



Fashion Futures

Consultants & Trainers for the Fashion Apparel,
Leather & Jute Industry



Fashion Futures

www.fashion-futures.com

Fashion Futures is the premier solutions provider for the Fashion Apparel, Leather & Jute industry aiming to strategically transform, grow and lead in today's challenging business environment.

Founded in the year 2008, Fashion Futures has made a commendable mark in the industry. Under the expertise of its founder and director, Ms. Pooja Makhija, a certified lean practitioner herself, Fashion Futures provides a comprehensive fusion of lean solutions for the apparel sector.

Backed by a strong track-record of innovation and repute in over 10 apparel clusters, 100 SME's pan-India, Fashion Futures holds steadfast to its founding principles of professionalism, specialization and passion; avowing to support the industry and help organizations face the complex challenges and opportunities of the forthcoming textile and fashion global markets.

Fashion Futures has a unique services portfolio that ranges from the traditional to the transformational – across specialisms of Management Consulting through to Lean Six Sigma approach. We have been recognized for providing and implementing Lean principles like, Kaizen, 5S, VSM, Just in Time, Kanban, Standard Operating Procedures (SOP), Total Productivity Management (TQM) etc.

Fashion Futures has also been honoured as the "Skill Development Partners" by the OGTC group and are conducting many special projects like "Pressman Training", "SOP Development Project- Merchandising Division" etc for their prime members. We have been selected by Orient Craft for a tenth year in succession as the "Certifying Agents" for their Sewing Centres all over India and now have assessed nearly 15,000 sewing machine operators for the same project.

CORE CAPABILITIES

Using proven and innovative methods, Fashion Futures leads with its skill base on industry expertise and analytics to provide hand-picked range of solutions and services to its clients. We enable and empower our clients to create value in their businesses and effectively handle key strategic issues.

- Assisting companies to adopt and implement lean manufacturing systems, designed according to individual company requirements and shortfalls. We have experience of handholding over 10 clusters in the last 10 years with over 100 SME's and have been applauded by the MSME for excellent savings achieved.

- Customized industry specific training by experienced professionals for all corporate levels, right from shop floor to top management
- Extensive industry-centric modules on various management and apparel related subjects designed for institutes and universities.
- Exclusive courses, seminars and workshops on Apparel Manufacturing and Production, with focus on Lean Manufacturing, Industrial Engineering, Apparel Manufacturing and Merchandising etc.
- Hands on training programs for operators and supervisors skill enhancement. We have expertise in establishing sewing machine operator training schools, Training of Trainers on various related shop floor activities.
- Select trainings on Fashion Retail and Design with emphasis on Visual Merchandising, Branding, Trend Forecasting, Consumer Behavior, Customer Relationship Management etc.
- We have documented savings in tune of Rs 20 Cr in totality of all units under the Lean Scheme (in both Apparel and Leather Sectors).

PROJECTS & ASSOCIATIONS

Our network includes important and varied links with major fashion houses, apparel establishments and governmental, non-profit and other organizations. These associations allow Fashion Futures to effectively establish a base to represent the interests of the industrial for a, thus broadening our thought leadership to address the complex challenges faced by the industry.

- **Empanelment with National Productivity Council (NPC) and Ministry of Micro, Small and Medium Enterprises (MSME's)**, Government of India, to implement the Lean Manufacturing Competitiveness Scheme (LMCS).
- **Association with Northern India Textile Research Association (NITRA)** for conducting Industry specific courses for the students. Ms. Pooja Makhija is an esteemed member on the advisory board of Fashion and Retail for NITRA.
- **Alliance with Orient Craft Fashion Institute (OCFIT)** for conducting Training of Trainers (ToT) Trainings for Orient Craft. Fashion Futures is the certifying agency for OCFIT's sewing operator training program under the **SGSY Project, Government of India**. We have certified approximately 12000 trainees over last 7 years.
- **National Institute for Entrepreneurship and Small business Development (NIESBUD):** Fashion Futures has been conducting specific training on Apparel Manufacturing and **Lean Principles & Management under the Ministry of Development of North Eastern**

Region (DONER); With special Skill Development programs and seminars for both national and international participants.

- **Okhla Garment & Textile Cluster:** Fashion Futures was honored as "**Skill Development Partners**" in the Annual Function of OGTC held in July 2013. We conduct the Merchandisers Development Program and other trainings on Lean Manufacturing for OGTC on an ongoing basis.
- Retail training associations with RAI (Retailers Association of India). Have established PAN India retail labs and retail course development for IL&FS programs.

ATTAINMENTS

Our performance and growth thereof, has earned Fashion Futures a long and growing list of prestigious achievements.

- Affiliated with SSC as certified assessment body for Sewing Machine Operators(SMO).
- Enlisted as assessors with NCVT certification, under DGET, Ministry of Labor & Employment
- Empaneled with National Productivity council (NPC) as a Lean Manufacturing Consultant
- Setting PAN India retail labs and retail course development for IL&FS programs
- Associations with leading brand names like IL&FS, NITRA,OGTC and NIESBUD (MSME) for various training solutions
- Providing third party assessment certification on all India basis for sewing training centers for Orient Craft (OCFIT)
- Conducting various industry related projects with emphasis on training by applying Lean Manufacturing Principles and Practices under the MSME scheme. Handling over 50 units with regards to "Lean Applications and Implementations".
- Specialists in re-engineered layouts as per best material handling solutions

TEAM COMPETENCY & PROFILE

“Talent wins games, but teamwork and intelligence win championships.” – Micheal Jordan

Every day, our team members bring their talent, commitment and diverse perspectives to work—making our initiatives much better. Fashion Futures has a flexible team of employees and free associates, who, with their experiences, skills and abilities help resolve the needs of our clients.

Pooja Makhija

Founder & Director

A senior consultant and professional trainer with almost two decades of experience along with international exposure. She holds to her credit a Master's degree in Fashion Futures from UK along with MBA (Marketing) from Symbiosis and PG Diploma (Garment Manufacturing Technology) from NIFT. Also, she is a scholarship holder from "The Charles Wallace Trust", UK and the Best Diploma Award Holder at NIFT for her project- Vision of Six Sigma.

She is also a valued panel member on the retail advisory board of prominent fashion and technical training institutes like NITRA, Satyam and RAI (Retailers Association of India).

Veronica Kaushik

A post graduate diploma holder in Textile Design and Development from NIFT, a Master's degree in Textile Design and Innovation from Nottingham Trent University, UK, with specialization in Trend Analysis in Textiles for Home Fashion.; Veronica is a senior textile designer and trend analyst with a fruitful and excellently arresting carrier spanning over 15 years. Her work has been commended by WGSN. She is also a specialist in implementing the 5S tools in context of Lean Manufacturing Principles.

Meenakshi Arora

An extensive career bridging over two decades, Meenakshi has to her credit work experience at GAP for more than 11 years and taking business developments to new high points. Meenakshi joined Old Navy at 45 million USD and notched the business to 180 million USD in 8 years with a team of 11 members. In her last assignment at GAP, she was heading the ON team building as a Divisional Manager and handled vendor development across India, Bangladesh, Pakistan and Indonesia regions.

Nidhi Bose

A post graduate in Garment Manufacturing Technology from NIFT, Nidhi has over 20 years of merchandising experience and has been associated with some of the renowned brands like Nordstrom, Saks, Jos -a Bank in the US market and Peacock and Primark. Currently she is associated with one of the biggest global merchandising companies, Li and Fung India Pvt. Ltd in the capacity of a Senior Manager.

Manav Duggal

With a MBA from Amity Business School, Manav is made for efficient relationship handling for national level businesses. He excels in servicing, training and negotiating with clients and deriving business from them. He has some great experience in conducting training sessions and presentations for distributors and their clients, Sales & Marketing of financial/investment instruments. He is currently associated with HDFC Asset Management.

Sumina Gupta

Sumina is a senior educationist and academician having more than 8 years of teaching experience. She is associated with reputed institutes of Delhi like NIFT, JD Institute of Fashion Technology, NIFD, Wigan & Leigh College, ATDC to name a few, in the spheres of Design Technology, Fashion Retail, Production, Quality and Work Study. She also holds to her credit a Master's in Marketing Management. Her field of specialization is Fashion Design, Garment Export and Lifestyle Retailing.

Sandra McNabb

Sandra began her extensive career in the UK and global fashion industry, working in such areas as fashion design, buying, customer liaison and management. She has been associated with fashion marketing and retail as a full-time staff member at The Nottingham Trent University, UK since June 2000. Before joining NTU, she had several sessional lecturing roles: Salford University, MMU Business School, MMU School of Clothing and Technology (Consumer Science program), Glasgow Caledonian University (MA teaching). Her commercial knowledge has proved essential in her teaching practice; both for the student experience and for the success of The School of Art and Design at the university.

Swapnil Kumbhar

An Industrial Engineer with over a decade of involvement in the garment industry, Swapnil is a very resourceful and hardworking gentleman who does not mind stretching beyond the usual limits to attain more at work and in life. His previous association was with SHAHI, Bangalore where he was actively involved in pursuing Lean Management Techniques in the organization. He has a beneficial experience of working with projects like making cut to pack set ups, COT projects, SPF and Kanban techniques.

Sujit Telalwar

An Industrial engineer with added qualification of MF.Tech (NIFT), Sujit is an energetic and enthusiastic youngster with good working knowledge of Lean Principles. He leaves no stone unturned to experiment with the various techniques to enhance productivity on the shop floor. He has had a previous experience of working with an exclusive shirt making factory and has a constant push to achieve more.

Amit Kr Rajpoot

Amit is an Industrial Engineer par excellence with a decade of experience. He has sound working experience in Lean Implementation on production floor. And is very thorough with the industrial engineering principles. Amit is a determined and diligent worker aiming to achieve great heights. He has done Garment Technology & Management from Northern India Textile Research Association (NITRA).

Puneet Kaur

Puneet has a M.Sc in Fabric & Apparel Science from Lady Irwin College, Delhi University. Puneet has over eight years of academic experience. Prior to joining Fashion Futures she was working with ATDC and has been assisting in developing industry based training curricula for different job profiles.

Kolkata Team –

Sk. Mosaib Ahamed

Mosaib is B.Tech in Apparel Production from WB University of Technology and has over seven years of work experience. He has worked with reputed organizations like Turtle Limited, Kolkata; Wildcraft India Pvt. Ltd. Bangalore and Methods Apparel Consultancy India Pvt. Ltd. Gurgaon before joining Fashion futures. Over the years he has handled various projects for Time and Work Study, Capacity Building and Skill gap analysis and cross training etc. He has vast shop floor implementation experience in concepts of Industrial Engineering and right now is assisting with our Kolkata Operations.

Shahid Hossain

A competent professional with over eight years of work experience with big names like IL&FS, Mallcom Exports and Arrow International, Shahid is adept in managing all activities

encompassing Manufacturing & Training and Lean Manufacturing. Currently based in Kolkata, Shahid is instrumental in the management of the West Bengal cluster.


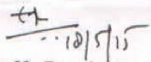
Ranen Sen

Ranen is the latest addition to the Fashion Futures team. He has joined the Kolkata branch as a “Consultant”. He has completed his Graduate Diploma In Materials Management from IIMM and is full of enthusiasm. He has good exposure to the Leather Industry and has been involved with leather products right from design to production stages.

Some case in point of work done for various clients

- Lean Manufacturing set ups in over 100 factories in Delhi /NCR, Ludhiana, Kolkata and Jaipur regions, *Total of 10 clusters till date.*
- SMO audit for over *15000 operators* in last two years in *PAN India* basis (under the *PMKVY and DDUGKY* scheme) including regions of U.P, Bihar, Surat, Jharkand, Odisha, M.P, Tripura, Agartala, Kolkata, Assam, Vizak, and Rajasthan.
- On panel with premier fashion institutes like *NITRA, IIFT, Satyam.*
- *Factory layout re engineering* to improve work flow and efficiency.
- Technical evaluation of supervisors and trainings thereof.
- *Technical & Soft Skills books* for SMO trainings.
- *International Conferences 2010---2011---2012 ---2013---2014* with OGTC.
- Two year programs for *NIESBUD* under the Ministry of Development of North eastern Region.
- Various workshops all over India on Productivity, Design and Merchandising.
- *International Presence* with Workshops in London, Bangladesh and Sri Lanka.
- Setting Quality parameters for the sewing and finishing floors and reducing *DHU* by *upto 10%.*
- *Technical Training* for all trainers at Orient Craft.
- On panel with premium cluster associations like ---IL&FS, OGTC, DGET , SSC , MOT , KVIC, ILPA (FREYA) , Quality Council of India, National Productivity Council and RAI.

Letter of Appreciation from MSME (for the OGTC Lean Cluster)

<p>विकास आयुक्त का कार्यालय (सूक्ष्म, लघु और मध्यम उद्यम) सूक्ष्म लघु और मध्यम उद्यम मंत्रालय (भारत सरकार) निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड, नई दिल्ली-110 108</p>	 MSME MICRO, SMALL & MEDIUM ENTERPRISES सूक्ष्म लघु और मध्यम उद्यम	<p>OFFICE OF THE DEVELOPMENT COMMISSIONER (MICRO, SMALL & MEDIUM ENTERPRISES) MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES GOVERNMENT OF INDIA Nirman Bhawan, 7th Floor, Maulana Azad Road, New Delhi - 110 108</p>
<p>Ph.EPABX - 23063800, 23063802, 23063803 FAX - (91-11) 23062315, 23061726, 23061068, e-mail - dcmsmehq@nb.nic.in</p>		
No.LM/NPC/2012/1	Date:18.05.2015	
<p>Shri R. C. Kesar, Director General, Okhla Garment & Textile Cluster, D-104, Okhla Industrial Area, Phase I, New Delhi-110020</p>		
<p>Subject: OGTC Participation in Lean Manufacturing Competitiveness Scheme – Saving achieved.</p>		
<p>Sir,</p> <p>I am in receipt of your letter no. I-11A/15-16 dated 10.04.2015 & 16.04.2015 regarding implementation of Lean Manufacturing Competitiveness Scheme in your clusters/units and thanks for the initiative taken by you in motivating MSME units to avail benefits available under the Scheme.</p> <p>I am glad to know, the Mini Cluster (of 8 units) which implemented Lean Scheme under pilot phase saved more than Rs 1.6 cr. and also the Mini Cluster (of 7 units) implanting Lean under up-scaled Scheme get started accruing monetary benefits of more than Rs 1.0 cr. We will be happy to have more SPVs/Mini Clusters through OGTC, Faridabad. I look forward for more such concerted efforts in future also.</p>		
<p>Yours sincerely,</p> <p> (Ramesh K. Pandey) Joint Development Commissioner</p>		

Press Releases

Interview on Women Empowerment (Apparel Online, 17 March 2012)




Worldwide the garment industry is the third largest employer of women and in India 80% of the people employed in the garment industry are in fact, women. Owing to this we can safely say that the industry welcomes women in varied job capacities and provides great prospects for our growth and development. But women in the industry are yet to attain strong roles of leadership and development. This is not to say that we are weak performers, but is an indication that women have the opportunity to face the plethora of challenges that the industry carries and prove their excellence. Having said this, I would also like to point out that the aforesaid 'challenges' can be accomplished only if the industry is willing to allow women to attain roles of management, guidance and control. Currently this is not the case everywhere and women do face discrimination at some point or the other. So, if we say that the garment industry is a 'good' place to be, then good is not better until it is the best."

POOJA MAKHIJA, Director, Fashion Futures

- **Garment Exporters Association in Rajasthan (GEAR)**
(Seminar on solutions by Fashion Futures on apparel, fashion and design)

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.

Noida Lean Cluster

(Sutradhar, 2010)

Lean Manufacturing

A Tool for Improvement



Lean manufacturing is a generic process management philosophy derived mostly from the Toyota Production System (TPS) and was identified as "Lean" only in the 1990s. The steady growth of Toyota has focused attention on how it has achieved this through lean. The majority of lean principles is to simplify, standardize and structure processes and practices. Lean can be defined as a production practice that considers the expenditure of resources for any goal other than the creation of value, for the end customer, to be wasteful, and thus a target for elimination.

Lean manufacturing is a system full of challenges. It challenges inefficiencies of the system and the thinking patterns of the people. Lean is a culture that has to be developed and the greatest investment that it requires is in time and people. It cannot be copied - what works for one might not work for the other. Although lean manufacturing is a massive change to the process in short term, long term it will build a system which is stable and simple. The key is to be patient and get involved.

Lean manufacturing processes can improve material handling. There is fewer movement of material, short travel distance in storage areas and simple picking method. This contributes to saving in inventory and improvement in quality. By using smaller lots quality issues can be handled at the time of manufacture but if lots are big quality issues may not be identified until late into the process and can be costly to correct, both in time and resources. All these improvements lead to more successful manufacturing operation, reduced cycle time, increased productivity, reduced incidence of reworking, returns and customer complaints.

According to lean, complexity is built by 3 types of wastes - muda ("non-value-adding work"), muri ("overburden"), and mura ("unevenness"); and identification and elimination of waste through various lean tools can expose problem areas and rectify them. By adopting lean

manufacturing processes the waste can be reduced to around 25-35%.

The garment industry needs to move from 'make and sell' to 'business sense'. Instead of producing without identifying needs and to just keep employees occupied, the requirement is to manufacture and deliver what is needed, with right quality and at the right price. Profits need to sustain and grow. The aforesaid is hindered by complexity.

Lean requires a "kaizen mind", meaning that everyone becomes a problem detector and a solver to eliminate any bottleneck and promote continuous flow in processes and production.

The success of Lean lies in "Cultural Shifts" as the Lean philosophy believes in team efforts and once the same is achieved all kinds of efficiencies in the system are obtained as a direct consequence. Although lean has predominantly been associated with the Automobile and instruments sector, it is extremely positive to note that eminent Garment clusters along with its 10 member SPV are showing keen interest in putting their foot forward and upgrading the existing industry norms.

Fashion Futures, a consultancy firm, headed by its young and dynamic Director, Ms. Pooja Makhija, has been aiding companies to adopt lean manufacturing systems designed according to individual company profiles. Ms. Pooja, a lean certified practitioner along with her team of experienced professional is already implementing the lean scheme in Ludhiana and Jaipur garment cluster.



Ms Pooja Makhija
Director, Fashion Futures
- Certified Lean Consultant,
Masters - UK, MBA, NIFT

Sutradhar | SPECIAL ISSUE 2010 | 6

Apparel mart Magazine, Nov 2013 issue.

Merchandiser Development Program

The Sourcing Mix

(By: Pooja Makhija)



Infrastructure, social tension, energy costs, currency rates, power availability and a buyer's ability to control the uncontrollable all make sourcing as unpredictable as ever in 2013, says Mike Flanagan.

Sourcing is influenced by a lot more than wages and fabric prices.

If we go by the weak analysts at the New York office of Credit Suisse - 2013 will be 'a favourable sourcing environment for the first time in years.' This seems to be quite a paradoxical opinion. But to make this argument more universal, the following would suit - 1. 1st quarter of 2012, average US apparel imports/qr. mt. were 4.5% cheaper than a year earlier and just 1% more expensive than in 2008. 2. In EU (which typically sources more clothing than the US), average apparel import prices in Q3 2012 were 13.7% more expensive than in 2011, and 30% up on 2008. (Source: Various internet)

Aforementioned price changes are in local currencies - USD and Euros, respectively. Europe's rise in import prices mirrors the recent devaluation of the Euro (both about 13.5% in Q3). Now in 2013, the Euro is almost at the same level against the US dollar. If things stay that way, we should expect apparel import prices in Europe and the US this year to move more or less in parallel. The argument given by Credit Suisse, is that most fabric, yarn and fibre prices now seem to be more stable than a couple of years earlier. Though wages are seeing double-digit growth in most developing countries (especially China, Vietnam and Indonesia), there's serious overcapacity in spinning and weaving worldwide (which is just the same thing as saying yarn and fabric prices are stable). So they think it seems reasonable to expect US apparel import prices to go on falling.

Basic raw materials and foreign exchange conversion have fluctuated over the past ten years, not in response to movements in market demand for clothes or manufacturing capacity, but as a result of random changes stimulated by commodity and foreign exchange speculators in order to maximise their own earnings.

This is very much the same as the explanation for the escalating cotton prices of the past few years. The only proper reason for the way cotton prices soared then plummeted was traders' fear and greed.

Minimum wages

With a growing population in most poor countries, factory owners are unable to justify an economic case for increasing minimum wages - or for having a legally-enforced minimum. Politicians describe things differently. According to them, wages are results of their subjectivity to keep workers happy without sending successful manufacturing businesses to the country next door. In public, they argue that factory workers should participate in their countries' rapid economic growth in proportion to the way factory owners do. In private, they'll point to the fate of many Arab leaders (and their countries) over the past two years, and say the way to avoid a similar fate is to put wages up. Hence, minimum wages are set in an unpredictable way.

As a loophole and to sidestep the constraints of minimum wages, many factory owners have been employing most workers on temporary contracts. The outcome of this is unpredictable - as is the level of disruption to production and delivery schedules while the fight goes on.

More unpredictability

In China - the escalation of wage rises seems to have been neutralised by a rapid increase in productivity. It is not possible to know whether import prices will go on falling, because there is no way of predicting that China's productivity gains will be followed anywhere else or even in China for that matter. Mexico has made quite a persuasive case against China at the World Trade Organisation (WTO), which most of those gains result from subsidies paid to exporters by China in defiance of commitments it made when it joined the WTO.

It is not possible as to say whether other Asian producers will be able to follow China's trick of absorbing higher wages by productivity or government subsidies. Nor is it foreseeable whether other Asian producers (or even China) will as successfully avoid delivery delays as a result of social unrest, as China has over the past few years. In Bangladesh, rarely a week goes by without some factories erupting into violence over anything from unpaid wages to a colleague hurt in a traffic accident on the way to work.

In Cambodia, unrest erupted only a few months after an apparently agreed wage hike, for minimum wages more than twice the currently agreed level. This looks like the first serious labor dispute arising from the Asia Floor Wage Campaign (AFWC). The campaign has encompassed in Cambodia, Sri Lanka and India, with some activist presence in Indonesia, Malaysia, Pakistan and Bangladesh.

Uncler impact of compliance campaigning

In July 2011, Greenpeace launched a campaign to enlist buyers into a harmonized program to eliminate toxic discharges in their spinning, weaving, dyeing and finishing suppliers. So far, this has proved to be highly effective in engaging most well-known large brands and retailers. But the campaign is still in a nascent stage and thus, it's too early to judge that when and how much toxic discharge will be prevented.

Economic growth

The unprecedented rate of economic growth in many developing countries is putting serious strains on infrastructure. Unscheduled power outages keep getting worse almost everywhere in South Asia (causing havoc in delivery schedules and forcing production costs up). And few places have China's network of modern highways and trains, allowing production to be relocated away from congested coastal cities.

Of course there's always a country coming into prominence that's previously had no role to play in garment making. For example Burma - it cannot be predicted when and how long it will take before Burma has the manufacturing and delivery facilities to supply Western buyers, or how efficient its factories will turn out to be.

Imports into the West from Ethiopia are growing remarkably fast. But they're still less than a quarter of what's arriving from Mauritius, Lesotho or Kenya.

22 November 2013

(Okhla Garment and Textile Cluster (OGTC))

Merchandisers Development Program by Fashion Futures under the aegis of OGTC

The basis of training merchandisers is recognition of gap between the industry demands and availability of trained merchants. All OGTC members firmly believe in the fact that, given the vast variety of products that are dealt with in various export houses, the role of a merchandiser is extremely vital. Sadly, it was also pointed out that the merchandisers do not have confidence and are weak in dealing with Buying Houses, specially, when under constant pressure. Members felt that new merchandisers were unable to work under pressure.



Participants of the workshop

An interesting observation which was pointed out was that the pool available to buying houses for selection is almost the same as is available to the industry. Accordingly, the difference may be in training and grooming.

It was desired that merchandisers must have basic skills,

1. Right 1st Time
2. Understanding of Capacity & Knowledge of limitation & Bottle Necks.
3. Knowledge of Fabric & Quality
4. System followed by Respective Vendor

All members agreed that it is important to develop programs to help them in efficient working and change of mindset of merchandisers.

Five workshops were zeroed down after a detailed discussion with senior merchants and managing directors of various factories. Members identified the below mentioned areas as the "need of the hour", as they felt that training on same would enhance the skill sets of fresher's (merchants) and give them the right platform for better understanding and developing their knowledge.

1. Timelines
2. Finer skills - Communications
3. Ownership & responsibility
4. Sampling
5. Fabric Knowledge

The workshop is being conducted by specialists in the field- Fashion Futures Consultants, whose Director, Ms Pooja Makhija holds to her credit a Masters from UK and has previous associations with big names like Gap, Target etc. Ms Bhawna Singh (Ex DMM, Macys), Ms Veronica Kaushik (Director, House of Flambó) are a few names who were involved with Fashion Futures for the project.

As an achievement with the help of trainees also developed MIS formats for T&A and sample development. These were drafted by Ms Makhija as per the requirements of the industry and all

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.

Few Letters of Acknowledgement and Appreciation from our Clients



ORIENT CRAFT FASHION INSTITUTE OF TECHNOLOGY PVT. LTD.

TO WHOMSOEVER IT MAY CONCERN

Fashion Futures, under the guidance of Ms Pooja Makhija, with her team of assessors at various states, has been involved in the capacity of assessing body with OCFIT since October 2010 to till date. We are pleased to inform that following association have been executed by Fashion Futures in the best of their capacity.

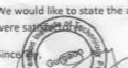
1. 9583 candidates assessed and certified under (SGSY and ORMAS) project.
2. 1200 candidates under the DOUGKY scheme.
3. Made Technical and Soft Skills books for the Sewing machine training course.
4. Involved with training of trainers on regular basis.
5. Full and continuous involvement with system evaluation.
6. Inputs/ Assessments on centre validation.

Various Centres/ States where fashion Futures has done assessment is as follows -

1. Odhisa
2. Jharkand
3. Bihar
4. Rajasthan
5. Haryana

We would like to state the above were carried out in a professional manner and deliverables were satisfactory.


Sincerely,




Khish Srivastava
Joint Director - Operations

Dated - 14th Nov 2015

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APPAREL MADE-UPS & HOME FURNISHING SECTOR SKILL COUNCIL
 (Under Ministry of Skill Development & Entrepreneurship, Govt. of India)



N-S-D-C
 National Skill Development Corporation

TO WHOMSOEVER IT MAY CONCERN

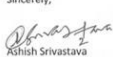
M/s Fashion Futures, under the guidance of Ms Pooja Makhija, with her team of assessors at various states, has been involved in the capacity of assessing body with SSC since 2014 till date.

Various Centres/ States where fashion Futures has done assessment is as follows -

1. Tripura
2. West Bengal
3. Odhisa
4. Assam
5. Madhya Pradesh
6. Rajasthan
7. Uttar Pradesh
8. Chattisgarh

We are pleased to inform that following association have been executed by Fashion Futures in the best of their capacity and all assessments were carried out in a professional manner and deliverables were satisfactory.


Sincerely,



Khish Srivastava
Joint Director - Operations

Dated - 16th Nov 2015

Apparel House, 4th Floor, Sector-44, Institutional Area, Gurgaon-122003, (Haryana), India. Tel: 0124-4318800, Email: info@sscsmh.com, Website : www.sscsmh.com



राष्ट्रीय उद्यमिता एवं लघु व्यवसाय विकास संस्थान
The National Institute for Entrepreneurship and Small Business Development
 (एन.ए. लघु एवं माध्यम उद्यम संस्थान, भारत सरकार)
 (Ministry of Micro, Small and Medium Enterprises, Govt. of India)


Dated 25th Oct 2012

To Whom So Ever It May Concern

This is to certify that M/s Fashion Futures has been associated with National Institute for Entrepreneurship and Small Business Development (NIESBUD) - An autonomous Institute under the Ministry of Micro, Small and Medium Enterprises, since the year 2008 for various programs as mentioned below.


- 1) DONER - Development of North Eastern Region for Apparel Manufacturing and Merchandising Programs for more than a year. (Under the sponsorship of Ministry of DONER).
- 2) Other Short term Skill Development Programs related with building and enhancing manufacturing capabilities of fresher's in the fashion trade.
- 3) Various other short term international workshops on related to manufacturing and fashion fields.

We would like to state the above were carried out in the most professional manner and results were up to our satisfaction.



(Sunil Bhardwaj)
Sr Consultant

ए-23, वीएच-62, (विकास क्षेत्र), गीतक-201308, (उ०प्र०), भारत
 A-23, Sector-62, (Institutional Area), NOIDA-201309, U.P., INDIA
 Tel (दूरभाष): 0120-4017002, 03, 04, 05, 11, 12, 13 Fax(फैक्स): 0120-2400057, 62 Gram(ग्राम): NIESBUD
 E-mail: dg@niesbud.gov.in Website: http://www.niesbud.nic.in / http://www.niesbud.org



OGTC
 Gateway to Apparel Manufacturers in India

To Whom So Ever It May Concern

OKHLA GARMENT AND TEXTILE CLUSTER (OGTC) a cluster centric approach is the first of its kind with mission excellence as its motto. The approach is to combine own efforts with the efforts of others to achieve the greatest success.


Presently their member capacity is of 110 manufacturing Units with over US \$ 800 Million exports where more than 70,000 employees are working.

This is to certify that M/s Fashion Futures has been associated with OGTC, since the year 2007 for various programs as mentioned below.

- 1) Training of trainers for sewing operator programs.
- 2) Merchandisers Skill up gradation training on different occasions.
- 3) Ms Pooja Makhija (Director, Fashion Futures) as a speaker in the ICHAT 2010, 2011 and 2012 an International conference held every year as an initiative to provide a platform for knowledge sharing and enrichment for the industry.

We would like to state the above were carried out in the most proficient manner and deliverables were satisfactory.

Sincerely,



Mr R.C Kesar
 Designation - Director General
 Date - November 16, 2012

Okhla Garment & Textile Cluster (Regd.)
 D-104, Okhla Industrial Area, Phase I, New Delhi-110 020 (INDIA)
 Ph. (9111)- 41609550, Fax (9111)- 26383530 Email: ogc@pntelmail.in, ogc@rediffmail.com Website: www.ogtc.in



MEENU CREATION
GOVT. RECOGNISED STAR EXPORT HOUSE

To Whom So Ever It May Concern

Meenu Creations is a highly reputed export house situated in the Delhi NCR region dealing with prime buyers across U.S & Europe. Started in year 1999, in such a short span the company has become a global name to reckon with. From an annual export of just \$1.5 million, today the company touched the milestone of \$ 31 million for the financial year 2009-10.

This is to certify that M/s Fashion Futures was associated with Meenu Creations for following inputs since year 2010 and have continued valuable associations till date .

- Establishing Sewing Operator Training Centre specially for Women.
- TQM Trainings
- 5 S Establishment and training
- Lean Production line establishment
- Worker training Modules
- Quality Circle Trainings
- Establishing Standard Operating Procedures for relevant departments.
- Production Control Processes
- Increasing Efficiency of the factory.

We would like to state the above were carried out in an professional manner and deliverables were satisfactory.

Sincerely,


15/11/2012
Mr Dayal Singh Negi

Designation - I.E Manager

Date - 15/11/2012

A-33, Sector-64, Noida-201301 U.P. (INDIA) Tel. : +91-120-2402905, 2402906, 4080200-100 L
Fax : +91-120-2402920, 2402901 e-mail : meenu@meenucreation.com



NORTHERN INDIA TEXTILE RESEARCH ASSOCIATION
(Linked to Ministry of Textiles, Government of India)

TO WHOM SO EVER IT MAY CONCERN

Northern India Textile Research Association (NITRA) is one of the leading textile associations engaged in research, consultancy, testing, training and education activities for over 39 years. NITRA is linked to Ministry of Textiles, Govt. of India and recognised by the Department of Scientific and Industrial Research for providing services to centralised as well as decentralised sector.

This is to certify that M/s Fashion Futures has been associated with NITRA, since 2008 in the following activities:

1. Conducting Skill up-gradation for International Students for Industrial Engineering related topics like Work study, Line Balancing etc.
2. Project on Manpower Capacity Analysis for a composite Textile Mill at Kanpur, U.P.
3. On campus Merchandisers Skill Development Program.
4. Member of Academic Council for PGDM- Fashion Retail Management (FRM) Programme.

We are satisfied with the above mentioned services offered by M/s Fashion Futures.


Dr. J. V. Rao
Director General

Date - 17th November 2012

Sector-23, Rajnagar, Ghaziabad-201 002 (India) ☎ 0120-2786434/451, 2783334/586/592/638
☎ 0120-2783596 ✉ nitra@nde.vsnl.net.in Website : www.nitratextile.org



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Macy's post-disappointing holiday sales strategy aims to streamline...

WOMAN POWER

→ **POOJA MAKHIJA**
Director, Fashion Futures Consultancy

“Detours and challenges should be welcomed with open arms”.

TAKE A BREAK FROM MUNDANE THOUGHTS

You must always remember that there is a season and time for everything. Some of the best laid plans may not work out as expected. But you have to still retain your faith without questioning your ability to get the work done. Just remember that if one door closes, another opens as far as you are confident about it.

THE RIGHT WORK ATTITUDE

Listen more and listen well. Give solutions that work on the ground

level and not only on graphs and presentations in meeting rooms. Also, be truthful as it never lets you down. It may make the path difficult but it's worth the while. Clients appreciate honesty. And finally, never fail commitments. Your ability to respect your responsibilities to yourself, and others, is a direct reflection of who you are as a person.

A LITTLE TALK ABOUT MILESTONES

Having completed almost 10 lean clusters (in over 100 SMEs) under the Lean Manufacturing Competitiveness Scheme (LMCS) with savings



of nearly Rs. 15 crore, we as a company were honoured as “Skill Development Partners” by OGTC; empanelled with MSME (GoI), NPC, QCI, DGET, and MoT. We were also certified as an assessment agency under the PMKVY and DDUGKY scheme. Building and maintaining a local customer base have been triumphant for us. The faith of our clients in us has made us a force to reckon with. We now look forward to expand globally by strengthening new client relationships.



Fashion Futures

www.fashion-futures.com



Fashion Futures

Consultants & Trainers for the Fashion Apparel,
Leather & Jute Industry

Address: C-271, Sheikh Sarai-1, New Delhi-110017

Mobile: 0091-9810155061

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