Introductory Textile Science, 6th Ed, Fort Worth Harcourt Brace Jovanovich College Publishers.
9. Gohl Vilensky,(1983).– Textile Science, Melborne: Longman Cheshire Pvt. Ltd., 10. Tortora (1992) Understanding Textiles. 4th Ed., New York Macmillan Publishing Company, 11. Vaidya A. A. – Production of Synthetic Fibers. New Delhi – Prentice Hall of India Pvt. Ltd. edition 12.

Mathews Kolanjikombil (2017) Encyclopaedic Dictionary of Textile Terms (4 Volumes), Woodhead Publishing India Pvt Ltd

13. Mathews Kolanjikombil (2019). Textile Substrates-- Fibres, Yarn and Fabric, Woodhead Publishing India Pvt Ltd

14. B. Purushothama(2018). Handbook of Value Addition Processes for Fabrics. Woodhead Publishing India Pvt Ltd

15. Mathews Kolanjikombil (2019). Pretreatment of Textile Substrates. Woodhead Publishing India Pvt Ltd

16. H. V. Sreenivasa Moorthy (2015). Introduction to Textile Fibres (Revised Edition). Woodhead Publishing India Pvt Ltd

17. Alagirusamy R. & Das Apurba (2010). Science in Clothing Comfort. Woodhead Publishing India Pvt Ltd

E-learning resources:

1. <https://www.classcentral.com/course/swayam-textile-study-14327>

2. <https://www.arts.ac.uk/subjects/textiles-and-materials/short-courses/fashion-textiles/introduction-to-textiles-online-short-course-lcf>

3. <https://textilelearner.blogspot.com/>

4. <https://textilelearners.com/>

5. <https://www.textileschool.com/>

SEVA MANDAL EDUCATION SOCIETY'S

**DR. BHANUBEN MAHENDRA NANAVATI COLLEGE OF HOME
SCIENCE (AUTONOMOUS)**

NAAC Re-accredited 'A+' Grade with CGPA 3.69 / 4 (3rd Cycle)

UGC Status: College with Potential for Excellence

**BEST COLLEGE AWARD 2016-17: Adjudged by S.N.D.T. Women's
University 338, R.A. Kidwai Road, Matunga, Mumbai – 400019**

as per Maharashtra State University Act (2016) Uniform Statute No: 3 of 2019

PROPOSED SYLLABUS UNDER AUTONOMY

PROGRAMME: B.Sc. in Home Science

Semester IV

Course Title: Fundamentals of Apparel Merchandising &

Marketing Course Description:

This course enables students to gain knowledge about market & marketing , different advertising and sales promotional techniques used in marketing, Consumer buying behaviour. Importance of Market research and marketing strategies. Basics of apparel merchandising- role of merchandiser, different terminology used in merchandising, product costing, sampling sourcing etc.

OBJECTIVES:

1. To gain knowledge about the merchandising activities.
2. To develop skills and qualities needed for merchandiser
3. To learn the framework for practical application of merchandising tools in solving problems and in taking correct business decisions. .
4. To understand the concept of marketing
5. To know the concept of wholesale marketing ,retail marketing and E Commerce
6. To learn general principles of marketing, sales, quality, packaging, distribution, advertising, branding, marketing research etc.
7. To understand the current changing scenario of business.
8. To know importance of digital /online marketing

Learning Outcomes:

- This program will enable students to understand the role of merchandiser in export house and marketing.
- They will learn the terminology used in export house and in marketing,
- This program will help them to understand the concept of marketing,
- They will understand the consumer buying behaviour which will help them to decide on product selection and promotion
- They will come to know the different sales promotional techniques, advertising techniques as well as wholesale and retailing
- Enable them to understand the importance of digital marketing in changing scenarios.

Code	Course	TC	Th C	Pr C	Int M	Ext M	Total
TSAD402	Fundamentals Of Apparel Merchandising And Marketing	4	4	-	50	50	100

Module No.	Objective	Content	Evaluation
1	<p>1. Gain Knowledge about the merchandising activities.</p> <p>2. Develop skills and qualities needed for a merchandiser.</p>	<p>1. Introduction to Merchandising</p> <ul style="list-style-type: none"> ● Definition ● Functions of Merchandising Organizing structure. ● .Qualities needed, skills required by a Merchandiser ● Role of Merchandiser in Garment production Units. ● Sampling and Sourcing ● .Sampling Process and Garment development ➤ Buyer's specifications <ul style="list-style-type: none"> ➤ Pattern Making, Cutting, Stitching, Finishing and Accessories. ➤ Selection, Product design and development. 	<p>25 marks</p> <p>Assignment</p> <p>To prepare buyer's specification sheet.</p> <p>To design a product to be developed</p>

Module No.	Objective	Content	Evaluation
2	1. Explore the practical application of merchandising in solving problems and in taking correct business decisions. 2. Understand the current scenario of business 3. Understand the various domains of costing and budgeting. 4. Develop awareness about International commercial Terms.	1. Merchandising Calendar <ul style="list-style-type: none"> ● Current Market trends ● Fashion Trends 2. Costing/ Pricing and Budgeting <ul style="list-style-type: none"> ● Preparation of budget, Cash Flow, Break Even Point ● Elements of Costing of different Garments. 3. Pricing Decisions <ul style="list-style-type: none"> ● Objectives ● Importance ● Factors affecting pricing 4. International Commercial Terms (In brief) <ul style="list-style-type: none"> ● Cost Insurance ● Buyers Documents ● Purchase Requisitions ● Purchase Order ● Export documentations like Letter of credit, Performa Invoice, Sellers bill to buyer, Quality and Inspection Documents. 	25 marks To prepare budget or costing for designed product
Module No.	Objective	Content	Evaluation
3	Understand the concept of Marketing.	1. The Basics of Marketing <ul style="list-style-type: none"> ● Definition and Importance of Marketing ● Definition of Marketing Research ● Role of Marketing Research 3. Consumer Behaviour- Product and Brand 4. Whole sale marketing , Retail marketing & Ecommerce	25 Marks To collect information data of consumer buying behaviour, product / brand preferences etc. through survey

Module No.	Objective	Content	Evaluation
4	Learn the general principles of marketing, sales, quality, packaging, distribution, advertising, branding, marketing research etc.	<p>1. Advertising and sales promotion</p> <ul style="list-style-type: none"> ● Advertising and importance of advertising. <p>2. Importance of digital marketing in today's market.</p> <ul style="list-style-type: none"> ● What is digital marketing ● Types and use of digital marketing ● Various platforms for digital marketing. <p>3. Sales promotion and their objectives</p> <p>Types of customer sales promotion ▪</p> <ul style="list-style-type: none"> ▪ Coupons ▪ Rebates ▪ Samples ▪ Free Product ▪ Demo Indoor/ Outdoor ▪ Point of purchase (POP) ▪ Trade fair ▪ Incentive allowance ▪ Back to Back sales promotion ▪ Window displays ▪ Fashion Shows <p>2. Strategic planning</p> <ul style="list-style-type: none"> ● Importance/objective of Marketing plans ● Types MP 	<p>25 marks</p> <p>To find out different sales promotional techniques and advertising techniques used in textiles/ apparel industry.</p> <p>And present it in class</p>

EVALUATION :

1. Internal : Average of project marks + unit test marks = 50

2. External- 50 marks

3. Total :Internal - 50 + External -50 = 100 marks

REFERENCES:

- ❑ Bateman, Thomas S. Snell, Scott A, 2003: Management: Competing in the new era.(5th Ed), New Delhi, Tata Mcgraw-Hill Publishing Co-Ltd.
- ❑ **Damian Ryan 2008** ,Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation
- ❑ Donnellan, John 1996, Merchandise buying & management, New York Fairchild Publications.
- ❑ Kotler, Philip & Keller,2006 Kevin Lane, Marketing Management. 12th edition
- ❑ Govindarajan, M &Natrajan, S, 2005: Principles of Management, New Delhi, Prentice Hall of India Pvt Ltd.
- ❑ Kotlar Phillip ,Moving from Traditional to Digital Written
- ❑ Stone, E., 1985, Fashion Merchandising 4th Ed, New York Macmillan Book 1990. ❑ Sherlekar, S. A., 1985, Marketing Management (13th Rev Ed) Mumbai, Himalaya Publishing House.
- ❑ www.textilemaster.net, Pocket Textile Merchandising & Marketing Expert.2008 ❑ SwapnaPradhan, Retail Management, Tata Mcgraw Hill Pub, Co, Ltd, New Delhi.
- ❑ Digital Marketing,DMTI SOFTPRO,Digital Marketing Training Institute

SEVA MANDAL EDUCATION SOCIETY'S

DR. BHANUBEN MAHENDRA NANAVATI COLLEGE OF HOME SCIENCE
(AUTONOMOUS)

NAAC Re-accredited 'A+' Grade with CGPA 3.69 / 4 (3rd Cycle)

UGC Status: College with Potential for Excellence

BEST COLLEGE AWARD 2016-17: Adjudged by S.N.D.T. Women's University
338, R.A. Kidwai Road, Matunga, Mumbai – 400019

PROGRAMME: B.Sc. in Home Science

Department of Textile Science and Apparel Design

Semester IV

Course Title: Basic Pattern Making & Grading

Course Description: This course is comprised of methods of clothing construction with special focus on flat pattern method. It offers pattern designing skills for various apparels as per fashion trends and to develop skills in sewing variety of patterns with accuracy, by basic pattern adaptations and grading of patterns to desired sizes.

Learning Outcomes:

1. To acquaint three methods of clothing construction.
2. To understand flat pattern methods to design Apparel with various patterns.
3. To develop skills in designing various apparels as per fashion trend.
4. To acquire skills in sewing variety of patterns with accuracy by basic Pattern adaptations.
5. To develop an ability to grade various patterns to desired sizes.

Code	Course	TC	Th C	Pr C	Int M	Ext M	Total
TSAD403	Basic Pattern Making & Grading	4	-	4	100	-	100

Module No.	Objective	Content	Evaluation
1	<ol style="list-style-type: none"> 1. To recognize the importance of accurate body measurements in order to make standard garments. 2. To become aware of various types of standard measurement charts. 3. To understand three methods of clothing construction 	<ul style="list-style-type: none"> ● Tools and Equipments required for pattern making and grading. ● Study of standard measurement charts and various types of figures (example ladies' figure, men's figure) ● Introduction to three methods of clothing constructions namely drafting, flat pattern method, and draping method. ● Introduction to Flat Pattern Method: <ul style="list-style-type: none"> ○ Slash and Spread method ○ Pivot method. 	Sheets/Journal 25 marks

Module No.	Objective	Content	Evaluation
2.	<p>To learn slash & spread method to adopt various basic patterns.</p> <p>To understand the concept of Yoke and fullness with method of adaptation</p> <p>To understand flat pattern method to design apparels with various pattern.</p>	<p>The following adaptations with slash and spread method on half scales 'Basic Bodice Blocks':</p> <p>DARTS and Its Manipulation</p> <p>YOKES AND FULLNESS</p> <p>SLEEVES</p> <p>COLLARS</p> <p>Any six Patterns of each unit to be made on half size bodice basic block on paper only.</p> <p>SKIRTS</p> <p>Any four Patterns to be made on half size bodice basic block on paper only</p>	Journal 25 marks

Module No.	Objective	Content	Evaluation
3.	1. To develop skills in designing various apparels as per fashion trend. 2. To develop skills in sewing a variety of patterns with accuracy, good taste by basic pattern adaptations.	Any two patterns on full scale combining the features from Module 2. (Kurta& Top) Any two patterns on full scale combining the features from Module 2. As per fashion trends 1.Kurta or Top 2. skirt	Garments (15+10) 25 marks

Module No.	Objective	Content	Evaluation
4.	1. To understand the various types of Grading. 2. To develop an ability to grade various patterns to desired sizes.	<ul style="list-style-type: none"> ● Definition of grading ● Making of Split diagrams using various standard measurement charts. ● Converting split diagrams into grade plans ● Various types of grading <ul style="list-style-type: none"> - Nested Grading - Track Grading - Stock Grading ● Grading with any one method <ul style="list-style-type: none"> a - skirt (A line only) b - Basic Front and Back bodice d - Basic set in Sleeves e - Collar (Any one basic) 	Journal 25 marks

EVALUATION:	Details	Marks
Internal	1] Continuous Internal Assessment of 100 Marks.	100
External	-	
	Total marks	100

REFERENCES:

1. Armstrong Helen, (01 Feb 2005), Patternmaking for Fashion Design: Pearson New International Edition, Pearson Publication, United States ISBN 10 0132003295 & ISBN13 9780132003292
2. Armstrong, H.J. (2000). Draping for apparel design. New York: Fairchild publications.
3. Armstrong, H. (1986). Pattern making for fashion designing. New York: Harper Collins.
4. Armstrong, H. (1987). Pattern making for fashion designing. New York: Harper & Row
5. Armstrong, H (2014) Ed. 5th, Pattern Making for Fashion Design. Delhi India: Dorling Kindersley Private Limited.
6. Alpha Latzake E.J. and Ocrks B.V., (1969), Dress & Clothing Text book -3rd Ed. Chass A. Bewnel Co.
7. Bray Natalie, (1982), Dress fitting (Basic principles and Practice), Published by Granada Publishing.
8. Bray Natalie, (1979), Dress Pattern Designing- 4th Edition, Ravada Publishing.
9. Bray Natalie, (1978), More Dress pattern Designing, Ravada Publishing
10. Brenda Naylor, (January 1, 1967) The Technique of Dress Design, Publisher: Batsford; C.T. Branford, ASIN: B0007IWI82
11. Campbell, H. & Davies, M.S., (1985) Designing Patterns: A Fresh Approach to Pattern Cutting, Australasian Education Press Pvt. Ltd., A E Press, Melbourne.
12. Cooklin Gerry, (1990), Pattern Grading for Women's Clothes, BSP Professional books, Oxford London.
13. Dunn Bailey A. & Vensickle Wands, (1970) Steps in clothing skills. Chas A. Bewnel Co.
14. Ervin Mabel D. (1979), Clothing for Modern 5, 6th Edition, Collier Macmillan.
15. Ervin Mabel D., (1979), Practical Dress Design, Collier Macmillan.
16. Grading for Moderns, (1982), Fairchild Publication
17. Jacob Anna Thomas, (1985), The Art of Sewing, UBS Publishers Distributors Ltd. New Delhi.
18. Jeanne Price & Bernard Zamkoff, (1987), Grading Techniques for Modern Design, Fairchild Publications.
19. Jindal Ritu , (2000), Handbook for Fashion Design, Mittal Publications, New Delhi.
20. Patric J. Taylor & Martin M. Shoben, (1997), Grading for Fashion Industry, Hutchinson & Co Publications Ltd.
21. Readers' Digest, (1982), Complete guide to sewing Reader's Digest Association Inc. New York.
22. Shoben, M. M., (1994) Grading for the Fashion Industry. (The NIFT book of Grading & Sizing. Volume Two), New Delhi. National Institute of Fashion Technology.
23. Staurma, Mary M. (1973) Guide to Modern Clothing 3rd Edition, Mcgrow Hill Company.
24. Tanous, (1984), Designing Dress Pattern.
25. Zarpakar A, (1987), The ABC's of Grading by Murray Scheier.

**SEVA MANDAL EDUCATION SOCIETY'S
DR. BHANUBEN MAHENDRA NANAVATI COLLEGE OF HOME SCIENCE
(AUTONOMOUS)
NAAC Re-accredited 'A+' Grade with CGPA 3.69 / 4 (3rd Cycle)
UGC Status: College with Potential for Excellence
BEST COLLEGE AWARD 2016-17: Adjudged by S.N.D.T. Women's University
338, R.A. Kidwai Road, Matunga, Mumbai – 400019**

PROGRAMME: B.Sc. in Home Science

Department of Textile Science and Apparel Design

Semester IV

Course Title **Traditional Textiles of India**

Course Description:

The course on 'Traditional Textiles of India' will acquaint students to the world of textile crafts of India, The students will get knowledge of different textiles produced in different states of India with respect to different motifs, colors, weaves and weaving techniques used in the textiles along with their significance. The course also deals with dyed, resist dyed and printed textiles along with hand woven Textiles. The students will get acquainted with the work of handloom board, Weavers Service Centers and Khadi Board in India.

Learning Outcomes: After learning this course the students will

1. Gain knowledge of different textiles produced in different states of India.
2. Identify a specific hand-woven textile of India on the basis of weaving technique, raw material, colours, motifs and layout .
3. Will be able to identify and distinguish traditional textiles of various states of India.
4. Classify the regional weaves of India
5. Appreciate the finer distinctive effects of handloom weaving.
6. Able to recognize various dyed, printed, painted and woven textiles
7. Will have knowledge of working and functions of handloom board, Weavers Service Centers and khadi Board in India.

Code No.	Subject	TC	Th C	Pr C	Internal Marks	Ext Marks	Total
TSAD404	Traditional Textiles of India	4	4	-	50	50	100

Module No.	Objectives	Content	Evaluation
1.	<p>1. To acquire knowledge of different textiles produced in different states of India.</p> <p>2. To acquaint the students with the different motifs, colors and various techniques used in the textiles along with their significance.</p> <p>3. To create awareness about the different printed textiles.</p> <p>4. To initiate differentiation between direct and resist style of printing.</p> <p>5. To understand the techniques of Ikat Textiles.</p> <p>6. To create awareness about various floor coverings and shawls.</p>	<p>1. Introduction in brief about the Traditional Textiles of India</p> <p>2. Textiles of the following States listed below: Fiber used colors, motifs and various techniques (dyed, printed, painted embroidered and woven) used for the producing traditional textiles.</p> <ul style="list-style-type: none"> ● Maharashtra, ● Gujarat, Saurashtra, Kutch, ● Rajasthan ● Uttar Pradesh ● Jammu & Kashmir 	<p>25 marks</p> <p>Traditional textiles - state wise (Group project)</p>

Module No.	Objectives	Content	Evaluation
2.	<p>1. To acquire knowledge of different textiles produced in Andhra Pradesh, Karnataka, Kerala ,&Tamil Nadu,</p> <p>2. To acquaint the students with the different motifs, colors and various techniques used in the textiles along with their significance</p> <p>3. To understand the techniques of Ikat Textiles.</p>	<p>Textiles of the following States listed below: Fiber used colors, motifs and various techniques (dyed, printed, painted, embroidered and woven) used for the producing traditional textiles.</p> <ul style="list-style-type: none"> ● Andhra Pradesh, ● Karnataka, ● Kerala, Tamil Nadu, 	<p>25 marks</p> <p>Traditional textiles - state wise</p> <p>(Group project)</p>

Module No.	Objectives	Content	Evaluation
3.	<ol style="list-style-type: none"> To acquire knowledge of different textiles produced in given states. To acquaint the students with the different motifs, colors and various techniques used in the textiles along with their significance To understand the techniques of Ikat Textiles. 	<p>Textiles of the following States listed below: Fiber used colors, motifs and various techniques used for the producing traditional textiles.</p> <ul style="list-style-type: none"> ● Madhya Pradesh, ● Chhattisgarh ● Assam, ● West Bengal, ● Manipur. ● Odisha, 	<p>25 marks</p> <p>Traditional textiles - state wise</p> <p>(Group project)</p>

Module No.	Objectives	Content	Evaluation
4.	<ul style="list-style-type: none"> ● To acquaint the students with handloom board & khadi board in India. 	<p>Handloom Industry of India</p> <ol style="list-style-type: none"> 1 History of Handloom Board 2 Functions of Handloom Board 3 Weaver's service centers <p>Khadi Board</p> <ol style="list-style-type: none"> 1 Structure of Khadi Board 2 Functions of Khadi Board 	<p>Assignment 25 marks</p> <p>Visit any sector and report presentation on it.</p>

EVALUATION:

Evaluation	Details	Marks
Internal	Group Assignments= 75 marks Individual Assignment=25 marks Unit Test 25 Marks	50 Total of Internals to be converted out of 50 Marks
External	Final exam	50
	Total marks	100

REFERENCES:

1. Bhatnagar, Parul (2014) Traditional indian costumes & textiles - : Abhishek Publications , Chandigarh
2. Crill, Rosemary,(1999) Indian embroidery , New Delhi V & A Publications ,
3. Grewal, Neelam,(1988). - The Needle Lore Delhi : Ajanta Publications
4. Karolia Anjali, (2019), *Traditional Indian Handcrafted Textiles: History, Techniques, Processes, and Designs -Vol. I & II* , New Delhi, India : Niyogi Books, 2019.
5. Chattopadhyaya K.(1969) *Carpets & Floor covering of India*.Taraporevala.
6. Dhamija J. & JainJ. (1989) *Hand woven Fabrics of India* Mapin Publisher
7. Joshi Indira. (1963) *Kasuti of Karnataka*, Bombay,Popular Prakashan
8. Legrand, Catherine,(2012)*Textiles a world tour : discovering traditional fabrics and patterns.* - London : Thames & Hudson
9. Marg Publication (1965) *Textiles and Embroideries of India*
10. Masterpieces of Indian textiles : hand spun - hand woven - traditional / Taraporevala, D.P. Sons . - Mumbai : D.B. Taraporewala Sons & CO. Pvt.
11. Mehta R.J. *Masterpieces of Indian Textiles*
12. Chattopadhyaya K. (1985). *Handicrafts of India.* (Revised Edition). New Delhi: Indian Council for Cultural Relations.
13. Gillow J and Barnard N. (1991). *Traditional Indian Textiles* London: Thames and Hudson Ltd.
14. Irwin J. and Hall M. (1971). *Indian Painted and Printed Fabrics* Ahmadabad: Calico Museum of Textiles.
15. Lynton L. (1995). *The Sari* London: Thames and Hudson Ltd.
16. Mistry, Nirmala . *Embroidery designs* ,Bombay : Navneet Publications (India) Ltd.
17. Murphy V. and Gill R. (1991). *Tie-dyed Textiles of India* London: Victoria and Albert Museum.
18. Naik, Shailaja,(1997)*Folk embroidery and traditional handloom weaving* ,New Delhi : A.P.H.Publishing Corporation ,
19. Pathak A. (2005). *Pashmina* New Delhi: Roli Books
20. Jamila B. B. (1958).*Costumes and Textiles of India* Bombay Taraporevala's treasure house of books.

SEVA MANDAL EDUCATION SOCIETY'S

**DR. BHANUBEN MAHENDRA NANAVATI COLLEGE OF HOME SCIENCE
(AUTONOMOUS)
NAAC Re-accredited 'A+' Grade with CGPA 3.69 / 4 (3rd Cycle)
UGC Status: College with Potential for Excellence
BEST COLLEGE AWARD 2016-17: Adjudged by S.N.D.T. Women's University
338, R.A. Kidwai Road, Matunga, Mumbai – 400019**

PROGRAMME: B.Sc. in Home Science

Department of Textile Science and Apparel Design

Semester IV

Course Title

Indian Embroideries

Course Description:

This course offers the knowledge of various embroideries done in India with the historical background of each embroidery and the origin of techniques and designs with reference to colours, motifs, layouts of different embroidered textiles .It also explains the different types of stitches, motifs, colors and materials used in the embroideries and their end uses. Students will be able to apply their theoretical knowledge by making useful samples / articles.

OBJECTIVES:

1. To acquire knowledge of various embroideries done in India with the historical background of each.
2. To understand the origin of technique and design with reference to colours, motifs, layouts of different embroidered textiles.
3. To learn different types of stitches, motifs, colors and materials used in the embroideries and their significance
4. To introduce the technique of embroidery for value-addition.
5. To learn about the evolution of embroidered textiles over a period of time.

Learning Outcomes: After completing the course the students will be able to:

1. To acquire knowledge of various embroideries done in India with the historical background of each embroidery along with their significance.
2. To gain knowledge of different motifs, colors, threads and stitches and the fabrics on which the embroideries are done .
3. To be able to apply their theoretical knowledge by making useful samples / articles.
4. Recognize and appreciate the traditional Indian embroidered textiles

Code	Course	TC	Th C	Pr C	Int M	Ext M	Total
TSAD405	Indian Embroideries	4	3	1	50	50	100

Module No.	Objectives	Content	Evaluation
1.	<p>1. To acquire knowledge of different Embroideries produced in different Northern states of India.</p> <p>2. To acquaint the students with the different motifs, colors, threads, stitches and techniques used for the embroideries</p>	<p>1. Introduction in brief about the Traditional Embroideries of India</p> <p>Northern India</p> <p>(i) Kashida from Kashmir</p> <p>(ii) Phulkari from Punjab</p> <p>(iii) Chamba rumal from Himachal Pradesh</p>	<p>Group Assignments on Application of theory knowledge, Collection of traditional embroidery samples & pictures</p> <p>submission of file</p> <p>25 marks</p>
Module No.	Objectives	Content	Evaluation
2.	<p>1. To acquire knowledge of different Embroideries produced in U.P. West Bengal, Bihar and Odhisa</p> <p>2. To acquaint the students with the different motifs, colors, threads, stitches and techniques used for the embroidery Chikankari, Zardozi, Kantha, Sujani and Applique</p>	<p>Central India:</p> <p>(i) Chikankari from Uttar Pradesh</p> <p>(iii) Zardozi from Uttar Pradesh</p> <p>Eastern India:</p> <p>(i) Kantha from West Bengal</p> <p>(ii) Sujani and Applique from Bihar</p> <p>(iii) Appliqué Work from Odisha</p> <p>(iv) Manipuri Embroidery</p>	<p>Group Assignments</p> <p>Application of theory knowledge, Collection of traditional embroidery samples and pictures.</p> <p>submission of file</p> <p>25 marks</p>

Module No.	Objectives	Content	Evaluation
3.	<p>1. To acquire knowledge of different Embroideries produced in Western & Southern India</p> <p>2. To acquaint the students with the different motifs, colors, threads, stitches and techniques used for the embroidery</p>	<p>Western India:</p> <p>Embroidery from Gujarat Kutch and Kathiawar Embroidery</p> <p>Southern India:</p> <p>(i) Kasuti from Karnataka</p> <p>(ii) Lambadi Embroidery from Andhra Pradesh</p> <p>(iii) Toda Embroidery of T.N.</p>	<p>Group Assignments</p> <p>Application of theory knowledge-Collection of embroidered textiles or their photograph</p> <p>Submission of file</p> <p>25 marks</p>

PRACTICAL

Module No.	Objectives	Content	Evaluation
4	<p>1. To learn different types of stitches used in traditional Indian Embroideries</p> <p>2. To acquaint students with different types of stitches, motifs, colors and materials used in Traditional embroideries.</p> <p>3. To apply the knowledge of theory and practical (stitches) and develop product</p>	<p>All the stitches of following embroideries on half meter of cloth</p> <p>1. Kashida from Kashmir</p> <p>1. Phulkari from Punjab</p> <p>2. Chamba rumal from Himachal Pradesh</p> <p>3. Chikankari from Uttar Pradesh</p> <p>4. Zardozi</p> <p>5. Kantha from West Bengal</p> <p>6. Sujani and Applique from Bihar</p> <p>7. Appliqué Work of Odisha</p> <p>8. Embroidery from Gujarat Kutch and Kathiawar</p>	<p>Assignments</p> <p>Application of theory knowledge</p> <p>Making of a sample with all the stitches of listed traditional embroidery stitches to be kept in file.(10 marks)</p> <p>Application on: article/garment of any one</p>

	using traditional Indian embroideries	9. Kasuti from Karnataka. 10. Manipuri Embroidery Making of 4 samples of traditional Indian embroideries (any 4 from the above list and any 1 type of embroidery application / product development	embroidery- (marks= 20) Making of 4 samples-(20 marks) 50/2=25 marks
--	---------------------------------------	--	---

EVALUATION:

Evaluation	Details	Marks
Internal	Assignments of all modules 100 Marks+25 Marks Unit Test=125 Total of Internals to be converted out of 50 Marks	50
External	Final exam	50
	Total marks	100

REFERENCES:

1. Joshi Indira. (1963) *Kasuti of Karnataka*, Bombay, Popular Prakashan
2. Jamila B. B. (1958). *Costumes and Textiles of India* Bombay Taraporevala's treasure house of books.
3. Chattopadhyaya K. (1969) *Carpets & Floor covering of India*. Taraporevala.
4. Dongerkery Kamala (1951) *Romance of Indian Embroidery* Mumbai Thacker & Company.
5. Dhamija J. & Jain J. (1989) *Hand woven Fabrics of India* Mapin Publisher
6. Grewal Neelam , (1988), *The Needle Lore: Traditional Embroideries of Kashmir, Himachal Pradesh, Punjab, Haryana, Rajasthan*, Ajanta Publications (India)
7. Gupta, Charu Smita (1996) *Zardozi : Glittering gold embroidery*. - New Delhi : Abhinav Publications

8. Hergert Anna, (2017), *Inspiration Kantha: Creative Stitchery and Quilting with Asia's Ancient Technique*
9. Joshi I. (1963) *Kasuti of Karnataka* Bombay, PopularPrakashan
10. Kirloskar, Ahilya,(1987), *Karnatak kashida* : Vol.1 Pune : Pushpa M Bakre
11. Kirloskar, Ahilya,(1991), *Karnatak kashida* : Vol.2 Pune : Pushpa M Bakre
12. Kirloskar, Ahilya,(191989), *Karnatak kashida* : Vol.3 Pune : Pushpa M Bakre
13. Kirloskar, Ahilya,(1991), *Karnatak kashida* : Vol.4 Pune : Pushpa M Bakre
14. Lehri, R.M. (, 2006) *Indian embroidery : ethnic and beyond* Mumbai : Super Book House
15. Marg Publication (1965) *Textiles and Embroideries of India*
16. Mehta R.J. *Masterpieces of Indian Textiles*
17. Morrell Anne,(1994)., *The Techniques of Indian Embroidery*. London : B.T.Bastsford Ltd.
18. Naik S. (1996). *Traditional Embroideries of India* New Delhi: A.P.H. Publishing Corporation
19. Naik, Shailaja,(1997)Folk embroidery and traditional handloom weaving ,New Delhi :
A.P.H.Publishing Corporation ,
20. Pandit S. (1976) *Indian Embroidery*
21. Chattopadhyaya K. (1985). *Handicrafts of India*. (Revised Edition). New Delhi: Indian Council for Cultural Relations.
22. Gillow J and Barnard N. (1991). *Traditional Indian Textiles* London: Thames and Hudson Ltd
23. Lynton L. (1995). *The Sari* London: Thames and Hudson Ltd.
24. Paine, Sheila,(1990) *Embroidered Textiles : Traditional patterns from five continents*. - London :
Thames & Hudson Ltd. , 192p
25. Paine, Sheila, *Embroidery from India and Pakistan*. - London : The British Museum Press
26. Mistry, Nirmala . *Embroidery designs* ,Bombay : Navneet Publications (India) Ltd.
27. Pathak A. (2005). *Pashmina* New Delhi: Roli Books.
28. Subhashini Aryan ,(2010) , *Folk embroidery of western himalaya*. - New delhi : Rekha Prakashan
29. Shrikant, Usha . (1998) - *Ethnic embroidery of India* Mumbai : Honesty Publishers and
Distributors Untracht O. (1997). *Traditional Jewellery of India* London: Thames and Hudson Ltd.