

INTERNSHIP MANUAL

Diploma in Apparel Merchandising – Applied (DAPMERA)



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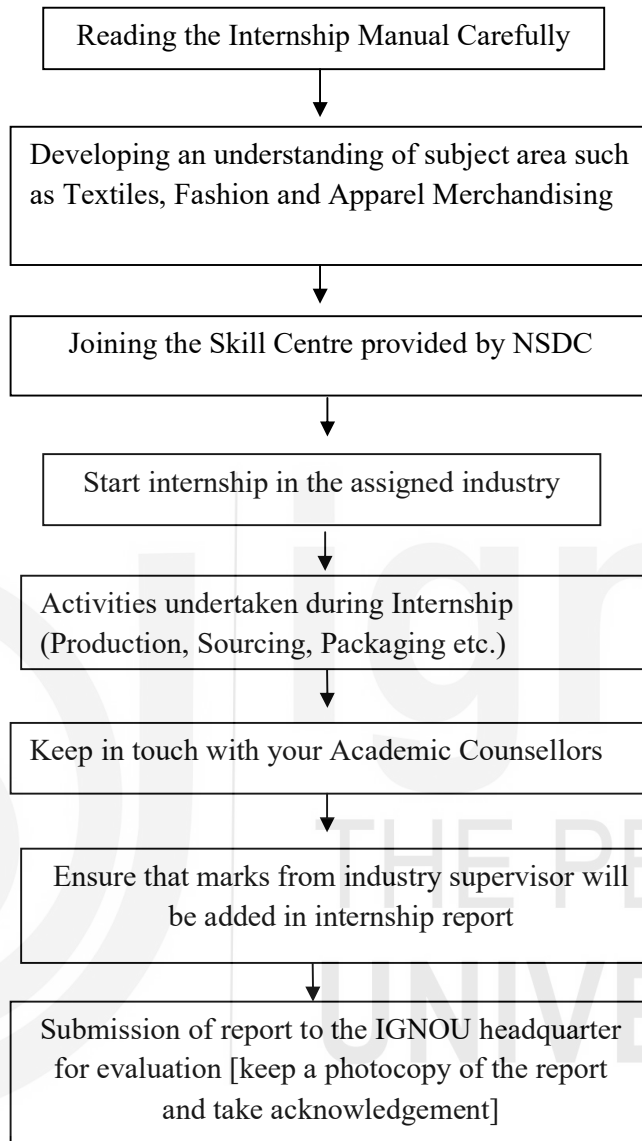
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Flow Chart for Internship



Dear Learners,

Welcome to this Internship course BHCT-010 of Diploma in Apparel Merchandising - Applied.

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:

Once you join the skill centre provided by NSDC, maintain a professional demeanour, be punctual, dress appropriately and communicate effectively with your supervisor and colleagues during the internship. Highlight your skills, relevant coursework, and previous experience in your resume which makes you a strong candidate.

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 will be 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 is 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 the 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 three theory course of this Diploma Programme. The basic objectives are framed herewith, you have to read and understand this carefully. The internship course is for 12 credits. 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 the managerial skills to handle the buyer's deals and dispatch their products in time.
5. To understand the 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 WORK CENTRE INTERNSHIP SUPERVISOR

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 him/ her 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 INTERNSHIP 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 his/her internship file and the overall attitude of learners 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. If, you face any difficulties / problem / conflicts at the industry/organization, the same may be reported to the Academic Counsellor / Regional Centre. The academic counselor may then discuss the matter with the learner as well as the industry supervisor and try to resolve the issue.

13 Skill work centres will be provided to you by NSDC. You will have to select any one centre LIST You have to maintain a diary regarding his/her activities each day in the industry where he/she is 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 counsellor. The format for writing the Internship report is explained in the manual.

5.1 SELECTION OF INTERNSHIP CENTRES

The Internship Skill Centres will be provided by National Skill Development Corporation (NSDC).

5.2 ACTIVITIES TO BE UNDERTAKENDURING INTERNSHIP

You have to take your internship specifically in the Merchandising Department to understand the work procedure of the 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. Merchandiser follows the consignment from the beginning to 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 industry supervisor. Activities are mainly depending on the nature of the industry. You should have 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: 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 the decorum and discipline at the 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 INTERNSHIP REPORT

The handwritten Internship Report has been 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, Techpack, Balance Sheet, Specimen Sheets, etc.

The heading 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:

- 1) **Cover page of file:** This includes Name of Industry, Submitted By (name of students), Year of Admission, Enrollment Number, etc.
- 2) **Acknowledgement:** You should acknowledge all the persons who helped you before and during the internship.
- 3) **Table of Content:** List down all the content of the report with page numbers.
- 4) **Firm or Industry Profile:** You have to write a brief introduction to the industry. Give the details in heads given below:
 - a) **Name of industry:** _____
 - 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)** _____
- 5) **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.
- 6) **Objectives:** You have to frame some object of your internship that highlighted what you expect from your internship. Write 2 to 4 objectives in your report.
- 7) **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.

- 8) **Learning:** Share your learning in this section. Write about the department's, merchandiser deal 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 merchandising process. You can support your learning with flow charts images, pictures, etc.

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

Preparation of Swatch File: You have to prepare a swatch file with different varieties of fabrics, finishes, prints, dyed samples, trims & accessories etc. The swatch samples should be of 2x2 inches size. This file will be useful for a better understanding of the fabrics & trims, and it will be advantageous for future ventures.

It is strongly recommended that record all the observations and take pictures during an 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, copy of documents which is used in merchandising process (if possible) into your report to showcase your internship work and will validate your written part also. You can take help from academic counselors and your internship supervisors for internship reports. The internship supervisor will be the senior or junior merchandiser of the company to whom will you report during your internship. After the completion of the report, you have to prepare a PPT presentation (10-15 slides) take a print out of the same and attach it with the final report.

7.0 EVALUATION

The internship holds 100 marks for the assessment. The evaluation of your internship has been done in two ways: External Evaluation and Internal Evaluation. 50:50 ratios have been used for external and internal assessment. 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 mark you 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 at IGNOU headquarters. The internship report will be sent to the expert for evaluation which carries 50 % weightage. The 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:

DAPMERA Internship Report BHCT-010
Student Evaluation Division
Indira Gandhi National Open University, Maidan Garhi
New Delhi-110068

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

9.0 POINTS TO REMEMBER

1. Internship reports could be a combination of print and handwritten. Write your observations and intervention into 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, content list, 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 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 Industry 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 Student		
Sl. No.	Parameters	Maximum marks
1	Internship report	50
	Report on the following Departments: <ul style="list-style-type: none">• Designing Department• Marker Making• Sampling Department• Fabric Store & Trim Store• Quality Control Department	5 X 6 = 30
	Swatch file	10
	Presentation of File	10
3	Comprehensive Skill and Performance	20
	Sincerity	3
	Initiative	4
	Managerial Skill	5
	Team Work	4
	Interpersonal Skill	3
4	PPT Presentation and Viva Voce at NSDC Centers	30
Total		100

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 are to be sent to the concerned study center address in a sealed envelope.

ANNEXURE B

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. What is the strength of the learner and where does the learner need to work hard.

Supervisor's comments about the Learner:

Name of Learner _____

Duration of Internship _____

Project Assigned _____

Role of learner _____

Feedback on learner Performance _____

Strength of learners _____

Would you like to hire in your industry _____

Any other comments _____

Date :

Place :

**Signature of Head of IGNOU Study
center with Stamp**

ANNEXURE C

(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./Miss.....

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**

ANNEXURE D

(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.	PPT Presentation of Report	10	
3.	Swatch File	10	
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 GNOU Expert as follows:

TOTAL MARKAOF 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 if IGNOU in Annexure B)</i>	Total Marks =Level “A” + Level “B” <i>(Expert to add marks of Level A_ Level B and write the total here)</i>



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