



**Centurion**  
**UNIVERSITY**  
*Shaping Lives...  
Empowering Communities...*

## **Apparel production and Marketing**

**Date: 12-11-2019 to 13-11-2019**

**No. of Participants: 59**

**Resource Person: Dr. Madhusmita Choudhary**

**Venue: Next to Assessment cell, Room No - 211, 2nd Floor, Madhusudhan Block**

### **About the session**

Garment production is an organized activity consisting of sequential processes such as laying, marking, cutting, stitching, checking, finishing, pressing and packaging. This is a process of converting raw materials into finished products. It will be difficult to maintain the industry if production is not up to the mark if the preproduction phase of preparation of material is not properly carried out.

The workshop focuses on demonstrating the steps of garment manufacturing such; Receiving Fabrics, Fabric Relaxing, Spreading, Form Layout, and Cutting, Laying, Marking, Cutting, Embroidery and Screen Printing, sewing, checking, Spot cleaning and Laundry, Fusing & Pressing, Packaging and Shipping.

Outcomes: Product development is the lifeline for adding new buyers as well as retaining the existing ones. With product strategy being a vital part of the overall business strategy, it is vital for garment manufacturers to adapt to global requirements. Product development not only includes adapting to changing product design and requirements but also adhering to the short product development cycle. Modern innovations such as the digital product development process using virtual technologies, provide the opportunity for companies to shrink the product development cycle time from months to days. Also, with the concept of long-term partnerships, buyers prefer to source multiple products from a single manufacturer who can cater to different products. Such partnerships ensure a consistent supply to brands as well as ensure profitability for manufacturers through consistent flow of orders. Hence, product development is not just one key success factor but an inevitable part to survive in this global competition.



**Students interacting with the facilitator in the workshop on Apparel Production and Marketing**



**WORKSHOP**

on

# APPAREL PRODUCTION & MARKETING

**DATE: 12 to 13 November 2019**

## **Resource Person**

**Dr Madhusmita Choudhury**

Assistant Professor | Centurion University  
m: 9861517059

## ***Organised by:***

Centurion University of Technology and  
Management

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**Brochure of the event**



## Participants List



### Centurion University of Technology and Management Workshop on "Apparel production and Marketing"

Date: 12-11-2019 to 13-11-2019

#### Attendance Sheet

SL.NO	NAME OF PARTICIPANT	SIGNATURE
1	ALISHA SETHI	Alisha Sethi
2	ANSHU ARPAN DEBATA	Anshu Arpan Debata
3	ANWESHA PANIGRAHI	Anwesha Panigrahi
4	ARCHANA PANDA	Archana Panda
5	ATANU BERA	Atanu Bera
6	ATISHA MOHAPATRA	Atisha Mohapatra
7	B. BRAJAMOHAN PATRO	B. Brajamohan Patra
8	BABY SUBHASHREE SENAPATY	Baby Subhashree Senapaty
9	BADRINARAYAN CHANDAN	Badrinarayan Chandan
10	BATYA BIJAYINI	Batyia Bijayini
11	BHABANI SHANKAR	Bhabani Shankar
12	BHAGYARANJAN NAYAK	Bhagyarajan Nayak
13	BHARAT BAIRI	Bharat Bairi
14	BISWAJEET SAHOO	Biswajeet Sahoo
15	CH SIMRAN SUBUDHI	Ch Simran Subudhi
16	CHANDAN BISOYI	Chandan Bisoyi
17	DEEPAK PRASAD	Deepak Prasad
18	DEEPIKA KUMARI	Deepika Kumari
19	DEVEESMITA NANDY	Deveesmita Nandy
20	GURU KALYAN PRUSTY	Guru Kalyan Prusty
21	HARSH BARIYAR	Harsh Bariyar
22	JYOTIRMAYEE SAHU	Jyotirmayee Sahu
23	JYOTSHNA DALAI	Jyotshna Dalai
24	KARAN KUMAR JENA	Karan Kumar Jena
25	KRISHNA KUMARI JASHMUKH	Krishna Kumari Jashmukh
26	MADHUSMITA NAIK	Madhusmita Naik
27	MANISH KUMAR VERMA	Manish Kumar Verma
28	MANISHA DASH	Manisha Dash

29	NARAYANA BEHERA	Narayana behera
30	NIKITA EKKA	Nikita Ekka
31	NIKITABGANERIWAK	Nikitabganeriwak
32	PRAGYAN PARAMITA SWAIN	Pragyan Paramita Swain
33	PRAJNA P. APARAJEETA	Prajna P. Aparajeta
34	PRALAYA KUMAR KHUNTIA	pralaya kumar khuntia
30	PRAMITA PRIYADARSHANI PANDA	Pramita P. Panda
35	PRATIBHA NAIK	Pratibha Naik
36	PRATYUSHA BHUJABAL	Pratyusha Bhujabal
37	PRITI CHOUDHARY	Preeti choudhary
38	PRIYANKA KARAN	Priyanka Karan
39	RAJASHREE DAS	Rajashree Das
40	RITUPARNA BARIK	Rituparna Barik
41	S.K ADITYA	SK Aditya
42	SABHAYATA SAMBIT SAMAL	Sabhayata Sambit Samal
43	SADHANA SAHU	Sadhana Sahu
44	SAHIL KUMAR JENA	sahil kumar jena
45	SANDHYA RANI PRUSTY	Sandhya Rani Prusty
46	SARITA MISHRA	sarita mishra
47	SATYABRAT SHAL	Satyabrata Shal
48	SHRABANEE TRIPATHY	Shrabanee Tripathy
49	SONAL SAGAR SAHOO	Sonal Sagar Sahoo
50	SOUBHYAGATI SINGH	Soubhyagati Singh
51	SUBHASHREE RATH	Subhashree Rath
52	SUSHREE LIPSA MEHER	Sushree Lipsa Meher
53	SUTAPA SUDIPTI PRADHAN	Sutapa Sudipti Pradhan
54	SWASTIK NANDA	Swastik Nanda
55	SWATISOUMYA SAHOO	Swatisoumya Sahoo
56	TWINKLE PRADHAN	Twinkle Pradhan
57	UTTKARSH UJJWAL	Utkarsh Ujjwal
58	VIJAYALAXMI	Vijayalaxmi
59	ABHIJIT HALDAR	Abhijit Haldar
60		

*Prasanta*

Dr. Prasanta Ku. Mohanty  
Dean Academic