

INTERNSHIP MANUAL

Diploma

in

Apparel Merchandising

(DAPMER)

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Role of Academic Counselor

4.0 Role of Supervisor

5.0 Guideline for Learners

5.1 How to go about the Internship

5.2 Activities To Be Undertaken during Internship

6.0 Structure Outline of Internship Report

7.0 Evaluation

8.0 Points To Remember

Annexure A Reference Letter for Industry

Annexure B Evaluation Mark Sheet (External Evaluation)

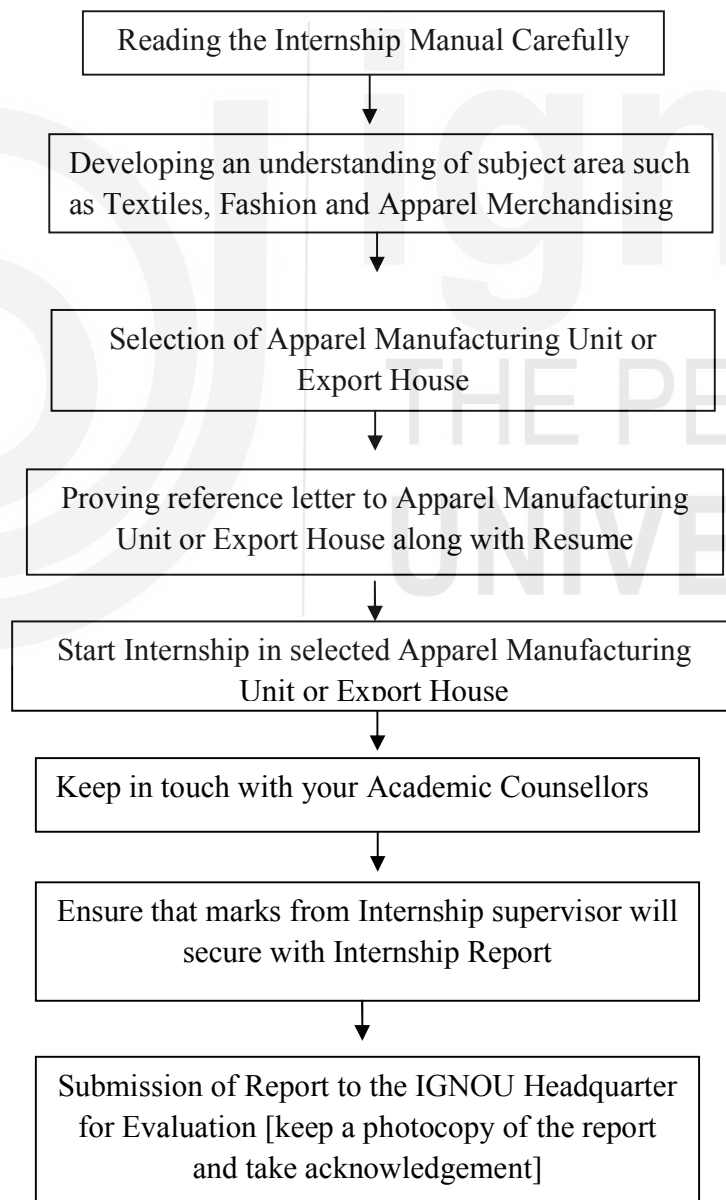
Annexure C Review of the Learner

Annexure D Certificate of Internship

Annexure E Evaluation Mark Sheet (Internal Evaluation)

Flow Chart for Internship

Before you start the Internship, read the Internship manual carefully. Identify your subject area such as Textiles, Fashion and Apparel Merchandising for Internship and search Apparel Manufacturing Unit or Export House for the Internship. You can approach to the Apparel Manufacturing Unit or Export House by sending them your resume along reference letter. Begin with your Internship at selected Apparel Manufacturing Unit or Export House. You should keep in touch with your Academic Counsellors while undertaking Internship activities. Prepare a detailed Internship Report and ensure that the evaluation and marks of internship supervisor will secure with your report. Finally, submit your report to the IGNOU Headquarter for further evaluation. The flow chart is given below for your reference.



Dear Learners,

Welcome to this Internship Course BHCL-009 of Diploma in Apparel Merchandising.

Internship plays important role to in shaping your career. It will help you to understand the theoretical concepts which are explained in the printed study materials of this Diploma Programme. The Internship manual includes all the guidelines about how to go about the Internship and how will you prepare the Internship report.

There are some tips for finding and making the most of an Internship such as:

Start by researching the apparel industry and export houses that offer Internships. Reach out to your personal and professional networks, such as family, friends, professors, or career counselors. They may have connections or be able to recommend Internship opportunities. You may also use networks like LinkedIn to look for Internships and network with possible companies. Prepare your resume and reference letter (attached with the manual) for the Internship application. Highlight your skills, relevant coursework, and previous experience in your resume which makes you a strong candidate.

Once you secure an Internship maintain a professional demeanour, be punctual, dress appropriately, and communicate effectively with your supervisor and colleagues during the Internship. Ask questions and take advantage of learning opportunities during the training. Prepare a report of training in a given format, which will be evaluated for your final marks. Make sure that your report should be certified by your Internship supervisor before submitting it for the internal assessment at IGNOU headquarters. Only original work is accepted.

Before submitting your report to the Internship supervisors for review, you must cut Annexures B, C and D from this manual and attach them at the beginning of the Internship report.

Note: Internship is mandatory for completing this Diploma Programme.

The marks for the Internship file are separate. Internship files have to be submitted separately for the external and internal assessment.

Please read the guidelines carefully and adhere to them.

**Programme Coordinators
Diploma in Apparel Merchandising**

1.0 INTRODUCTION

An Internship gives the foundation to learners for professional work in the industry. It requires you to work in the Apparel Industry with merchandisers and develop an understanding of the work process in the Apparel Industry. Internship with professionals has been designed to provide you skills as well as experience to work in the Apparel Industry and it will also give you exposure to the challenges in the work environment.

The main aim of this Internship Course is to provide hands-on training in the field of Apparel Merchandising as an intern and apply theoretical knowledge in this area. This course will help to get exposure to skills that are required for the Apparel Merchandising Profession in the Apparel industry.

2.0 OBJECTIVES

Before undertaking an Internship, you have to complete all the 3 Theory Courses of this Diploma Programme. The basic objectives are framed herewith, you have to read and understand this carefully. The Internship Course is for 8 credits. You will work in Internship for a period of one to two months, especially in the Merchandising Department. The objectives of the Internship are highlighted herewith:

The objectives of the Internship Course:

1. To apply theoretical knowledge to the practical study of Apparel Merchandising.
2. To understand the workflow of Apparel Merchandising in the Apparel Industry
3. To develop an understanding of Apparel Merchandising in terms of buyer deals, sourcing of apparel, production process, and so on.
4. To build up managerial skills to handle the buyer's deals and dispatch their products in time.
5. To understand international trade and finance in terms of the Apparel Industry
6. To develop entrepreneurial skills to identify business opportunities and create new enterprises.

3.0 ROLE OF ACADEMIC COUNSELLOR

The academic counselor is expected to confirm the suitability of the Internship industry where the learner has been placed or learners can also search industry or export hose for Internship on their own. During the course of the Internship, the learner is expected to regularly interact and report about the work done by her / him to the academic counselor. The academic counselor is expected to evaluate the learner, based on the report written by the learner and the overall understanding of work process of apparel by the learner.

4.0 ROLE OF AGENCY SUPERVISOR

The supervisor at the industry should be a senior or junior merchandiser. They have to guide the learner and assign the work or task for a better understanding of the apparel industry. The industry supervisor will evaluate the learners based on your Internship file and your overall attitude such as sincerity and professional competence. They have to mark them in the attached proforma (Annexure B) and sealed it into envelop to attach it to the Internship report or file.

5.0 GUIDELINES FOR LEARNERS

Every apparel industry has its own ethical and professional standards. You must follow these guidelines and conduct yourself professionally at all times.

You can submit a Reference letter (Appendix A) if the Apparel Manufacturing Unit or Export House requires it before the Internship. You have to maintain a diary regarding activities you will perform each day in the industry where you are carrying out an internship. The diary will help you in writing detailed reports and in further discussions with your supervisor as well as the academic counselor. The format for writing the Internship report is explained in the manual.

5.1 HOW TO GO ABOUT AN INTERNSHIP

You might conduct research on the availability of Apparel Manufacturing Unit or Export House in your surrounding places. You can reach out to your personal and professional networks, such as family, friends, professors, or career counselors. They may have connections or be able to recommend Internship opportunities. You may also take help from your study centre and academic counselors. They will help you to identify a good apparel industry or export house.

You have to identify the apparel industry which is specifically involved in women's wear, men's wear and kid'swear. Some industries only deal with knitwear or denim wear; you can also approach them according to your interest. Before approaching the manufacturing unit, you have to identify the garment category in which you are interested. Don't approach the Unit that is involved in fashion accessory development such as shoe making, jewelry making, etc. You can also approach the Fashion Houses where merchandising process are followed. You can also approach Small Export Houses in your city / town / area with a capacity of 50-100 machines. Keep the objective of your Internship in your mind while identifying the apparel industry.

There are some big brand names of Apparel Export Houses which are having their branches all over India such as Shahi Exports Pvt Ltd, Orient Fashion Exports INDIA Pvt Ltd, Raymond Ltd, and Arvind Mills.



You can also utilize platforms such as LinkedIn to search for Internships and connect with potential employers. Preferably, send your CV with a letter of recommendation to HR department of the industry that will allow you to speak with the HR department directly. Once HR has given their approval, you can begin your Internship.

5.2 ACTIVITIES TO BE UNDERTAKENDURING INTERNSHIP

Take up Internship specifically in a Merchandising Department to understand the work procedure of that department. Meeting with buyers, creating samples of the product, completing the product and design, and receiving orders from buyers are all steps in the merchandising process. The merchandiser follows the consignment from the beginning till dispatch of the consignment to the buyer.

As an intern in the apparel industry, you must engage in a wide range of activities that will be assigned by your Internship supervisor. Activities mainly depend on the nature of the apparel manufacturing unit. You need to learn all the processes of apparel merchandising and must participate in all the activities as well. You must take part in some of the following general activities such as:



Market Research: Apparel Industry is constantly evolving industry, driven by ever changing consumer preferences. Hence, market research plays a critical role in creating new product range for the consumers.

As an intern, you must be involved in conducting market research to identify current fashion trends, customers' preference, and competitor analysis. This process also consists of identification of sourcing agencies, monitoring fashion blogs, attending trade shows, and conducting surveys or interviews.

Product/Sample Development: This process is refers to the process of creating prototypes and then brining them to market as finished products. You must be involved in the sample/ product development process under the supervision of your senior merchandisers. Product development includes collaborating with designers, sourcing materials, coordinating sample production and maintaining product development timelines. You could be responsible for organizing and cataloging product samples.



Buying and Assortment Planning: This involves a systematic approach to selecting, purchasing, and organizing products to meet consumer's demands and maximizing profitability. Hence, sourcing of material and assorting them according to the production process is required.



You might support the buying team by assisting with inventory management and participating in the assortment planning process. The buying and assortment planning includes researching potential vendors, comparing prices, negotiating with suppliers' quality and preparing purchase orders.

Inventory Management: Inventory management is important to control the flow of products. It involves maintaining optimal balance between stock levels and consumers demand. Hence, You must help with inventory management tasks such as tracing monitoring product performance, and recommending replenishment or market-down strategy based on sales trends and customer demand.



Visual Merchandising: Visual merchandising play important role in apparel industry. It directly impacts the overall shopping experience on consumers and also influences their purchasing preference. This involves creating visual displays and store layout for selling the products.



You should also be involved in creating visually appealing displays and layouts for retail stores or online platforms and assisting with marketing and promotional planning and execution.

Cross-functional Team: All the departments work together in the organization. You must work closely with various departments within the organization, such as design, production, sales, and marketing. This collaboration allows them to gain a holistic understanding of the apparel merchandising process and the interconnection of different functions.

There are some points that you have to follow during your internship such as following decorum and discipline during internship, showing enthusiasm and a positive attitude towards the work assigned to you. Be open to feedback and be adaptable to changes in tasks or projects. Ask as many questions to your industry supervisor and take the opportunity to learn from your supervisor. Apply the knowledge and skills you gain, to future endeavors.

6.0 STRUCTURE OUTLINE OF THE INTERNSHIP REPORT

Handwritten Internship Report will be accepted for evaluation. It should be written in English. You have to prepare a detailed report (3000-5000 words) explaining the activity you worked on for the Internship. You can use images, illustrations, and samples for describing the activity. You can also attach flow diagrams, and samples of documents used in the industry like Purchase Order, Tech-pack, Balance Sheet, Specimen Sheets, etc.

The headings given below will help you to prepare your report file. These are just indicative. You are free to add other points that you want to include in your report file.

The outlines of the Internship report are as follows:

- **Cover page of file:** This includes Name of Apparel Manufacturing Unit or Export House, Submitted By (name of students), Year of Admission, Enrollment Number, etc
- **Acknowledgement:** You should acknowledge all the persons who helped you before and during the Internship.
- **Table of Content:** List down all the content of the Report with page numbers.
- **Firm or Industry Profile:** You have to write a brief introduction about the industry. Give the details in heads given below:

a) **Name of Apparel Manufacturing Unit or Export House:** _____

b) **Year of establishment:** _____

c) **Name of director/owner** _____

d) **Infrastructure** _____

e) **Capacity (in terms of sewing machine)** _____

f) **Mainly deal with (give the product details)** _____

- 1) **Introduction of Department:** In this section, you have to write about the department in which you have done an Internship, like merchandising department. Give all the details of the work done in this department, emphasizing the most relevant issues.
- 2) **Objectives:** Frame the objectives of your Internship that highlight what you expect from your Internship. Write 3 to 4 objectives in your report.
- 3) **Responsibility as Intern:** In this section, you have to emphasize your role and responsibility as an intern. Describe all the work step by step in detail which is done by you during your Internship period. You can support your details with images, tables, graphs, and diagrams as well as copies of Performa used in the industry, etc.

You have to write about the process of merchandising, how it begins, and how the merchandiser deals with the consignments. Share your experiences and observations to support your details.

- 4) **Learning:** Share your learning in this section. Write about the departments which the merchandiser deals with like,

- Designing Department
- Merchandising Department
- Pattern Making
- Sampling Department
- Fabric Store

- Trims and Accessory Store
- Fabric Testing Lab
- Quality Control Department

Describe the working process of the entire merchandising department and other departments that are involved in the merchandising process. You can support your learning with fabric samples, flow charts, photographs, images, pictures, etc.

- 5) **Summary and Conclusion:** At the end of the report, you have to summarize what have you done, what you have learned, and how the Internship enhances your theoretical knowledge. Then conclude your content with your experiences.

It is strongly recommended that you as an intern record all the observations and take pictures during the Internship for records. You have to record the work undertaken on a daily basis in a separate diary. These details will help you while preparing the Internship file. You can add pictures, flow charts, and copy of documents which are used in the merchandising process, during your Internship, (if possible) into your report to showcase your Internship work. This will validate your written part also. You can take help from academic counselors and your Internship supervisors for the Internship report. The Internship supervisor will be the senior or junior merchandiser of the company to whom you will report during your Internship.

7.0 EVALUATION

The Internship carries a weightage of 100 marks holds for assessment. The evaluation of your Internship will be done in two ways like External Evaluation and Internal Evaluation. The External Assessment carries 50 % weightage and Internal Assessment holds 50 % weightage.

- 1) **External Evaluation (by Supervisor):** Your performance during the Internship and your Internship file will be evaluated by your Internship Supervisor which carries 50 % weightage. The Internship Supervisor will assess you on your Internship file and your performance during the Internship. The Internship Supervisor will give you marks and will also certify that your work and report were completed entirely by you.
- 2) **Internal Evaluation:** After External Evaluation by the Internship Supervisor, the report has to be submitted for Internal Evaluation to the Student Evaluation Division (SED) at IGNOU headquarters. The Internship Report will be sent to the expert for Internal Evaluation which carries 50 % weightage. Only original work is accepted at the IGNOU headquarters. Don't forget to cut Annexure D from this Manual and attach at the beginning of the Internship Report before submitting your Report for evaluation.

Submit the original document for evaluation at the following address:

DAPMER Internship Report BHCL-009
Student Evaluation Division
Indira Gandhi National Open University, Maidan Garhi
New Delhi-110068

Note: It is recommended that you keep a copy of the Internship Report for your reference also.

8.0 POINTS TO REMEMBER

1. Internship Reports could be a combination of print and handwritten. Write your observations and intervention in the Internship Report. You can use images, flow charts, and graphs to represent your work. You can also add samples of sheets and data on which you have worked during the Internship.
2. Ensure that the final report has a Cover Page, List of Contents, Acknowledgement, Certificate of Internship, and Record of Visits/Activities carried out by the learner.
3. Internship Reports should not be plagiarized or copied from another learner. If a Report is found to be plagiarized or copied from another learner or any other source, the learner will have to repeat the Internship.
4. Learners should keep a copy of the Internship Report as the report once submitted will not be returned to the learner.
5. Remember, an Internship is meant to provide learning opportunities as well as the opportunity to get practical experience. Embrace the experience, be professional, and make the most of the opportunities that come your way.

Annexure A

(This page has to be cut, filled, and signed by Academic Counsellor /Study-Centre Coordinator /Regional Director then sent to the HR of Industry along with a CV. if required)

FORMAT FOR REFERENCE LETTER

Date:

To,

Dear Sir/ Madam,

This is to state that Mr./ Ms. _____, Enrollment No. _____ is a student of IGNOU and is presently pursuing Diploma in Apparel Merchandising from _____ Regional _____ Centre _____, StudyCentre _____. As a part of the Diploma in Apparel Merchandising, she / he have to carryout an Internship (BHCL-009) for 240 hours.

You are requested to kindly provide her / him with permission to undergo an Internship at your manufacturing unit/ export house. You are also requested to assign one Supervisor under whom the learner will carry out her / his Internship. The Supervisor will also have to evaluate the learner as per the given criteria.

Yours faithfully,

Academic Counsellor/Study-Centre Coordinator
/Regional Director

ANNEXURE B

(This page has to be attached to the Internship Report before it is submitted to the Internship Supervisor)

EVALUATION MARK SHEET

(External Evaluation)

Remember to cut this page and enclose this Annexure with the Internship Report when you submit to your Internship Supervisor. Keep a copy with yourself

Level 'A'- Evaluation by the Supervisor at Apparel Manufacturing Unit or Export House

This assessment carries 50% weightage (i.e. it will be of maximum 50 marks). The following is the format in which the Supervisor at the Internship is requested to consolidate the marks for Internship work. These marks should also be stated on the Internship Report or File. The Supervisor will also provide comments for inclusion in the Internship Report or File.

Name of learner:		Enrollment Number :	
S.No.	Particulars	Maximum Marks (50)	Marks Obtained
1.	Internship File	30	
	Presentation of File	10	
	Details of Report	20	
2.	Rating of Students	20	
	Sincerity	4	
	Initiative	4	
	Managerial Skill	5	
	Team Work	4	
	Interpersonal Skill	3	
Total Marks Obtained in Figure			
Marks Obtained in words <hr/>			

Signature of Supervisor with Stamp

Note: At the end of the Internship the marks are to be given by Industry Supervisor in the above format along with a Review of the learner's letter and should be sent to the concerned Study Centre address in a sealed envelope.

ANNEXURE C

REVIEW OF THE LEARNER

This is a very important part of the Internship in order to understand what the Supervisor thinks about of the learner. In terms of the strength of the learner and where improvements are required. does the learner need to work hard.

Supervisor's comments about the Learner:

Name of the Learner _____

Duration of Internship _____

Project / Roles and tasks Assigned _____

Role of learner _____

Feedback on learner's performance _____

Strength of the learners _____

Would you like to hire the learner in your industry? _____

Any other comments _____

Date :

Place :

**Signature of Internship Supervisor
Name and Designation with Stamp**

ANNEXURE D

(This page has to be attached to the Internship file before it is submitted to the internship supervisor)

CERTIFICATE OF INTERNSHIP

We certify that the candidate Mr./Ms.....

Enrollment No.....has undertaken the Internship at

.....(Name of Apparel Industry and Export House) under our guidance and supervision fromto.....

The Report enclosed is the result of bonafide work done by the candidate.

Date :

Place :

**Signature of Internship Supervisor
Name and Designation with Stamp**

ignou
**THE PEOPLE'S
UNIVERSITY**

ANNEXURE E

(This page has to be attached to the Internship Report before it is submitted to the internship supervisor)

EVALUATION MARK SHEET

Internal Evaluation –level “B”

Remember to photocopy this page and enclose this annexure with the Internship File when you mail it to IGNOU. Keep copy with yourself

Level “B”- Evaluation by Expert at IGNOU Headquarters

The following is the format in which the Evaluation Expert at IGNOU will evaluate the learner. This assessment carries 50 % weightage (**i.e. it will be of maximum 30 marks**). Following this, the Internal Evaluator is requested to consolidate the marks for Internship work as shown in the second table of this page. These marks should be included in the Internship Report as well.

Name of learner:		Enrollment Number :	
S.No.	Particulars	Maximum Marks (50)	Marks Obtained
1.	Internship Report	30	
2.	Presentation of Report	10	
3.	Details of Report	20	
Total Marks obtained in Figure			
Marks obtained in words			

Marks obtained by the learner for levels A and B of Evaluation for Internship to be consolidated by IGNOU Expert as follows:

TOTAL MARKS OF INTERNSHIP (Level A + Level B) Maximum Marks:100

External Assessment Level “A” <i>(Expert to write marks as stated by Internship Supervisor in Annexure A)</i>	Internal Assessment Level “B” <i>(Expert to write marks given by expert of IGNOU in Annexure B)</i>	Total Marks =Level “A” + Level “B” <i>(Expert to add marks of Level A_ and Level B and write the total here)</i>