

STRENGTHENING EXPORT COMPETITIVENESS OF SMES IN THE TEXTILE AND CLOTHING SECTOR AND ENHANCING TRADE SUPPORT INSTITUTIONAL CAPACITIES IN TAJIKISTAN

April 24, 2015. Dushanbe city

Tajik designers learned to creatively use 3D style pattern-making techniques

For the first time, design specialists from the Tajik textile companies, independent designers, as well as professors and students, benefited from two five-day workshops on creative pattern styling and appreciation held in the Polytechnic Institute of Tajik Technical University in Khujand (13-17 April) and the Technological University of Tajikistan in Dushanbe (20-24 April).

The workshops were initiated and organized by the International Trade Centre and funded by the Government of Switzerland within its Trade Cooperation Program (TCP) in Tajikistan.

Professor Asha Baxi, Senior Consultant of the Rajesh Bheda Consulting, an Indian consulting company famous in design and clothing, introduced the workshops' participants with 3D pattern-making technique emphasizing good quality, cut and fit. Professor Baxi says: "We aimed to explore ways of design realization and 3D method of pattern making, investigate body types and contours, find new problem solving methods, and follow global fashion trends. The participants were very active in synthesizing their design and fabrication skills and exploring the aesthetic and structural issues involved with the design and making of a garment utilizing a range of techniques".

Professor Baxi is a known in the world of clothing design as a consultant, academic adviser, and member of tens of panels. In the workshops in Khujand and Dushanbe, her teaching methods included demonstration, visual presentations and workshop-based exercises with emphasis on developing skills and creative techniques in a practical manner. Seasonal outfits including school uniforms, selection of colours and suitable fabrics, and fabric construction techniques were also discussed.

Certification of completion of the course was awarded to the participants.

During her mission in Tajikistan, professor Baxi also visited some pilot companies, came across their current pattern making process, and provided some advice and guidance on improving patternmaking.

The present project is component FOUR of the Trade Cooperation Program (TCP) in Tajikistan and aims to increase the export competitiveness of the textile and clothing (T&C) sector, by providing sector specific support to SMEs and relevant trade support institutions (TSIs), as well as supporting respective stakeholders in taking a strategic approach to the sector's development. It will also explore the challenges and development potential of the tourism and handicraft sectors in Tajikistan, outlining relevant trade related technical assistance priorities.

Swiss support: Within its Cooperation Strategy for 2012-2015, Switzerland focuses on four sectors in Tajikistan; Health, Rule of Law, Drinking Water Supply and Sanitation, and Private Sector Development. The overall goal of Swiss Cooperation in Tajikistan is to support the transition process in the country through contributing to economic development and by helping build institutions and systems which are responsive to the population's needs. www.swisscoop.tj, www.deza.admin.ch, www.seco-cooperation.admin.ch

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