

VALUE ADDED COURSE ON SOFT TOY MAKING

2016-2017



PROGRAMME COORIDATOR	Dr.M.MARY ANBUMATHY Asst.Prof & Head PG and Research Department Of Commerce
COURSE TEACHER	Mrs.S. K.VANITHA Women entrepreneur Trainer Salem
NUMBER OF STUDENTS ATTENDED	25
CLASS HOURS AND TIMINGS	5 hours per day(Saturday) 6 days

BROUCHER

Handicrafts is very important because it represents our culture and tradition. It promotes the heritage of a country through the use of indigenous materials and it preserves knowledge and tradition. The handicrafts sector plays a significant and important role in the country's economy. It provides employment to a vast segment of craft person in rural and semi urban areas and generates substantial income to the economy. It also provides self employment for youth which is need of the hour. Keeping these two concepts this value added course is planned by the department.

Objective of the course

- To introduce and develop handicraft among students
- To motivate students in self employment

Learning Objective

- To acquire in depth knowledge in Soft toy making
- To undergo hands on training in Soft toy making
- To understand marketing techniques in Soft toy making

Learning Outcome

- Ability to use knowledge and skills in making Soft Toy making
- Developing ability in marketing the product.

Duration of the course : 30 hours

Number of students intake : 30

SYLLABUS

Unit I Introduction to soft toys

Toy animal made from cloth and filled with a soft material – pleasant to hold-Toy for young children – called as plushie. Growing of child population – increases demand in global market. Comfort and soft creation toys – places major role in gift packages.

Unit II Rawmaterials required for soft toys

Sponge – fur clothing –cotton- synthetic toy, Natural Toy, Eco friendly toy organic toy – Blended materials toys

Unit III Procurement of raw materials for soft toys

Various types of Retailer and wholesales both in on line and off line in around Tiruchirapalli and other places – Procurement of cheap and quality product

Unit IV Training on preparation of soft toys

Teddy bear, Soft balls- stuffed dolls and pillows with different raw materials

Unit V Marketing of soft toys

Local Market – National market. – Entering in to on line business.

References:

- 1.Soft toys Sara Gerlings
- 2.<https://books.google.co.in>

Evaluation Criteria

1. Softness
2. Colour Combination
3. Precision in stitching.

Evaluators : Dr.M.Mary Anbumathy

Mrs.S.K.Vanitha Women Entrepreneur and Trainer