


R&I School of _____
Fashion Entrepreneurship 
and Management _____

A Fashion
Entrepreneurship
program



*Roots
and Ink*

Empowering India's next generation of **Fashion** Entrepreneurs



Roots and Ink is a **fashion Entrepreneurship program** designed to guide you through the process of **creating, launching, and scaling your own fashion brand**. Whether you're just starting or looking to take your brand to the next level, Roots and Ink offers you practical, hands-on experience and industry expertise.



Who are we[^]

At **Roots and Ink**, we're not just another fashion school. We are the architects of a new frontier in fashion entrepreneurship, supported by creatives creations our parent company, Creativecreations Clothing Company which later was Sheshagiri Industries Pvt Ltd.

With over 30 years of expertise in garment manufacturing, our founders have partnered with some of the biggest names in the industry, including Aditya Birla, Arvind, and more than 25+ D2C brands globally. We don't just follow trends—we shape them.

Through hands-on experience, deep industry connections, and a passion for innovation, we provide aspiring fashion entrepreneurs with the tools to build brands that make a lasting impact.

Our Manufacturing Unit



Brands we've worked with





What's our mission

Our mission is bold—simple, yet profound.

Our mission is to equip fashion entrepreneurs with the skills, knowledge, and resources needed to build thriving fashion brands.

We aim to bridge the gap between fashion design and business by offering a holistic learning experience that covers everything from creative design to manufacturing, marketing, and scaling a brand. At Roots and Ink, we focus on empowering individuals to turn their vision into reality by providing hands-on training, expert guidance, and real-world insights.

What's our vision

We envision a future where creativity meets commerce, where fashion entrepreneurs from all walks of life have the tools and confidence to create successful, sustainable fashion brands.

Through our innovative programs, we aspire to become the leading fashion business school globally, **transforming the industry by fostering a new generation of fashion leaders who will shape the future of fashion.**



*We offer course which provides
end to end knowledge to start a
clothing brand*

SOIL TO FIBER
FIBER TO
FABRIC FABRIC
TO FASHION

01

PRE AND POST
PRODUCTION
ACTIVITIES

02

MANUFACTURING
PROCESS SUPPLY
CHAIN

03

D2D DESIGN TO
DELIVERY

04

Roots and Ink

*everything under one roof, knowledge required
and the manufacturing support as well*

Comprehensive End-to-End Course

Our program is designed to provide an all-inclusive learning experience, covering every aspect of building and scaling a fashion brand.

From concept development and fabric sourcing to garment manufacturing and brand marketing, we guide you through each step of the process.

You'll receive expert guidance on navigating legalities, production strategies, and operational challenges, ensuring you're well-prepared to launch a successful brand.

This course offers in-depth, practical insights that empower you with the knowledge and tools to manage your fashion business from start to finish.

Immersive Industry Exposure and Practical Opportunities

Gain hands-on experience by working directly with industry leaders, manufacturers, and designers.

Our program ensures you engage with real-world fashion challenges, providing a practical foundation to launch your brand.

With access to established manufacturers, industry insights, and production processes, you'll bridge the gap between theoretical learning and practical execution.

This dynamic exposure equips you with the skills and connections necessary to thrive in the fashion industry and bring your creative vision to life.

Design to Delivery (D2D) Process

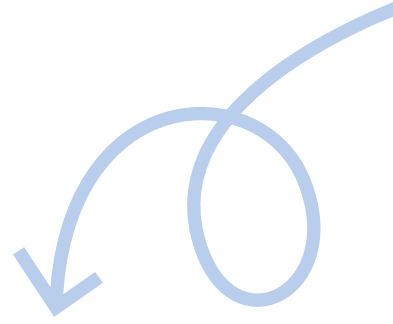
With our hands-on approach, we'll be with you every step of the way, from the initial design phase to the final product delivery—all within our in-house manufacturing facility.

Our expert team will not only guide you but also actively help you execute your vision by managing critical aspects such as fabric sourcing, sampling, production, and quality control.

With our factory resources, we ensure that your designs are transformed into finished products with precision and efficiency.

We take care of getting things done, so you can focus on building your brand, knowing that every step in the supply chain is managed seamlessly.

Why choose Roots and Ink



Industry Experts

Gain insights from professionals with over 30 years of experience in fashion manufacturing and branding.

Manufacturing Support

Access to a fully equipped in-house design and production unit.

Practical Knowledge

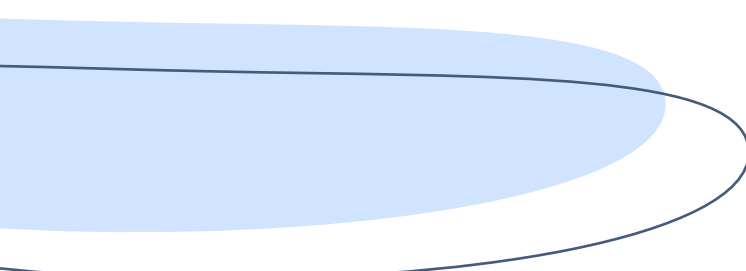
Learn by doing, not just theory.

Exclusive Industry Network

Connect with brands like Aditya Birla, Arvind, and successful D2C brands.

Comprehensive Curriculum

From design to production, and from branding to legalities – we cover it all.



What We Offer

Brand Creation

Learn how to build a unique fashion brand with the right identity and market positioning.

End-to-End Support

We provide consultations on legal, financial, and operational aspects to ensure your brand's success.

Expert Sessions

Learn directly from industry veterans who have scaled brands for giants like Myntra, Aditya Birla, and more.

Garment Manufacturing

Master the entire production process from design to delivery, with hands-on experience in real-world setups.

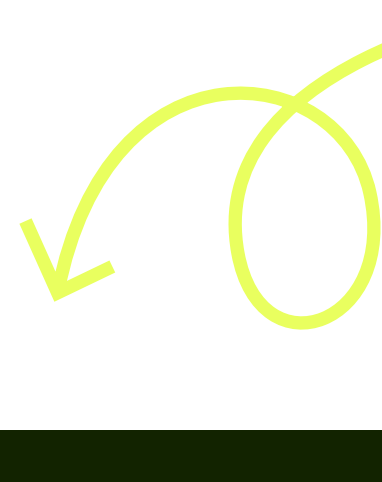
Access to Industry Infrastructure

At Roots and Ink, you will have access to an in-house manufacturing facility, enabling you to prototype and produce your designs under the mentorship of seasoned professionals.

Exclusive Mentorship and Guidance

Our program includes personalized mentorship from experts who have helped scale brands and launch fashion businesses for over 25 years.

Curriculum Breakdown



Foundations of Fashion Business

Phase 1

Module 1

Introduction to the Fashion Industry

- Overview of the Fashion Industry
- History and Evolution of Fashion
- Current Trends and Market Dynamics
- Major Players and Market Segments

Module 2

Understanding the Garment Business

- Types of Garment Brands: Luxury, Fast Fashion, slow fashion
- Brand Positioning and Target Market
- Business Models: Direct-to-Consumer, Wholesale, E-commerce

Module 3

Market Research and Analysis

- Conducting Market Research: Tools and Techniques
- Analyzing Competitors and Identifying Opportunities
- Understanding Consumer Behavior and Preferences

Foundations of Fashion and Textiles and Legal Factors

Phase 2

Module 4

Textile and Fashion Design Techniques

- Textile Raw Materials
- Weaving and Knitting Technology
- Garment Construction Basics
- Introduction to Pattern Making

Module 5

Printing and Dyeing Techniques

- Fabric printing
- Fabric Dyeing
- Garment Printing
- Garment Dyeing
- Fabric and Garment Finishing Processes

Module 6

Legal and Regulatory Considerations

- Registering Your Business and Brand
- Intellectual Property Rights: Trademarks, Patents
- Compliance with Industry Regulations and Standards

Manufacturing and Production Management

Phase 3

Module 7

Manufacturing Processes

- Overview of Apparel Manufacturing Processes
- Selection of Fabrics and Materials
- Cutting, Sewing, and Finishing Techniques

Module 8

Production Planning and Scheduling

- Creating Production Schedules
- Time and Action Calendars
- Managing Lead Times and Deadlines

Module 9

Product Development Cycle and Sourcing and Production Management

- From concept to prototype.
- Technical design and pattern making
- Finding and working with suppliers.
- Production planning and quality control.

Advanced Manufacturing and Supply Chain Management

Phase 4

Module 10

Advanced Manufacturing Techniques

- Overview of Apparel Manufacturing Processes
- Selection of Fabrics and Materials
- Cutting, Sewing, and Finishing Techniques

Module 11

Supply Chain Management

- Sourcing Raw Materials and Components
- Managing Supplier Relationships
- Logistics and Distribution Management

Module 12

Inventory Management

- Inventory Tracking Systems
- Stock Level Optimization
- Handling Overstock and Stockouts

Brand Development and Product Management

Phase 5

Module 13

Brand Concept and Identity

- Defining Your Brand's Vision, Mission, and Values
- Creating a Unique Selling Proposition (USP)
- Developing Brand Identity: Name, Logo, Tagline

Module 14

Product Development

- Trend Analysis and Forecasting
- Designing a Product Line: Collection Planning
- Collaborating with Designers and Product Developers

Module 15

Business Planning and Strategy

- Writing a Comprehensive Business Plan
- Setting Goals and Objectives
- Budgeting and Financial Projections
- How to take exit from the brand

Launching and Sealing Your Brand

Phase 6

Module 16

Launch Strategy

- Planning a Brand Launch Event or Campaign
- Media Outreach and Public Relations
- Initial Sales and Distribution

Module 17

Sales Channels

- Sell your products through your website, social media, and online marketplaces (e.g., Amazon, Flipkart).
- Establish wholesale relationships with retailers.

Module 18

Scaling Your Brand

- Expanding Product Lines and Market Reach
- Building Strategic Partnerships and Collaborations

Bonus Features

Factory Visits

Real-life insights into how large-scale fashion manufacturing works.

Startup Support

Free consultation sessions for up to 6 months post-graduation.

Funding Support for Your Fashion Brand

Launching a fashion brand requires not just creativity but also financial backing. At Roots and Ink, we provide guidance on various funding options to help you bring your vision to life:

Bank Loans: Access startup and working capital loans tailored for your needs.

Government Schemes: Explore grants like the Startup India Scheme and MSME Development Act.

VC Network : Connect with angel investors and venture capital firms to secure investments.

Turn your vision into reality with the financial backing you need!

Why Roots and Ink stand out

Garment manufacturing: Full access to in-house production facilities, which 98% of emerging brands struggle to secure.

Scaling & operations: Leveraging proven strategies to scale with cost-effective supply chains.

Mentorship & Network: Unlike conventional fashion schools, Roots and Ink provides ongoing consultations with industry experts from Aditya Birla, Myntra, and many D2C Brands.

60% of successful entrepreneurs credit ongoing mentorship and networks as key to their success (Entrepreneur Magazine).

With Mentors from



Roots and Ink



For too long, The barriers to building a successful fashion brand, the tools, knowledge, and opportunities to build successful fashion brands have been out of reach for most aspiring entrepreneurs. That changes now.

At *Roots and Ink*, we've designed a program that offers not only education but transformation. A program built for those who aren't satisfied with just learning about fashion—but want to create it, shape it, and revolutionize it. And build something great in this field

This isn't just another program. This is the blueprint for the future of fashion entrepreneurship. It's the foundation for the next generation of fashion entrepreneurs.

Who Is This Program Designed For

Aspiring Fashion Entrepreneurs

If you dream of launching your own fashion brand but don't know where to start, this course provides the roadmap to success..

Small Business Owners

Entrepreneurs who want to add a fashion line to their portfolio or diversify their product offerings. Add a fashion line to your portfolio. Diversify, grow, and lead.

Creative Designers

Designers who want to take their concepts beyond the sketchbook and into full-scale production will benefit from the hands-on experience in garment manufacturing. Bring your ideas from concept to reality, with the resources to make it happen.

Existing Brand Owners

Scale your business, streamline your process, and elevate your vision. If you already own a fashion brand but want to scale your business and streamline your operations, Roots and Ink offers expert guidance to help you grow.

Anyone with a Passion for Fashion

No matter your background, if you're driven by fashion, this program is for you. Whether you're transitioning from another industry or exploring a new venture, this course offers you the chance to build and launch your dream fashion brand from scratch.

Fashion Students and Graduates

Those with academic backgrounds in fashion looking for practical experience and industry insights to complement their education. Add practical experience to your education. Go beyond theory and into the real world.

Creators and Influencers

Join us to craft a brand that resonates with your audience, enabling you to earn while doing what you love. Here, we empower you to unleash your full potential and redefine what it means to be a creator in the fashion industry. Let's innovate, disrupt, and launch your dream brand together.

Curious Minds For All Your Burning Questions :

Roots & Ink Unboxed

1 What is Roots and Ink?

Roots and Ink is a comprehensive fashion entrepreneurship program designed to help aspiring entrepreneurs launch and scale successful fashion brands.

The course covers every aspect of building a brand, from design to manufacturing, and includes hands-on experience in garment production.

At its core, Roots and Ink is a revolution in fashion education. It's more than just a program. It's a launchpad. A place where creativity meets execution. Where your ideas don't just live in your mind, but take shape, become real, and change the industry. We cover everything—from design and sourcing to manufacturing and branding—so you can launch, scale, and succeed in fashion.

2 What will I learn in this course?

You'll learn about brand creation, fabric sourcing, design, manufacturing processes, legalities, marketing, and operations management.

The program is designed to provide both theoretical knowledge and practical skills needed to run a fashion business.

You will learn to master the entire process of fashion entrepreneurship. Think of it as a blueprint for brand creation.

From your first sketch to the moment your product reaches the market, we equip you with the tools, insights, and skills to build, run, and grow a fashion empire. This is your chance to learn not just the "how," but the "why" behind every decision.

3 Will I have access to real-world experience?

Yes, the course offers hands-on learning, including practical exposure to garment manufacturing in our in-house factory.

You'll also receive guidance and support in executing your designs and turning them into finished products.

Yes. And not just any experience. You'll be embedded in the process, working in our own factory. This isn't theoretical.

You'll learn by doing, from fabric sourcing to overseeing manufacturing.

You won't just understand the system—you'll be part of it, driving results. Your designs, brought to life with our resources.

4 Is this course suitable for beginners?

Yes, whether you're a beginner with no prior experience in fashion or someone looking to scale an existing brand, Roots and Ink provides the tools, insights, and practical guidance to succeed at any level.

Whether you're new to fashion or already running a brand, Roots and Ink is built to scale your knowledge. It's designed to take you from where you are to where you need to be.

We start with the basics but push you towards mastery, no matter your starting point.

5 Who are the instructors and mentors ?

The course is taught by industry veterans with over 30 years of experience, including experts from Aditya Birla, Arvind, D2C brands, and Shark Tank brands.

You'll also have access to guest lectures and mentorship from leaders in the fashion industry.

We've assembled a dream team of industry disruptors. People who have been in the trenches and emerged as pioneers.

With over 30 years of experience, our instructors come from giants like Aditya Birla and Arvind, along with trailblazers from D2C brands and even those who've stood on the Shark Tank stage.

They're not just teachers—they're mentors guiding you through every twist and turn.

6 What kind of support will I receive during the course ?

This is where Roots and Ink stands apart. You'll have one-on-one mentorship with industry experts. And full access to our manufacturing facilities.

You'll be guided, mentored, and supported in turning your vision into a brand. We don't just teach you how to build—we help you build. full access to our manufacturing unit to help execute your designs from start to finish.

7 Can I access this course online?

Yes. We're offering Roots and Ink both in-person and online, making sure anyone, anywhere, can participate. No matter where you are, you'll have access to the same expert guidance, practical knowledge, and game-changing insights.

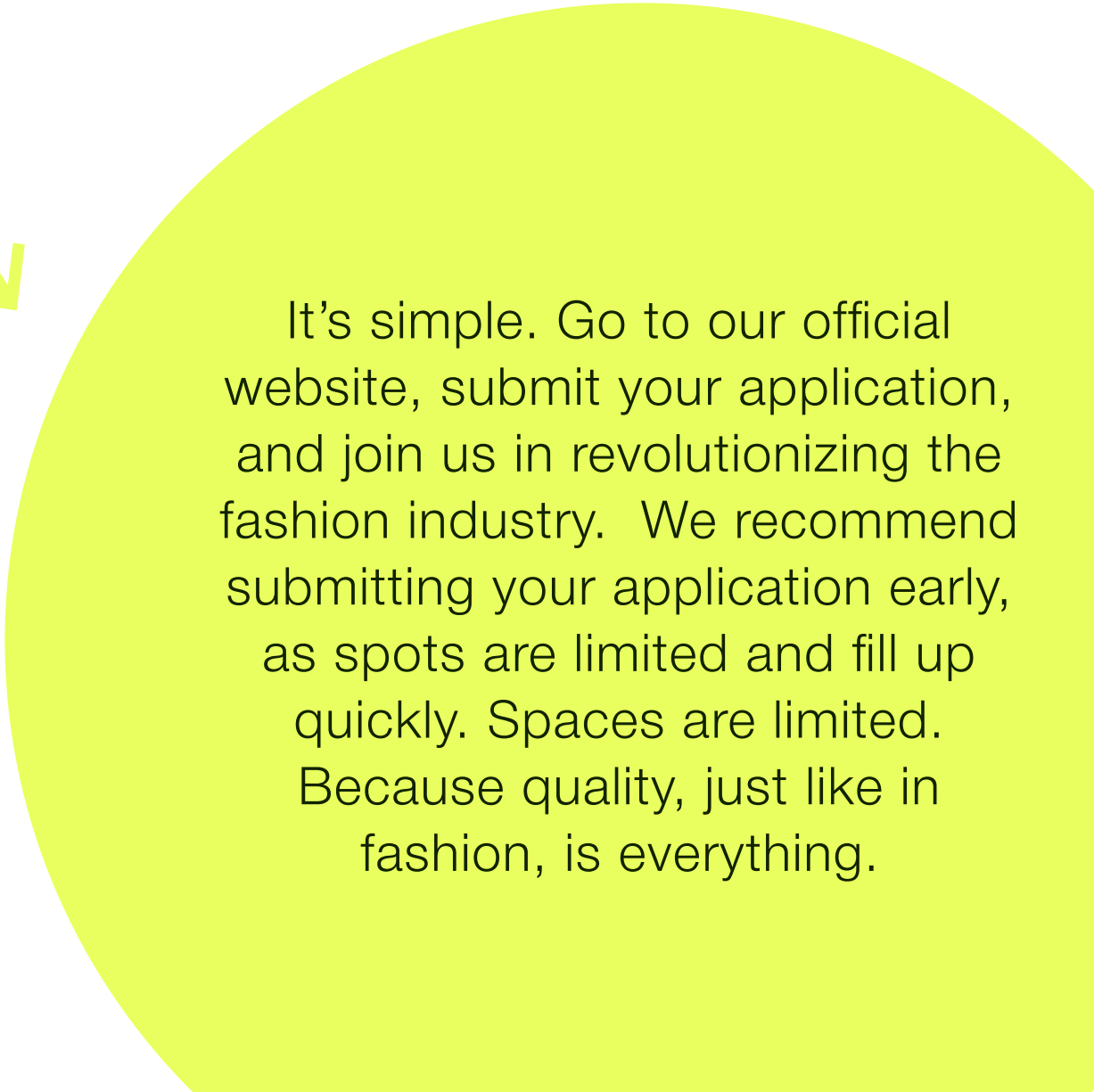
8 Will I receive a certification?

Yes, upon successful completion of the program, you'll receive a certification that can enhance your credibility in the fashion industry and help you attract potential investors or partners.

Yes, but this isn't just a piece of paper. It's a badge of honor. A symbol of your journey and the expertise you've gained. It tells the world: I didn't just learn fashion—I mastered it.

***Ready to make your mark
in the fashion industry?
The journey to building
your brand begins here.***

***Apply now to unlock
your potential!***



It's simple. Go to our official website, submit your application, and join us in revolutionizing the fashion industry. We recommend submitting your application early, as spots are limited and fill up quickly. Spaces are limited. Because quality, just like in fashion, is everything.