

ABOUT THE UNIVERSITY

The Government of Tamil Nadu established Periyar University in Salem on 17th September 1997 as per the provisions of the Periyar University Act, 1997. The University covers the area comprising four districts namely Salem, Namakkal, Dharmapuri, and Krishnagiri. The University obtained 12(B) and 2(f) status from the University Grants Commission, New Delhi and it was reaccredited by the NAAC with "A++" Grade in 2021. The University secured 59th rank among Indian Universities by MoE NIRF 2023.

The University is named after the Great Social Reformer E.V. Ramasamy, affectionately called as "Thanthai Periyar". The University aims at developing knowledge in various fields to realize the maxim inscribed in the logo "Arival Vilayum Ulagu" (Wisdom Maketh the World). "Holistic development of the students" is the primary objective of the University.

Periyar University imparts higher education through three modes: Departments of Study and Research, the affiliated Colleges, and Periyar University Centre for Online and Distance Education (PUCODE). The University has 27 departments and 113 affiliated colleges.

The Choice Based Credit System (CBCS) was introduced for various programmes offered by the University from 2008-09 onwards. From 2009-10 onwards, the University has been offering certificate courses to cater to the current needs of the public. Periyar University provides the Student Support Services such as Library, National Service Scheme, Youth Red Cross, Women's Welfare Centre and various avenues for sports and games.

Periyar University has a Periyar University Centre for Post Graduate and Research Studies, Dharmapuri with 8 Departments.

Periyar University has taken the significant step of promoting interdisciplinary study and research. The Departments have been clustered into schools in order to identify and work on productive intersections between disciplines.

At present, 4 departments have SAP, sanctioned by the UGC and 7 departments have FIST programme sanctioned by DST. Textiles and Apparel Design, and Food Science and Nutrition Departments have been granted Rs. 1.5 crores by UGC to run the B.Voc Programme in the respective disciplines.

The schools, departments, institutes, chairs, centers, and cells contribute their best through various academic, research, and extension activities. The University is playing a paramount role in bringing multifaceted development for the country. It is consistently organizing innumerable academic activities to bring academicians and industrialists under one umbrella to discuss, deliberate and carve out time-demanding solutions to social problems.

The University has tie-ups with a number of academic, research institutes, and universities across the world to stay up to date on quality benchmarks. Important days at the International and National levels are observed by the University to promote awareness on key issues that impact human life and mother earth.

ABOUT THE DEPARTMENT

Established in the year 2014, the department of textiles and apparel design aims at equipping students with knowledge and skills that would make them job ready and self-reliant. The curriculum also focuses on opportunities and entrepreneurship. The department offers M.Sc, M.Phil, Ph.D and certificate programmes. To implement effectively the curriculum and research activities, the department is equipped with the best laboratories for draping, sewing and construction, fashion sketching, Computer application in design and Textile testing. It has a Conducive research environment, skillsets and competence to undertake consultancy projects from the industry. Research at the department also addresses issues relating to textile industry located in the region

VISION

Preparing the youth for Employment and Business Prospects in Textiles and Fashion industry

MISSION

- To design curriculum with industry experts
- To integrate theory and practicals from concept to consumer
- To transform Skills to enhance opportunities in Textiles, Fashion and Apparel industry
- To create research opportunities through projects from Research funding agencies
- To promote multidisciplinary research
- To facilitate Industry academia collaboration

PROGRAMMES OFFERED

- B.Voc. (Textiles and Apparel Design)
- A Pass 10+3 Years Diploma, +2 Pass (Any Group), Any Degree and No age Limit.
- M.Sc. (Textiles and Apparel Design)
- A pass in B.Sc. Costume Design and Fashion, B.Sc. Textiles and Apparel Design, B.Sc. Textiles and Fashion Design, B.Sc. Fashion Technology, B.Sc. Textiles and Clothing
- B.Voc Textiles and Apparel Design and any other B.Sc. degree /B.Voc. degree related to the discipline of Textiles and Fashion.
- M.Phil (Textiles and Apparel Design)
- [as per University Norms]
- Ph.D (Textiles and Apparel Design)
- A pass in Masters Degree / M.Phil in Textiles and Fashion related Discipline with 55% marks.



PERIYAR UNIVERSITY

NAAC 'A++' Grade 3.61 (Cycle - 3)

State University - NIRF Rank 59 - NIRF Innovation Band of 11 - 59

Salem - 636 011, Tamil Nadu, India



**INTERNATIONAL ONLINE SEMINAR
on
INTELLECTUAL PROPERTY RIGHTS
BRANDING & MARKETING**

31ST AUGUST 2023

Organized by

**DEPARTMENT OF TEXTILES AND APPAREL DESIGN
PERIYAR UNIVERSITY
SALEM, TAMIL NADU, INDIA 636 011**

Thursday, August 31, 2023

Google Meet joining info

Video call link: <https://meet.google.com/fje-cdxj-awp>

SPEAKERS



Ms. CLAUDIA BATA
Fashion Designer, Guess Inc.
Los Angeles, California,
The United States of America.



Ms. HAYUNING SUMBADRA
Chief Executive Officer,
PT Energi Mengikuti Imajinasi,
Jakarta, Indonesia



Mr. A. RAJIV GANDHI
Marketing & Merchandising Manager,
Operation Head,
PT PKM Marketing Ventures,
Cicatayan, Indonesia

TOPICS OF THE SEMINAR

1. Intellectual Property Rights for Fashion Field
2. Creating a Fashion Brand Identity
3. Brand Positioning and Segmentation
4. Brand Communication Strategies
5. Fashion Brand Experience and Immersive Marketing
6. Consumer Psychology and Fashion Brand Perception
7. Advanced digital marketing strategies for fashion Brands
8. Ethical Branding and Inclusivity in Fashion
9. Advanced Market research for Brand Development



INTERNATIONAL ONLINE SEMINAR
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CHIEF PATRON

Prof. Dr. R. JAGANNATHAN
Hon'ble Vice-Chancellor
Periyar University, Salem

PATRON

Prof. Dr. K. THANGAVEL
Registrar (FAC)
Periyar University, Salem

CONVENOR

Dr. S. LAKSHMI MANOKARI
Professor and Head,
Department of Textiles and Apparel Design,
Periyar University, Salem

MEMBERS

Dr. K. PARVEEN BANU, Assistant Professor,
Dr. M. Latha, Assistant Professor,
Mrs. M. Prathiba, Assistant Professor
Department of Textiles and Apparel Design,
Periyar University, Salem

ORGANIZING SECRETARY

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INTERNATIONAL ONLINE SEMINAR on INTELLECTUAL PROPERTY RIGHTS BRANDING & MARKETING

Programme Schedule

S.No	Expert	Topic	Timing
01	Ms. CLAUDIA BATA, Fashion Designer, Guess Inc. Los Angeles, California, USA. +1(858)263-6252	<ul style="list-style-type: none">• Creating a Fashion Brand Identity• Brand Communication Strategies• Brand Positioning and Segmentation• Ethical Branding and Inclusivity in Fashion	09.30 AM to 11.00 AM
02	Ms. HAYUNING SUMBADRA Chief Executive Officer, PT Energi Mengikuti Imajinasi, Jakarta, Indonesia +6281519211695 hayuning@sumbadra.com	<ul style="list-style-type: none">• Consumer Psychology and Fashion Brand Perception• Advanced Market research for Brand Development• Fashion Brand Experience and Immersive Marketing	11.15 AM to 12.45 PM
03	Mr. A. RAJIV GANDHI Marketing & Merchandising Manager, Operation Head, PT PKM Marketing Ventures, Cicatayan, Sukabumi – 43155 Indonesia Rajivgandhi333@yahoo.co.in +6282111926082	<ul style="list-style-type: none">• Intellectual Property Rights for Fashion Field• Advanced digital marketing strategies for fashion Brands• Fashion Brand Experience and Immersive Marketing	1.45 PM to 3.30 PM

Thursday, 31st August, 2023 09.20 AM to 07.00 PM

Google Meet Link: <https://meet.google.com/fje-cdxj-awp>