



DREAM SHAPERS

INSTITUTE OF MANAGEMENT STUDIES

An ISO 9001:2000 CERTIFIED & GOVT. REGD. INSTITUTE



Explore
the power of
Dreams



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VISION STATEMENT

As an educational Institution dedicated to leadership in teaching and learning, Dream shapers seeks to transform all learners – faculty and staff as well as students – and support their personal growth and mentorship through out their lives, where the challenges of creating new knowledge support the values of a liberal education, where rigorous theory and practical, real world experiences come together.



MISSION STATEMENT

To develop the institute as a pioneer centre for excellence in Management education. To open new avenues for employment generation by developing skill and competency among students, and transform them from students to professionals, thereby create brand image and emerge as a leading institute in its domain.



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The Institute:

Dream Shapers Institute of Management Studies is the first of its own kind institute which is committed for the educational revolution in Uttarakhand. The institute is formed to serve the Indian industry with competent, hardworking, skilled and qualified professionals. All the programs running under the institute are commercially relevant, and in consultation with current industry leaders so that it's students may have good job prospects and growth opportunities. We invite the young sparkling and talented youth to shape their career with us.



Infrastructure And Facilities:

The institute is well versed with the fact that in today's technological world a student must have a cutting edge in his knowledge, skills and personality. To fulfill this perspective, Dream Shapers is well equipped with state of art infrastructure which includes well furnished A.C. class rooms, computers lab, 24 hour internet facility, fully equipped Bar, Restaurant & Kitchen and library with the latest books on retail business, hospitality industry, marketing, personality development and spirituality. There is an ample space of seminars, presentation, demonstrations and workshops (which are conducted by Industry professionals and management consultants).

Journey So Far



2008-09



2009-10



2010-11



2011-12





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Retail Industry Scenario:

Welcome to the "Gold mine" of Indian business. Today India's retail business is at par with world's top economic powers. Currently the major players are Tata Westcide, Mahindra Retail, Future Group, Bharti, Shoppers stop, Wal-Mart, Aditya Birla Group, Hero Group, Carrefour. Apart from it a lot of international brands like Van Heusan, Allen Solly, Esprit, Mango, Zara etc are operating in India. According to experts, organized retail is set to grow at a rate of approximately 35 % per annum, which will make the Indian retail market one of the largest employers for qualified professionals.

CAREER OPPORTUNITIES IN RETAIL INDUSTRY:-

The vacancies in retail sector are available from the entry to senior management level. Career in retail sector can be developed as Fashion Assistant, store manager, retail manager, retail buyers, retail design/visual merchandise, merchandise planning and product developers. The retail sector in India is dominated by domestic and international companies which offer large employment opportunities for the qualified retail management professionals.



Retail to create 8m jobs in less than six years

**BUYER
BARS
AHEAD**

Future Group, the largest retail chain in India, is set to create 8 million jobs in less than six years, according to a report by PwC. The report, titled 'Retail Sector Next Biggest Job Spinner, Says PwC', says that the retail sector is expected to create 1.9 million new jobs over the next five years.

Retail sector next biggest job spinner, says PwC

Retail Sector Set To Create 1.9 M Jobs, Create 1.9 M New Jobs Over Five Years





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PROGRAMME DETAILS :

ONE YEAR DIPLOMA IN RETAIL MANAGEMENT:-

PROGRAM OBJECTIVE: The objective of this programme is to harness the humongous growth in retail sector. This programme is designed in a unique way to equip students with the deep understanding of retail business, marketing concepts, management tools, and service marketing. Apart from it this programme focuses in honing their analytical skills and communication skills so that they may be transformed in to professional who can contribute in the growth of the great Indian retail market.

ELIGIBILITY: Minimum qualification for this course is (10+2) with any subjects / 3 year Diploma in any discipline. However Students who have done their graduation may also register for the program.

DURATION: 12 Months program (9 months classroom training, 3 month for training & placement)
80% attendance in each module is mandatory to participate in exams.

PROGRAME CONTENTS: One Year Diploma in retail management

- Principles and practices in management.
- Marketing management.
- Advertising and sales promotion.
- Indian and global retail scenario.
- Retail formats.
- Retail market and growth strategy.
- Retail locations.
- Operations management.
- Supply chain management.
- Visual merchandising.
- Basics of Fashion & Fabric.
- Industrial project.
- Communication Skills (Theory & Practical)
- Personality Development (Theory & Practical)





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Fashion Industry Scenario:

Better prospects both in terms of salary and growth of fashion design jobs is enormous and extends beyond India's markets to international markets too. Indian fashion designers are doing very well in almost all countries and hence the scope has broadened for students of fashion designing.

Fashion designers such as Ritu Beri, Ritu Kumar, Rohit Bal, Satya Paul and Tarun Tahiliani are known worldwide. With more and more Indians dressing up and focused on looking good, there is an increasing awareness about fashion in India. The Indian fashion industry is booming. The domestic Indian Textile market is worth \$25 billion today and growing at an annual rate of 15-20%.

CAREER OPPORTUNITIES IN FASHION DESIGNING: The scope for fashion design jobs in India is immense as Indians have increasingly become more fashion conscious and seek to enhance it in every way. Clothing companies need to hire people in a variety of jobs, ranging from fashion designers, textile designers, models, retailers, buyers and merchandisers, to provide end-to-end solutions to their clients. According to a recent study, the India's fashion designing industry aims to grow to Rs.1, 000 crores from the current to Rs.180 crores within the next 5 to 10 years.

ONE YEAR DIPLOMA IN FASHION DESIGNING:

Program Objective: By this course students will develop an understanding of the production process involved within the fashion design industry. These will include exploring and applying design principles and elements, such as scale and repetition, size specifications, pattern cutting, basic illustration methodology, traditional presentation methods, such as free hand drawing - volume and shape as well as computer-assisted design techniques, in order to effectively present and defend both the concept and the design process by way of illustrations, mood boards, print and actual garment samples.

Eligibility: Minimum qualification for this course is (10+2) with any subjects / 3 year Diploma in any discipline. However Students who have done their graduation may also register for the program.

Duration: 12 Months program (9 months classroom training, 3 month for training & placement) 80% attendance in each module is mandatory to participate in exams.





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Job Placement in Top Retail Companies

Dream Shapers has an excellent placement record for its Retail Management course for which it has all necessary collaborations with all leading national and international brands. The career in retail sector gives lucrative salary, growth opportunity, and job satisfaction.



One of the largest retail company of India hires from Dream Shapers for their different stores. The entry level position is of Fashion Assistant which after 9 months review may be upgraded as Department Manager. This company offers humongous growth opportunity within the organization along with lot of job satisfaction.



Virendra Singh
Bhatnagar Khan



Kamlesh Bagwal
Bhindal



Vijay Adhikari
Ranikhet



Govind Rarihar
Bageshwar



Surendra Farawan
Gorakhpur



Harish Upadhyay
Bageshwar



Kiran Khanayat
Balrampur



Deepak Negi
Rudhaura



Amit Salyavali
Rajnagar



Bhagwati Manral
Bageshwar



Narendra Karki
Bageshwar



Rakesh Kathayat
Khatima



Shankar Bhandari
Haridwar



Sandeep Khansali
Kashipur



Laxman Singh
Dineshpur



Himanshu Rajput
Mathura



Rohit Bhatt
Haridwar



Kamlesh Singh
Rajnagar



Pankaj Sharma
Gorakhpur





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ARVIND

Arvind brands is one of the most prestigious organization in retail sector, having a portfolio of national and international brands. Our students are successfully working with the renowned brands like U S Polo, Energy, Flying machine, Tommy Hilfiger etc. All these brands offer bright career along with growth opportunities.



Karan Singh
Rannagar



Sandeep Devrani
Rannagar



Bhawana Pandey
Bageshwar



Nikita Sah
Lakshat



Lalit Singh
Rannagar



Deegu Adhikari
Haldwari



Nitendra Takwal
Haldwari



This brand is managed by Tata group company Trent Ltd. It is one of the largest and fastest growing chain of retail stores. In a very short span of time the company operates in 28 cities with 49 stores. This company gives huge opportunity for learning and growth within the organization



Neeraj Kanyal
Delhat



Naveen Bharadwaj
Salt



Bharat Singh
Kapoor



Khasli Mehta
Delhat



Khushal Singh
Delhat



Vinod Rawal
Kottwar



Mohit Singh
Balparao



Mahesh Chandra
Haldwari



Jagdish Tangariya
Bageshwar



Nitish Bhatt
Balparao





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International Brands

The students of Dream Shapers are working in all prestigious International brands. These international brands offer excellent salary (14000/- to 20000/- per month) along with heavy incentive earning opportunity. A candidate should have right personality clubbed with retail knowledge to get an entry in all these companies.



Tajber Rawat
Ranrajgar



Deepak Sah
Nainital



Vignin Singh
Ranrajgar



Kaushal Joshi
Bageshwar



Rama Chand
Nainital



Santoshi Rana
Nainital



Yogesh Deyri
Bageshwar



Neeta Singh
Ranikhet



Vichal Pandey
Haldwani



Namta Rana
Nainital



Akanksha Belwal
Nainital



Tanuja Bisht
Nainital



Pankaj Majhi
Bageshwar



Geeta Trikoti
Nainital



Ankita Tiwari
Bageshwar

Piyush Pathak
Nainital



Renu Bisht
Bair Paran



Chandani Kurewal
Bageshwar



Umesh Pandey
Bageshwar

Hotel Industry Scenario In India:

Hotels in India have supply of 110,000 rooms. According to the tourism ministry, 4.4 million tourists visited India last year and at current trend, demand will soar to 10 million in 2010 to accommodate 350 million domestic travelers. 'Hotels in India' has a shortage of 150,000 rooms fueling hotel room rates across India. With tremendous pool of opportunity, India is a destination for hotel chains looking for growth. Five-star hotels in metro cities allot same room, more than once a day to different guests, receiving almost 24-hour rates from both guests against 6-8 hours usage. With demand-supply disparity, 'Hotel India' room rates are most likely to rise 25% annually and occupancy to rise by 80%, over the next two years. However, the rating on the 'Indian Hotels' is bullish. 'India Hotel Industry' is adding about 60,000 quality rooms, currently in different stages of planning and development and should be ready by 2012.

CAREER OPPORTUNITIES IN HOSPITALITY INDUSTRY:

Do you love people and understand them? Do you like catering to the needs of others? If good communication skills and an outgoing personality is also a part of your persona, then hospitality industry is the perfect career. With the boom in tourism and travel industry, the hospitality industry has grown rapidly in the past decade and is still growing. The demand for manpower in this industry is on the increase. Hospitality industry offers career choices in hotels, restaurants, airlines, cruise liners, Govt. owned catering departments, etc. A degree/diploma in Hotel Management is usually the basic requirement to take the first step towards a career in the hospitality industry.





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PROGRAM DETAILS:

18 MONTHS COURSE IN HOTEL MANAGEMENT

Program Objective: This intensive program consists of two taught semesters and one internship in the hospitality industry of 6 months. The program curriculum is designed for career-changers or students who need to gain the basic administrative skills for hospitality operations.

After completing these two semesters of study, students may choose to do an internship and / or start working. As the starting-block of the Dream Shapers curriculum, this program provides fundamental knowledge of hotel and restaurant operations management and a fast-track access to first employment.

Eligibility: Minimum qualification for this course is (10+2) with any subjects / 3 year Diploma in any discipline. However Students who have done their graduation may also register for the program.

Duration: 18 Months program (12 months campus classes & 6 months Industrial training). 80% attendance in each module is mandatory to participate in exams.

Program Contents: First 12 months are completely devoted to acquire the theoretical & practical knowledge of the basic Fundamental Principles of the Hotel Industry in the following subjects:

- Food & Beverage Service (Theory & Practical)
- Food & Beverage Production (Theory & Practical)
- Accommodation Operation (Theory & Practical)
- Front Office Operations (Theory & Practical)
- French language
- Communication Skills (Theory & Practical)
- Personality Development (Theory & Practical)
- Computers (Theory & Practical)
- Tourism





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Training & Placement in Top Hotel



Usha Bora
Delhat



Deepa Mehta
Delhat



Chandranchar Sharma
Chaukhata



Bhawana Soyai
Golapur



Tikendra Pal
Jaunsi



Gopal Takwal
Okhal Kanda



Prem Prakash Joshi
Pithoragarh



Deepak Parki
Delhat



Ashok Bhatt
Pauni



Lalit Bishi
Bagelwar



Gaoesh Pant
Chaukhata



Gokul Singh
Almora



Devendra Rautela
Bagwail Pothar



Akash Vastrakar
Lakuan



Basant Joshi
Lohaghat



Bhaskaranand Joshi
Pithoragarh



Harish Khatri
Asot



Dev Suman
Pauni



Devendra Singh
Bagwail Pothar



Yashpal Singh
Pauni



Vinod Dhyani
Pauni



Prthvi Raj Singh
Delhat



Kamal Kathayal
Bari Nag



Vikram Singh
Porahat



Ravindra Koshiyari
Kaptot



Manoj Singh
Bagelwar



Manjeet Singh
Bagelwar



Yashod Dangwal
Mukeshwar



Suraj Bora
Gangolhat



Pratap Singh
Betulghat



Suraj Dhyani
Kobhar



Lalit Pandey
Nalatal



Chandan Singh Jeena
Bali Parso



Naveen Sarwar
Nalatal



Suraj Singh
Nalatal



Alpana Chaurasia
Nalatal





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Industrial Visit & Extra Curricular Activities



EXCURSION



CULTURAL ACTIVITIES



INDUSTRIAL TOUR



Dream Shapers in Media :



Important Information at a Glance

- Right of admission will be reserved with the authorities of institute.
- If any student is found involved in any illegal activities during or before the course, his/her admission can be cancelled by the institute without any notice.
- 80% attendance is mandatory to participate in exam.
- As a good will institute will organize placement interviews and equal opportunity will be given to every students. However the quality and the number of placements will be dependent on skill, competency, knowledge of students and industry norms. Hence it can not be taken as a right from the students.
- These courses are uniquely designed to hone the skills of students and prepare them as a professional for retail and hotel industry. These courses are honored by industry.



DREAM SHAPERS INSTITUTE OF MANAGEMENT STUDIES

Haldwani Branch :

T-06, Phase-I, 3rd Floor, Durga City Centre, Haldwani

E-mail : info@dreamshapers.co.in

www.dreamshapers.co.in

Ph.: 05946-283396, 9634789093

Dehradun Branch :

A-214, Shagun Plaza, Nehru Colony, Dehradun.

E-mail : info@dreamshapers.co.in

www.dreamshapers.co.in

Contact No. : 9634789093, 8449134567