

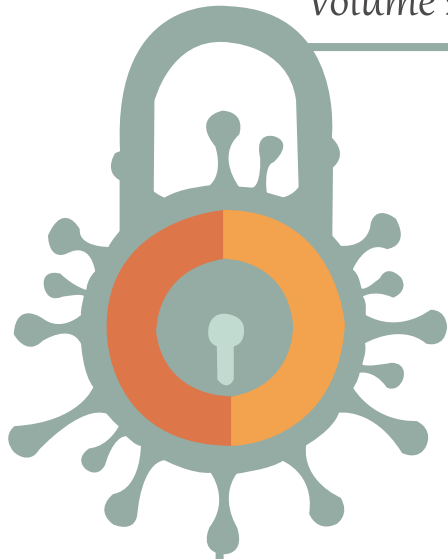


# Campus Chronicles

Stride Towards Excellence

Volume 2 Issue 2

June 2020



## World At Its Two Metre Goal



A Bi-annual Newsletter From Sardar Vallabhbhai Patel International School Of Textile And Management

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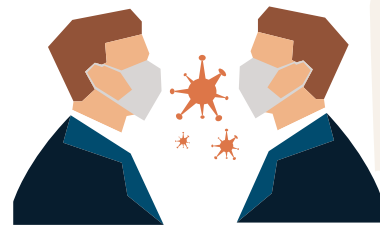


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# Words From The Captain Of Our Ship



My dear students, I consider it a great honor to be a member of your esteemed family. During my initial days, I have learnt about the unique nature of your organization as well its great potential. The current pandemic has kept us from meeting more frequently but I am keeping myself updated with your activities during lockdown. The newsletter you have put together is an amazing demonstration of what you are capable of and I am sure that in the coming times, there will be more such activities, that will not only showcase your skills but also bring repute to SVIPSTM.

Wish you all a great post-COVID resurrection.

Dr. P. Alli Rani  
Director

# THE NEW NORMAL UNPLUGGED

## CORONA & THE CLIMATE CRISIS; THE NEW LIFESTYLE

While the coronavirus pandemic and climate change are inherently different issues, they share two characteristics: both are global crises that threaten the lives of millions of people. Yet only one crisis has inspired widespread, drastic action from countries across the globe.

The wartime efforts took in place due to the outbreak of the COVID 19, hasn't just changed the lifestyle of the world population, but also made unmatched environmental impacts all-over the globe, even when not exaggerated. Countries have been put into lockdown closing everything for the first few weeks, gradually opening up essential services, but still fearing an uncontrollable situation which can be caused by a communal spread, and never be controlled again.

It's getting proven that dramatic changes by restrictions were not impossible, but what mattered was a priority. Human activity control measures, which was actually very much of less degree compared to the current situation, was suggested by scientists and environmental activists all over the world from years for the betterment of the environment which has suffered extremely hazardous effects resulted from the population-industrial boom of the last two centuries, but every leader without exceptions argued them off claiming those were potentially damaging the economic structure and mere utopian.

The climate crisis is also a global health emergency. Air pollution kills 7 million people every year, according to the World

Health Organization. A recent study found toxic air shortens lives worldwide by nearly three years on average. And the life of every child born today will be profoundly affected by climate change, according to another report. (CNN, 18-03-20)

Clearly, no much better situation than the novel corona outbreak, where the toll of climate change is slow and steady, but no less deadly.

"The parallels between coronavirus and climate crisis are obvious", says Emily Atkin, founder of HEATED, a daily newsletter dedicated to original accountability reporting and analysis on the climate crisis.

"Both are crises which threatened millions of lives with clear science on how to solve them which governments have been to slow to act on; the same people who promote climate denial are refusing to accept the science of coronavirus too." She vociferates.

It is all aimed at controlling the spread of Covid-19, and hopefully reducing the death toll. But all this change has also led to some unexpected consequences. As industries, transport networks and businesses have closed down, it has brought a sudden drop in carbon emissions. Compared with this time last year, levels of pollution in New York have reduced by nearly 50% because of measures to contain the virus. Europe, satellite images show nitrogen dioxide (NO<sub>2</sub>) emissions fading away over northern Italy. A similar story is playing out in Spain and the UK.

The shutdown of major GHG contributors like the transport all-over the world resulted in visible reductions of carbon, which drastically increased the quality of good air, where people even started posting pictures of mountains visible from miles away, with clear air.

It's not much difficult to extract maximum possible positivity out of a disgraceful situation. Being clear that a

sudden short-term positive impact from the lockdown won't help for sustainable protection of the environment and could challenge the climate crisis, a change in lifestyle is what welcomed most. The cabin-fever of self-isolation may encourage people to travel more, as government restrictions are over at one time. Industries will kick-start with a bang to recover the losses. Agriculture along with poultry and dairy industries will reach the apex once the lockdown is over. All these situations are unavoidable. But a more sustainable way of living, both in micro as well as macro-level of livelihood, which can actually reduce the per capita carbon footprint is what mother earth needs the most after novel corona.



Avoiding unnecessary travel, no wastage of food and resources, no burning of carbon, adopting renewable energy resources, adapting sustainable and eco-friendly methods of agriculture and industries, protection of wildlife, all other instructions but circumvent, until this unprecedented situation has to be continued.

It should be realized all these activities will lead to an evidently precedent crisis of much more deadly situation, the climate crisis.

The basic principle of Reduce, Reuse, and Recycle will do best, if practiced properly by everyone, and that alone can make differences way too big for recovery of the environment.

We are all hoping for the day when this virus is controlled. While we are realizing we all hate getting killed by a virus, why don't we realize it's even worse for us to be wiped out from the earth?

- Mr. Harishanker P, III B.Sc.

## UNSUNG STORIES OF COVID-19 WARRIORS

2020 has been life changing for the entire world. With the novel coronavirus spreading rapidly and affecting millions within months, we all had to lock ourselves down to slow down the impact curve. While we sit in the comfort of our homes feeling grateful for the economic and social safety nets we have built to get us through these days, there have been more than a handful of heroes working daily to ensure that the world functions and help the community.

Some of the forefront heroes like the health sector staff working multiple shifts to curb the spread and ensure the best treatment for the patients have been acknowledged for their dedication. And equally important are the policemen, bankers, and essential goods workers. Here are some heroes that we may have overlooked:

When several marginalized communities were struggling with no food nor income, NGOs, community groups, and clubs all across the country came together and worked day and night to ease their distress.

Truckers have had to turn their trucks into their homes as they work with no breaks



ones around us who may be struggling to make their ends meet and help them. If not, let us provide essentials to the ones who workday and night for us. In short, let's try to help one another in these trying times.

- Ms. Haika Basheer, III B.Sc.

## COVID-19 – THE LINK BETWEEN HUMAN AND PLANETARY HEALTH?

Our current geological era has been proposed as the Anthropocene, in recognition of the impact of human activities on the planet. The ongoing COVID-19 pandemic has animated this reality. Though it manifested as a human health emergency, it could be more accurately framed as a planetary health emergency.

According to UNFCCC, planetary health is a subject that recognizes the importance of preserving environmental resources in the interest of human and community health. In other words, the concept of planetary health highlights the fine balance between human health and the ecological disruptions that our societal structures engender.

Richard Horton, editor-in-chief of The Lancet, is credited with coining the term 'planetary health' in March 2014 titled "From Public to Planetary Health: A Manifesto" – where he asserted that "The harms we continue to inflict on our planetary systems are a threat to our very existence as a species."

Investigating the possible reasons behind the spread of the novel coronavirus has spurred interest for a number of renowned biologists and scholars in the subject of planetary health. The pathogens are increasingly jumping from animal to the human system. This has been seen in the case

to deliver all kinds of goods across the borders. Even when all delivery platforms suspended their services, Indian Postal workers ensured the timely delivery of everything, from lifesaving critical medicines and COVID-19 test kits to food and cash.

While we humans have a voice, there are helpless stray animals who do not have the means to survive on their own.

Organizations like Nature's Ally Foundation, All and Sundry, Pawzz and various animal rescuers have come together to provide daily meals to such animals.

ASHA (Accredited Social Health Activist) workers are in charge of taking care of different aspects of health in the society such as immunization, first aid, health awareness etc. Ever since the pandemic started, they have been overburdened with additional screening work as well as other tasks with no extra supplies.

The list goes on and on. As much as it has been a good break from stress for many, it is essential that we take our time to find the

of SARS, Lyme disease, MERS, EBOLA and also Nipah virus. Degradation of the natural systems due to indiscriminate anthropogenic activities has been widely held responsible for this change. Scientists have cautioned that this might not be the last pandemic to be witnessed. The question is, will we draw lessons from this pandemic to be better prepared or avoid the next pandemic?

Unfettered trade and commercial activities by business, mega infrastructure projects and consumer economy have often resulted in irreversible damages to the environment and natural systems. Climate variations, loss of biodiversity and habitat were earlier considered to be the most concerning adverse impacts of these activities. However, COVID 19 has revealed a significant gap of our understanding of the impacts of anthropogenic activities on human and community wellbeing.



This year marked the 50th anniversary of Earth Day, which was established in 1970 to highlight the need to protect our environment. Ironically a virus highlighted that statement by taking us out of the picture and the results are shocking. Purest air, clean

waters, pollutions around the globe at decades low and even healing of the ozone layer. Many shores also saw the return of turtles after ages and the biodiversity claiming its habitat. Whether it was the act of God or the result of our karma, for all the occurrence to be on the 50th anniversary of Earth day created by man is unclear, but it certainly does provide us an opportunity for introspection. We should draw lessons from the current situation and read this as a wake-up call, to change our behavior; especially in terms of our demand for material, commodities, energy and technology.

As people, societies, governments and businesses, we have to improve our understanding of anthropogenic activities on human as well as ecological wellbeing. We have to realize that man is a part of nature whose roots are embedded so deep in the heart of Mother Earth that we can not exist without the other.

A microscopic organism has shown us that no amount of money, oil or gold is worth more than bees, trees, clean water or our healthy life. It is wake up call we can't afford to ignore. Let us embrace the lessons learned and emerge wiser in building our future from here.

- Mr. Abhay G, II MBA

## PANDEMIC USHERED US TO DIY

The globe is completely behind the doors due to this aggressive invisible enemy. What our terrene is facing now could be unimaginable. The demand for the commodities both abroad and domestic have come down to a grating halt due to the panic situation created by Covid-19. Citizens, who turned into consumers during the industrial revolution, are going back at the same pace to the origin due to this pandemic situation. Staying at home led many consumers to

become producers of their own brands like designing clothes & fashionable accessories, baking cookies and desserts of their choice. Indulging into home cooking, gardening to grow choicest of vegetables and herbs have become the new trend. As they have a handful of times, it drove the consumers to scrutinize and become experts of their own class. The purchasing of secondary and tertiary goods has reduced in the market due to the evolution of numerous homegrown Do it yourself (DIY) products.



"Opportunities don't happen. You create them."

- Chris Grosser

This is not just a case with the few but this is the threshold of post-covid-19. From the expert's analysis, there will be a major shift in consumer behavior and on individual industries (from supply chains to point of sales). Consumer behavior has changed drastically due to this economic downturn. For those without significant disposable

income, those planning for or are in retirement, and for small business owners, this economic downturn might result in a sharp decline in their propensity to liquidate. Consumers would take a "wait and see" approach to spend their coins. Aggregating these facts, all commodities producing industries will incur loss, if this crisis continues. One industry that is pressurized by this pandemic is the affiliated marketing industry. Therefore, marketers have to relentlessly collect the performance data and quickly adjust campaigns to enthruse consumers as called for in the present times. People are found mostly on Digital Media and live TV during this period. Using this opportunity, the industries can build their own brand and demonstrate to their customers that they care for them and leverage on all possibilities to regain their certitude by creating unique and special offers with high value. Regular messages with sincerity and authenticity can build an unbreakable bond with the customers. Showing your concern to them and their families from your company's bottom-line can set up a brass-bound trust. The future of marketing will be digitalized as the marketplace has become increasingly more digital as technology continues to evolve. According to Forbes, 82% of consumers conduct research online. More and more consumers are researching and buying products online as it is cost-efficient and also it can target the right customers with personalization.

"Be so good they can't ignore you."

- Steve Martin

- Ms. Sharumathi S, 1 MBA

## LOCKED IN DURING LOCKDOWN

*“Be happy not because everything is good, but because you can see good in everything”*

COVID-19 and QUARANTINE life has given the society quite a lot of takeaways which ensures not just virus prevention, but also the prevention of something that people were running away from even before the pandemic. Yes, indubitably people were going through stress, anxiety and all sort of mental illnesses before COVID-19 subsist. Didn't we manage it and overcome the circumstances? Why should we panic? It is true that unexpected situations have become worse and we are going through it. But, instead of taking things to our minds and becoming worried let's all face it together.

*“Happiness is not found instead created”*



So, during this quarantine period one must find that tool – ‘the happiness’ in every possible way in order to stay physically and mentally well. This lockdown period has brought out a huge societal change for good or bad and that solely depends upon our perceptions towards the pandemic. Most people still worry about being home quarantined. But lookout, there are also people outside who use these days fruitfully

strive to be . It can be a wide-angled and create wonders. At every point, having a positive attitude towards anything can only help us all to come out of this lockdown. Some people have understood it and they have already started to live with the VIRUS and face the challenges.

*“Change is the only thing that will never change”*

As things are going to change, let's all take this period to be the change we always opportunity to flash out the hard work and dedication. Doctors, Police Officers, Sanitary Workers, and many more people behind struggle hard not only during COVID-19 but every day and night ever since they joined for duty as it's always been their job. They serve people with all their heart and that makes them fulfilled.

Telling everyone to stay happy during quarantine may sound weird and for some, it is merely impossible, but it is always worth giving a try. One day that will become our lifestyle.

*“Tuning a guitar can only make it sound the way we want it to sound”.*

Similarly, tuning our attitude, consciousness, emotions and physical health can only bring out the best of us among all impossibilities and possibilities, illness and wellness, sorrows and joys.

*- Ms. Anusree Ravichandran, 1 MBA*

## WORLD CALLS FOR EXPERTS' ADVICE!

*"A virus has made everyone in the globe to lock themselves in their houses. Every nation is now spending billions to rectify its situation which has in turn led to economic downturn. So, world now needs advice from the experts".*

Economists and leaders around the globe were in rush to rectify this situation and bring back a healthy economy. According to IMF, the global economy is expected to shrink by over 3 per cent in 2020 - steepest than the 1930 depression. So, these great minds have few ideas based on their analysis about the present scenario.

Mark Joseph Carney is an Economist and Banker. He enumerated that value would change in the post-covid world. Valuations in

global financial markets have imploded, with many suffering their sharpest declines in decades. Since the traditional drivers of value have been shaken, new ones will gain prominence, and there's a possibility that the gulf between what markets value and what people value will close.

Edward Nicolae Luttwak is a Romanian-American political scientist. He expressed about the political repercussions because of COVID. China has become a stable government after controlling the covid cases and deaths. People have begun to lose trust on EU since they were highly affected. In spite of being developed and excelled in medical domain, these countries recorded highest cases and death rate. So, people have developed apprehensions on the country's administration by their leaders. He opined that US, even though being a powerful nation in the world, it has been the worst affected with highest rates of death and cases. When the whole world is in lockdown, US locked its states only when the counts were high. So, Donald Trump's government is at stake.

Margaret MacMillan opined that covid-19 is a turning point in history. The pandemic exposes our weaknesses and strengths and getting it back depends on how their leaders work on it.

Philip Kotler is an American marketing author, Consultant, and Professor. He enumerated about marketing and how buying power of people will be reduced post covid. To maintain stability and to bring back



economy he has suggested capitalistic approach. He reiterated the system of varied tax rates for people belonging to different classes. He applauded the system of governance in Scandinavian countries which takes great care of citizens' health and education propelling to have people with the highest happy rates.

Muhammad Yunus is Nobel prize winner, Economist, Banker. He says that "don't plan for economic 'recovery' post-Covid, redesign it from scratch. If we don't make a socially and environmentally conscious plan post-Covid, a bigger catastrophe awaits us". Though Post Covid world is very dreadful; can be retrieved only if all of us uphold to bring it back.

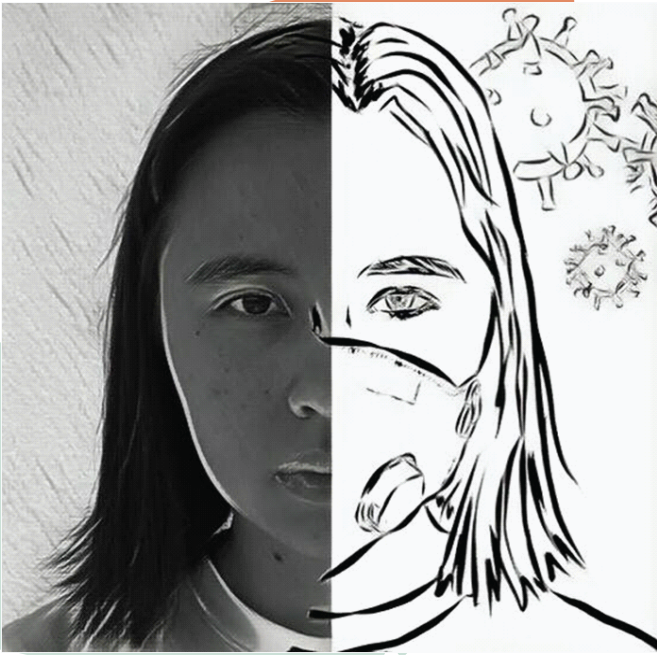
- Ms. Vaishnavi C, 1 MBA

## THE WAR WINNING KIT

"Quarantine" has finally made time for all of us who have been complaining about lack of time or busy schedules in day to day life.

Since we all are safe in our homes, spending good quality time with our beloved ones, having a fixed routine & survival kits helps one to stay positive. So, I'm going to share cues on "survival kit" in quarantine times.

Here we go with the treasure of survival kit:



Stay positive – staying positive during this pandemic time is the most important task, besides everything.

*Stay home & Stay safe and make the best use of this quarantine.*

- Ms. Sruthi B, II MBA

## INVISIBLE ENEMY AND TEXTILE INDUSTRY

Wash wash wash – washing hands for good 20 seconds with soap or liquid hand wash has been a part of one's routine. Besides, alcohol-based sanitizers do the work pretty well

Adding good organic vegetables & fruits – adding good organic foods in diet helps to boost immunity

Including Herbal Tea – herbal tea promotes immunity so having herbal tea promotes good energy

Practice your favorite Hobby – it's time to relax and enjoy your favorite hobby which gives your mind a complete pump of happiness

New skill set – pick up a new skill, which helps to excel in our professional life

Cooking – everyone needs to cook and relish a delicious dish which in turn makes you feel happy

Fitness – Being fit is the new mantra for healthy life, so working out for at least 30 minutes is a must

Listen to favorite music or songs – listening to good music instantaneously uplifts your mood

Self care – taking good care of our body which includes staying hydrated, taking good care of one's skin.

Major economies worldwide are under partial or complete lockdown due to the novel corona virus. It has affected the production and distribution of essential goods and services, including fashion industry.

### World's Second Largest Industry

Textile industry has over 45 million direct employees under it, i.e., spinning, weaving, construction, designing, machine manufacturing etc. are contributing considerably to the GDP of wealthiest countries.

### Impact on Business

The crisis has disturbed the supply chain globally resulting a serious cash crunch in the industry. Besides, potential buyers are cancelling orders due to large inventories. Major export destinations of India: USA and Europe, comprising about 60% of the exports are affected the most, if to cite an example. According to the recent ITMF survey, an average of 8% orders dropped amid the pandemic. To worsen it, a sudden liquidity catastrophe has knocked the business world.

On top of it, machine manufactures have suspended the orders and major brand retailers shut their doors. Also, famous fashion events are either cancelled or streamed online, for example, Milan Fashion



Week in Italy. Apart from that, many garment factories in Bangladesh and Vietnam are closed due to the shortage of raw materials from China and declining orders from western clothing brands.

### Blessing in Disguise

Is it a blessing in disguise for India?

A non china wave is flooding extensively. The declining credibility of China, the biggest garment exporter would persuade the countries to go for alternatives such as India. As well as, the declining import of raw material by India would promote local sourcing that would cut finished goods cost for around 6%. It will make India self reliant and also attract international customers if Indian manufactures can impress them.

### Lesson Learnt

Corona has changed the way people think so as the business trends, primarily, business localization. It has taught businesses to not to depend on a single source for raw materials, so that countries can opt local sourcing which in turn would make them self reliant. Apart from that, it has enhanced the market of Medical Textiles that can be leveraged by emerging entrepreneurs.

## HOW TO SPUR THE ECONOMY – LIQUIDITY OR DEMAND INTERVENTIONS?

In its bi-monthly monetary policy statement released on 27th March 2020, RBI announced various measures, which were received with much fanfare from the business press!The RBI, purportedly announced these measures to stimulate the economy which is in a COVID-19 induced slowdown. The media predicted that the measures announced by RBI would increase the liquidity in the system, which is needed to re-start the economy.

First, let's look at the measures announced by RBI. The fundamental step, RBI reduced rates across the spectrum ~ the Repo Rate, Reverse Repo Rate and Cash Reserve Ratio. Repo Rate and Reverse Repo Rate are interest for loan given by RBI to banks and money deposited by banks with RBI respectively. Cash Reserve Ratio is the percentage of depositor's money which a bank has to keep as reserve. Another step that RBI announced is ~ TLTRO (Targeted Long-Term Repo Operations). TLTRO is a special activity by RBI through which RBI gives long term (one to three years) loans to banks. RBI, through a press release on 27th March 2020, announced that it will do TLTROs for 1 lakh crore rupees. All these measures are supposed to add more than 3 lakh crore rupees of liquidity to the system.

In addition to this, RBI announced a moratorium policy for corporates and individual borrowers, and it changed the rules for declaring loans as stressed loans or defaults ~ it made those rules lenient.

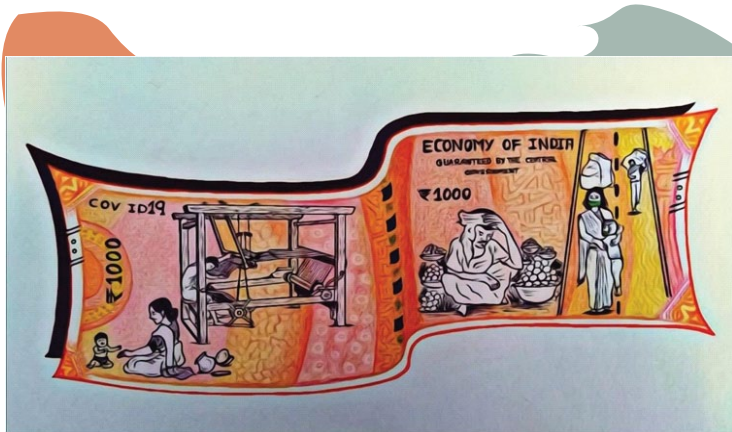
The business press argued that the availability of credit would help businesses manage credit squeeze and as a result businesses would be able to operate in spite of lack of demand and stoppage of operations during the lockdown.

- Ms. Ajeena P A, II B.Sc.

There is an argument that these measures would not solve the problem because the economic slowdown is not due to supply constraints but it is due to demand constraints. In simple words, the economy was slowing down even before COVID-19, not because of a decrease in supply but, because of a lack of demand. The lack of demand was so pronounced that even demand for basic items like biscuits, toothpaste and inner-wear was falling.

As a result, the demand for items in the chain, starting from two-wheelers to commercial vehicles to houses to everything was falling. The fall in demand was due to a lack of disposable income in the hands of common people. The solution suggested is - demand-side intervention, which means creating policies that would increase the availability of disposable income in the hands of common people. MGNREGA was such a measure during a similar situation. Now too, the only demand-side intervention will take the economy out of this slump.

Anyway, the actual results are different from what RBI had predicted. Instead of companies using the availability of liquidity to restart normal business operations, companies are using the availability of liquidity at cheaper rates to reduce their debt burden.



That is, they are using this liquidity to reduce their borrowing costs.

According to a Business Standard news report titled 'Post-COVID war chest: Tata

Steel plans to raise up to Rs 10,000 crore', Tata Steel is planning to raise funds amounting to Rs. 10,000 crore "to take advantage of the liquidity provided by Central bank" and, as a result, to increase the liquidity buffer and to meet short term debt repayments.

According to Business Today news report titled 'Reliance Industries plans to raise up to Rs 10,000 crore via bonds', Reliance Industries is planning to raise Rs. 25,000 crores at coupon rates of 7-7.2%. The rate at which Reliance used to raise funds in the pre-covid19 world was around 9%. The news report does not mince words saying that the "move will help the company to reduce the cost of debts, especially in a low-interest rate scenario".

The argument that the liquidity provided by RBI is used by companies to reduce their borrowing costs can be further strengthened using data that is available in the public domain.

So, it is clear that the stimulus operation carried out by RBI was not being used for restarting the economy but for increasing the profits of corporate companies.

After observing the way businesses were reacting to RBI's liquidity infusion policies, RBI in its subsequent pronouncements brought in rules to make sure that the new liquidity infusion does not end up in replacing old debt at cheaper rates, it also made sure that banks do not lend a significant amount of money to few corporate houses because of lack of creditworthy investments.

Along with RBI infusing liquidity in the system, the fiscal policies also should be geared in such a way that there is demand-side interventions as well.

- Mr. Arun Karthik B,

Asst. Professor, School of Management

# Sneak peek into Fashion, Tech & Edu Trends

## DIGESTING THE NEW TREND- *facile ou dure*

The way how the fashion industry has adapted itself to the lockdown is remarkable. The fashion world is full of glitz and glamour. Models, photoshoots, runways, designer clothes, gorgeous locations--enumerate to give the industry a sense of elevated presence. But with the disruption of the coronavirus pandemic around the globe, there has been a profound shift in this understanding.

Fashion now comes up with more new different attire. It creates an emphasis on human health with the alliance of trend.

Fashion in India was far more reluctant then; before the pandemic outbreak. The fashion now comes with essential components, other than the rapidity of trend.

Health indulging in fashion has promising factors of both safety and rage enumerated. Prior to the COVID-19 outbreak, masks were used as a shield against pollution & for surgical purposes by medical persons.

Masks now are making entry into the garment & apparel family.

During the phase one of the pandemic breakout, many apparel manufacturing houses and fast-moving consumer goods companies came forward to produce medical-grade masks as a philanthropic act. It is quite apparent that the pandemic is going to modify lifestyles in a radical way for at least some time to come.

## THE TRENDING MASK FASHION

Masks are expected to become a habit over the next few months. "We are also working on neem and tulsi treated fabrics for Peter England for greater degree of wellness," said Vishak Kumar, CEO of Madura Fashion & Lifestyle.



Factories of Peter England, Louis Philippe, Allen Solly and Van Heusen are tailoring masks with comfort, fit and shape analytics for adults and kids, he said.

The change came when the apparel producing hubs were forced to shut down owing to the lockdown and the apparel market collapsed. Fashion brands suffered a 70% fall in sales in March due to closure of malls. Masks being a quintessential accessory will help brands use existing stock material to drive cash flow.

According to J Suresh, chief executive at Arvind Fashions, fashion is the right industry to manufacture masks since it is not just a phase but a year-long trend. According to sources, Arvind Fashions will launch masks

under US Polo Assn, Unlimited and Flying Machine brands.

Lifestyle brands like Puma India and Hidesign are also set to enter the mask industry in the next few months. Even suits and trousers are coming under the health canopy as textile manufacturers Donear Group of Companies and Grado have come up with an anti-viral fabric to stay relevant. According to Sandeep Kataria, CEO of Bata India, the footwear company plans to launch masks under its sports brand Power and extend its antibacterial school shoes range to adults.

Apparel Export Promotion Council (AEPC) has approached the Government seeking guidelines and clarification on export of non-surgical grade of masks, gloves and other protective wear.

Global fashion brands are showing their interest to procure non-surgical facemasks from India, that have become the order of the day in this pandemic situation. International brands are already sharing prototypes of fashion masks in cotton and blends with Indian suppliers who are waiting for a green signal from the Ministry to export non-surgical masks.

Tirupur Exporters' Association (TEA) and Indian Textpreneurs Federation (ITF) have approached the authorities for clarifications pertaining to non-surgical masks that can be supplied to international buyers.

## DENIM FASHION

New York's new trend of fully covered denim garment has been recognized due to the pandemic, as a protective outfit. Chances of adapting this trend world-wide is very prominent.

## COLLABORATION WITH MEDICAL TEXTILE

Mankind now became more responsive about health. Devices with self-monitoring technology, that can keep the person updated about his own health. These devices can either be incorporated in apparels or can come in different bands, head, wrist, etc. Once plunged into the market, these devices could grip the market.

Garment manufacturing has turned out producing medical manufacturing kits or the protection PPE-kits. Previously where 42000 kits in a year used to be the production, now has turned to 2.06 lakh per day.

In the due course, this requirement for health kit would turn into a trendy as well as protective kit.

## FUTURE SCOPE

The present health emergency has immense scope keeping fashion & garment in mind. Thermochromic dye, which is of great utility has amplified the scope for upcoming invention. In the years coming, we can have bands made of the thermochromic dye. The speciality being that the substance dyed with the same has a colour changing property with the difference in temperature. This technology applies for sensing body temperature and mankind can view this as a precautionary step.

The manufacturing of the band can be done as- the innermost layer, in contact with the skin that will sense the body heat & an upper transparent layer showing the colour change due to difference in temperature. The latter being a non-conductor cannot absorb the outside heat.



Renowned brand Adidas has introduced 3-D embossed T-shirts, this provides scope to incorporate special sensing devices within the 3-D space. The device could sense heart-beat, pulse rate, etc. The device can be viewed as a necessity commodity & will definitely win the market.

The pandemic outbreak coming with the onset of hurdles has somehow favoured the fashion and garment industry. The pandemic creates more emphasis on this industry as mankind became more reactive to health, but they would never forget to wear the latest trend too.



DESIGNERS GUCCI, ARMANI MAKING  
PPE-KIT

**“BEING HEALTHY IS GETTING  
TRENDY”**

- Ms. Monidipa Sarkar, 1 MBA

**WHY DO BUSINESSES STAND  
AT AN EXIT DOOR TO  
DIGITALIZATION?**

The world at its present health emergency has forbidden the usual flow of mankind. Can mankind think of anything at this crisis that makes us experience an advantageous growth? Well, we can think of Digital Marketing ~ a media that resides on the flipside of adversities of the pandemic.

**“Digital Marketing Emerging as a Nucleus of  
Marketing”**

Covid-19 is making all the shop's phase-out; essential needs are seen delivering online. Yes, it's the time for shifting! India could be a second hitter with the usage of the INTERNET. “Sectors like ed-tech, digital health, and digital content have seen a perceptible increase in demand,” says Roopa Kudva, Administrator of Omidyar Network, India.

What will happen if the lockdown is lifted? The world is going to be conservative; it has to count upon social distancing, quarantine life as and when required inculcating a healthy lifestyle. Many people speculate whether the pandemic crisis will have a similar transformational effect on social attitudes, lifestyles and the way people work and shop. Definitely more barriers will come across; some companies will be no more due to the pandemic. The only discreet is making the business exist in a digital or e-commerce platform.

**Why Digital Marketing?**

A business with digital marketing

- ~ can employ less people
- ~ can broaden the sales
- ~ can build a better brand image
- ~ can pave way to have more customers

Croma has implemented a technique that's making its customers feel secure even during a world health emergency. Store visits by slot by slot booking kept fewer customers in-store hiked digital sales. Smaller concerns now go to digital marketing agents to have their brands on digital platform.

**“Good Marketing makes the Corporate Look  
Smart. Great Marketing makes the Customer  
Feel Smart.” – Joe Chernov**

The mass is seen spending longer time in online than ever. With Covid-19, all traditional marketing strategies are presumed to be getting collapsed. Today the internet surge is at its height, so companies should be aware that it is important to be ahead of their target

market. In the post-lock-down period, the marketing efforts of a company should help to structure brand recall and keep the business ahead so that the presence of a product in the digital media can be sensed by the people. Tomorrow, people should connect through the digital platform not just for an update of products but for the love of the new epoch shopping.

For the people to have a royal and secure connection with the brands online, the company should look for more protective approach towards it. Also, the Government on the other hand should also cast awareness campaigns to build in safety and trust among the citizens who believe in using Digital Platforms.

Keys to unlock success in the digital platform:

- Investigate the needs to own a digital platform
- Create a concept and strategy
- Choose a proper platform
- Post a message/content
- Interact with customers
- Entertain the shoppers
- Maintain consistency in business
- Evaluate the outcome

## Social Distancing and Digital

### Marketing:

Businesses must understand that the current state of pandemic won't last forever. But as a precaution and for survival of the fittest in the upcoming era, a smart plan shall be called upon. A business should maintain connection with their customers in the future to sustain their brand name. That's where Digital Marketing helps! Stay motivated, redefine digital marketing strategies and build a protracted-term trust with the customers. So, start planning your comeback with digital engagement!

*“Think Digital, Go Global”*

- Mr. Guruharinath MCS, II MBA

### INTERESTING FACTS:

### THEATRICAL INFLUENCE ON CLOTHING!

As a movie fanatic, my love towards the pop culture made me write about the film-based merchandising. I know movies are made up and not real but it's just that I like to sit in a cozy room munching some food and get involved in a movie. And above all these, the real sensation is in wearing the merchandise of the respective movie while watching it. So, punch lines and actors not only rock the theatres but also our wardrobes

### DISNEY BROTHERS - BEGINNING OF THE ERA

Until the 1960s and 1970s, moderately small merchandising activity happened in Hollywood, aside from the Disney Company. Merchandising began for the Disney brothers with the colossal achievement of Mickey Mouse's Steamboat Willie (1928). Mickey Mouse is usually claimed to be the foremost



popular licensed character within the world and still appears on thousands of merchandise items and publications. There are Disney movies about superheroes. It might be shocking if they ever lost money, considering how huge their reach is. But the "real money" within the MCU isn't within the theater, it's within the merch.

## HIT RATE

Merchandising has always been a neighborhood of the movie industry, but some films have capitalized tons in branded consumer products. Sometimes, the merchandise sold itself. Other times, the brilliant marketing strategies of these film companies will do the work. Either way, these films all found success outside the box office too. The marketplace for this business features a lot of potentials. So, it's a money-spinning venture. Many of the present movies originated apparels (be it T-shirts, hats, joggers, etc.) are especially well-received because of the modern trends and geek culture. It's becoming more and more mainstream, bringing forward varied fandoms.

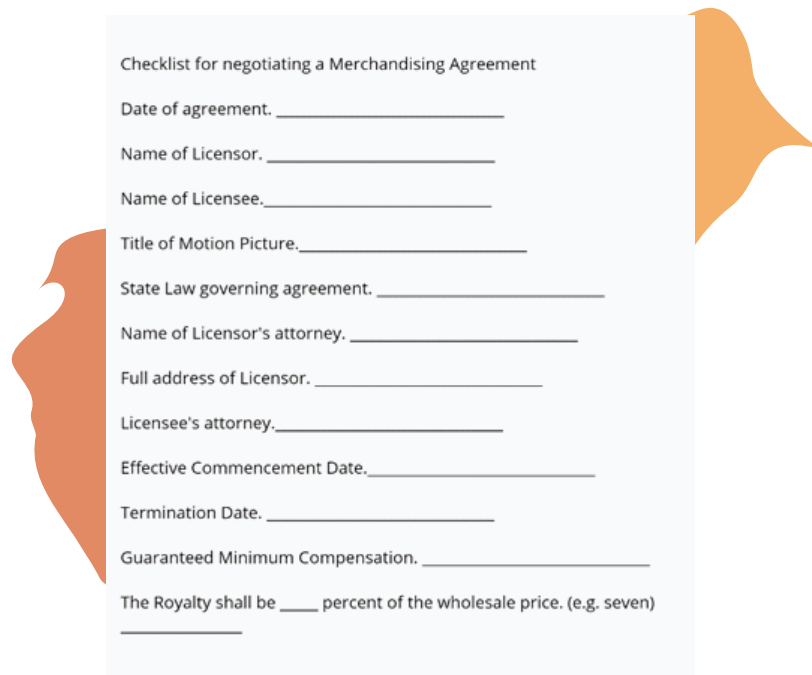
## MERCHANDISING AS A PROMOTION

By flooding the market with movie-centric products, the movie gets more visibility, which is usually welcome. When the audience sees a product, which is said to be in the movie, there's an instantaneous emotional connection with the film. The prominent studios realize that not only can the sale of movie-related products generate substantial revenue, but also these products are often used effectively to promote films. Typically, 40 percent of movie merchandise is sold before a movie is released. Thus, creating a win-win scenario for the familiarity of film and their merchandise.

## HOW DOES THIS WORK? (LICENSING AND STUFFS)

The producer/distributor typically receives an advance payment for each product, as well as royalty payments, often between 5 and 10 percent of gross revenues from sales to retailers (i.e., the wholesale price). If the movie doesn't get the expected reach among the audience and the products don't leave the market, the manufacturer incurs the loss.

Thus, for many films, licensing represents a potential source of income to film companies and merchandiser.



Checklist for negotiating a Merchandising Agreement

Date of agreement. \_\_\_\_\_

Name of Licensor. \_\_\_\_\_

Name of Licensee. \_\_\_\_\_

Title of Motion Picture. \_\_\_\_\_

State Law governing agreement. \_\_\_\_\_

Name of Licensor's attorney. \_\_\_\_\_

Full address of Licensor. \_\_\_\_\_

Licensee's attorney. \_\_\_\_\_

Effective Commencement Date. \_\_\_\_\_

Termination Date. \_\_\_\_\_

Guaranteed Minimum Compensation. \_\_\_\_\_

The Royalty shall be \_\_\_\_ percent of the wholesale price. (e.g. seven)

\_\_\_\_\_

## PITFALLS TO WATCH OUT FOR

The low quality of merchandising could harm the brand than good. For merchandising to achieve success and be lucrative, a clear strategy with the appropriate investment of cash and time is going to be required. Although movie-related merchandise is usually common, products based on films are sometimes considered risky for merchandisers, as they ultimately might not achieve success and sometimes have short lifespans. Licensees may need to take further risks initially by sinking money into a movie that's not completed (or sometimes not even started).

## MOVIES WHERE MERCH > BOX OFFICE

Star Wars \$5-6 billion

Harry Potter \$20 billion

All those Marvel movies \$41 billion (as of licensing in 2013)

Toy story \$10 billion

Transformers \$7 billion

Cars \$10 billion

Frozen \$5 billion

## INDIA'S PLACE IN THIS PICTURE

The Indian movie industry is the largest within the world as far as the number of movies created. India produces 1,500-2,000 films per annum in more than 20 languages. Even as compared with the worldwide scene, we have the finest number of films. But consistent with industry estimates, the Indian market manages to net around 10-15 percent of the approximately US\$135 billion of estimated retail sales of licensed merchandise on a worldwide basis.

In India, we have an individual-or-producer dominated movie industry whereas Hollywood operates on 'studio' format as a corporate unit. However, now the concept of film merchandising is catching within the Indian movie industry too. So, not just the filmmakers but the retailers who are creative

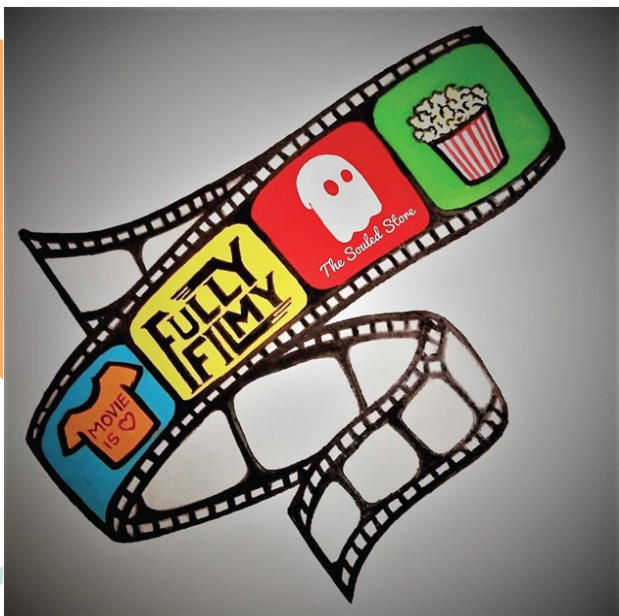
marketing-savvy, see the whole world as their market and are changing the principles. They're also starting to check out merchandise seriously and a few have already had a reasonable degree of success, for instance, the growing platforms such as The Souled Store in Mumbai and Fully Filmy in Chennai are already a way ahead in this film-based merchandising. They might drive a whole fandom to like their products more than the actual film.

- Ms. Akalya Veerappan, II B.Sc.

## COVID-19: AN OPPORTUNITY TO THE INDIAN TEXTILE INDUSTRY

The history reveals that crisis and opportunities always come together. There is no doubt that business model, strategy and operation of Textile and Clothing (T&A) Industry will undergo a 360-degree change in post COVID-19. The Crisis has paved way for immediate opportunities enumerated below.

Consumption of medical textiles such as, mask, PPE, wipes, gloves are in ramp and this pattern is likely to continue in the post covid-19 period. Indian Textile Industry can fulfil this demand opportunity by diversifying and increasing production capacity. Today's informed consumers will look for a textile product which will protect them from virus and bacteria. Seizing this opportunity by supplying anti-bacterial and anti-viral finished fabric is need of the hour. Additionally, smart and intelligent textile opportunity will surge, since these are used to sense the vital health parameters of human body including the body temperature, to screen the Covid-19 patients. Usage of Ayurveda herb(Ayur-Vastra) as textile finish may be explored to improve immunity and protect from hazardous virus and chemicals.



Owing to the belief and fear that the Covid-19 is emerged from China, major international T&A manufacturers and buyers are shifting their focus of business to other nations. Indian Textile and Clothing industries can grab this opportunity. GOI should encourage the T&A industry to cope up with China's efficiency by creating relevant infrastructures and policy measures to attract FDI in Textiles. Since EU and USA, the major importers of Indian garments are affected heavily, it's the time to look into the opportunities in Japan, Middle East, North Africa etc.

India's Textile-MSME has been largely consolidated with manufacturing of low to medium value textile and clothing products. Owing to the crisis, few larger brands with financial muscle can survive and deal with large factories, therefore to sustain, MSME can use the opportunity to produce high value products with small production runs and fast delivery while further improving efficiency in producing basic items.

Because of the market uncertainty, on-demand manufacturing will be preferred in Post Covid-19 world. This will bring digitalization opportunity of the entire supply-chain where all stake holders in the chain can work in consolidation rather than in isolation; hence a case of more flexible, accountable, transparent and responsive supply chain is an expected outcome. There is the right opportunity to have strategic collaborations and digital connections with world class Apparel brands.

Post Covid-19, themes of digital acceleration, discounting, industry consolidation and corporate innovation will be prioritized. The fashion textile industry needs to sense and grab the opportunity at the right point of time. In addition, Social distancing will create the opportunity for virtual show room, virtual body mapping cum trial room, online shopping, digital marketing and artificial intelligence application.

Be Indian, Brand Indian, Buy Indian and follow **"Vasudhaiva Kutumbakam"**

- Mr. Nihal Anshu, 1 MBA

## SUSTAINABLE FASHION AND RETRO CLOTHING

Everyone would love to wear a fashionable outfit. Most dictionaries define fashion as "Trend", "Vogue" or in simpler phrase 'style of dressing for a particular time'. You wear a shirt today and tomorrow it becomes an old fashioned one. So, tomorrow, you are out of trend. But today, fashion industry has turned upside down, looking for sustainability in everything they do! Yes! You buy a luxury brand wear,

- You can rent it for a particular period
- You can up cycle and use
- You can recycle and use
- Above all, you can repeatedly use the

same garment for a long time and no one would say

that you are "out fashioned". They would say you are the best. Because you contribute to "fashion sustainability".

Today the fashion world doesn't only look for the "looks" you have outside, it also started looking at the "deeds" you do. Studies made at UK say that you are minimizing the environmental impact by 20 to 30 % if you continuously use a garment for 9 months without throwing it away. Also, the government of UK has introduced a website [loveyourclothes.org.uk](http://loveyourclothes.org.uk) to guide people how to use or reuse clothes ethically.

So, gone are the days when your friend looks at you and say you wear 'uncle's shirt'; gone are the days when you should buy and wear a costly designer costume for each party! – Just rent one or buy one with less penny spent!

It is said that a pair of jeans require 20000 litres of water to make it. Today, leading brands like Levis, Everlane, Adidas, C&A, M&S, Mud Jeans, Columbia, Nike, Target, American Eagle Outfitters, etc., are conscious in tracing the manufacturing process flow of their garments and they have come forward to save water consumption to a greater extent. Levis has launched its waterless collection in the market too! Instead polluting the environment by discharging hazardous chemicals they use a technology that dye the fabric without water.

Alternative brands like Alternative Apparel, Pact, H & M, Eileen Fisher, Ellen McArthur, Manduka, Reformation, etc., are working towards procuring organic fibres possessing necessary standards, eco-friendly manufacturing processes and environmentally safe packing techniques. Though these products are costly, their ecofriendly approach towards entire product development has attracted the customers who are concerned towards moving for a sustainable tomorrow!

Here comes another group of brands who jump into the act of protecting the nature. Amour vert works with the tagline “tees = trees” where they plant trees for every t-shirt you buy. Till today they have planted more than 3 lakh trees around the globe. Cool. Isn't it?

Not only planting trees, brands like Alex Monroe, IcebreakerNZ, Batoko, StellaMcCartney, 4ocean, Welford, Econyl, etc., helps conserving marine life by clearing the plastic pollution in the ocean. A step ahead, Unitedbyblue removes a pound of trash from the water bodies for every product it sells. So far, it has removed nearly 10 lakh kilograms of trash till 2019.

Other famous brands like Polo Ralph Lauren, Reformation, H&M Conscious, etc., are actively involved in recycling polyester bottles to produce garments. Millions of such PET bottles are prevented from entering the landfill through their mission. Also, there is a

research study that says that PET garments emit more than twice the amount of CO<sub>2</sub> to the environment and adds to global warming. Though these brands use only a certain percentage of recycled polyester now, they have set target in the future to produce 100% recycled polyester fabrics in the near future. There are some brands like Cuyana, Thred-up, Verloop, Rent the runway and Patagonia who exclusively sell reuse and recycle garments. Some more brands like ABLE utilize their profit to benefit poor by providing food / providing jobs, etc.,

Also, many companies, in order to reduce carbon footprints, are going for eco-friendly fibers like Hemp and Flax as alternatives for PET and Cotton.



To conclude, the definition of Fashion has been changed from being trendy to sustainability and is also the topmost responsibility of a consumer to be conscious and look for sustainability. “Nature has everything to foster everyone’s need, not everyone’s greed”. Hence, it is not only in the hands of the ecologist or the brands in consuming things, it is also our foremost responsibility to act and move towards sustainability. We don’t need to do much. Just

feel happy and accept with smile if your mom or dad present you with their old saree or shirt and also have a heart to give your precious old unused dresses to others. Don't dump. Let's not just wear vintage garments, let's also go retro and remember our old tradition of sharing our dresses!

- Ms. Shanmuga Priya G V E,  
Asst. Professor, School of Textiles

## DIGITAL TRANSFORMATION IN HIGHER EDUCATION

“Tell me and I forget. Teach me and I remember. Involve me and I learn” – as quoted by Benjamin Franklin, Gen Z learners are involving themselves constructively in technology immersed environment to enhance their joy of learning.

In present times, the Higher education is metaphorically moving towards the era of digital landscape sphere headed with learning management systems, blended learning, smart boards, flipped classrooms, open source and online learning etc., Success of digital learning depends on positive interaction and cooperation of various stakeholders of higher education. Each of the stakeholders in e-learning has an important role to play and various responsibilities to observe as follows:

### Educators

Neo Normal teaching and learning process requires technical sophistication from the educators. Educators thrive excellence in developing student centric curriculum, facilitating knowledge beyond the syllabus, optimizing the usage of technology based instructional tools to cater to the interest of learners and to make them

active learners. Handholding motivation, adequate coaching and appropriate infrastructure would support the educational institutions to effectively manage resistance to change among the instructors to adapt themselves to the digital era. Developing online courses in their domain area of specialization without compromising the flavor of the institution would enable the institution to reach the learners even by crossing borders.

### Learners

Digital Learning motivates learners to continue learning as a lifelong process. Emerging job markets provide plethora of global opportunities and challenges evolved in business and economy. Learners would develop a new set of skills and behavior to get acquainted with online learning resources and tools. Learners would able to optimize the mix of learning from teachers, peers and self learning to accomplish sustainable career goals.



## Parents

Parents are required to adapt the changing needs of their growing wards in the way they learn and how they respond to learning. Parents set standards and create conducive environment by building a physical space intended for digital learning. Parents play a predominant role in finding the balance of grooming a learner and supporting the learning structure by reinforcing the goals that has to be accomplished.

## Polycymakers

The growth of e-learning presents new challenges for policy makers. Accreditation, standardization, security aspects of digital learning would be legitimized by the policy makers. Learners in higher education would be allowed to access the massive open source online courses offered by various educational institutions across the world to earn online degrees. Regulators must treat online degrees at par with their on-campus counterparts and create mechanisms that push providers to establish equivalency between the two modes.

## Employers

In economy and business world where change is constant, employers move from degree based hiring to competency based hiring. Employers prefer work force armed with new skills, knowledge, and talents that are relevant to today's technology driven market place. Keeping employees abreast of the technological advancements and business models can help business be more successful, and online learning model can reduce training cost of recruiters.

To conclude that, positive interaction of all these stakeholders would pick up the pace of digital transformation in higher

education which will work in conjunction with traditional education in creating leaders, innovators disruptors... of tomorrow.

- Dr. M. Venkatalakshmi,  
Head, School of Management

## VANGUARD OF OPPORTUNITIES FOR MBAS IN HEALTHCARE - POST COVID 19

In the backdrop of COVID 19 pandemic, the whole world has come to a standstill in various spheres of business and day to day activities. Though the current situation has disrupted the lives of people drastically, it has also infused certain positive changes in the mindset of people by way of stimulating the thought process about the importance of good health and well-being which had taken a back seat in the recent times.

The warlike scenario influenced by the pandemic has kept the Govt. and support organizations devise measures to effectively mitigate this pandemic. Healthcare professionals and service providers are the most sought-after souls to support and mitigate the pandemic effectively.

Pandemic times has indeed propelled the need for most accessible, affordable healthcare systems, wellness centers, home care providing scope for new opportunities in the field of innovative delivery systems, online consultations, research in healthcare. Innovation in telemedicine and the emergence of new business models supported by advancements in technology is the order of the day. India has been regarded as a prominent generic drug supplier to the entire world and the scope of biomedical

engineering, medical equipment, research in the pharmaceutical domain finds a hot spot.

This is where aspiring MBAs have a profound scope in healthcare and its support verticals like healthcare delivery systems, Insurance, Pharmaceuticals, Infrastructure development and quintessential technology to support all these domains.

In this light, hospitals involved in providing healthcare services are facing an impending need for effective and proactive administration and management of their day to day operations and services provided to the incumbents. This calls for a team of people headed by skilled individuals with knowledge about various facets of management to lead the operations in the Healthcare domain. There is umpteen opportunity for MBAs in various healthcare verticals to manage the functional core areas like human resource, marketing, finance, operations integrated with CRM, analytical, innovative skill sets. Particularly, MBAs with social marketing, business analytics, CRM acumen along with good leadership skills have more scope to be placed in the sunrise industry like Pharma and Healthcare.

In a nutshell, Health care institutions who already thrive with able MBA grads or who are going to get them on board will have immense ability to capture the market avenues that have opened due to this pandemic situation. Relying on their skills of digital marketing, innovation in sales and distribution streams, creative logistics - Institutions will be able to model their business to suit the needs of the new market. In this context, MBA grads with innovative thinking combined with general management capabilities are the most needed in today's healthcare service industries. Thus, a management professional with a service mindset and all the requisite managerial skills will be seen as an asset in any organization in different verticals of the healthcare domain.

- Ms. Mathangi V, Assistant Professor,  
School of Management



## AGILE CLUBS & MANAGEMENT ASSOCIATION OF SVPITM – UPAGRAHA

An expert talk on the “Nuances of Organization Development and Disruption in the Current Business World” was organized by the Management Association of SVPITM as part of value added program for the benefit of B.Sc. and MBA students on 18th Dec 2019. Prof. C. K. Ravish, Business Consultant & Professor, General Management and HR, Cambridge University, Dubai deliberated about the impending need for organizations to adapt to the changes happening in the business environment supplemented by case studies throwing profound insights on the importance of organizational change and development.



Snapshot of Value-Added Program on "Nuances of Organization Development and Disruption in the Business World"

A two-day value-added workshop titled “Campus to Corporate” was held in the campus for I MBA students on 27th & 28th Jan 2020. Mr. Anjesh, Buyer Communicator was the resource person who delivered knowledge about the nuances of Personal development to build one’s profile for good career prospects.

## INDUSTRY CONNECT – INTERACTION WITH EXECUTIVES

An eclectic combination of guest lectures and seminars were conducted in the campus to benefit B.Sc. & MBA students helping them to inculcate and develop their ASK skills namely, Attitude, Skill and Knowledge by inviting experts from varied industry verticals.

A one-day workshop on “Supply Chain Management Challenges in Online Marketing” was organized for the benefit of II MBA students of Batch 2018-20 on 21.12.2019. Mr. Srinivas Raghavan, Dy. Manager-Retail, AMAZON India, Chennai was the resource person.

A special lecture by Mr. S Jothiramalingam, Head, Center for Leadership/Executive Education, Firebird Institute of Research in Management was organized on the topic “Meeting Corporate Expectations” to benefit II MBA students of Batch 2018-20 on 30th & 31st Jan 2020.

A one-day seminar on “Fashion Illustration” was organized to benefit I B.Sc. students on 30.01.2020. Mrs C Srilakshmi, Fashion Designer & Faculty, Milan Academy, Coimbatore was the resource person.

A one-day seminar on “Fashion Designing” was organized by partnering with Dream Zone School of Creative Studies, Coimbatore for B.Sc. students on 31.01.2020. The resource person was Mr. T John Peter, Director & Costume Designer, Coimbatore Style Week (Event Management Company for Fashion Shows). During the seminar, he reiterated on enhancement of skills related to market strategies and competitive idea creation in Fashion industry.



Snapshot of One day Workshop on "Fashion Designing" for B.Sc. Students

A special lecture by Mr. K M G Ganesh, Joint Secretary, Southern India Mills' Association (SIMA) was organized on the topic "Labour Legislations and Industrial Relations pertaining to Textile Industry" for II MBA students of Batch 2018-20 on 01.02.2020.

A Guest lecture on "Evolution of Insurance Industry" in association with Coimbatore Insurance Institute was organized on 12.02.2020 for the II MBA 2018-20 Batch Students.

A one-day workshop on "Financial Planning and Investor Awareness" was organized for I MBA students of Batch 2019-21 on 13.02.2020. Mr. Mahesh Kumar, a certified financial education trainer from SEBI was the resource person.

## VIBRANT PLACEMENT CELL OF SVPITM

The Placement cell is actively engaged in grooming the students in developing their skill sets to meet the industry expectations through quintessential orientation & training programs. The training includes sessions on mock interviews, extempore talk, structured group discussions, resume building, interview tips etc. Quality on-campus and off-campus placements were organized by

inviting reputed companies. Recognizing SVPITM's specialized programs in Textiles and Management, our students were selected by reputed corporates like Tommy Hilfiger, Eastman Exports, Toram Exports, Tex Valley, Five P Ventures, Infigo Health Care to name a few. The average annual package of the outgoing batch was Rs. 1.80 lakhs p.a. and highest package offered was Rs 3 lakhs p.a. Nearly 20 companies participated in the recruitment process. Around 80 percent of our MBA and B.Sc students got placement offers in various industry verticals in Textile and Retail domain which are on par with their career expectations.



Snapshot of On-Campus Placement drive

## STUDENTS' AMBIT – INDUSTRY VISITS

Students of II B.Sc visited Fabtex Knitting and Atal Incubation Centre, Tirupur on 4th Feb 2020 to gain exposure on the subject Knitted Fabric Manufacturing.

Students of III B.Sc. visited Prozone Mall, Coimbatore and undertook a field study on "Current and Future Trend Analysis in Fashion Industry" as part of learning the nuances of Fashion Forecasting on 5th Feb 2020.

Students of I MBA (Batch 2019-21) visited Roadamine Apparel Industries Pvt. Ltd., Eastman Group of companies on 1st Feb

2020 to gain real time exposure on the domain of Industrial Engineering & Apparel Technology.



Snapshot of Industry Visit to Roadamine Apparel Industries Pvt. Ltd., Eastman Group

## SKILL DEVELOPMENT PROGRAMS

As part of Technical Textiles Training Program - Phase 2, guidance was provided towards DPR preparation for the participants working on the projects titled “Fabrication of Waterless Dyeing Machine” and “Development of Face Mask from Trims Waste in the Garment Industry”.

An exclusive value-added workshop providing insights about “Chemical Processing of Textile Materials” was conducted by SVPITM for the B.Sc. (Chemistry) students of Sri Ramakrishna College of Arts and Science, Coimbatore from 07.01.2020 to 11.01.2020.

## FACULTY DEVELOPMENT PROGRAM

The Institute organized a five days FDP, “Training of Trainers” for faculty of Knit wear design from National Institute of Fashion Technology (NIFT) campuses across India from 11.11.2019 to 15.11.2019. The focus of the FDP was to impart knowledge on recent developments in the field of medical and industrial textiles, opportunities and

scope for research in the field of Technical Textiles to the academic diaspora at large. Experts in the field of Technical Textiles imparted the training which included seminars and field visits to Centre of Excellence (COE) at SITRA. The program also facilitated industry collaborations with SITRA & PSG Tech, Coimbatore.



Snapshot of FDP - "Training for Trainers" conducted for faculty from NIFT campuses

## KUDOS TO THE WINNERS!

Ms. Vaishnavi and Ms. Gokilavani of II MBA (Batch 2018-20) have successfully endeavored into an internship program on “Fashion designing” under the supervision of Europe’s leading designer Des. Andrea T Hirt (Germany).

Ms. Pavithra S of II MBA (Batch 2018-20) has presented and published a paper titled “Validating the Explanatory Power of EVA in reflecting Stock Market Returns - An Empirical examination of a Value based Measure of Performance” in the International Conference on Business Management, Economics & Technology in the Digital Era organized by Lead College of Management, Pallakad on 20th Dec 2019.

Mr. Naveenkumar G of III B.Sc has participated in the International Conference on Business Management, Economics & Technology in the Digital Era organized by Lead College of Management, Pallakad on 20th Dec 2019.

Mr. Harishanker P was acclaimed as one of the “Top 10 best speakers of Tamil Nadu” in the Elocution contest “Speak for India - Tamil Nadu Edition 2019” organized by Federal Bank at Residency Towers, Chennai on 23rd Jan 2020.

Ms. Prugandha N of II B.Sc. participated as a model in the fashion design contest - “Zori 2020” organized by KSR Arts and Science College for Women, Trichengode on 7th Jan 2020.

Mr. Mugilnilavan K of III B.Sc. has won second prize in the photography competition - “Texpllosion and Festido 2020” organized by Department of Textiles, Anna University, Chennai on 6th & 7th Feb 2020.

Mr. Ijaz Mohammed R of II B.Sc. has participated in quiz competition in “Texpllosion and Festido 2020” organized by Department of Textiles, Anna University, Chennai on 6th & 7th Feb 2020.

Ms. Poornima M, Ms Santhana Joans B of II B.Sc. and Ms. Hari Priya M S of III B.Sc. won “Best Performance” award in the E-Quiz contest - “Awareness on Retailing” organized by PSG College of Arts and Science, Coimbatore on 14th Feb 2020.



Mr. Harishanker P, III B.Sc. acclaimed as the Best speaker in Elocution Competition - "Speak for India"

Mr. Prakash Gari Pruthiviraj of I MBA (Batch 2019-21) participated in the Commerce E-Quiz 2020 organized by PG and Research Department of Commerce, Nethaji Subash Chandra Bose College, Thiruvarur on 01.05.2020.

Mr. Somesh S of II B.Sc. participated in the “COVID 19 Awareness Quiz” conducted by Institution's Innovation Council of JKK Nataraja College of Pharmacy, Komarapalayam on 11th May 2020. He had also participated the “COVID 19 Awareness Quiz” conducted by St Joseph's College, Irinjalakuda, Kerala in the month of April 2020.

## FUNDED RESEARCH PROJECTS

The School of Management at SVPITM has been successful in receiving a funding of Rs. 5 Lakhs from National Commission for Women, New Delhi to undertake a Minor Research Project titled “Major Opportunities and Challenges faced by women entrepreneurs in Textile and Fashion Industry”.

## CENTER FOR BUSINESS INCUBATION

SVPITM has been approved as a Host Institute for Business Incubator by MSME through the scheme “Support for Entrepreneurial and Managerial Development of MSME’s through Incubators” under CLS-TUS on 04.01.2020. In this light, a contest on ‘Ideas for New India 2020’ was launched by the institute through which ten executable ideas on versatile topics were shortlisted and forwarded to MSME for funding.

## CONSUTANCY SERVICES

A team of students under the guidance of faculty members of School of Textiles, Mr. P. Ramasubramaniam and Dr. Hariharasudan Natarajan initiated a project consultancy work in the area of research and product development for Bison Inc. U.S. in association with Kleanfab Gv Tex Pvt. Ltd., Coimbatore on 24.02.2020.



## FACULTY STRIDES

Mr. Hariharasudan Natarajan, Assistant Professor, School of Textiles was awarded PhD (DR. PHIL) with Grade Magna Cum Laude at Technical University of Munich (Germany) in association with Technical university of Liberec (Czech Republic) for his research work on “Functionalization and Characterization of Impact Resistive materials for Fire and Heat Resistance” on 05.12.2019.

## STARTLING REMINISCENCES

### PONGAL CELEBRATION

Pongal was celebrated at the campus on 13.01.2020. Various Competitions like Rangoli, Pongal Preparation, Pot breaking with blindfold were conducted during the event. Active participation by students and faculty made the event grandeur and colorful.

## REPUBLIC DAY

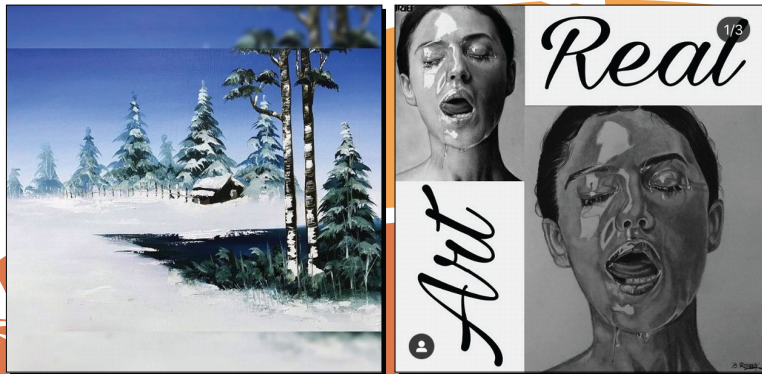
The 71st Republic day was celebrated at the campus. Flag hoisting ceremony and cultural events took place during the event.

## NCC RAISING CEREMONY

The NCC Raising ceremony was held on 11.02.2020 at the Institute Premises. Lt.Col Girish Parthan, SM, Commanding Officer, 2(TN) BTY, NCC, Coimbatore was the Chief Guest of the event. Parade was witnessed by the Chief Guest and was followed by hoisting of the NCC flag and unveiling of the NCC Board at the Institute.



## CREATIVITY AT ITS PEAK



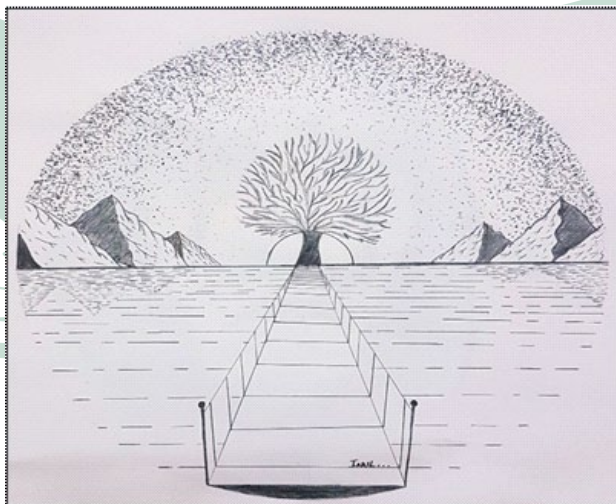
Quarantine Art by Ms. Rithika B, 1 MBA



Quarantine Art by  
Ms. Bala Priya Dharshini A, 11 B.Sc



Quarantine Art by Ms. Poornima, 11 B.Sc



Quarantine Art by Ms. Inul Anushuya M, 1 MBA



Quarantine Art by  
Ms. Devi Priya Dharshini A, 11 B.Sc.

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## A Special Thanks To

Mrs. Mathangi V, Asst. Professor,  
School of Management

Mrs. Shanmuga Priya G V E, Asst. Professor, School of Textile

Mrs. Latha K, Librarian

*“Successful leaders see the opportunities in every difficulty  
rather than the difficulty in every opportunity”*

*- Reed Markham*

*“As we look ahead into the next century, leaders will  
be those who empower others”*

*- Bill Gates*

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