

merchandisers were quite excited for the implementation of the same. An added feather to the workshops was the launch of "Fashion Futures & OGTC Members" committee on the famous social networking portal - Facebook. The aim being, providing a common platform to all merchants to discuss their issues and sharing their learning experiences from the same.

Another initiation is concentrating on developing the SOP for the "Merchandising Division" based on the survey of various participants with details on each and every department. This will give the management a valuable insight to the "value added" vs. "non value added" activities related to the Merchandising division.

The workshop was commended by all participants and they found the sessions very informative and interesting. They gained a good insight into the practical aspects of workplace demands and scenarios. Discussions during the sessions were very positive and brought to light issues that merchandisers face in their day to day working and how to resolve them. Some comments from various participants regarding the workshop

- "Great workshops we hope to add values to our profile".
- After the ownership & responsibility session "we understand the need to take responsibility and to work beyond our daily jobs."
- We have understood how to style wise track our samples so that nothing is missed out.
- Have got knowledge of count & construction and learned how to read a test report correctly.

Participants also expressed their desire to get more inputs on topics like

- How can Indian garments exports become more competitive in today's global market as compared to other countries?
- Need to visit a "yarn to fabric" weaving/knitting house.

We hope that OGTC, as always, provides these platforms for all its members to gain and enhance their skill sets in various factors of garmenting.



Ms. Pooja Makhija conducting the programme at Indigo Apparels.