

Export Assistant



QUALIFICATION PACK

Ref. Id. : (AMH/Q1601)

SECTOR

Apparels, Made ups
& Home Furnishing

CLASS

11 & 12

विद्यया ऽ मृतमश्नुते



एन सी ई आर टी
NCERT

PSS CENTRAL INSTITUTE OF VOCATION EDUCATION

(A constituent Unit of National Council of Educational Research and Training, under Ministry of Education, Government of India), Shyamla Hills, Bhopal – 462002 (M.P.)

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VOCATIONAL EDUCATION

Vocational Education and Training (VET) in India is organised through the formal, informal and non-formal sector. VET delivery occurs in different forms, according to different target groups and the skill needs of the learners. Amongst the various Ministries, the Ministry of Skill Development and Entrepreneurship (MOSDE) and the Ministry of Education (MOE), Government of India are responsible for the majority of the skill development schemes and programmes. VET provisions made through the schools, colleges and universities come under the purview of the Department of School Education and Literacy and Department of Higher Education of the MoE. The vocational education and training provided through Polytechnics, Industrial Training Institutes, Jan Shikshan Sansthan, National Institute for Entrepreneurship and Small Business Development comes under MOSDE. Schools provide an environment to the learners for systematic acquisition of knowledge, skills and attitude required to meet the varied aspirational needs and educational goals. The school-based vocational education programmes provide training for entry-level qualifications in various occupations.



Vocationalisation of education, which refers to the inclusion of those practical subjects or courses, which shall generate among the students some basic knowledge, skills and disposition that prepare them to think of becoming skilled workers or entrepreneurs is being implemented under the Samagra Shiksha - an integrated scheme of school education. It is designed to provide diverse educational opportunities and career pathways and improve learning outcomes in occupational skills.

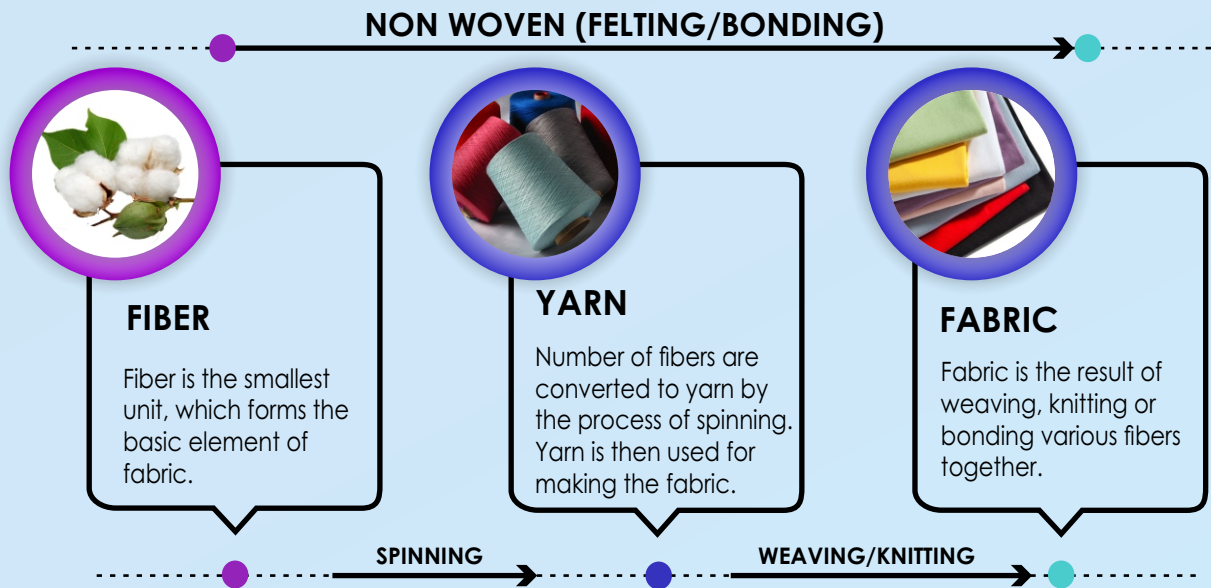
Vocational Education and Training (VET) system is recognised to prepare and develop skilled manpower to meet the growing demands of labour market. VET focuses on specific job roles and imparts practical knowledge and skills, which allow individuals to engage in specific occupational activities. It is not only vital for providing employment opportunities to individuals but also helps in enhancing productivity in industries.

The vocational subjects were introduced under the revised scheme of vocationalisation of secondary and higher secondary education in 2012, with one job roles across Grades 9 to 12 (4-year pattern). The scheme was subsumed in Samagra Shiksha in 2018, along with Sara Shiksha Abhiyan (SSA) and Rashtriya Madhyamik Shiksha Abhiyan (RMSA).

There has been increased emphasis on Vocational Education in the National Education Policy 2020 (NEP-2020). The NEP-2020 envisages re-imagining of Vocational Education to provide a due social status and for developing a system for integration of Vocational Education with General Education.

ABOUT APPAREL, MADE-UPS AND HOME FURNISHING (AMHF) SECTOR

Apparel, Made-ups and Home Furnishing sector is amongst the fastest growing sectors in our country. It covers a great number of activities from the transformation of raw materials into fibres, yarns and fabrics to produce end products. This sector includes activities related to designing, pattern making, cutting, stitching, finishing and embellishment of apparel, made-ups and home furnishing items. It also includes assessing their quality, merchandising and export.



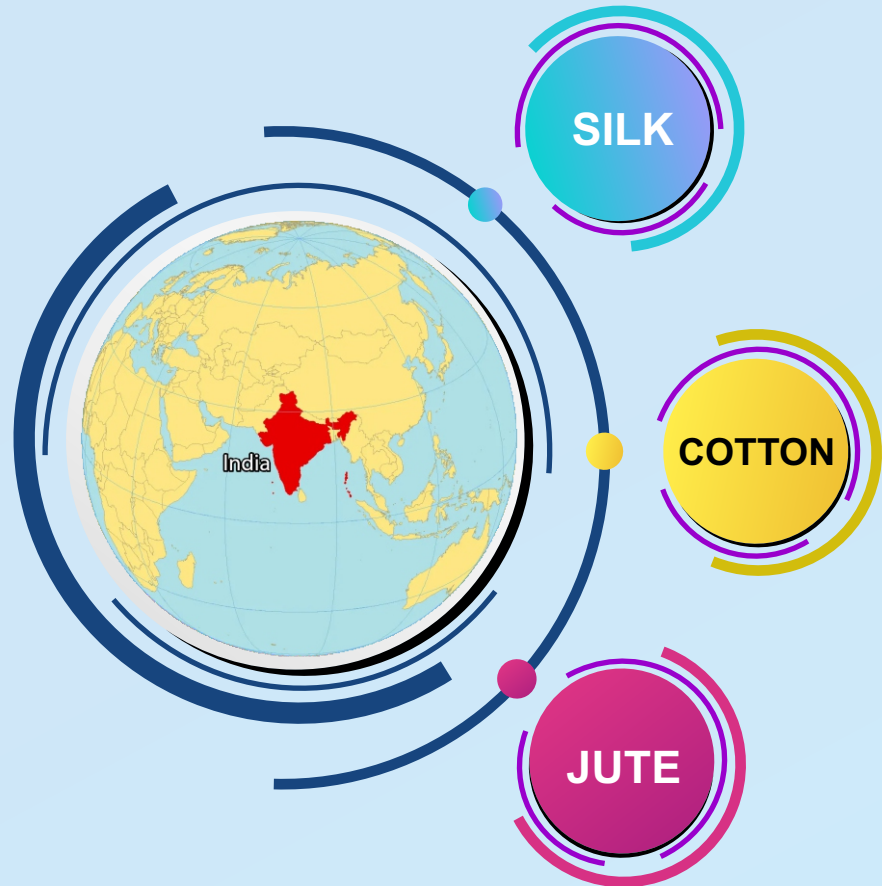
Fabric is transformed into various end products as per requirement. Textile/Apparel product development passes through the stages of planning and execution with quality control at each stages.



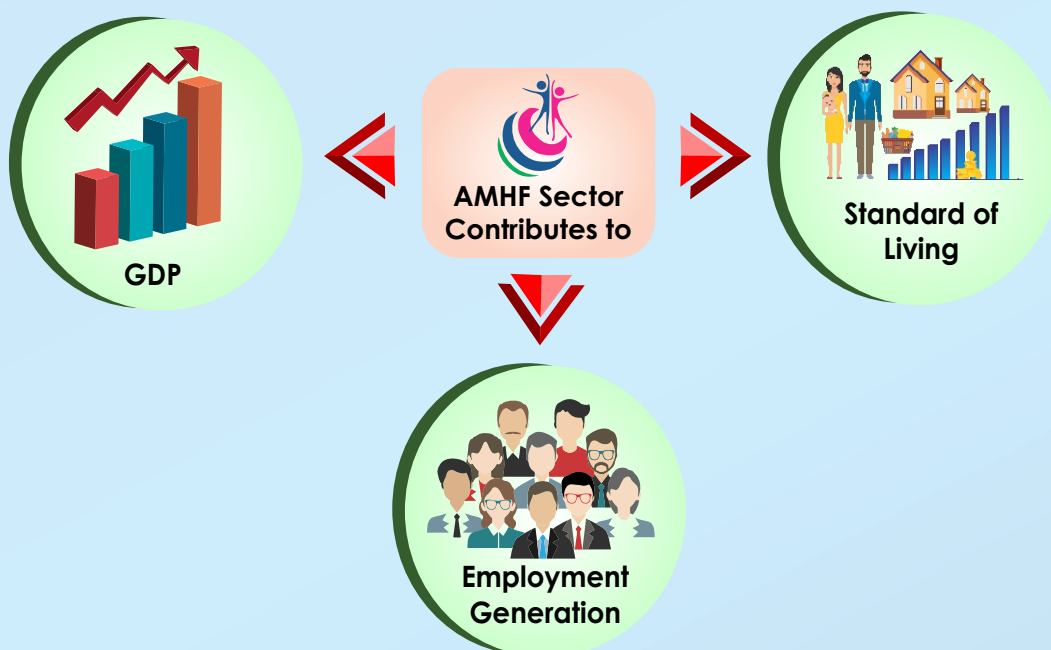
CONTRIBUTION OF AMHF SECTOR IN ECONOMY

India not only possesses a rich heritage but also holds a strong position on the world map showcasing the richness of legacy in agriculture and textile industry.

One of the Major Exporter



The above figure reflects the contribution of the AMHF sector to India's growth. AMHF has not only contributed to the Gross Domestic Product (GDP) but also boosts economy by being a vital part of the exports. This sector has been vital in the employment generation in the country seeding the growth of youth and improvement in standard of living.



COMPONENTS OF APPAREL INDUSTRY

AMHF sector can be divided into two major segments:

1. **Fiber to Fabric (Textile Industry)**
2. **Fabric to Product (Apparel Industry)**

The textile industry in the AMHF sector includes the conversion of fiber into yarn or fabric and yarn to fabric. The fabric is further enhanced using dyeing, printing, embroidery, embellishment & finishing technique.

The apparel industry consists of usage of this fabric to create various product like garments, home furnishings & accessories.

Other industries associated with AMHF sector are:



Apparel industry is very diverse in nature performing variety of processes. It starts from a design idea and ends when the finished garment reaches the customer. These processes are carried out by different departments of an apparel industry. Every department is responsible for a specific function and together all the departments aim at providing good quality product within reasonable cost and time. Various departments are as follows-

- Merchandising Department
- Store Department
- Cutting Department
- Sewing Department
- Washing Department
- Finishing and packing Department
- Quality Assurance Department
- Maintenance Department
- Finance & Accounts Department
- Admin Department

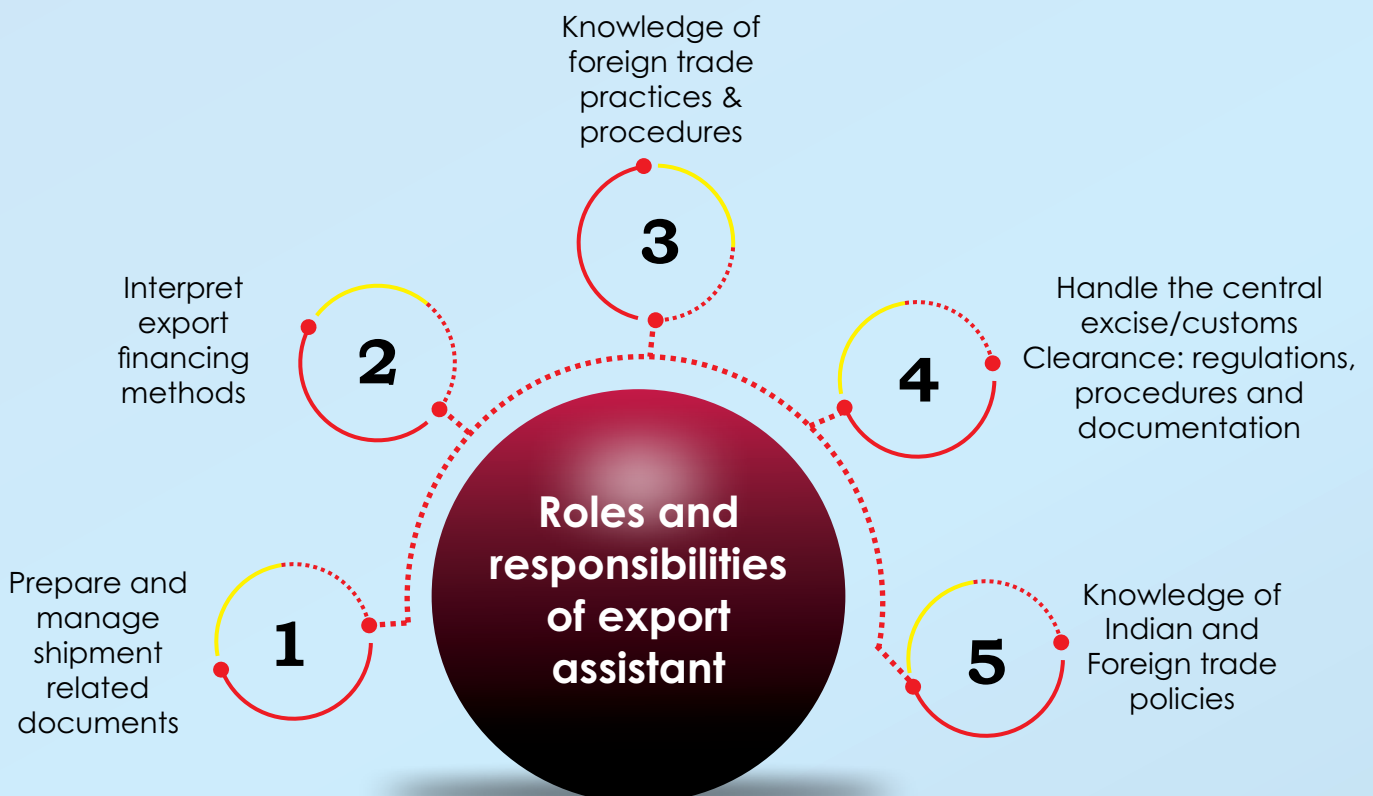


ABOUT THE JOB ROLES

In the Apperal, Made-Ups and Home Furnishing sector, there are various job roles which one can opt as their profession and enhance their skills. This sector focuses on providing many job opportunities to the budding candidates. It includes all the jobs related to apparel industry like pattern master, self-employed tailor, hand embroiderer, etc. and self-owned small businesses like embroidery unit, boutique, design studios, etc. Job roles identified by National Skills Qualification Framework (NSQF) under Apperal, Made-Ups and Home Furnishing Sector as follows:

01	Fabric Checker
02	In-Line Checker
03	Layerman
04	Measurement Checker
05	Pressman
06	Sewing Machine Operator
07	Embroidery Machine Operator (Zigzag Machine)
08	Export Assistant
09	Framer - Computerized Embroidery Machine
10	Garment Cutter (CAM)
11	Hand Embroiderer
12	Quality Assessor
13	Sampling Tailor
14	Advance Pattern Maker (CAD/CAM)
15	Fashion Designer
16	QC Executive - Sewing Line
17	Merchandiser
18	Machine Maintenance Mechanic (Sewing Machine)
19	Export Executive
20	Export Manager
21	Sampling Coordinator
22	Industrial Engineer (IE) Executive
23	Production Supervisor Sewing
24	Factory Compliance Auditor
25	Specialized Sewing Machine Operator
26	Assistant Designer - Home Furnishing
27	Assistant Designer - Madeups
28	Assistant Fashion Designer
29	Boutique Manager
30	Cutting Supervisor
31	Fabric Cutter - (Apparel made Ups and Home Furnishing)
32	Finisher
33	Hand Embroiderer (Addawala)
34	Line Supervisor Stitching
35	Merchandiser - Made-Ups & Home Furnishing
36	Online Sample Designer
37	Packer
38	Pattern Master
39	Processing Supervisor (Dyeing & Printing)
40	Record Keeper
41	Self Employed Tailor
42	Sewing Machine Operator (Knits)
43	Sourcing Manager
44	Store Keeper
45	Washing Machine Operator

One of the important job role of Apparel, Made-Ups and Home Furnishing sector is an export assistant. Let us understand this job role in detail. An Export Assistant is responsible for managing all the processes in the export department of a company. This includes preparation & management of all shipment related documents, interpret export financing methods and terms of payment, understand foreign trade practices & procedures, handle the central excise/customs clearance: regulations, procedures and documentation. An export assistant needs to have complete knowledge of Indian and Foreign trade policies & operations to ensure effective management of the exports business.

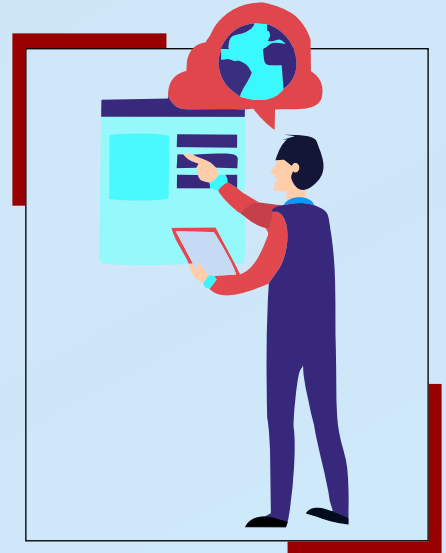


The coursework is being offered in class 11th and 12th. The content of class XI and XII textbooks includes the following:

CLASS XI

UNIT-1 Frame work of export marketing operations

In this unit, students will understand the concept and framework of export marketing management. They will also be made aware of general terminology such as manufacturer, producer, trade, etc. Students will also be taught export regulations in India, export process, export market, export marketing and operations, transport and export logistics, export documents and payments, foreign currency management. Currency symbols and currency conversion will be learnt in detail.



Planning and execution of export processes

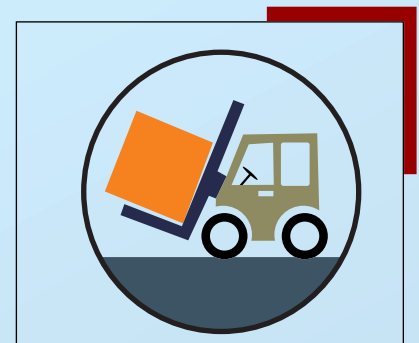
UNIT-2



Technological advancements and the internet enabled marketing of products and services all over the world without any great effort. It is very important to understand the export processes clearly to avoid any mistakes and penalties. In this unit, students will understand about various documentations required for exports. This is a lengthy process which requires certifications and approvals at every step. Students will also learn about custom clearance and taxation.

UNIT-3 Fundamentals of trade logistic as applied in international trade

Here the students will learn about fundamentals of logistics. This is a very important factor in import/export business because it is responsible for the success of the organization. At the same time, it is also important to ensure that the products are delivered to customers safely, quickly, efficiently, and with the least possible cost. In this unit, concept of logistics, shipments, etc. will also be covered in detail.



UNIT-4 Maintaining a clean and hazard free working area

All industries have different type of tools, equipment and machineries. There is always a risk of hazard while operating machines. Therefore, while handling of tools and machines, workers and employees must follow all precautionary measures and safety instructions. The importance of maintaining a clean and hygienic work environment are discussed in this unit.



Health and safety related practices applicable at the workplace

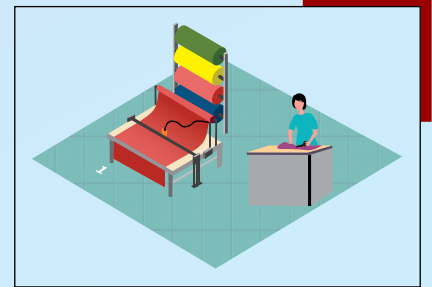
UNIT-5



The health and safety of workers has a direct bearing on their productivity and efficiency and hence company's output and profits. Therefore, it is of utmost importance to take care of their health and safety and to provide them with a safe working environment. Here the student will learn about various potential health and safety hazards, risks to understand and follow various health and safety related practices, which should be followed in any organisation to keep the workers and premises safe.

UNIT-6 Compliance to legal, regulatory and ethical requirements

All the industries, organizations, offices and manufacturing units are required to follow regulations and compliances as decided by the respective governments and countries they operate in. Garment and textile industries are no exception to this. These are also expected to maintain certain standards to operate. Compliances promote honesty and integrity within the organization and help in maintaining standards.



CLASS XII

UNIT-1 Various Export Marketing Operations

In this unit, students will study Export Marketing, its concepts and how it affects the product cost for the exporter. The meaning of export marketing is to sell one's goods or services to foreign countries. The goods are sent from the exporter country to the importer country as per the guidelines and procedures followed by both. Therefore, students will be made aware about export schemes, payment terms and export finance management.

UNIT-2 Documentation of Export Operations

Here the students will learn about documentation in detail because in any industry, it is important to keep records of important events in the production and sale of any product. Documentation is also an important factor in apparel or textile industry. Proper documentation can help finish the whole process smoothly and efficiently. Students will also develop good communication skills throughout the course as it is important for smooth working. An export assistant needs to communicate well with everyone involved in the trade, including the freight forwarders, consignee, agents, Director General of foreign trade, CHA (Custom House Agents) etc.

Foreign Trade Logistics and Concepts

UNIT-3

Here the students will understand foreign trade logistics. Logistics refers to the art of transporting. Logistics and international trade involve buying goods, managing materials, controlling inventory, warehousing, transporting and distribution of goods. Students will also understand five fields of logistics, types of shipment modes and various departments of a buying house.

UNIT-4 Maintain a Clean and Hazard Free Working Area

Here student will learn about the importance and relevance of a clean and hazard free workplace. This ensures the safety and health of the employees and visitors. Clean walking surfaces, suitable footwear, and appropriate speed of walking are important to preventing falling accidentally. Stairways and aisles that are clean and dry are also vital in reducing accidents and ensuring a safe workplace.

Health, Safety and Security at Workplace

UNIT-5

Here students will learn that health, safety and security are one of the most important aspects of human concern at the workplace. Therefore, one should aim at building a working environment which provides and maintains highest degree of physical, mental and social well-being for workers in all occupations.

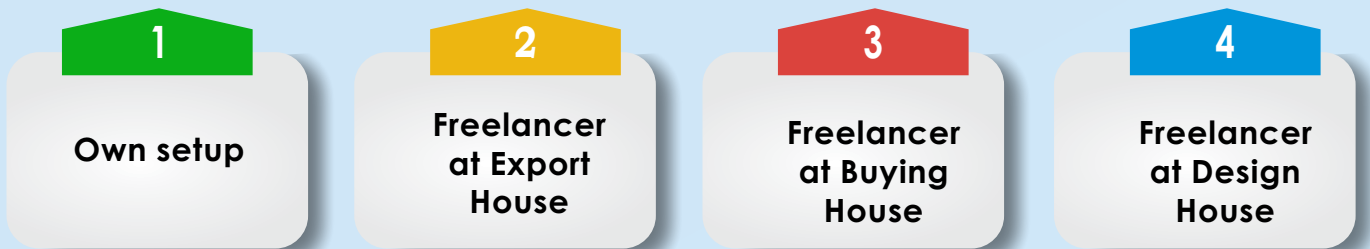
UNIT-6 Industry and Organizational Requirements

Here students will learn that the Indian garment industry is well established and recognized worldwide and also enjoys a considerable demand from both domestic as well as global market. This resulted in increased awareness and compliance to code of conduct policies among Indian garment factories. Indian apparel manufacturers and suppliers are not only bound to follow government guidelines but they also must comply with Social Compliance Standards and Code of Ethics.

Job Opportunities

The usual job opportunities after finishing the course can be:

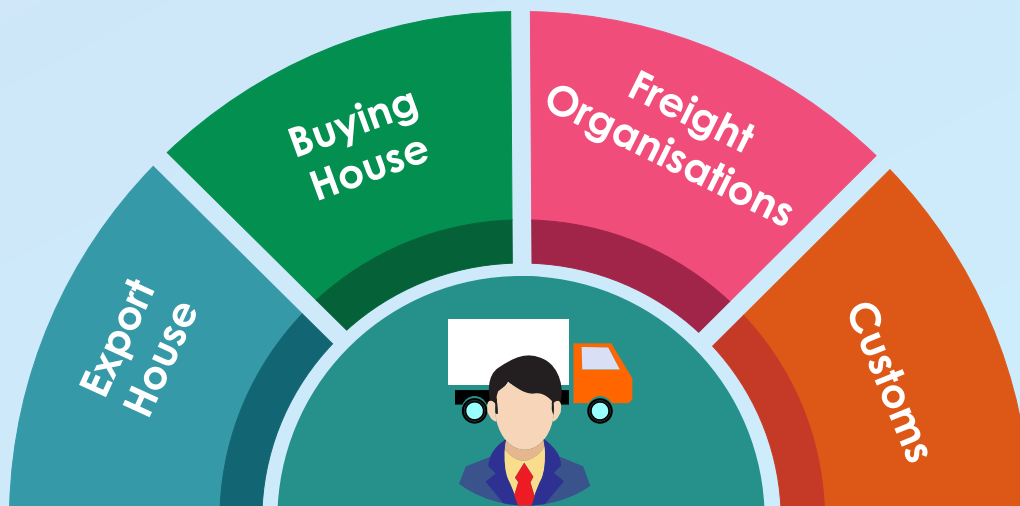
Self-Employment



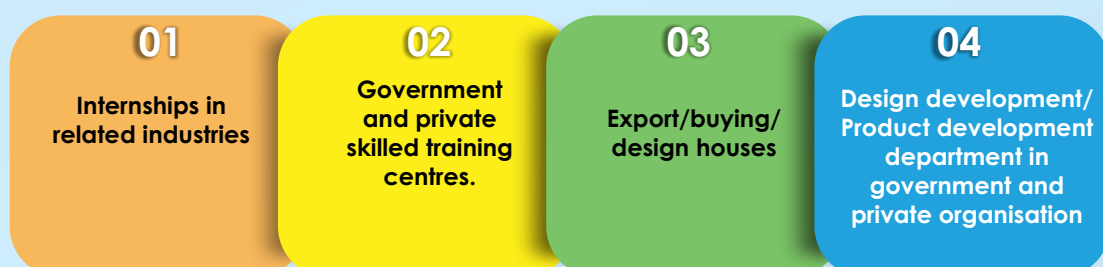
Wage Employment

- Export Assistant in an Export/ Buying/ Design House
- Import-Export Incharge in an Export/ Buying/ Design House
- Communication Assistant – Between shipping agency and buyer

After completing the course for the job role Export Assistant, the growth can be in the areas of:



On the job training



ABOUT PSSCIVE

PSS Central Institute of Vocational Education, Bhopal

The Pandit Sundarlal Sharma Central Institute of Vocational Education (PSSCIVE) is an apex research and development organization in the field of vocational education. It is a constituent unit of the National Council of Educational Research and Training (NCERT), established in 1993 by the Ministry of Education [Formerly Ministry of Human Resource Development (MHRD)], Government of India. It is also a UNEVOC (International Project on Technical and Vocational Education) Network Centre in India. The Institute has a picturesque 35-acre campus with Departments created for different disciplines, viz. Agriculture & Animal Husbandry, Business & Commerce, Engineering & Technology, Health & Paramedical Sciences, Home Science & Hospitality Management and Humanities, Science, Education & Research.

The Institute offers quality-training programmes in vocational pedagogy and a wide array of disciplines for the key functionaries in vocational education and vocational teachers. The highly qualified team of the Institute possesses excellent professional skills and experience required to impart training for classroom teaching and training.

The Institute has traversed the path of rapid development in vocational education, responding positively to the changing needs of the industry and at times initiating significant changes in the field of vocational education. The evolution of the Institute in the last twenty-five years has witnessed various challenges, but these have served as opportunities to explore new horizons and work on possibilities of reorienting strategies for meeting the skill needs of the people at the local and global canvas.



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