**DECLARATION**

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I, **Sheethal Sivadasan**, hereby declare that the internship project reported to **Dr. G. R. Damodaran College of Science** is a record of the internship done by me at **Zuhana Exporters Pvt. Ltd**, Coimbatore, from **15th May 2019 to 8th June 2019** and is true by every means in my knowledge and belief.

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**CERTIFICATE**

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**ACKNOWLEDGEMENTS**

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I would like to acknowledge and extend my heartfelt gratitude to Dr. G. R. Damodaran College of Science, for giving me an opportunity to get industrial training in my course of study.

I thank our principal, Dr. T. Shanta, for her encouragement and support. Mrs. Sasikala, Head of Department, School of Communication, for her understanding, and much needed motivation, and all the faculty members and staff of Dr. G. R. Damodaran College of Science for their help and inspiration.

I also take the pleasure of acknowledging Mr. P. B. Navas Khan, Managing Director of Zuhana Exporters Pvt Ltd, Coimabtore, for letting me do internship for 25 days in his esteemed organization. All the staff of Zuhana Exporters Pvt Ltd have been extremely helpful and friendly for giving me a healthy and energetic environment to work in. This project could not have been completed without the constant support of Mrs. Nishara Harish, Director of Zuhana Exporters Pvt Ltd.

My sincere gratitude to my family and friends for their support.

And to God, who made all things possible.

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**CHAPTERS ABOUT THE ORGANIZATION**

**Zuhana Exporters Pvt Ltd** is a leading garment exporter based in Tiruppur. Their corporate office which is established at Coimbatore is India’s export hub for knitwear of the highest quality. With their state-of-the-art manufacturing equipment, they continually uphold our promise of meeting global standards, and excel in manufacturing a wide range of menswear, womenswear and kids wear.

Founded in the year 1991, Zuhana Exporters Pvt Ltd has grown from strength to strength, and successfully forged ahead under the able leadership of **Mr. PB Navas Khan,** the **Founding Director**. His sharp management skills have helped him to direct the company on the right path of success. Mr. Khan’s foresightedness vision and progressive business approach has bestowed the company with a large number of satisfied and well pleased client base across the country. The diligent and dedicated staffs adheres to ethical practices and ensures consistent quality checks to offer only the best of the best for their clients.

Rooted in professionalism and goodwill, they manufacture clothing of the highest quality at competitive prices.

Our well-furnished infrastructural facility is stretched over a vast area of land at Tiruppur. It has been resourced with modern technology based machinery, which helps us produce product in a cost-efficient and well managed manner. Further, our advanced quality testing department is installed with latest tools and instruments that are required to conduct meticulous tests on the products. Every piece of clothing is designed and crafted with care, double-checking for quality and workmanship from sampling and designing, to merchandising, testing, pattern making, grading and production. We quality test each and every product manufactured inside our premises on well-defined parameters to ensure maximum benefits of the clients.

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We are supported by a talented crew of well trained and experienced professionals, who possess in-depth knowledge of their respective fields. Our professionals are aware of common organizational goals and work tirelessly to accomplish them within the given deadlines of the management. Our procurement managers help us source high grade materials from the trusted and certified vendors of the market. We strictly practice transparent business policies in our business operations activities, which help us build a cordial relation with our valued clients.

**INFRASTRUCTURE:-**

Zuhana Exporters has a sophisticated infrastructure, which is constructed over a large area of land at Tiruppur, TamilNadu. The entire faculty is divided into various departments, in order to ensure smooth execution and cooperation.

With the installment of various modern technologies and equipments, the manufacturing ensures high production capacity at a faster rate.

**GOALS AND PROMISES:-**

* International Quality Standards.
* Expert Workmanship and Professionalism.
* Assured On-time Delivery.
* Quick, seamless communication.
* Competitive prices.

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**WORK OF NATURE**

The nature of work at Zuhana Exporters Pvt Ltd was so free flowing and energetic. The team was encouraging and motivating us interns to push through the boundaries and develop innovative ideas.

I was put under the Designing Team where I have to create webpages, business card, logos, animations, photography and editing using different tools like CSS, Sublime Text 3, HTML, Photoshop, Flash etc…

There was no hectic works and the working hours was very flexible. The work was from 9:00 Am to 12:00 Pm. During weekends (Saturday and Sunday), the leader assigns an assignment which we have to work from home and submit it on Monday morning. If we couldn’t achieve the given task, they would help us by giving some hints and techniques, but most of all they will tell us to be our own master and accomplish things.

I also have to keep a daily track of number of clients who have purchased the goods. The wonderful and cooperating team have shaped us in the right direction with their motivation and mentorship. Everyone in the team wanted to bring the best abilities out of everyone.

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**DIARY OF EVENTS**12

**WEEK 1:**

(15th MAY 2019- 22nd MAY 2019)

**Day 1:**

Introducing us interns to Zuhana Exporters Pvt. Ltd Co. Familiarizing each and everybody with the place and staffs working there. Giving a brief self-introduction about ourselves and what we are capable of.

**Day 2:**

Dividing the interns into different departments. I was put into the Designing team under the leadership of Mrs. Nishara Harish, Design Team Leader and Finance Manager.

**Day 3:**

A brief explanation of daily goals and tasks given under the guidance of the team leader. Their instructions were clear and precise. Everyone had to carry their own laptops and save all works that has been given and done. The Wifi was provided by the company. We were given a room with 5 other interns including myself. A small hunt was done to see the abilities of the interns. This opportunity gave me to make a small webpage with HTML and its attributes. The day ended with an assignment for the weekend.

**Day 4:**

The assignment given to us was to make a logo. The logo must be accompanied with a slogan that best describes the company. This was to be submitted on Monday morning.

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**Day 5:**

The logo was made with an online website called Logogenie. For me the slogan I could think about is “We Deliver Quality”.

**Day 6:**

A fresh start after weekend. A productive Monday with the submission of the assignment. The works were examined by the team and our team leader. All our works were acknowledged and thus pinned on the notice board as a sense of appreciation. The rest of the time was given for us to make a business card for the company. In this card, we must include the logo and the slogan we designed and created.

**Day 7:**

A seminar was conducted at morning by the team leader who presented all the works that were executed in the previous years. This paved a way to show new techniques and skills. It was an interactive seminar where we interns could clarify our doubts and explore new ideas. An intern among us created an exact replica of an advertisement cover using photoshop. The seminar ended with few tips and tricks of how to use Adobe Photoshop.

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**WEEK 2**

(23rd MAY 2019 – 30th MAY 2019)

**Day 8:**

The introduction of the second week began with a field trip to the industrial factory at Tirupur. The Tirupur district located in the state of Tamil Nadu is the base exporter of the highest quality material. The factory was well equipped with modern machineries and tools which makes the work easier. We saw the process of manufacturing a whole garment from a thread with the help of these advanced machineries. The entire facility is segregated into different departments to ensure ease and smooth execution. 4 hours in the factory has given us a lot of information and knowledge.

**Day 9:**

The industrial visit that was held the previous day was our next assignment for the weekend. The team leader held a meeting among the design team and approached us to come with a plan or a design where we show the significance of these machineries to enlighten the clients. This is done with the help of any medium such as pamphlets, brochures, slideshow/animation, web page etc. The team leader requested us to have a brainstorming session where each and everyone to bring about all possible ideas on how to execute it in a creative manner.

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**Day 10:**

I decided to make a webpage which contained all the information about the machineries and technologies that manufactures the garments. The webpage was created with HTML using the software Sublime Text 3.

**Day 11:**

Along with the webpage I decided to design a brochure using Adobe Photoshop. It was a tri fold brochure which explains all the mechanisms specifically for the clients to understand better.

**Day 12:**

As usual on Monday morning we submitted the work. The brochures was later printed and pinned on the board. Today’s task was to go on for a photoshoot with models wearing a new arrival collection of garments. The photoshoot was for the kids wear and we were given a chance to take few pictures of the kids wearing it. These photos were later updated on their website.

**Day 13:**

Before updating on the homepage we were asked to edit the pictures that were taken for the photoshoot for the previous day. I used Adobe Lightroom Classic CC where I could balance out the exposure and gradients. Normally, I edit using Photoshop but the team leader was motivated and helped me to learn Lightroom and its techniques. The outcomes were good and it resulted in a learning curve for me.

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**Day 14:**

As the summer-monsoon season has arrived, the team leader suggested us to bring forth some ideas or designs for new clothing. Some of us drew few rough sketches. We also paid attention to detail on what type of material and design should be brought up. We were given a chance to voice our opinions whether its possible or not. I downloaded an application named Fashion Design Flat Sketch, where I drew few sketches of some patterns we could put forward. It was yet another brain storming session among the interns and the team leader.