



# Pearl Academy of Fashion Student Handbook 2007-08

## STUDENT INFORMATION

[In case this handbook is lost/ found, please inform or forward to the Registrar-Academics, Pearl Academy of Fashion, New Delhi]

**Name of the Student** \_\_\_\_\_

**Roll Number (as given on I.D. Card)** \_\_\_\_\_

**Present Address** \_\_\_\_\_

\_\_\_\_\_

**Telephone(s)** \_\_\_\_\_

\_\_\_\_\_

**Course** \_\_\_\_\_ **Cohort** \_\_\_\_\_

### Course Dates

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

### Important Notes

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## **VISION STATEMENT**

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

## **QUALITY POLICY**

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

Your Academy is the first fashion institute in India with the prestigious ISO 9001:2000 Certification, which is a testimony to the fact that its quality standards are at par with the best in the world. We state with pride that each one of you is a part of the Academy's commitment to excellence and professionalism, and you will be expected to display the same regularly and consistently.

## PREFACE

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

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

### **NB**

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

1.

**WELCOME**

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

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

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

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

2.

**GRADUATE PROFILE**

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

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

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

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

These are the hallmarks of a good professional and the Academy considers it to be its responsibility to facilitate your transformation into one in preparation of your entry into the world of work.

### 3. INTRODUCTION TO THE INDUSTRY

#### Global Dimensions of Fashion Industry

The fashion industry is estimated to account for a consumption worldwide of the value USD 1,200 billion, comprising 66 per cent clothing and the rest consisting of footwear, jewellery, accessories and cosmetics. Developed country markets like USA, EU, Japan, Canada, Australia, Northern Europe, Switzerland, New Zealand together make up nearly 80 per cent of this consumption. However, the spotlight is now shifting to consumption in rest countries, where prosperity is on the rise and leading to superior growth rates in fashion consumption than those in the established markets.

Owing to the nature of fashion markets, the industry is highly brand-driven as well as acutely segmented. Further, it is extremely competitive, now particularly with clothing being freely traded. Besides, a major proportion of goods have short shelf-life. This has compelled that the consumption of the developed country markets is met by manufacture in and supply from developing countries. Besides, retailing is a very significant dimension of reaching the consumer. **The functions of merchandising, manufacture, marketing, communication and promotion, and retailing, hence, constitute the front end parts of a business which transform the creative output of designers into wares that are coveted by consumers in all parts of the world.**

No matter where the goods are manufactured or retailed, the industry is highly human-resources intensive and, therefore, relies on strong management systems and practices, information-technology driven operations, branding, marketing and communications, strategic planning, human resources management and, further, logistical management.

## **Fashion Industry in India**

### **Apparel & Textiles**

India has a rich tradition of handloom textiles which dates back to many centuries. With soil and climate conditions suited to the cultivation of cotton, India today is the 3rd largest producer of the fibre in the world. The textile' sector today accounts for 20 per cent of the industrial production and provides employment to about 40 million people. Textile and clothing exports constitute 25 per cent of the total export of the country. As the import content is relatively low, clothing and textile exports are among the highest net foreign exchange earners for the country.

India is one among the principal suppliers of fashion goods to the world. Until 2004, India's potential was restricted owing to quota regulation of textile and clothing trade. But since 2005, trade is liberalized and India is on the path to realizing its true potential already, as the exports of 2005 indicate. Moreover, all experts highlight that the fashion markets will be principally dominated by supplies from China and India.

The fashion market in India is itself growing phenomenally, clocking up growth at 20–30 per cent. In its recent yearbook, Images Fashion, reveals that the clothing market touched above Rs.98,000 crores in 2006, and jewellery and watches, Rs.55,000 crores. Today, only 30 per cent is branded but the branded segment is growing by 30 per cent annually. Witness the number of foreign brands, particularly the luxury brands, that are making a bee-line targeting the Indian consumer. This is going to boost with the Government allowing foreign retailers to set shop in India.

In the foreign markets, India has been recording phenomenal growth rates in terms of textile and apparel exports. From a turnover of 0.4 billion USD in 1985, India's export turnover today stands at about USD 17 billion, making it one of the most dynamic and fastest growing industry. Both markets are growing well and it is expected that India, in

the year 2012, may touch a market size of USD 110 billion, of which USD 55 billion will be exports.

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

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

## **Retail**

The domestic and foreign markets have created a boom for fashion industry growth, reflected in manufacturing and retail boom. Currently in India, the retail industry has been recording stupendous growth over the past few years. India boasts of the largest network of retail outlets in the world. Although, a major proportion of this industry is unorganized still, trends are fast changing. More and more retailers are preferring the organised system of work and thus professional management is becoming the need of the hour. Nearly 600 malls are believed to become operational in a few years time; very recently Reliance Industries has launched USD 0.75 billion project for retail expansion in the country. The industry has, therefore, fantastic growth potential.

## **Communication Design**

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

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

### **Jewellery & Accessories**

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

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

The jewellery sector in India is worth over US \$ 10 billion per annum. In export terms the sector accounts for almost one-fifth of the export basket. The annual growth of the sector has averaged over 35 per cent since last 10 years. India accounts for almost 1000 tonnes of gold consumption and processes 95 per cent of small diamonds for global consumption. India was once known as a diamond cutting source, but has now graduated into a high quality jewellery supplier to markets in the USA, Europe and south East Asia.

### **Media Make-up**

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

## 4. TEACHING AND LEARNING

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

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

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

**4.4 Teaching:** Lectures, tutorials, study groups, case studies, seminars, workshops, project research, field trips, guest lectures by industry experts and industry internship are the teaching/learning methods that will be part of your Course. In many cases, you will also be expected to proactively participate in organising seminars, guest lectures, and field trips. In addition, you are provided with Course Specifications, which state clearly the provisions for you throughout the learning period. At the start of each semester, Module Specifications (which contain the Module Aim, Module Content, Indicative Reading, and Learning Outcomes), and Assessment Plan for the semester will be provided to you.

**4.5 Time Management:** All the Courses at the Academy simulate time and work pressures as they exist in the industry. Responsibility for effective time management is entirely yours, and requires careful planning and tenacity. Your Course schedules have all been fixed within a definite time frame, and it is not possible to make changes to the same, although there is an element of flexibility built in for contingency.

If you are very conversant with the Module Specifications and Assessment Plans given to you at the beginning of each semester, you can pace yourself and manage your time competently.

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

## 5. \_\_\_\_\_ YOUR VIEWS

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

On a formal plane, the Academy has an elaborate system of student feedback. At various stages of a semester, you will have opportunity to give feedback, based on which the tutor will make module corrections, if necessary. At the end of each semester, we will request you to complete feedback forms, to give your opinion regarding each taught module as well as its tutor(s). This is useful feedback for the Faculty, as well as for all students; so, do not hesitate to be frank and honest in your views. At the same time, it is expected that such feedback is impersonal, and relates only to the relevant module in terms of its content and delivery. Besides, while it is recognised as the right of every student to give feedback, you will be eligible to participate in formal feedback only if you have recorded at least 75 per cent attendance overall for the scheduled classes of the semester; this criteria ensures fairness towards faculty. **It is mandatory for all eligible students to participate in the formal feedback.**

## 6. \_\_\_\_\_ YOUR PROBLEMS

**6.1 Homesickness:** A few of you may have left your home and family for the first time. It takes time to adjust. Be patient. If you want help to tide over the initial difficult period, you can talk over your problems with your Course Coordinator or Course Leader or the

Student Counselor. They are always available (through prior appointment, preferably) and willing to help.

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

## 7. \_\_\_\_\_ THE ACADEMY

It is important that you know the Academy's locations in India and the main functionaries therein. It helps to understand its systems and structure so that you are aware of the whole organization, the responsibility centres and the channels to communicate with or to resolve your difficulties and problems.

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

**7.2 Management:** At Delhi, your Academy houses a central team comprising:

Name	Designation
Mr. A.K.G. Nair	Group Director
Dr. V. Shanbhag	Advisor – Academics
Col. Surojit Bose (Retd.)	Group Registrar – Academic Administration
Mr. Ranjit Brahmachary	Controller of Finance
Ms. Shree G. Nair	Student Counselor
Dr. Taurun Panwar	Academic Standards & Quality Controller

Mr. Arindam Das and Mr. S. Ramalingam are respectively Directors of the Jaipur and Chennai Branches. Mr. Rajat Bhattacharya directs the Dhaka branch.

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

<b>Business &amp; Technology</b>	<b>Fashion Design</b>	<b>Retail</b>	<b>Textile and Communication Design &amp; Media Make-up</b>
Nandita Abraham (Head)	Nien Siao (Head)	A.K. Sharma (Head)	Seema Mahajan (Head)
Alam P. Khan	Cora Gotemann	Dilpreet Kaur	Savita Sharma
Tarun Pandey	Rita Constantine	Ritu Jain	Saroj Bala
Ritu Jain	Usha Nehru Patel	Bhavna Chadha	Sumita Sarkar
Rekha Dar	Ramnik Dhillon	Bhupender Sharma	Ashima Kapoor
Preeti Dewan Mehta	Geetpriya Misra		Manas Barua
Mahboob Anwer	Anuradha Dogra		Ramneek Kaur Majithia
Piyush Pandey	Prasanna Baruah		Harinder Singh
S R Patnaik	Ankur Gulati		Zahurul Hasan
Priya Mathew	Sarika Khurana		Pavni Agrawal
Ranjeet Banerji	Ambika Magotra		Prachi Mehrotra
Tarun Panwar	Seema Singh		Sonali Soni Pal
	Ritu Jain		
	Kunal Sinha		

In addition, nearly forty professional specialists serve your learning needs as regular guest faculty.

The core faculty at the two branches are:

<b>Jaipur</b>	<b>Chennai</b>
Dhiraj Kumar	Anupam Mandal
Rudrajit Bose	Kakoli Das
Rajni Jain	Susan Mathew
Shalu Rustagi	Sasi Kumar
Deepak Khandelwal	V. G. Venkatesh
Meenakshi Singh	K. Kumaraguru
V. Gandhi	M. Manohar
Sasi Gopal Menon	Sujata Misra
Vijay Kumar N	Ujwal Banerjee
Taruna Vasu	
Priyanka Singh	
Divya Batra	
Subra Sanka Chatterjee	
Animul Hussain	
Manoj Kumar	

In addition, a number of guest faculty teach at the two branches.

**7.4 Support Systems:** At Delhi, In charge of the administrative and accounts sections are Mr. L. N. Gupta (Senior Manager – Administration & MIS) and Mr. Navneet Mehta (Manager-Accounts); the library is supervised by Ms. Kalyani Krishnan (Head Librarian) and Ms. Meha Jaiswal is Sr. Group Manager (Corporate Communications). Ms. Priya Mathew heads the Industry Relationship Department. They are ably supported by a complement of 25 persons.

Ms. Anvita Choudhary (Registrar), Mr. Rajesh Jain (Administrative Officer), Mr. Sanjay Nandwani (Accounts Officer) and Mr. A. P. Gowda (Librarian) are key support functionaries in Jaipur.

Mr. Ashok Rajan is Registrar and Ms. R. Sujatha is Librarian at Chennai. In addition, Ms. Rashmi Vasu and Mr. N. Lakshmi Narayanan function as Counselor and Accounts Officer, respectively.

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

Programme/Course	Location	Leader
<b>Post Graduate Diploma Programme</b>		
1. Fashion Marketing [FMG]	Delhi	Dr. Tarun Panwar
2. Fashion Merchandising [FM]	Delhi	Ms. Rituu Jain
	Chennai	Mr. V. G. Venkatesh
3. Garment Manufacturing [GM]	Delhi	Mr. Tarun Pandey
4. Fashion Retail [FR]	Delhi	Mr. A.K. Sharma
	Jaipur	Dr. Manoj Kumar
5. Fashion Design Indian Wear [FDIW]	Chennai	Ms. Sujata Misra
	Delhi	Mr. Ankur Gulati
6. Textile Design Home Fashion [TDHF]	Jaipur	Ms. Rajni Jain
	Chennai	Ms. Kakoli Das
<b>Under Graduate Degree Programme (3 year Degree phase)</b>		
1. B.A (Hons.) Fashion Design [FD]	Delhi	Ms. Nien Siao
	Jaipur	Ms. Meenakshi Singh
	Chennai	Mr. Anupam Mandal
1. B.A.(Hons.) Fashion Merchandising & Production [FMP]	Delhi	Ms. Nandita Abraham
	Chennai	Mr. V. G. Venkatesh
2. B.A.(Hons.) Communication Design [CD]	Delhi	Ms. Sumita Sarkar
3. B.A.(Hons.) Textile Design [TD]	Delhi	Ms. Seema Mahajan
4. B.A. (Hons.) Fashion Retail & Merchandising [FRM]	Delhi	Dr. Bhavna Chadha
5. B.A. (Hons.) Jewellery Design [JD]	Jaipur	Mr. Dhiraj Kumar
<b>Under Graduate Degree Programme (1 year foundation phase)*</b>		
1. Foundation Design*	Delhi	Ms. Usha Nehru Patel
	Jaipur	Mr. Sasi Gopal Menon
	Chennai	Mr. Ujwal Banerjee
2. Foundation Business**	Delhi	Ms. Preeti Mehta
	Chennai	Mr. V. G. Venkatesh
<b>Under Graduate Diploma Programme</b>		
1. Fashion Media Make-up [FMM]	Delhi	Ms. Savita Sharma
<b>Note: # Under graduate Degree Programme students undergo foundation phase in first year before progressing to 3 years degree phase; * for students of FD/TD/CD/JD; ** for students of FMP/FRM</b>		

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

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

### **Academic Board**

Mr. A.K.G. Nair (Group Director, PAF)  
 Dr. Punam Sahgal (Professor, Indian Institute of Management, Lucknow)  
 Mr. Mohan Rao (CEO, Himmatsinghka Seide)  
 Ms. Sanjogita Chadha (Head of Design, Levi Strauss India Ltd.)  
 Dr. V. Shanbhag (Advisor-Academics, PAF)  
 Col. Surojit Bose ( Group Registrar, PAF)  
 Mr. Arindam Das (Director, PAF Jaipur)  
 Mr. S. Ramalingam (Director, PAF Chennai)  
 Mr. Rajat Bhattacharya (Director, PFI Dhaka)  
 Dr. Tarun Panwar (Academic Standards & Quality Controller)  
 Ms. Nien Siao (HOD, Fashion Design)  
 Mr. A. K. Sharma (HOD, Retail)  
 Ms. Nandita Abraham (HOD, Business & Technology)  
 Ms. Seema Mahajan (HOD, Textile and Communication Design & Make-up)  
 Senior Faculty Members  
 Student Representatives

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

A few Committees support the academic administration process:

Academic Standards and Quality Committee  
 Programme Committee  
 Marketing Committee  
 Internship, Placement & Training Committee  
 Alumni Linkages Committee  
 Library & Resource Center Committee  
 Extra-curricular Activities Committee (Plan Clan)

**8. \_\_\_\_\_ FOUNDATION/COURSE COMMITTEE**

Your course is administered by a Foundation/Course Committee comprising the Foundation/Course Leader, Course Coordinators, Associated Module Tutors during a given academic year, Associated Project Mentors and the Class Representatives.

The Committee meets periodically – to plan for, monitor the progress and finally review the outcome achieved during every semester. This Committee also resolves the difficulties and problems experienced by you from time to time as the Course progresses.

**9. \_\_\_\_\_ FOUNDATION LEADER/  
COURSE LEADER/COURSE COORDINATOR**

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

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

**10. \_\_\_\_\_ MODULE TUTOR / MENTOR**

A large number of tutors/mentors, each well qualified in their own specialisation, will facilitate your learning in various subjects/modules. Most are permanent members of the core faculty and others are eminent experts, who will teach you as Guest Faculty. You will find that each one of them is receptive to answering your questions and resolving your doubts.

## 11. \_\_\_\_\_ CLASS REPRESENTATIVE

Two representatives from each class will be designated as class representatives (CR) who will work as a link for all communication between students and the course administrators, faculty/staff and other authorities. The representatives will be re-nominated every semester. The role of the class representative is to have attendance marked regularly for the scheduled classes, represent the collective interests/problems of the class to the Course Leader and Course Coordinator, act as a communications link between the Leader/Coordinator and students, coordinate scheduling matters, maintain class-related accessories, distribute materials, coordinate class for diverse obligations, etc. The CRs attend Course Committee meetings and are required to provide feedback and discuss common issues in the meeting agenda. This role provides an excellent opportunity for you to develop leadership and management skills.

## 12. \_\_\_\_\_ ASSESSMENT

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

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

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

**12.3 Assessment Plan and Assessment Brief:** For every module, you will receive an Assessment Plan and Assessment Brief. The former is a schedule for assessments prescribed for a module during the 18 learning weeks of a semester. Assessments are scheduled as and when

a tutor anticipates completion of the learning pertinent with given learning outcomes. The Assessment Brief explains what you are required to undertake/submit/carry out to fulfill a prescribed assessment by a given deadline and how you will be marked along with the criteria for various grades of performance.

**12.4 Assessment Marking:** Every module is marked for 100, which is the weighted aggregate of the Assessment Elements (prescribed assessments) of the module. Each element is marked for 100 with a prescribed weight in the final aggregate. An Assessment Element may be broken into 2 or more components, so that the cumulative sum of the maximum of each component adds up to 100. In undergraduate courses, the minimum aggregate mark for passing a module is 40; in post graduate courses, 50. You will receive a written feedback in a prescribed format to explain how the tutor has assessed your work. **The Mark indicated on the Feedback Sheet is PROVISIONAL, until endorsed and confirmed by the External Examiners in the proceedings of an Examination Board (see 12.11).**

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

**12.6 Non-submission of Assessment:** Submissions not fulfilled as per 12.5 above count as non-submissions; the marking will be zero. However, in case that the non-submission is owing to proven medical circumstances evidenced with a medical certificate or to proven extraordinary circumstances evidenced with valid and acceptable documentation, the non-submission will be waived; you will then have a chance to make a submission, called as a *deferral* (deferred submission), during the time of *referral* as per provisions in 12.8 below. The deferral will count as a first attempt and the student will be entitled to fully deserved marks.

**12.7 Late Submission of Assessment:** Any submission not given at the notified date, time and venue is a late submission. A late submission

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

**12.8 Re-assessment:** You are permitted to pass a failed module by re-assessment in two sequential attempts as follows:

- (a) **Referral**, administered in the same academic year within 30 days of completion of semester in which the module has been studied. Reassessment will be limited to failed assessment element(s) only without change in assessment brief. *Referral* represents a second attempt at passing a module. Module(s) passed in second attempt will be identified so in the Marks Sheet.
- (b) **Repeat**, when the module remains failed despite administration of referral. Repeat will be administered in the following academic year. The Examination Board shall determine whether the student will execute *repeat* with or without attendance. Reassessment will be across all elements of assessment, with or without change in assessment brief, and will be administered concurrently with the assessment plan of a similar module whenever scheduled during the following academic year. However, recourse to a *repeat* will be possible only provided that the sum of the module credit value of failed modules after referral does not exceed 30 in a given level/year. When recourse to repeat is available, it represents a third and **final** attempt at passing a module. Module(s) passed in third attempt will be identified so in the Marks Sheet.

A student is entitled to Module Aggregate Mark of 40 only for passing a module after reassessment, whether by means of referral or repeat. A student failing in module(s) after repeat will have to retake the whole level or semester in which the module(s) occurred, as deemed fit by the Examination Board.

**12.9 Forfeiture of Assessment:** In the event that you are proven to have committed plagiarism or indulged in cheating (see section 13) or you are debarred for attendance default (see section 14), you will forfeit all assessment marking that you will have received provisionally. In the case of plagiarism/cheating, the forfeiture will be in the module(s) concerned and in the case of attendance default, it will apply to all modules of the semester.

## 12.10 Progression:

**12.10.1 Intra-Level/Year Movement :** A student moves from August-December semester of study to January-May semester of study within a Level/Year:

- (a) on passing all modules of the August-December semester, with or without *referral*.
- (b) conditionally, when the cumulative module credit value of failed modules after *referral* does not exceed 30, the condition being that the student will pass the failed modules in the following academic year through exercise of repeat, subject to provisions of 12.8(b).

A student cannot move from August-December semester of study to January-May semester of study within a level/year when the cumulative module credit value of failed modules of the August-December semester after *referral* exceeds 30.

**12.10.2 Inter-Level Progression:** A student progresses to the next higher level/year of the course, at the end of January-May semester:

- (a) on passing all modules of the current level, with or without *referral*, provided that there is not any module of a previous level remaining failed for want of completion of repeat or despite completion of *repeat*.
- (b) conditionally, when the cumulative module credit value of failed modules of the current level after *referral* does not exceed 30, provided that there is not any module of a previous level remaining failed for want of completion of *repeat* or despite completion of *repeat*, the condition being that the student will pass the failed modules in the following academic year through exercise of *repeat* and failure to do so will forfeit the student of the scope for further progression.

A student cannot progress to the next higher level of the course, at the end of the January–May semester of study, when the cumulative module credit value of failed modules of the level after referral exceeds 30.

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

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

The PG Diploma in Fashion Retail is conferred jointly by the Academy and LDT Nagold (Germany).

All other awards are conferred solely by the Academy.

All awardees will receive a consolidated Mark Sheet for the duration of their course.

**12.12 Examination/Progression Board and External Examiner:** The External Examiners and the Examination/Progression Board are the final arbiters of the assessment received by you, endorsing the provisional mark or moderating it in any direction to a deserving level as deemed fit by them through careful inspection at the end of a Level/Year. Every course has two External Examiners who inspect all the assessments in a Level/Year. The External Examiners assess that the students have completed the Course satisfactorily; assessment regulations have been followed; and that the standard of awards are in conformity with accepted national and international standards. The Examination/Progression Board consists of Group Director/Director, Advisor-Academics, HODs, External Examiners, Group Registrar-Academic Administration, Course Leaders, Verifiers appointed by the validating institution, Course Coordinators and Faculty Members teaching on the Course. The Examination Board sits at the end of a course and recommends awards on behalf of the Academic Board. The Progression Board sits at the end of every intervening Level/Year and decides your progression to the next level/year of learning in the course.

The progression between the August-December semester and the January-May semester is decided by the Interim Progression Review Meeting of the course team in December on the strength of provisional marks awarded to a student.

**12.13 Representation and Appeal:** If you do not pass [all or part of the assessment(s)] as per the PROVISIONAL Mark, you are allowed an opportunity to represent in writing to the Examination Board. Such an appeal must be based on new and relevant information for the Board to review the tutor's decision. The Appeal must be handed to the Course Leader.

The following guidelines are to be noted:

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

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

**12.15 Examination Fee:** Students are required to pay Rs 5000/- as Examination Fee at the end of 16th week of each Semester, as per Fee Notice placed in the Notice Board, subject to satisfying the attendance eligibility criteria as laid down in Section 14.2.4. Students are to produce Fee receipt to be eligible to sit for exams/submission of assessments.

**12.16 Issue of Duplicate Awards Certificate and Consolidated Mark Sheet:** The Awards Certificate and Consolidated Marks Sheet issued to every awardee at the end of a course are valuable documents to be preserved securely by recipients. Duplicates may be issued in

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

**13****PLAGIARISM AND CHEATING**

Copying the work of other people, published authors without giving credit for the original work/contributor or presenting the work of other students as one's own, is plagiarism. Assignments not prepared by you and submitted as your work is also plagiarism. Cheating in examinations, seeking help or bringing in non-permissible material in an examination is adopting unfair means. Both plagiarism and use of unfair means are grave offences and will attract disciplinary action, which may include rustication.

In case you are found to plagiarise or to cheat the concerned tutor, or invigilator will report you to the Course Leader who will verify the allegation and, upon satisfaction that it is fact, in turn report you to the Registrar.

All cases of plagiarism/cheating will be awarded zero marks in the pertinent component/element and the rules of assessment in section 12 above will govern in case of module failure, should the penalty for the act(s) be non-rustication.

However, every case of plagiarism/cheating will be treated on individual basis; a first time offence may be granted reprieve subject to production of undertaking by you to not repeat this ever more; and, if you breach the undertaking, you will be rusticated. All cases of plagiarism/cheating in a semester will be placed before a relevant committee appointed by the group Director/Director. An aggrieved student has a right of appeal against the decision of the committee. The appeal will be considered by the Examination/Progression Board.

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

### 14.1 Minimum Attendance Requirement

Although students are expected to be 100% present, due to certain unavoidable reasons, such as casual illness, indisposition, minor impediments, etc., you may not be able to maintain the figure of 100%. However, a **minimum** of 75% attendance is required to be maintained by every student during each semester, failing which a defaulting student may not be permitted to progress to the next semester in the course along with the current cohort, and, thus, would be required to repeat the full semester along with the following cohort.

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

### 14.2 Shortage of Attendance

#### 14.2.1 On completion of first 4 weeks of a semester

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

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

#### 14.2.2 On completion of 8 Weeks of a semester

If deficient of 75% attendance at the stage of 8 weeks of a semester, you will be issued a **written note of caution** by the Course Leader.

(For FMM students this will occur at end of 6 weeks of a term)

### 14.2.3 On completion of 12 weeks of a semester

If deficient of 75% attendance at the stage of 12 weeks of a semester, will be issued a **written note of warning** by the Registrar, with a copy addressed to your parent/guardian, indicating that you have been deficient in minimum attendance and are likely to be stopped from progressing to the next semester along with the current batch, if you do not meet the minimum attendance requirement at the completion of 16 weeks of the semester, upon which all assessments administered up to the 16 weeks stage will be treated as withheld. You would be required to get the signature of your parent/guardian on the note of warning and return it to the Registrar for record.

(For FMM students this will occur at end of 9 weeks of a term)

### 14.2.4 On completion of 16 weeks of a semester

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

(For FMM students this will occur at end of 11 weeks of a term)

### 14.2.5 On completion of 18 weeks of a semester

If found to be deficient of 75% attendance at this stage, you will receive the same treatment as that explained in 14.2.4 above.

(For FMM students this will occur at end of 12 weeks of a term)

**14.3 Illness:** If casual illness prevents you from attending your classes for more than two days or prevents you from meeting any deadlines for submission of work or appearing in an examination, you must get a bonafide medical certificate and submit it to your Course Coordinator so that it can be taken into account for assessment of your attendance. **Until this formality is completed, you will be deemed to have been absent and not re-joined.** Since your Course is demanding and requires continuity in learning, prolonged illness/absence may render you ineligible to continue in the Course.

#### **14.4 Exceptional Circumstances such as Prolonged Illness/Hospitalisation, Extraordinary Circumstances**

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

However, no consideration will be given in the event that the communication has been made by the student/parent/guardian after much time has elapsed since the onset of the exigency, or after issue of a notice of debarment.

Pursuit of external studies does not qualify as exceptional circumstances. A student may pursue them only outside the contact hours of the Academy. The Academy will not condone non-attendance on this account. This also includes any external examinations (such as Board/ University examinations), interviews and appointments. 'Marriage in the family', 'family functions', etc., is not treated as extra-ordinary circumstance.

#### **14.5 Recourse to Appeal**

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

#### **14.6 Forfeiture of Accumulated Assessment/Credits**

On being prevented from progressing to the next semester on account of shortage of attendance, a student may forfeit all accumulated assessments, marks, credits, etc., for the concerned semester, and

may have no claim whatsoever to them. The student may have to repeat the semester from start to finish along with the following cohort.

## 15. \_\_\_\_\_ CONTINUOUS ABSENCE WITHOUT PRIOR PERMISSION

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

Re-registration will entail you a fee of Rs 20,000/- each time.

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

## 16. \_\_\_\_\_ GENERAL INFORMATION

- 16.1 **Contractual Liability:** The Academy undertakes to provide the teaching, examinations and other services given in the Programme Specifications and the Handbook. It does not, however, guarantee their provision and the standard *force majeure* clause holds in circumstances beyond the control of the Academy.
- 16.2 **Equal Opportunity:** The Academy is not only an equal opportunity institution but believes in positive affirmative action. There will never be any discrimination based on gender, race, caste, religion, disability, national or ethnic origin, age, class, marital status or family responsibility. This policy applies in respect to admission, content of courses, assessment, awards, and student welfare. The Academy offers full and part scholarships through industry endowments to needy students from disadvantaged background.
- 16.3 **Insurance:** Students will be insured under a Group Personal Accident Policy for a sum of Rs. 1.00 lakh each against accidental death, partial/permanent loss of limbs. The insurance cover made by the Academy does not include any personal accident cover for students outside the Academy premises.
- 16.4 **Responsibility for personal belongings:** Students are required to take care of their belonging, e.g., mobile phones, bags etc., The Academy will not be responsible in any manner for the loss of such items. The car parking outside the Academy will also be "on owner's risk".

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

## 17.

## FACILITIES

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

The Academy operates a student intranet which is an easy-to-use online campus that complements your classroom education. The virtual campus offers campus-specific announcements, campus documents and calendar as well as campus-wide directory. Besides, the virtual classroom hosts classroom specific announcements, all course documents (such as syllabus, assignments, reference materials, students work samples, etc), You can submit your assignments online and receive your marks too. In addition, the intranet provides you with a personal e-mail id (*studentnamerollnumber@pearlacademy.com*). There is also access to view your attendance record on an up-to-date basis.

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

At Jaipur, the facilities are housed at Plot-B and Plot-C (basement), Sahakar Marg, Jaipur 302001. Additional facilities provided for jewellery design are: investment casting and general workshop; wax modeling; silver smithy forging and casting workshop; gemology lab; and basic material and general machinery workshop.

At Chennai, the facilities are located at 82, Sterling Road, Nungambakkam, Chennai 600034.

## 18. SHOP FACILITY

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

On an average, in design courses the monthly incidental expense amounts to, indicatively, Rs. 2,000/- and in other courses, Rs. 1,500/-. In the final year of the UG courses and in the final semester of the PG courses, the incidental expenses mount up owing to preparation of collections, documentations, etc; your incidental expenses will rise in proportion to your plan of work. As far as documentation is concerned, the Academy has prescriptive guidelines which facilitate your expenses to be made within comfortable and reasonable limits without sacrificing the quality of presentation.

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

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

## 19. CANTEEN

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

Meals/snacks/beverages cannot be consumed inside class rooms and work areas. Water is not permitted to be carried into computer/CAD labs.

**20. LIBRARY & RESOURCE CENTRE**

The Academy's Library & Resource Centre offers comprehensive service to students. The Resource Centre has a permanent exhibition showcasing the latest in textiles, accessories, trims and other inputs required in the apparel industry.

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

The Library is open 0830-1900 hours [Jaipur 0830-1800] on week days and 0900-1700 hours [Jaipur 0830-1500] on Saturdays. The Resource Centre functions from 0830-1700 hours on week days and 0900-1300 hours on Saturdays. Both facilities remain closed on Sundays and closed holidays of the Academy.

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

**21. EXTRA WORKING TIME**

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

**22. INDUSTRY LINKAGES**

The programmes offered by the Academy are very practical, industry oriented and market driven. You will be required to make various researches and market reports requiring first hand data from the industry and the market place. You must cultivate valuable linkages and contacts with the industry to understand its working, which will make it easy for you to adapt to your future work place.

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

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

### 23. **INTERNSHIP**

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

- a) Expose you to prevalent commercial and industrial practices, standards and organisation;
- b) Reinforce your theoretical knowledge with practical experience;
- c) Deepen your knowledge and skills in a practical, hands-on situation;
- d) Develop your ability to work as an effective and willing member of a team; and,
- e) Sensitise you to the pressures of a fast-moving industry and sharpen your problem-solving skills.

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

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

In order to give you a positive internship experience the Dept./Director requires your cooperation in processing your internship as follows:

- a) Your resumé should be submitted to the Dept./Director two months prior to the commencement of the internship. The resumé should be formatted as per the brief given by the Dept./Director and submitted through the Course Coordinator in the form of a soft copy on a floppy, with a print copy as well.
- b) To ensure uniformity, the Academy would like that your internship is arranged formally through the Dept./Director, even if you possess industry contacts and the means to secure internship. In such a case, you may intimate the Dept./Director two months in advance of the commencement of the internship period to coordinate the internship process in your behalf.
- c) The location of internship arranged by the Academy may not coincide with your residential location; you cannot decline the internship on this ground. Once the internship is arranged officially by the Academy, you cannot decline the offer.
- d) For outstation internships, accommodation is your responsibility unless the company is specifically willing to provide the same to you. Transportation costs to and from the place of internship are also to be borne by you.
- e) You may or may not be paid a stipend for the internship period. This is entirely at the company's discretion. The Academy, however, does recommend to all interning companies a desirable amount that may be paid to you as stipend. This recommendation is uniform for all of the members of your cohort.
- f) You will be required to maintain a journal and file a weekly log/report of your internship experience with the Industry Relations Dept./Director. This helps the Academy in monitoring your internship and ensuring that you have a positive learning experience. Failure to file a weekly report may nullify the internship.

You are required to report for your internship on the stipulated date and time mentioned on your internship intimation letter. Failure to do so may result in the internship being cancelled. There will be no alternate provision of internship through the Academy, nor will you be permitted to intern by your effort in a place of your choice; in such event, you will have not fulfilled the requirement of internship as stipulated in the curriculum.

**24. MEDICAL HELP & CERTIFICATION**

**You are required to submit a Medical Certificate as proof of your physical fitness at the time of admission.** A medical certificate is also required to be submitted on the day you rejoin the Academy after absence on medical grounds when the absence is in excess of 2 continuous working days. In case you happen to be falling ill frequently you may be considered not fit for continuation in the Academy on grounds of continued ill health.

The Academy operates a medical clinic at A3-A4 premises in Delhi, with allopathic, homoeopathic and ophthalmologic services. There is no hospitalization facility attached. The clinic is open between 0900-1730 hrs. on all week days, the homoeopath will attend 1000-1200 hrs and the allopath 1200-1500 hrs. The ophthalmologist will be available 1100-1300 hrs on Mondays, Tuesdays and Thursdays. These timings may be revised with due notice.

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

**25. TELEPHONE**

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

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

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

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

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

## **26. \_\_\_\_\_ SCHOLARSHIP**

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

The Academy has instituted also a Merit Scholarship in each course with at least 25 enrollments at all Centres to the enrollee who registers the best performance through all pertinent admission tests and the interview, subject to minimum requirements of performance. The scholarship waives payment of tuition fee only. The waiver is granted in the first year and carries on in the subsequent years during the course on condition that the awardee's performance in the previous year meets the prescribed standards of achievement. In the event the waiver is withdrawn, tuition fee becomes payable. In such circumstances, should you so desire, the Academy will facilitate an educational loan from Punjab National Bank at a modest interest rate and comfortable repayment period. This facilitation is available to you even if you were not an awardee.

## **27. \_\_\_\_\_ INDUSTRY SPONSORED STUDENTS**

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

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

- a. The student clears all modules in the first attempt and stands among the top 20 per cent of the cohort during the year.
- b. The student records minimum 75 per cent attendance.
- c. The student demonstrates satisfactory conduct and discharge of obligations such as student feedback., etc.
- d. The student has no adverse report against him/her and there are no disciplinary proceedings or action against the student.

Industry sponsored candidates may apply in prescribed application form to the Registrar at the end of the first year. The rebate in tuition fees is valid for every subsequent year after the first, subject to the above conditions being fulfilled for the previous year.

## 28. \_\_\_\_\_ PLACEMENT

The Academy facilitates job placements to all the graduates, except to industry-sponsored candidates, on successful completion of the Course. An industry-sponsored candidate shall enjoy this facilitation only if expressly permitted to do so by the sponsoring organisation.

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

Companies from the industry are invited to participate in the 'on-campus' placement week, which normally takes place at the end of your course of study. All the companies that have interned the Academy's students are given first preference for recruitment.

The procedure is as follows:

- a) On the said date of the campus interview, the scheduled company meets the cohort as a group for pre-placement briefing, which pertains to the company's profile, the candidate's potential career growth within the company, the job description, the profile of the candidate they are looking for and other salient information. You must attend all the pre-placement talks of every organization.

- b) Based on the pre-placement brief you can choose to sit for an interview or decline.
- c) Once you have been made a confirmed offer by the recruiting company, you can choose to accept or decline that offer. This must be done within 24 hours of receiving the offer. Until a formal decline has been received from you, you cannot sit for another interview.
- d) You are allowed to appear for maximum four interviews arranged by the Academy. You cannot avail of placement services from the Academy any longer after you have declined two confirmed offers.
- e) The Academy expects that you will be employed in the first organization that you join through its placement services for at least one year in the interest of your professional growth, reliability and credibility.

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

## **29. IDENTITY CARD**

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

## **30. CLEARANCE CERTIFICATE**

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

## 31. ACADEMIC CALENDAR

The Academic Calendar for the semesters August-December and January-July of year 2007-08 is at Annexure I and II respectively.

The Events scheduled/proposed for the year are given in Annexure III.

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

## 32. DISCIPLINE

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

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

**32.2 Fees:** All students are personally responsible to pay all fees, approved charges and deposits as and when they fall due. Industry sponsored candidates are deemed responsible for payment of fees on time. Late payment will attract a late fee of Rs. 10/- per day for first seven days, Rs. 20/- per day for the next seven days, Rs. 50/- per day thereafter. In the event that the payment of fees remains unfulfilled even after four weeks past the notified last date, the Academy reserves the right to De-register the student (name struck from the roll). Re-admission of the student will be subject to the payment of Rs. 20,000/- as Re-registration Fee and payment of all outstanding dues, if any. Academy's refund policy is applicable for any request for refund.

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

exit from the Academy. In all cases, only the balance amount in the Security Deposit, after recoveries of liabilities (if any), will be refunded.

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

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

- j) Be aware that, as part of the curriculum, students are required to undergo internship training with the industry; undertake craft documentation; conduct project researches; conduct market study; etc. The students may be required to travel within and outside Delhi for such activities, individually or in groups, as per requirement.
- k) Conduct themselves professionally inside and outside the academy. For this purpose the Academy facilitates the personal interaction of students with faculty/mentors. Generally, faculty are available on weekdays between 3.00 pm – 4.00 pm. Outside of these hours, however, students are required to take prior appointment for meetings with the faculty concerned.

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

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

**The above is only an indicative list.**

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

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

**32.7 Disciplinary Procedure:** The Registrar has the discretion to take action as per Paras 32.6 (c) and (d) without recourse to a structured formal enquiry provided that the student is given an opportunity to respond to any accusation and make a statement. However, when a decision under Paras 32.6 (a) and (b) is under consideration, the Registrar shall follow the procedure below:

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

**32.8 Appeal against Disciplinary Action:** A student may appeal a decision to suspend or terminate him/her [para 32.6 (a) & (b) above].

Appeals against fines or cost damages will be entertained in rare circumstances. The procedure will be as follows:

- a) An appeal should be preferred in writing to the Group Director/Director within 7 days of the letter notifying suspension/termination.
- b) The Group Director/Director shall arrange for an Appeals Panel, as soon as practically possible. The Panel shall include at least one independent student peer (who shall be from a course different from that of the appealing student and not connected with the incident).
- c) The student shall be given an opportunity to amplify the reason for the appeal and shall normally be given the decision of the Panel at the conclusion of the hearing orally as well as in writing.

### 33. \_\_\_\_\_ **HOSTEL**

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

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

- a) Hostel accommodation will be available on annual basis.
- b) All inmates will vacate the room at the end of the current academic year by 31 May 2008.
- c) In case of any requirement for next academic year, desirous students will have to make fresh application.
- d) First preference will be accorded to newly-admitted students of the new academic year.
- e) Rest applicants will be treated against vacancies, if any, after first preference is completed.

Hostel facilities differ from Centre to Centre. At Delhi, at the notified annual residential fee, each resident is entitled to:

- A bed with mattress and pillow, cupboard with lock, study table with chair and table lamp on individual basis.
- Fans, mirror, bathroom with hot-water, toilets on shared but adequately provided basis.
- Services of a full-time, resident lady warden, security guard, house-keeping/cleaning staff; common room with TV, water filter, TT Table, Carom Board, Up-right Bike, Cross Trainer; dining room; pest-control treatment, fire safety provision and power backup system.
- Incoming calls on land-line only, maintained in the hostel office.

Additionally, there are chargeable services which include:

- Hot meals (breakfast, lunch, evening tea with snacks, dinner)
- Laundry and ironing
- Provision of cooler
- Computer/internet services (where provided)

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

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

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

**34.****WHOM TO MEET**

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

For matters regarding	Meet		
	Delhi	Jaipur	Chennai
Payments	Manager (Accts.)	Accounts Officer	Accounts Officer
Student issues	Class Representative	Class Representative	Class Representative
Module	Tutor concerned	Tutor concerned	Tutor Concerned
Administrative aspects of course	Course Coordinator	Course Coordinator	Course Coordinator
Curriculum of course	Course Leader	Course Leader	Course Leader
Academic issues/grievances	Head of Dept.	Course Leader	Director
Resource Centre	Coordinator	Librarian	Librarian
Library	Head Librarian	Librarian	Librarian
Internship/Placement	Head, IRD	Course Leader	Director
Personal issues/ infrastructural facilities	Student Counselor	Course Leader	Registrar
Academic Administration	Group Registrar	Registrar/ Manager (Admn.)	Registrar
Quality and Standards of Academic courses	Academic Advisor	Director	Director
Hostel Accommodation/ Administration	Group Registrar	Registrar/ Manager (Admn.)	Student Counselor
Canteen	Group Registrar	Registrar/ Manager (Admn.)	Student Counselor

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

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

**35.****EMERGENCY HELPLINE**

In the event of any emergency or in case you find yourself in untoward circumstances, you must contact the Registrar of the Academy.

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

**36. \_\_\_\_\_ ENCOURAGEMENT OF POSITIVE ATTITUDE**

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

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

**ACADEMIC CALENDAR**  
**ANNEXURE I AUGUST TO DECEMBER 2007**

WEEK	DATES	EVENTS
1	30 July - 4 August	Term I (FMM) and Semesters I/III/V/VII (rest courses) begin
5	27 August - 1 September	CCMs
6	3 - 8 September	CCMs
11	8 - 13 October	CCMs
12	15 - 20 October	CCMs; FMM Student Feedback; FMM Progression Review
13	22 - 27 October	Term II (FMM) opens
14	29 October - 3 November	Student Feedback
15	5 - 10 November	Student Feedback
16	12 - 17 November	PG Admissions 2008 announcement
19	3 - 8 December	Assessment collation/due diligence
20	10 - 15 December	Progression Review Meetings
	17 December 2007 to 5 January 2008	Winter Break

**ACADEMIC CALENDAR**  
**ANNEXURE II JANUARY TO JULY 2008**

WEEK	DATES	EVENTS
1	7 - 12 January	Term II (FMM) contd.; Semesters II/IV/VI/VIII (rest courses) begin
5	4 - 9 February	CCMs; FMM Student Feedback; FMM Progression Review
6	11 - 16 February	CCMs; FMM Term III opens
11	17 - 22 March	CCMs
12	24 - 29 March	CCMs
13	31 March - 5 April	UG Admissions 2008 announcement
15	14 - 19 April	Student Feedback
16	21 - 26 April	Student Feedback
19	12 - 17 May	Assessment collation/due diligence
20	19 - 24 May	PBMs/EBMs
21	26 - 31 May	PBMs/EBMs
	01 June to 26 July 2008	Summer Break

**ANNEXURE III** **EVENT CALENDAR**

<b>Date/Month of Event</b>	<b>Event</b>
<b>DELHI</b>	
26-27 July	Induction of Freshers
August	Freshers' Welcome Party
August	Fashion Quiz
5 September	Teachers' Day
20 September	Convocation
27 October	Pearl Utsav
11 January	Sports Day
30 January	Reclaim (Creative Design Competition)
14 February	Valentopia
May	Portfolio
May	Foundation Recap
June	Synthesis
June	Open Works
<b>JAIPUR</b>	
26-27 July	Induction of Freshers
August	Freshers' Welcome Party
5 September	Teachers' Day
20 October	Pearl Utsav
December	Design & Perception – <i>Preview</i>
January	Kite Design Competition
January	Sports Day
May	Design & Perception – <i>Finale</i>
May	Portfolio 07
<b>CHENNAI</b>	
26-28 July	Induction of Freshers
August	Freshers' Welcome Party
5 September	Teachers' Day
August	Contempo
October	Pearl Utsav
February	Sports Meet

## ANNEXURE IV

LIST OF HOLIDAYS  
AUGUST 2007-JULY 2008

Holiday	Delhi	Jaipur	Chennai
Independence Day	15 August	15 August	15 August
Raksha Bandhan	28 August	28 August	–
Janmashtami	4 September	4 September	3 September
Ganesh Chaturthi	–	–	15 September
Gandhi Jayanti	2 October	2 October	2 October
Dushera	21 October	21 October	21 October
Deepawali	9 November	9 November	9 November
Vishwakarma Day	10 November	10 November	–
Guru Nanak's Birthday	24 November	–	–
Id-ul-Zuha*	21 December	21 December	–
Christmas	25 December	25 December	25 December
New Year	1 January	1 January	1 January
Makar Sankranti/ Pongal	14 January	14 January	14 January
Republic Day	26 January	26 January	26 January
Maha Shivratri	–	–	6 March
Holi / Good Friday	21 March	21 March	21 March
Baisakhi / Tamil New Year Day	14 April	14 April	14 April
Labour Day	–	–	1 May

\* *subject to appearance of moon.*

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

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

## **PEARL ACADEMY OF FASHION**

**A-21/13, Naraina Industrial Area, Phase-II, New Delhi-110028**

**Tel: 011 - 41417693 - 94, 25703451, 25708506, 25895107 Fax: 011 - 25705451**

**Plot B, Sahakar Marg, Jaipur-302001**

**Tel: 0141 - 2742729, 2743057 Fax: 0141 - 2743959**

**82, Sterling Road, Nungambakkam, Chennai-600034**

**Tel: 044 - 42664445 - 50 Fax: 044 - 42664454**