



# SRIMATI PRIVATE I.T.I.

**INDUSTRIAL TRAINING & MENTORING**

Affiliated to NCVT, & DGE&T, Govt. of India



## FASHION DESIGN & TECHNOLOGY



# About Srimati Private ITI



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PRIVATE I.T.I.**  
INDUSTRIAL TRAINING & MENTORING



Srimati Private Industrial Training Institute is a reputed Institute for Industrial Training in the areas of Fashion Design & Technology, situated at Baruipur, Padmapukur more. Kolkata-700144. Srimati Industrial Training Institute, Baruipur, established in the year 2012 under the Directorate of Industrial Training, Govt. of West Bengal and also affiliated to NCVT, New Delhi & approved by DGE&T, Govt. of India.

Srimati Private Industrial Training Institute was established with a common objective and a strong commitment to the growth and promotion of technical and professional experts for solving the unemployment problem nationwide. Srimati Private ITI believes that a developing nation like India should have its human resources trained in cutting edge technology.

The core mission and objective of the institute is to provide value based education that can mold the careers of the young generation through technical education to make them achieve, progress and get established in life. We wish to promote technical skills and knowledge to our target group in order to raise their stability, efficiency and productivity.

## Why Srimati Private ITI?

Fashion designing is one of the most popular designing specializations among the students. Every year thousands of candidates apply at different fashion designing institute across the country with an aspiration to become a successful fashion designer. If you too are seeking a career in fashion designing, you have landed at the right place.

Srimati Private ITI promotes creative courses. So, it believes the fashion designing course in Kolkata is one of them.

The Institute always does advanced research. It always promotes market growth.

## Fashion Design & Technology



**Name Of the Courses**  
Fashion Design & Technology

**Duration**  
1 Year

**Eligibility**  
10th



**Duration:** 1 Year

**Objective:** To develop practical skills in fashion designing, garment making, styling and modern fashion techniques for employment and self-employment.

**Exam:** Final AITT → NCVT Certificate

THEORY	PRACTICAL
<p><b>1. Introduction to Fashion Design &amp; Technology</b></p> <ul style="list-style-type: none"> <li>• Introduction to Fashion Industry</li> <li>• Scope of Fashion Designing</li> <li>• Fashion Terminology</li> <li>• Elements &amp; Principles of Design</li> <li>• Types of Garments &amp; Apparel Industry</li> </ul> <p><b>2. Textile Science &amp; Fabric Study</b></p> <ul style="list-style-type: none"> <li>• Fiber Classification – Natural &amp; Synthetic Fibers</li> <li>• Yarn &amp; Fabric Construction</li> <li>• Fabric Properties &amp; Characteristics</li> <li>• Dyeing, Printing &amp; Finishing Process</li> <li>• Fabric Selection for Garments</li> </ul> <p><b>3. Fashion Illustration &amp; Design Development</b></p> <ul style="list-style-type: none"> <li>• Basic Drawing &amp; Human Anatomy</li> <li>• Fashion Figure Drawing</li> <li>• Fashion Sketching Techniques</li> <li>• Color Theory &amp; Color Combination</li> <li>• Design Development &amp; Presentation</li> </ul> <p><b>4. Pattern Making &amp; Garment Construction</b></p> <ul style="list-style-type: none"> <li>• Drafting Principles</li> <li>• Body Measurements &amp; Size Charts</li> <li>• Pattern Drafting Methods</li> <li>• Layout, Marking &amp; Cutting Techniques</li> <li>• Garment Construction Methods</li> </ul> <p><b>5. Sewing Technology</b></p> <ul style="list-style-type: none"> <li>• Introduction to Sewing Machines</li> <li>• Types of Sewing Machines</li> <li>• Machine Parts &amp; Functions</li> <li>• Machine Maintenance &amp; Troubleshooting</li> <li>• Stitch Types &amp; Sewing Techniques</li> </ul> <p><b>6. Fashion Merchandising &amp; Production Management</b></p> <ul style="list-style-type: none"> <li>• Fashion Marketing Concepts</li> <li>• Production Planning &amp; Control</li> <li>• Quality Control in Garments</li> <li>• Merchandising Process</li> <li>• Costing &amp; Pricing Methods</li> </ul> <p><b>7. Computer Aided Fashion Design (CAD)</b></p> <ul style="list-style-type: none"> <li>• Introduction to CAD Software</li> <li>• Digital Fashion Illustration</li> <li>• Pattern Making</li> <li>• Design Editing &amp; Layout Development</li> <li>• Fashion Portfolio Creation</li> </ul> <p><b>8. Entrepreneurship &amp; Employability Skills</b></p> <ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Personality Development</li> <li>• Interview Techniques</li> <li>• Business Planning &amp; Entrepreneurship</li> <li>• Self-Employment Opportunities</li> </ul>	<p><b>1. Fashion Sketching &amp; Illustration Practice</b></p> <ul style="list-style-type: none"> <li>• Basic Drawing Exercises</li> <li>• Fashion Figure Sketching</li> <li>• Garment Illustration Practice</li> <li>• Color Rendering &amp; Design Sheets</li> </ul> <p><b>2. Fabric Study &amp; Practical Work</b></p> <ul style="list-style-type: none"> <li>• Fiber Identification</li> <li>• Fabric Testing &amp; Analysis</li> <li>• Fabric Measurement Techniques</li> <li>• Fabric Selection for Different Garments</li> </ul> <p><b>3. Pattern Making &amp; Drafting Practical</b></p> <ul style="list-style-type: none"> <li>• Taking Body Measurements</li> <li>• Basic Pattern Drafting</li> <li>• Sleeve, Collar &amp; Pocket Drafting</li> <li>• Layout Preparation &amp; Marker Making</li> </ul> <p><b>4. Garment Construction Practical</b></p> <ul style="list-style-type: none"> <li>• Hand Sewing Techniques</li> <li>• Machine Sewing Practice</li> <li>• Garment Cutting &amp; Stitching</li> <li>• Finishing &amp; Pressing Techniques</li> </ul> <p><b>5. Apparel Designing Practical</b></p> <ul style="list-style-type: none"> <li>• Designing Traditional Dresses</li> <li>• Designing Western Wear</li> <li>• Kids Wear &amp; Casual Wear Designing</li> <li>• Fashion Collection Development</li> </ul> <p><b>6. CAD Practical</b></p> <ul style="list-style-type: none"> <li>• Computer Based Fashion Design</li> <li>• Digital Pattern Drafting</li> <li>• Layout &amp; Design Editing</li> <li>• Fashion Portfolio Preparation</li> </ul> <p><b>7. Project Work / Major Project</b></p> <ul style="list-style-type: none"> <li>• Complete Garment Design Project</li> <li>• Fashion Collection Development Project</li> <li>• Portfolio Presentation</li> <li>• Exhibition   Fashion Show   Final Project Submission</li> </ul> <p><b>8. Industrial Training / Workshop</b></p> <ul style="list-style-type: none"> <li>• Workshop Activities</li> <li>• Industrial Exposure / Visit</li> <li>• Practical Demonstration</li> <li>• Safety &amp; Professional Work Culture</li> </ul>

### After End of Course, You Can Do:

#### Male Kidswear

1. "Smart & Active: Construction of a Boys' Cotton Shirt & Shorts Set with Proper Finishing"
2. "Little Gentleman: Stitching of a Boys' Kurta Pajama with Collar & Placket Detail"

#### Female Kidswear

1. "Tiny Trends: Construction of a Girls' Cotton A-Line Frock with Neck Embroidery"
2. "Charming Styles: Making of a Girls' Skirt & Top Set with Lace Finishing"

#### Gents Wear

1. "Classic Fit: Construction of a Men's Cotton Formal Shirt with Cuff & Collar Detail"
2. "Smart Casual: Stitching of a Men's Kurta with Band Collar & Side Slits"

#### Ladies Wear

1. "Elegant Drape: Construction of a Women's Cotton Kurti with Neck Embroidery"
2. "Timeless Style: Making of a Women's A-Line Dress with Lace Finishing"

### Project Work : Guide line

Fashion Design & Technology practical file submission. Here's the structure that gets full marks:

1. Cover Page-
  - College name + Department
  - Subject: Fashion Design & Technology – Practical
  - Project Title: e.g. "Construction of Men's Cotton Formal Shirt with Cuff & Collar Detail"
  - Your Name, Roll No, Class, Semester - Submitted to: [Faculty Name]
  - Date
2. Index  
List all pages with page numbers.
3. Aim/Objective 1-2 lines: "To construct a men's cotton shirt and learn industrial stitching techniques, collar attachment, and finishing."
4. Material & Tools Required List fabric, thread, interfacing, buttons, tools: sewing machine, scissors, measuring tape, etc. Include fabric swatch pasted on page if possible.
5. Body Measurements / Draft
  - For kidswear/gents/ladies: paste your draft or flat sketch with measurements.
  - Label key points: chest, length, sleeve, etc.
6. Process with Illustrations – This is the main part Do it step-by-step with small sketches or pasted photos:
  1. Pattern Making – brief note + small diagram
  2. Cutting – fabric layout
  3. Construction Steps – collar stitching, sleeve set-in, placket, hemming, etc. Number each step.
  4. Finishing Techniques – overlocking, pressing, button attachment
7. Final Outcome  
Paste a clear photo of your finished garment on a hanger or flat lay. Write 3-4 lines about challenges faced and what you learned.

## Fashion Design – Final Outcome (After end of Course)

### Career Progression & Salary

Job Role	Salary Range (Kolkata)
Fashion Designer / Boutique Assistant	₹10,000 – ₹18,000
Fashion Illustrator / Design Assistant	₹10,000 – ₹18,000
Fabric Analyst / Textile Assistant	₹12,000 – ₹20,000
Pattern Maker	₹15,000 – ₹28,000
Garment Technician / Sewing Supervisor	₹12,000 – ₹25,000

## Guest of Honour



Late fashion designer Sharbari Datta had brought a revolution in the fashion industry. Starting from the colourful dhoti to men's clothes, she has designed everything beautifully. From Kolkata to Mumbai, everyone talks about her design. She was a pioneer in men's wear. Her designs have been worn by many Bollywood actors.



Chaiti Ghoshal is an actress who has worked in Bengali movies and television.



Mrs. Suparna Mukherjee who represented Bengal, India in an International platform, on a Beauty Pageant. She received the honour of MRS ASIA PACIFIC QUEEN AMBASSADOR in 2018.



Arjun works on the principles of deconstruction and asymmetry while exploring different aesthetic in modern garments design



Mr. Yadav has 22 years Core experience in Healthcare Industry Nationally & Internationally with strong vision to create professional environment & Quality Service. He is running Group of Companies as a MANAGING DIRECTOR of HOSPIMED GROUP.



Mr. Jain is one of the leading interior designer in Kolkata. He is also president of ABID Interior 2022.



Late Soumitra Chatterjee was an Indian film actor, play-director, playwright, writer, thespian and poet. He is regarded as one of the greatest and most influential actors in the history of Indian Cinema. He is best known for his collaborations with director Satyajit Ray, with whom he worked in fourteen films & many more. He had blessed our students in the event-THINKING 2K18, Organized by Srimati Techno Institute.



Goutam Ghosh is an Indian film director, Actor, music director and cinematographer, who works primarily in Bengali cinema. He is the only Indian to have received the "Vittorio Di Sica" Award, Italy, in 1997. In 2012, the Government of West Bengal honoured him with the Banga Bibhushan for lifetime achievement. Our students are enriched by his valuable knowledge sharing at our event-THINKING 2K18.



Mr. Arjun Chakraborty is a renowned Indian Film Actor, who was born and brought up in Rajasthan. He made his Film debut in a short character in the film 'Zara ki Zindagi' in 1983. His most influential acting was in 1986 film 'Ankush' starring with Nana Patekar. Later he was influenced with Bengali Film Industry, starting with the film, "Kari diye Kinlam" in the year 1989. Now he is directing films and his debut film as director is TollyMights in 2008. He was our chief guest in our program THINKING 2K24 and blessed all our students, which was held at Exhibition Hall, 5th Floor, Lake Mall, jointly organised by Srimati Techno Institute & Srimati Private ITI.



Mr. Samrat Mukherjee is a well known personality from Bengali and Hindi Film & Television industry.



Urvashi Basu, director of REALITY DESIGN PRIVATE LIMITED, is one of the pioneer Interior designer from of Kolkata. Mrs. Basu is an inspiration for new youth. Our students has got an unique opportunity, where they interacted with her at THINKING 2K18, initiated by Srimati Techno Institute, in association with Sananda, ABP Group.



An empathetic and focused, and yet process-oriented, metrics driven leader who guides and motivates his team towards customer-centricity and service orientation approach for his stakeholders. An astute administration professional with 13+ years' experience in office management, facility management, vendor management, operations and complines across varied industries.



Anshu Modi has been an integral part of the Indian Fashion Industry from its nascent inception. Anshu Modi is one of the leading names in the Indian fashion spectrum and she started her career very early in the 90s when a handful of Indian fashion designers were in the fray.



Abhishek Dutta is already a glittering star on Kolkata's fashion rmament. A science graduate, who received his fashion technology degree from Wigan & Leigh College, Kolkata, Abhishek has already earned accolades galore.



Miss. Ushoshi Sengupta is an Indian beauty pageant contestant, who won the title of Miss Universe in 2010 .



Rimi Nayak graduated in the year 2007 from the National Institute of Fashion Technology, Kolkata. In the same year she bagged an award at the prestigious Lineapple International Young Designers Competition, Italy. ... Thus the label has an Indian soul in Cosmopolitan Styling with sophistication and minimalism.



Mrs Javeda Sultana, an experienced Beautician and well known face in the field of beauty and wellness. She is having expertise in both Beauty therapy and make-up. In a span of a 12 years she created a legacy and a benchmark of her own kind. Srimati Techno Institute and students feel immense proud for getting her guidance and expertise.



The brand Jaya Misra is especially focused on bridal and ethnic wear. Her brand that draws its inspiration from the diverse cultures in the Indian sub continent is renowned for its subtle yet dramatic use of colors and



Mr. Karan Jain is true successor of Mr. Ajit Jain. He successfully carry the design legacy of his father and extremely popular in new youth.



Mr Chadda, owner of Chadha Designs Pvt Ltd, successfully creating new concept in the field of Interior Design.



A renowned Architect, involved with so many trunky project. He graced the THINKING 2K10 organised by Srimati Techno Institute.



Miss Suchismita Pati, MBA Construction & Project Management, Amity University, currently working with CBRE, an American commercial real estate services and investment firm. She is in sync with the latest technology & techniques, and has helped scores of business people with her ideas on improving results from their digital tech efforts. She was a mentor, Philosopher & guide as a PMO among our student.



Mr. Jayanta Saha is the creative designer of New Door Interior. Mr Saha, is a motivator, conceptualizer in the field of space planing in Interior Designing. He was also a employer of our students in the field of Interior designing.



Mr. Sengupta having ample experience in the field of safety management. Currently working with L&T as a safety officer, a great leader and true inspiration for new safety aspirants.

# Prismatic

FASHION SHOW



# JOB FAIR



# Certificate Award Ceremony Cum Aashirwad



## Organisations that have Recruited from us



AND MANY MORE

# THINKING

(Seminar Cum Exhibition)

“Srimati Techno Institute offers innovative learning that builds skills and knowledge for employment and self-employment.”



# Annual Sports



# Srimati Retroscope





**1989**

Established in 1989 by  
Srimati Techno Foundation (P) Ltd

114/2A, Hazra Rd, near Kalighat  
Fire Brigade, Kalighat, Kolkata,  
West Bengal 700026



**WBSCT&VE&SD**

**NCVT & DGE & T, Govt. of India**

**For Skill & Vocational Training**



**AWARD  
WINNING**

INITIATIVE



Vocational Training Provider (VTP)



**500+**

Recruitment  
Partners



**1 MILLION+**

Skilled Learners  
empowered



**100+ CAMPUS DRIVE**

Alumni network of more than 5 Lakh

**5 LAKH**



**AWARDS AND RECOGNITIONS**

**THAT FILL OUR SHELVES**



Thinking 2K24 Awards: Students from Srimati Techno Institute won several awards, including "Excellence" and "Concept" awards, in various categories such as fashion design, interior design, and multimedia. Thinking 2K24 Awards: Students from Srimati Techno Institute won several awards, including "Excellence" and "Concept" awards, in various categories such as fashion design, interior design, and multimedia.

Calcutta Times Fashion Week 2023: Students showcased their talents and won prizes in the fashion design category.

ABID Inter College Design Competition 2022: Students won the best student award in the art form category.

**Notable Winners**

Fashion Design: Hriday Kr. Barman, Arpita Naskar, and Ritu Shaw won the "Excellence" Award for their work in fashion design.

Multimedia: Saikat Paul, Dipayan Bose, and Anish Naskar won the "Excellence" Award for their work in multimedia.

Interior Design: Ankita Bag and Sunita Ghosh won the "Best Concept" Award for their work in interior design.

Some notable technical courses like Refrigeration & AC Mechanic, Electrician, Fitter, Welder, Automobile & various Short term Courses Students won the Excellence Award in Thinking 2K24.

**Other Achievements**

Placements and Industry Recognition: Srimati Techno Institute has a strong focus on placements and industry recognition, with many students getting placed in top companies.

Faculty Expertise: The institute has experienced faculty members who have mentored students to achieve these awards and recognitions.



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Srimati Private ITI is an ISO 9001-2015 certified institute for its quality education & management system.  
Affiliated with NCVT, New Delhi and approved by DGE&T, Government of India.  
Member of the National Safety Council of India



“Education is not the filling of a pail, but the lighting of a fire.” “Learning never exhausts the mind.”

**92300 76099**  
**92300 62678**