

# STUDY OF ASSESSMENT PROCESS OF STUDENTS IN FASHION INSTITUTES IN INDIA

Rajeev Kumar Vashishtha, Associate Professor, R D P D Institute Of Higher Education, Jahangirabad, Bulandshahr

## Abstract

The students pursuing fashion education are from various disciplines, sociocultural and linguistic backgrounds. These students are to be groomed towards the specific objectives of the fashion programs they pursue. It is interesting to know how these institutions are providing learning experiences and how students are able to comprehend and acquire adequate knowledge, creative skills, and attitude towards fashion education. This study has made an attempt to critically analyze various fashion education programs in terms of curriculum inputs, approaches to learning and learning outcomes. Fashion education needs inputs broadly in the areas of fine arts, design, technology, and management. Accordingly, multi-disciplinary teachers are recruited to teach. It is interesting to know how NIFT campuses are accomplishing their academic planning and curriculum transaction with the teachers of varying backgrounds, experiences, and profiles. The teaching methodologies and modes of students' assessment are also the focus of the present research study.

## 1. INTRODUCTION

Fashion programs are popular among the Indian students because of their fame, status, and appealing career opportunities. In order to keep in pace with the demands of the fashion institutions, the students need to compete and clear entrance examinations or admission procedures to enroll in these institutions. The present status and future prospects of fashion education in India in terms of various specializations and levels of education was an important aspect in the present study.

Fashion education as a multidisciplinary subject has got its prominence in the academic field across the globe. In India, after the establishment of NIFT, it has become popular and appealing in terms of job prospect. The growing demand and the global developments in the fashion industry stress the need for quality curriculum and its transaction. The interdisciplinary nature of the subject requires a thorough upgradation and a high degree of integration by blending the different disciplinary knowledge into unifold perspective to understand fashion education. Hence, it is interesting and important to study the nature and process of fashion education as an academic program in India, especially in NIFT and its campuses.

NIFT continues to be a center of excellence over the years by designing need based and relevant programs for developing fashion professionals. Innovative curriculum with learner-centered instructional designs and practices are the best suited approaches for 21st-century education. NIFT is one of the very few institutions in India having such a paradigm. How these NIFT campuses have continued to remain centers of excellence in fashion education in India while maintaining their quality with innovative instructional practices is an important aspect of the study. Fashion is a dynamic and ever-changing field. Based on the prevailing market trends and influences, the fashion education needs to upgrade continuously in terms of its resources that include professional development of teachers, infrastructure development and institutional linkages etc., to predict the future trends and to facilitate them. It is also an important aspect of the study to understand how these institutions cope with such challenges in the areas mentioned above

NIFT campuses in India are under the aegis of the Ministry of Textiles, Government of India. The peculiar feature of NIFT campuses is that the institutions do not require affiliation under any university as these have statutory status with the center of excellence. NIFT has seventeen campuses across India and Head Office at New Delhi. It was one of the aspects of this study to know how Head office and the NIFT campuses are sharing the authority and responsibilities in terms of autonomy, accountability, equity and equality which are important priorities of any institution of higher education. According to the enlisted functions in the NIFT-Act 2006, the

institution mandate is to; promote quality and excellence, lay down various degrees, awarding degrees and honorary degrees, undertake research, establish modern information center, organize national and international events, act as a nucleus for interaction between academia and industry. It is an important aspect to understand how these institutions are managing in the above areas. The researchers have not come across any research study on academic management of Fashion Education in India specific reference to NIFT. Considering the above points in mind, the investigator as conceptualized the research problem, formulated the research questions and objectives of the study with appropriate methodology.

## **2. ACADEMIC MANAGEMENT AND ITS PURPOSE**

Academic management is the prime focus of the present study. The success of any academic programme mainly depends on its academic management. This majorly includes management of students, teachers, curriculum, resources, etc. The academic management should operate keeping in mind the purpose for which the institution was established and its vision. The intended purpose should reflect through its academic culture, programmes offered and the service that is rendered to the industry and the society. Correct articulation and perpetuation of the purpose on a regular basis is essential for any institution. The Vision, Mission and the Objectives of any institution are articulated from its purpose. Based on prevailing circumstances and opportunities, the purpose of any institution may need to change or evolve from time to time. However, within the same institution, different stakeholders may have different hidden purposes. Regular orientation to teachers and academic administrators is essential to improve the harmony and maintain common direction for the continuous progress and expansion of any institution.

## **3. RESEARCH METHODOLOGY**

### **3.1 Sample of the study**

Four year UG programme is divided into eight semesters. The first two semesters are common for all students and then the 3rd semester they attend their respective departments. These students are of the age group 18-19 years. The sample size of the students pursuing 3rd year i.e. sixth semesters in all selected programmes of the sample campus was 568.

### **3.2 Statistical Analysis**

A Microsoft Excel format was designed and given to the assistants at each department to enter the received data. The data was collected during years 2018 and 2019.

The quantitative data obtained from students and teachers were analysed through descriptive and inferential statistics and presented in tables and graphs.

## **4. RESULTS & DISCUSSION**

The following table describes the students assessment practices Reddy, G.C. (2014) had identified various practices used by teachers for students assessment are as follows:

**Table 1: Students assessment practices**

S.no	Assessment type	Evaluation criteria
1	Report / document submissions	Quality, representation and composition of the report
2	PPT presentations	Quality, representation and composition of PPT, articulation, communication and body language of the person.
3	Product submissions	Design methodology, development, quality and viability of the product.
4	Spot evaluation	Based on the students' instant performance a faculty or group of faculty evaluate the student. It may be a practical performance, theoretical understanding or quiz.
5	Common Examination	Exam conducted centrally with a single paper throughout all

	board (CEB) theory exams	centers.
6	CEB practical exams	Exam conducted centrally with a single paper throughout all centers.
7	Non-CEB theory exams	Theoretical understanding and application of knowledge. Exam conducted with locally set exam papers.
8	Non-CEB practical exams	Practical understanding and skills. Exam conducted with centre wise set exam papers.
9	Internal jury	A team of three to five internal faculties conducts jury to examine student's overall understanding and presentation skills.
10	External jury	A team of three to five faculties or subject expert, at least one expert from outside conducts jury to see student's overall understanding and presentation skills.

The responsibility of curriculum mainly lies with teachers. Teachers have full freedom in executing the curriculum with the available resources. The teachers are required to get the formal approval from department head for field visits and any consumables required for students practice and material required for student's demonstration. Class Rooms, Studios and Labs are organised by the Department Assistant, Research Assistant and Lab Assistant.

## 5. CONCLUSION

Increasing importance of interdisciplinary knowledge in the changing needs of society has been creating more interdisciplinary professionals. To fulfil these demands interdisciplinary education has been exponentially expanded at various levels and domains. Fashion Education is one of such interdisciplinary education popular and available in government and private institutions. Fashion education has been evolved from informal and art oriented vocational training to a popular and in demand education system with bachelor and masters programmes all around the world. Academic management plays an important role in the success of any educational institution. Especially in the interdisciplinary education academic management is more critical and important in view of the difficulty in deriving suitable norms, procedures and policies to acquire, maintain, develop and retain the appropriate resources. The present study is an attempt to understand how fashion education is academically managed in India and to find the purpose and challenges of this education. Further to understand the academic culture in these institutions and the students approaches to learning.

## REFERENCES

- Abidin, M. (2015). Students' Perception of Service Quality Dimensions in Islamic Higher Education. International Journal of Innovative Research and Development, 4(1).
- Mukhopadhyay, M. (2016). Quality Management in Higher Education. SAGE Publications India.
- AISHE, MHRD (2018) MINISTRY OF HUMAN RESOURCE DEVELOPMENT, All India survey on higher education: 2017-18.
- ASCI Report (Administrative Staff College of India, Hyderabad). (2017). Organisation Restructuring and Employment Conditions Study for NIFT.
- CEOWORLD (2018). Best Fashion Schools in The World For 2017. <http://ceoworld.biz/2017/04/25/best-fashion-schools-for-2017> retrieved on 29/07/2018.
- Bentaleb, M., Hinda, M., & Kahalidi Idrissi, M. (2017). Towards a Skill-oriented Educational Scenario: Vocational Training as Use Case. International Journal of Computer Techniques, 4(6), 18-23.
- Reddy, G. C. (2017). A Study On the Relationship Among Heutagogical Attributes of Undergraduate Design Students of Fashion Education. International Education and Research Journal, 3(4).

- Nguyen, T. N. (2016). People, Policy and Process in College-Level Academic Management. *Journal of Academic Administration in Higher Education*, 12(2), 1-10.
- Bek, H. (2015). Examining Life Goals and School Attendance Rates of Afghan Students Receiving Higher Education in Turkey. *Journal of Education and Training Studies*, 4(2), 77-84.
- Tripathi, K., & Gupta, R. (2016). Autonomy and Accountability in Higher Education. *Journal of Human and Work Management*, 4(2).
- Naik, P. (2015). Fashion as career: Beyond art of design clothes. Retrieved 09 24, 2017, from Careers 360 The Education Hub: <https://www.careers360.com/news/3451-Fashion-as-a-career-Pret-or-Haute-Couture>
- Hidayat, H. (2015). Production based learning: An instructional design model in the context of vocational education and training (VET). *Procedia-Social and Behavioral Sciences*, 204, 206-211.

