COLLEGE OF HOME SCIENCE NIRMALA NIKETAN

ADD-ON COURSE IN **VISUAL MERCHANDISING**

Conducted By

DEPARTMENT OF TEXTILE & FASHION TECHNOLOGY

**2022 – 23**

**REPORT**

The Add-On Course in Visual Merchandising has been coordinated by Dr. P. Goyal and Dr. R. Madhan in the academic year 2022 – 23. Six students registered for the course from F.Y.B.Sc, S.Y.B.Sc and M.Sc I. The course commenced in the first week of February 2023 and 24 sessions were conducted till 1st April 2023. The course was conducted in online mode and the course content (study material, notes, PPTs) were shared with the students through Google Classroom. The sessions were conducted by:

* Principles of Design: Ms. Dishaa Zatakia
* Consumer Buying Behaviour: Ms. Nidhi Soni
* Fashion: Ms. Amita Gaikwad
* Marketing & Merchandising: Ms. Fatema Cochinwala

The students submitted an assignment for every subject which was marked by the respective faculty out of 30 marks. The final exams carried a weightage of 70 marks. The final exams were held from 3rd April to 6th April 2023. All the students performed well during the presentations and exams and were successful. The toppers of the course are:

* Savla Vrushmi Harshad – Overall Topper
* Shelar Sanika Balkrishna & Miranda Zenia – Best project work
* 100% Attendance: Shelar Sanika Balkrishna & Savla Vrushmi Harshad