



# KERALA STATE RUTRONIX

[www.keralastaterutronix.com](http://www.keralastaterutronix.com)

# FASHION & BEAUTICIAN

IT KERALA - FASHION PROJECT



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# **KERALA STATE RUTRONIX**

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KERALA STATE RUTRONIX was set up by the Government of Kerala, in 1990 as the apex body of 18 Rural Women's Electronics Industrial Co-operative Societies in the state. KERALA STATE RUTRONIX along with these 18 Rural Women's Electronics Industrial Co-operative Societies under its umbrella, has extended its presence through out the State and has established a unique identity and integrity of its own. It manufactured and supplied much acclaimed and well known products like KELTRON, Kamal Radios, ONIDA TVs and Pamba Electronic chokes to their respective brand name holders. Computers, UPS, EPABX system, CF lamps, Solar Electric Devices, Electronic Calculators and VCDs are some other products of KERALA STATE RUTRONIX. It has implemented several software projects for a number of public sector organizations under the Government of India and the State Government, as well as for international agencies like the W.H.O.

As part of the Golden Jubilee Celebrations of our State and with the aim of empowering women through modern technology, RUTRONIX had launched and successfully implemented a programme on software, Fashion & Beautician to provide 'Employment Oriented Computer Training at Affordable Cost to All'. In its second phase, KERALA STATE RUTRONIX launched the programme on Multimedia to meet the demand of an exciting vista of opportunities in multimedia sector and with the objective of meeting the requirements of enterprises from local resources, while improving the skill-sets of trained manpower and to raise their earning capacity. As part of the third phase, KERALA STATE RUTRONIX introduced a Hardware based programme also.



Groware Education Solutions LLP is the principal affiliate of KERALA STATE RUTRONIX, for various courses in the 'Software', 'Hardware' and 'Multimedia' streams and has been successfully providing services & solutions for years.

With a team of Academic Experts and Cyber Professionals, Groware has partnered with Kerala State Rutronix to conceive, develop and implement several long-term and short-term Government projects in the IT Education sector and the synergized efforts have trickled down to various educational organizations, including Arts & Technology Institutes, Skill Development Centers, Colleges and Summer Vacation Programs for schools. As part of Golden Jubilee Celebrations of the formation of Kerala State, SOFTWARE stream was launched in 2006, MULTIMEDIA stream was launched in 2008 and HARDWARE stream was launched in 2009 with the goal of providing "Employment Oriented Computer Education at Affordable Cost to All".

Since then, significant strides have been taken in developing and implementing statewide programme in Software, Hardware and Multimedia domains. Groware has been engaging IT Research teams to understand the developments in IT sector continuously and identify latest trends & skill sets needed to develop and upgrade courses accordingly. The in-house team at Groware comprises of Academic, Design & Marketing Disciplines.

# FASHION & BEAUTICIAN PROJECT

**The project focuses on creating magic with colors, fabric and textures. It concentrates on providing quality training by developing an aspirant's creative talent along with the practical skills required to grow and evolve in the highly competitive fashion industry.**



The project is an initiative of Kerala State Rutronix in association with Groware Education Solutions, and it focuses on imparting quality-training in the Fashion related domain. The vision is to empower and enrich the learner's versatile skill sets, and introduce them to the world of fashion. The project keeps an eye on the explicable development of every aspirant by focusing on activity based training methodologies that help them get well trained in the right skills with the right passion.

## **Fashion & Beautician Project Objectives are**

- Developing creativity and artistic taste, Understanding the sensitivity to colors, shades and tones.
- Cultivating good communication skills, being goal oriented, acquiring business acumen.
- Enhancing visual imagination, ability to think in three-dimensions to translate visualization into garments.
- Guided interest in sketching, eye for detail, persuasiveness, observation.
- Good understanding of market and customer lifestyle.
- Creating awareness about originality and innovativeness.

## **GOVERNMENT APPROVAL FOR THE COURSES**

The Government of Kerala on recommendation and approval from the Department of Technical Education, has accorded recognition of 24 IT based Software, Multimedia, Computer Hardware & Networking Courses conducted by KERALA STATE RUTRONIX and has also accorded KERALA STATE RUTRONIX with the authority to independently conduct examination and issue concerned certificates. The Government approved courses are also accorded equal/replacement status as qualification for concerned PSC appointments and to apply for jobs via the Employment Exchange. Government has also ordered that, students belonging to the SC/ST undergoing courses of KERALA STATE RUTRONIX are eligible for a quota of reservation with 100% fee concession as per norms.

## **Educational Fee Concession**

Fee Concession for all courses of any duration are awarded by KERALA STATE RUTRONIX to students who belongs to Special categories like; Women, Spouse/children of defense or police personnel who had laid their life in action, citizens with more than 50% disability, person who has received national honors (Civilian/Defense/Police/Sports/Bravery), citizens who had represented India in arts, sports & science domains and transgenders. The Fee Concession amount ranges up to 20 percentage of total course fees.

\*Examination fee is applicable and to be paid as per norms of KERALA STATE RUTRONIX.

## **REGISTRATION & ADMISSION**

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For Registration and Admission, the student must report in person, accompanied by parent/guardian at the specified Approved Training Centre's (ATCs) in various locations of all districts with the duly filled up application form, originals and a copy of qualification certificates as specified in each courses. Registration fee has to be paid to specific banks as per the instruction from the registration portal after providing specific student details. Fee Concession will be provided to eligible candidates as per norms.

## **Rejection of Application Form**

Selection/registration/admission granted will be cancelled and application rejected when, (a) Students fail to prove their eligibility or do not fulfill the prescribed eligibility conditions before the closing authenticated date of semester admission. (b) The non-payment of registration fee (c) Application is not authenticated by the candidate and parent/guardian wherever necessary.

## **Examination & Certification**

The final examination at the end of each semester will be conducted by KERALA STATE RUTRONIX. The schedule for examinations will be informed to the students through ATC and media. The student can apply for examination after the duration of the specific course from the date of registration. In addition a minimum of 80% attendance is compulsory. ATC shall confirm the eligible students by verifying the list on KERALA STATE RUTRONIX website. The students should register for the examinations directly to KERALA STATE RUTRONIX and pay the examination fees as and when the course is completed to the satisfaction of the ATC.



Internal Evaluation marks are awarded based on their performance in internal exams and model exams at ATC. Students who score a minimum of 40% marks each for every subject in the final theory exams, 50% marks in the final practical examination and 50% overall average (Internal, external and practical marks put up together) would be declared successful.

### **Communication**

The students shall communicate with the ATC Director/Principal on all matters. If their grievances are not given due attention by authorities of the ATC concerned, they may write to the KERALA STATE RUTRONIX at the following address.

Managing Director  
KERALA STATE RUTRONIX  
PADMASREE, House No C11,  
T.C.29/1884, Elankom Gardens,  
Vellayambalam,  
Thiruvananthapuram 695 010  
Phone : 9072151980  
E-mail : md@keralastaterutronix.com  
Web : www.keralastaterutronix.com

# DIPLOMA & CERTIFICATE PROGRAMMES

**Our Diploma & Certificate courses provide students with a strong foundation and competitive edge in the world of fashion & beauty. The programs empower our students with the right skills and carrier orientation in the fashion and beauty streams.**



What we wear tells the story of who we are or who we want to be, and being fashion conscious enhances ones professional and/or personal image. Fashion industry has thus grown to be a part of the changing society and has greatly influenced the state economy.

Kerala State Rutronix in association with Groware, has initiated Fashion Designing Diploma programs for developing skills and competencies in the world of Fashion. The aim is to provide job related education to the new age generation for availing opportunities and pursuing potential careers in the global Fashion industry. These are cost effective courses, set within the framework of prescribed duration to serve as prospective launchpads for upcoming fashion professionals in India and abroad.

## DIPLOMA & CERTIFICATE PROGRAMMES

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01. Diploma in Computerised Fashion Designing
02. Advanced Diploma in Garment Fashion Designing
03. Diploma in Fashion Design & Jewellery Making
04. Diploma in Garment Fashion Designing
05. Certified Beautician

# 01 DCFD

Diploma in Computerised  
Fashion Designing

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## Textiles & Computer Aided Garment Designing

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This course provides students with an opportunity to understand the importance of combining technology with creativity for a quality output. Technology like CAD has dramatically metamorphosed the process of design. This course covers Fashion Designing, Textile Science & Computer Aided Designing.

Duration : 720 Hours (1 Year)

Eligibility : SSLC & Above

Accreditation : Certified by Kerala State Rutronix

### PROGRAMME STRUCTURE

#### Semester I

##### Theory

- Garment Construction & Pattern Making I
- Textile Science I & Fashion Designing I

##### Lab

- Computrized Design (Corel Draw )
- Garment Construction I
- Fashion Illustration I

#### Semester II

##### Theory

- Garment Construction & Pattern Making II
- Textile Science II & Fashion Designing II

##### Lab

- Computrized Design (Photoshop )
- Garment Construction II
- Fashion Illustration II

### CAREER OPTIONS

On successful completion of this program, candidates get in-depth knowledge of various fabrics, weaves, draping qualities, color as well as changing trends. After completing this program, they can handle various career-designations such as: Fashion Designer, Retail / Wholesale Buyer, Retail / Wholesale Manager, Stylist, Textile Designer, Editor - Fashion, Fashion Blogger, Fashion Analyst etc.

# 02 AGFD

Advanced Diploma in  
Garment Fashion Designing

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## Fashion and Garment Construction

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This programme emphasizes innovation and creativity in Fashion Design while providing students with the technical know-how for a successful career in the fashion industry. It will also help students nurture specific skills related to sewing, pattern drafting, fashion illustration, fashion styling, design and garment construction.

Duration : 720 Hours (1 Year)  
Eligibility : SSLC & Above  
Accreditation : Certified by Kerala State Rutronix

### PROGRAMME STRUCTURE

#### Semester I

##### Theory

- Garment Construction I
- Pattern Making I
- Textile Science I

##### Lab

- Garment Construction I

#### Semester II

##### Theory

- Garment Construction II
- Pattern Making II
- Textile Science II

##### Lab

- Garment Construction II

### CAREER OPTIONS

Upon completing this program, candidates get in-depth knowledge of all elements in the discipline of fashion, from creative design practice and pattern making, to fashion communication and garment construction. After completing this program, they can handle various career-designations such as: Fashion Designer, Retail / Wholesale Buyer, Retail / Wholesale Manager, Stylist, Textile Designer, Editor - Fashion, Fashion Blogger, Fashion Analyst.

# 03 DFDJ

Diploma in Fashion  
Design & Jewellery Making

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## Fashion, Embroidery and Jewellery

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Through this course students will learn and develop creative and technical skills for jewelry and fashion design so as to produce aesthetically pleasing and technically sound designs. Hand embroidery adds colour texture, richness and dimension to dresses. Learning embroidery would involve depicting imagery on fabrics and in bringing wonderful texture to the clothes.

Duration : 360 Hours (6 months)  
Eligibility : SSLC & Above  
Accreditation : Certified by Kerala State Rutronix

### PROGRAMME STRUCTURE

#### Semester

##### Theory

- Jewellery Making
- Embroidery Work
- Craft work
- Fashion Designing & Surface Ornamentation

##### Lab

- Fashion Art & Craft

### CAREER OPTIONS

This course enables students to enhance skills, expression and ideas. We stress upon, creativity and innovation with ideas and inspiration that gives students the essential techniques to explore and extend their creativity. After completing this program, they can handle various career-designations such as: Jewellery Designer, Jewellery Plating, Textile Designer, Finisher and Buyer.

# 04 DGFD

Diploma in Garment  
Fashion Designing

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## Fashion, Textiles and Garment Designing

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This course exposes students to the core topics in Fashion Designing and covers pattern making, basic garment construction and textile science. The students can develop complex patterns and designs based on the practical skills they acquire. Students learn to select design and draft patterns in various garments based on body measurement to develop basic blocks for construction.

Duration : 360 Hours (6 months)  
Eligibility : SSLC & Above  
Accreditation : Certified by Kerala State Rutronix

### PROGRAMME STRUCTURE

#### Semester

##### Theory

- Garment Construction
- Pattern Making
- Textile Science

##### Lab

- Garment Construction

### CAREER OPTIONS

This course enables students to convert their design into a product or a garment using appropriate construction techniques. After completing this program, they can handle various career-designations such as: Fashion Designer, Retail/Wholesale Buyer, Retail / Wholesale Manager, Stylist, Textile Designer, Editor - Fashion, Fashion Blogger, Fashion Analyst etc.

# 05 CB

Certified Beautician

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## Facial Makeup, Scalp Treatment, Hair Styling

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Beauty & Skin care is a highly promising career due to lifestyle changes. Since more people now want to look good and confident, the beauty industry is booming and there is great demand for beauty experts. This Certified Beautician course provides theoretical and practical saloon training in aesthetic concepts, beauty products, hair & skin care and in the use of tone & textures for flawless and natural finishes.

Duration : 360 Hours (6 months)  
Eligibility : SSLC & Above  
Accreditation : Certified by Kerala State Rutronix

### PROGRAMME STRUCTURE

#### Semester

- Skin Care
  - Facial Massage & Makeup
  - Bleaching
  - Manicure & Pedicure
  - Superficial Hair Removing
- Hair Care
  - Scalp Treatments & Shampooing
  - Hair Styling

### CAREER OPTIONS

This course enables students to seek employment as beautician, work as freelancer, start their own business, specialize in hair styling / bridal makeup etc.

# FASHION & BEAUTICIAN SHORT TERM PROGRAMMES

**These are short term Fashion & Beautician courses which stands out on the skill sets of any resume and enhances your practical knowledge, technical expertise and multi-level exposure.**



Short-term certification programs are ideal for anyone looking to get professional training and instruction, in a short period of time. Aspirants can enter the workplace with improved skills. They are especially useful for those who do not have the time or money to disrupt their lives but wish to improve their skill set.

Most of the programs have hands-on practical training which either helps the job seeker to find a new career or help a professional in their career growth. Ultimate aim of our certification program is to let the person grow individually and academically resulting in an overall benefit for the aspirant.

These Certified programmes last for two months and can be applied with a basic qualification (8<sup>th</sup> and above).

## CERTIFIED COURSES

01. Garment Making & Surface Ornamentation
02. Embroidery & Needle Work
03. Garment Stitching
04. Jewellery Making
05. Fashion Art & Craft

Duration : 120 Hours (2 months)

Eligibility : 8<sup>th</sup> pass & above

Accreditation : Certified by Kerala State Rutronix