

VANITA VISHRAM WOMEN'S UNIVERSITY
(Managed By: Vanita Vishram, Surat)
1st Women's University of Gujarat



VANITA VISHRAM
WOMEN'S UNIVERSITY
— SURAT —

SCHOOL OF VOCATIONAL STUDIES

DEPARTMENT OF FASHION DESIGNING
B.VOC. FASHION DESIGNING

SYLLABUS

W.E.F 2021-2022

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1. PREAMBLE – VVWU

Vanita Vishram Women's University (VVWU) is the First-ever Women's University in Gujarat approved by the Government of Gujarat under the provisions of the Gujarat Private Universities Act, 2009. It is a University committed to achieving Women's Empowerment through Quality Education, Skill Development, and employment opportunities for the girl students through its model curriculum, integration of technology in pedagogy, and best-in-class infrastructure. The focus is on prioritizing practical components and experiential learning supported through academia-industry linkages, functional MoUs, skill development training, internships, etc. It aims at providing opportunities for the girl students for holistic development and self-reliance.

VISION

Empowerment of women through quality education and skill development, so as to make them strong pillars of stability in society.

MISSION

To provide Education and Professional Training to all women for their all-round development, so as to enable them to become economically independent and socially empowered citizens.

2. SALIENT FEATURES

- Based on NEP-2020 and CBCS.
- Interdisciplinary as well as multidisciplinary.
- Practical-oriented, skill-based and vocational.
- Based on experiential learning.

- Greater exposure to internships, hands-on training, project work, field work, presentations, etc.
- The mode of instruction shall be offline.
- Qualified and Competent Faculty Members for effective teaching-learning.
- Employment-Generating.

3. INTRODUCTION TO THE PROGRAM

It has been a long-felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education systems have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries into its curriculum, in an innovative and flexible manner while developing a holistic and well-groomed graduate.

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to the Bachelor of Vocation (B.Voc.) Degree Program with multiple exits such as Diploma and Advanced Diploma under the National Skills Qualifications Framework (NSQF).

The B.Voc. program is focused on universities and colleges providing undergraduate studies that would also incorporate specific job roles and their NOSs along with broad based general education. This would enable the graduates completing B.Voc. to make meaningful contributions to accelerating India's economy by gaining appropriate employment, becoming entrepreneurs, and creating appropriate knowledge.

The undergraduate program in Fashion Designing is a three-year skill based and job-oriented course that has multiple exit points. The course content is designed so as to equip the students with the theoretical as well as practical aspects of the fashion industry. It Goes beyond formal teaching and focuses on developing independent thinking and impactful execution. Fashion Designing is the art of applying design, aesthetics, and natural beauty to clothing and its accessories. It is influenced by cultural and social attitudes and has varied over time and place.

4. PROGRAM OBJECTIVES (PO_s)

Each Graduate in Fashion Designing should be able to:

1. Introduce the students to the art of applying design and aesthetics to clothing.

2. It focuses on the development of knowledge and skills and helps them in developing their collection and creating a brand.

3. It will provide opportunities for creative expression and critical thinking in all aspects of design.

4. The Course will help the students understand consumer behavior.

5. The Course will create awareness among the students about the current and future trends in the industry and also develop a research aptitude in them.

5. PROGRAM SPECIFIC OUTCOMES (PSO)

Upon completion of the B.VOC. Fashion Designing /B.VOC. Fashion Designing (Hons) program, the students would:

1. The program places emphasis on practical, industry-oriented training.

2. It is intended to train future fashion leaders to design fashion collections.

3. It is an intensive course that is driven by a systematic technical approach, research, creativity, and imagination, with a focus on the detailed knowledge of the subject.

4. The course relies on tracking the evolving trends and innovations of the Indian and International Fashion industries.

5. It will develop competencies that will enable the students to start entrepreneurial ventures.

6. They will learn about the workings of the various departments in the garment Industry.

**BACHELOR OF VOCATION (B.VOC)
HOSPITALITY & TOURISM MANAGEMENT
COURSE CODE: HTM
SEMESTER V
GENERAL COMPONENT**

GC- PAPER- : PSYCHOLOGY OF HEALTH & WELL BEING

TOTAL 04 CREDIT (TH) = 60 HOURS

Course Objectives:

- To orient the students about the spectrum of health & illness for better health management.
- To help the students to learn approaches to enhance wellbeing.
- To acquaint the students with strategies to prevent illness, promote and manage health & wellbeing.
- To cultivate inner strengths and virtues, like hope and optimism
- To develop adequate knowledge about the promotion of healthy behavior.

Course Outcomes:

- Students will learn about the concept of holistic health for effective health management.
- Students will learn different approaches to enhance total well-being.
- Students will learn different strategies to prevent illness and manage health & wellbeing.

Module No.	Module: At a Glance	No. of Hours	No. of Credits
1	Introduction to Health & Wellbeing <ul style="list-style-type: none">● Concept and Definition of Health● Holistic Model of Health● Concept of Wellbeing● Health-Illness Continuum	15	1

2	<p>Physical Health Management</p> <p>a) Food, Diet & Obesity b) Sexual Health c) Muscular -skeletal problems</p> <p>Mental Health Management</p> <p>a) Depression b) Anxiety c) Psychosomatic Illness d) Health Compromising Behaviors: Substance Abuse</p>	30	2
3	<p>Promotion and Management of Good health:</p> <ul style="list-style-type: none"> ● Cultivating Human Strengths and Virtues ● Hope & Optimism ● Gainful Employment ● Work-Life Balance ● Health Enhancing Behaviors: Exercise, Nutrition ● Health Promotion through Yoga and Meditation 	15	1
Total No. of Hours & Credit		60	4

REFERENCES

Sr. No.	Authors Name	Name of the book	Name of Publisher
1	Ghosh, M. (2015)	Health Psychology: Concepts in Health and Wellbeing	New Delhi: Dorling Kindersley (India) Pvt. Lt

2	Brannon, L., Feist, J., & Up DeGraff, J. A. (2013)	Health Psychology: An Introduction to Behavior and Health.	Cengage Learning
3	Dalal, A. K., & Misra, G. (2006)	Psychology of Health and Wellbeing: Some Emerging Perspectives	Psychological Studies
4	World Health Organization (2020)	Sexual Health	https://www.who.int/westernpacific/health-topics/sexual-health
5	Katz, E (2017).	Psychosomatic Illness,	https:// www.cancertherapyadvisor.com /home/decision-support-in- medicine/pediatrics/ psychosomatic-illness
6	Argyle, M. (2001)	The Psychology of Happiness (2nd ed.).	Great Britain: Routledge

Evaluation Scheme

Examination Head	Marks
Internal Examination	20
Attendance	05
Faculty Evaluation (Any 3 components) 1. Assignment 2. Article Writing 3. Project Work 4. Report Writing 5. Class Exercise 6. Quiz	15

7.Viva-Voce 8.Book Review or Article Review 9.Seminar/ Class presentation/Poster presentation participation/ Group Discussion/Role Play 9.Workshops	
Total	40 Marks
External Examination	Marks
Written Exam	60 Marks
Total	60 Marks
Grand Total	100 Marks

GC- Paper – __ : Professional Ethics
Total 04 credits (Th)(60 hrs)

Course Objectives:

- To make the students aware of professional ethics
- To enable the students to develop professionalism
- To enhance the knowledge of professional responsibilities
- To make the students be able to incorporate ethical decision making

Course Outcomes:

- The students will gain an insight of professional ethics
- The students will develop professionalism
- The students will understand various professional responsibilities

Module No.	Module: At a Glance	No. of Hours	No. of Credits
1	INTRODUCTION OF ETHICS <ul style="list-style-type: none">● Basics of professional ethics● Difference between values, morals and ethics● Ethical Human Conduct based on acceptance of basic human values.● Universal human order	15	1
2	PROFESSION AND PROFESSIONALISM <ul style="list-style-type: none">● Professional Accountability● Ethics and image of a professional● Professional and Ethical obligations towards society and Nation.● Issues in Professional Ethics-The Current Scenario.	15	1

3	PROFESSIONAL RESPONSIBILITIES <ul style="list-style-type: none"> ● Collegiality ● Loyalty ● Confidentiality ● Conflict of Interest ● Whistle Blowing 	15	1
4	ETHICAL DECISION MAKING <ul style="list-style-type: none"> ● Framework for Ethical Decision Making ● Ethical Decision-Making procedure ● Kohlberg's Model of Cognitive Moral Development ● Influences on Ethical Decision Making ● Personal values and Ethical Decision Making 	15	1
Total No. of Hours & Credit		60	4

REFERENCES:

Sr. No.	Authors Name	Name of the book	Name of Publisher
1	R. Subramanian	Professional Ethics	Oxford University Press
2	Prof. D.R. Kiran	Professional Ethics & Human Values	TATA McGraw Hill Education
3	S.B. Srivasthva	Professional Ethics & Human Values	SciTech Publications (India) Pvt. Ltd. New Delhi.

4	Subash Balchandra Gogate	Professional Ethics & Human Values	Vikas publication
5	A.N.Tripaty	Human Values	New Age International Publishers, 2003
6	Premvir Kapoor	Professional Ethics and Human Values	Khanna Publishing; First edition (1 January 2019)

Evaluation Pattern

Examination Head	Marks
Internal Examination	20
Attendance	05
Faculty Evaluation (Any 3 components) 1.Assignment 2.Article Writing 3.Project Work 4.Report Writing 5.Class Exercise 6.Quiz 7.Viva-Voce 8.Book Review or Article Review 9.Seminar/ Class presentation/Poster presentation participation/ Group Discussion/Role Play 9.Workshops	15
Total	40 Marks
External Examination	Marks
Written Exam	60 Marks
Total	60 Marks
Grand Total	100 Marks

GC Paper – __ : Financial Literacy
Total 04 credits (Pr)(60 hrs)

Course Objectives:

1. To make the students aware of the benefits of financial planning
2. To inculcate knowledge of Banking activities.
3. To gain an insight on security and modes of digital payment.
4. To have an understanding of financial markets.
5. To impart knowledge about Government schemes
6. To make them aware of frauds and how to file a grievance

Course Outcomes:

1. The students will be aware of basic banking activities and the importance of financial planning.
2. The students will understand the modes of digital payment
3. The students will be well versed with tax saving and Government schemes
4. The students will be able to understand frauds and the process of grievance filing.

Module No.	Module: At a Glance	No. of Hours	No. of Credits
1.	<p>Basics of Savings, Investment and Budgeting</p> <ul style="list-style-type: none"> • Objectives, Importance and factors affecting money decisions. • Financial goals, diversification. <p>Banking Activities: Importance and purpose of Banks (Credit and Debt Management)</p> <ul style="list-style-type: none"> • Banking functions. Opening a bank account, KYC • Deposits and Types of Deposits-Saving Bank Accounts, Fixed Deposit Accounts, Recurring Deposit Account, Special Term Deposit Schemes • Loans and types of loan. 	15	1

.	Security and modes of digital payments- <ul style="list-style-type: none"> • Card based, POS, E-commerce, ATM • Biometric based, AePS, Micro ATM • Mobile based • Internet banking, NEFT, RTGS, IMPS, UPI, QR codes • Mobile wallets, USSD, NACH • Digital rupee 	15	1
3.	Financial Markets: <ul style="list-style-type: none"> • Capital Market Vs Money Market • Securities and its types • Equity, Debentures or Bonds • IPOs and FPOs, • Mutual Funds 	15	1
4.	Tax saving Schemes- <ul style="list-style-type: none"> • National Saving Certificates • Public Provident Fund • Post Office Schemes • Retirement Benefits Schemes- NPS (New Pension System) • Different Government Schemes Insurance: Types, claim process. <ul style="list-style-type: none"> • Fraud protection- Mass Marketing fraud, Investment fraud, Credit & Debit card fraud, Affinity fraud, Insurance frauds. • Grievance Redressal 	15	1
Total No. of Theory Hours & Credits		60	04

REFERENCES

Sr. No.	Name of the Author(s)	Name of the Book	Name of the Publisher
1.	SEBI	Investment Planning by SEBI	Government of India
2.	T. R. Jain and R. L. Sharma	Indian financial System	VK Global Publisher
3.	T. R. Jain and R. K. Kaundal	Money and Banking	VK Global Publisher
4.	RBI	Financial Literacy Guidebook	Government of India
5.	NPCI	Financial Literacy Guidebook	Government of India

EVALUATION SCHEME

Examination Head	Marks
Internal Examination	20
Attendance	05
Faculty Evaluation (Any 3 components) 1. Assignment 2. Article Writing 3. Project Work 4. Report Writing 5. Class Exercise 6. Quiz 7. Viva-Voce 8. Book Review or Article Review 9. Seminar/ Class presentation/Poster presentation participation/ Group Discussion/Role Play 9. Workshops	15

Total	40
External Examination	Marks
Written Exam	60 marks
Total	60 marks
GRAND TOTAL	100 MARKS

Course Outline
Department of Fashion Designing

SEM-V

Skill Component			
FD11170: APPAREL MERCHANDISING (THEORY)			
Total 4 credits = 60hrs			
Course Objectives:			
The aim of the curriculum is to emphasize the customer-oriented and aesthetic components of the retail fashion industry. The curriculum is designed to impart students with in-depth knowledge and expertise in subjects such as merchandising, costing, textile and clothing science as well as apparel quality control.			
Course Outcomes:			
After completion of the course apparel merchandising, students will be ready to enter the fashion industry. The coursework is designed to enhance a student's skills in buying, retail management, and customer relationship management.			
Block No.	Topic	No. of hours	No. of Credits
1	INTRODUCTION TO MERCHANDISING <ul style="list-style-type: none"> ● Definition ● Merchandising department organization chart ● Merchandising communication ● Tech-pack interpretation and updating ● Functions of Merchandiser ● Key role played by merchandiser in a retail organization ● Merchandiser's role in an organization from buyer contact to merchandise deliver 	15	1
2	SAMPLING AND SCHEDULING <ul style="list-style-type: none"> ● Samples and its types ● Approvals - Pattern approvals, Size set approvals ● Pre-production follow up ● CMP and TNA preparation ● Merchandising Calendar 	15	1
3	GARMENT PRODUCTION PROCESS <ul style="list-style-type: none"> ● Product Design, Fabric Selection and Inspection, Patternmaking, Grading, Marking, Spreading, Cutting, Bundling, Sewing, Pressing, Finishing 	15	1
4	MERCHANDISING DOCUMENTATION <ul style="list-style-type: none"> ● Export procedures, FOB, C&F, CIF, Shipping mark, Certificate of origin, Letter of credit, Bill of lading, Export license, Packing list, Commercial invoice, Tech-pack interpretation and updating 	15	1
Total No. of Hours& Credit		60	4

REFERENCES –

Sr. No.	Authors Name	Name of the book	Name of Publisher
01	Jeremy A. Rosenau & David L. Wilson(2014)	Apparel Merchandising: The Line Starts Here	Bloomsbury Publishing India Private Limited; 3rd edition
02	R. Ratinamoorthy & R. Surjit	Apparel Merchandising	Woodhead Publishing
03	Robin Mathew(2008)	Apparel Merchandising	Book Enclave Publishers
04	Cooklin Gerry	Garment Technology for Fashion Designers	Blackwell Science Ltd.1997
05	Chuter A.J	Introduction to Clothing Production Management 2 nd Edition	Blackwell Science Ltd.1995
06	Pradip V. Mehta	An Introduction to Quality Control for the Apparel Industry	New age International (P) Ltd.
07	Harold Carr and Barbara Latham	The Technology of Clothing Manufacture, 2 nd Edition	John Wiley & Sons; edition 1994
08	<u>T. Karthik</u> , <u>Ganesan, P</u> and <u>Gopalakrishnan, D</u>	Apparel Manufacturing Technology	CRC Press , 2016
09	<i>Nayak, D and Padhye, R</i>	Garment Manufacturing Technology	Woodhead Publishing
10	Thomas E. Johnson & Donna Bade(2002)	Export/Import Procedures And Documentation	Amacom Publishers

FD 11170 : APPAREL MERCHANDISING (THEORY)					
Hours/week	Total Credit	Exam hours	Internal Marks	External Marks	Total Marks
4	4	2.5	40	60	100

Skill Component			
FD11180 : FASHION STYLING & PORTFOLIO DEVELOPMENT(PRACTICAL)			
Total 4 credits = 60hrs			
Course Objectives:			
<ul style="list-style-type: none"> ● To make student understand the importance of displaying their work in the best possible way. ● To prepare students for the world of fashion, where they can grab job opportunities by showcasing and explaining their talent through portfolio. 			
Course Outcomes:			
<ul style="list-style-type: none"> ● Students will be able to prepare their portfolio in digital as well as other modes of presentation. ● Students work will be best showcased and will able to discuss and explain their work professionally. 			
Block No.	Topic	No. of hours	No. of Credits
1	FASHION PHOTOGRAPHY <ul style="list-style-type: none"> ● Editorial fashion photography ● High fashion photography ● Catalog photography ● Street fashion photography 	15	1
2	IMAGE AND BRANDING <ul style="list-style-type: none"> ● Creative resume writing ● Label designing ● Launching new brand ● Web designing 	15	1
3	DIGITALIZATION OF FASHION PORTFOLIO <ul style="list-style-type: none"> ● Cover page designing ● Back page designing ● Fashion portfolio designing 	15	1
4	MAKE UP STUDIO <ul style="list-style-type: none"> ● Day and night make up ● Metallic look ● Ramp make up ● Nude look 	15	1
Total No. of Hours& Credit		60	4

REFERENCES –

Sr. No.	Authors Name	Name of the book	Name of Publisher
01	Chinelo Bally	Freehand Fashion:- Learn to sew the perfect wardrobe-no pattern required	Pavilion Books 2015,
02	Jo Digemans	Mastering Fashion Styling	Macmillian Master series, 1999
03	Laura Shala	The Stylist Becoming a Professional Image Consult	Helsinki Metropolia University of Applied Science Fashion Design, Bachelor's Degree Thesis May 2012
04	Jacqui McAssey & Clare Buckley	Basics Fashion Design 08: Styling	AVA Academia (published internationally) ISBN 9 782940 411399
05		Bobbi Brown Makeup Manual–2011	Headline publishing group, ISBN 9780755318478
06		Makeup Artist Face Charts: facechart makeup book	Independently Published ,ISBN-10 : 1677666307, ISBN-13 : 978-1677666300
07		The Art of Makeup, KevynAucoin, Perennial Currents;	Later Prtg edition (April 24, 1996),ISBN-10 : 0062730428, ISBN-13 : 978-0062730428
08		The Makeup Artist Handbook: Techniques for Film, Television, Photography, and Theatre,	Focal Press; 2nd edition (2012),ISBN-10 : 0240818946, ISBN-13 : 978-0240818948
09	Eugenie Shinkle	Fashion Photography: The Story in 180 Pictures	Thames & Hudson Ltd; 1st edition (October 2017), ISBN-10 : 0500021392, ISBN-13 : 978-0500021392
10	Patrick Remy	Anti Glossy: Fashion Photography Now	Rizzoli, 2019,ISBN: 978-0-8478-64 59

FD11180 : FASHION STYLING & PORTFOLIO DEVELOPMENT(PRACTICAL)					
Hours/week	Total Credit	Exam hours	Internal Marks	External Marks	Total Marks
4	4	2.5	40	60	100

Skill Component			
FD 11190 : ADVANCE FASHION ILLUSTRATION (PRACTICAL)			
Total 4credits = 60hrs			
Course Objectives:			
<ul style="list-style-type: none"> ● To equip students with skills of using various art media with proficiency ● To enhance skills of using mix media in designing projects ● To impart knowledge of designing fashion magazine cover page and developing design catalogs ● To impart skill of making stylized designs and enhanced sheet presentation 			
Course Outcomes:			
<ul style="list-style-type: none"> ● Students utilize skills of using mix media in many professional ventures that are sought upon in fashion industry, like designing cover page, design catalog etc. ● Students acquire proficiency in using various art media that are essential to design projects ● They create stylized figures and innovative fabric textures that enhance their capability as an illustrator ● They undertake independent design projects that make them responsible for developing their designing sensibilities in given resources 			
Block No.	Topic	No. of hours	No. of Credits
1	INTRODUCTION TO MALE FIGURE Men's casual /formal wear designs	15	1
2	DEVELOPMENT OF KID'S FIGURE Kid's play wear/School uniform designs	15	1
3	DEVELOPMENT OF TEENAGEFIGURE CasualWear/ CollegeWear	15	1
4	WOMEN'S WEAR DESIGNS –(Manual or Photoshop) (Formal, Casual & Ethnic with special emphasis on innovative surface ornamentation techniques.)	15	1
Total No. of Hours& Credit		60	4

REFERENCES: -

Sr. No.	Authors Name	Name of the book	Name of Publisher
01	Kathryn McKelvey & Janine Munslow	Fashion Design Process, Innovation and Practice	Blackwell Publishers
02	Helen Goworek	Fashion Buying	Blackwell Signs
03	Bina Abling	Fashion Rendering with Colour	Prentice Hall Inc
04	Anne Allen & Julien Seaman	Fashion Drawing – The Basic Principles	B.T Batsford Ltd
05	Colin Barnes	Fashion Illustration	McDonald & co. Ltd
06	Patrick John Ireland	Fashion Design Illustration- Women	B.T Batsford Ltd
07	Ritu Bhargav	Fashion Illustration & Rendering	B. Jain Publishers.Ltd
08	Angel Fernandez & Gabriel Martin Roig	Drawing For Fashion Designers	Paramon Ediciones S.A

FD11190 : ADVANCE FASHION ILLUSTRATION (PRACTICAL)

Hours/week	Total Credit	Exam hours	Internal Marks	External Marks	Total Marks
4	4	2.5	40	60	100

Skill Component			
FD11200 : INTERNSHIP-II(PRACTICAL)			
Total 6 credits = 90hrs			
Course Objectives:			
<ul style="list-style-type: none"> ● To Develop work habits and attitudes necessary for job success. ● To develop communication, interpersonal and other critical skills in the job interview process. ● To Build a record of work experience. ● Helps to acquire employment contacts leading directly to a full-time job following graduation from college. 			
Course Outcomes: Internship training will help students to:			
<ul style="list-style-type: none"> ● Get a feel for the work environment. ● Boost their confidence. ● Build networks. ● Increase your motivation. ● Improve your CV. ● Get a job directly. ● Get a reference or letter of recommendation. 			
Block No.	Topic	No. of hours	No. of Credits
1	<ul style="list-style-type: none"> ● To give students practical experience in an organization /Industry. ● To help students to develop insight for a profession in the Apparel Industry. ● To help students explore possible career options to make them self-reliant. <p>The students will be placed in an organization /Industry for six weeks. The students should complete training in any thrust areas of Apparel Industry.</p> <p>Areas:</p> <ul style="list-style-type: none"> ● Boutiques, Fashion studio, Embroidery units, Dyeing and Printing units, Export house, Buying house, Readymade garment Industry 	15	1
Total No. of Hours& Credit		90	6

FD11200 : INTERNSHIP-II(PRACTICAL)					
Hours/week	Total Credit	Exam hours	Internal Marks	External Marks	Total Marks
6	6	-	40	60	100

Guidelines for Evaluation: The evaluation will be done jointly by the college and placement organization.

1. Internal Evaluation: Submission of report and oral presentation by the student. Final report should be written by the student with

- (1) Title of Internship, location of Internship & Name
- (2) About the organization
- (3) Internship details
- (4) Outcomes & suggestions – what student has gained

The following internal assessment procedures will be used:

Attendance (punctuality) -	10 marks
Individual file -	20 marks
Presentation -	10 marks

Total 40 marks

2. External Evaluation

Subject Interest & Involvement-	10 marks
Completion of Assignment-	10 marks
Knowledge & Application of Knowledge-	10 marks
Punctuality / Sincerity-	10 marks Working
relationship (Interaction/ cooperation /co-ordination)-	10 marks
Viva Voce-	10 marks

Total 60 marks

Note:

1. Students are assessed by the authorities of the Organization/centre where students are placed for Practical experience and Participation.
2. Assessment is done on regular basis on their performance and hence continuous evaluation is recommended.