

AEPC updates

AEPC, GEAR hold seminar in Jaipur

The Apparel Export Promotion Council (AEPC) and the Garment Exporters Association in Rajasthan (GEAR) organised a seminar in Jaipur to explore possibilities of increasing production while reducing manufacturing costs.



Director of Fashion Futures Ms Pooja Makhija explaining the solutions provided by her firm on fashion apparel and design

The seminar was conducted by Ms Pooja Makhija, director of Fashion Futures -- a premier consultancy firm that provides solutions in terms of fashion design, manufacturing, management consultancy and training.

Potential strategies and methods to establish procedures that would boost profit margins were highlighted. An insight was given on various aspects of manufacturing principles and practices like industrial engineering – work study, line balancing and garment engineering besides apparel manufacturing– production systems and control.

The export industry needs to evolve with the changing times and embrace with an open mind the procedures and processes to improve the production systems, experts said.

An indication of trends for apparel and accessories during season spring/summer 2011 was also presented by Ms Veronica Kaushik, designer and trend analyst at Fashion Futures. An insight was also given regarding India's potential as a one-stop design destination and how it can maximise creative resources and convert them into profitable business propositions.