



Export Promotion Council for Handicrafts
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REPORT ON AWARENESS SEMINAR ON “TRENDS & FORECAST FOR SPRING/SUMMER 2017” and “VISUAL MERCHANDIZING FOR FASHION JEWELLERY & ACCESSORIES AT NEW DELHI ON 7th MAY, 2016”. AT THE CONFERENCE HALL, 3RD FLOOR, RAJIV GANDHI HANDICRAFTS BHAVAN, BABA KHARAK SINGH MARG, CONNAUGHT PLACE, NEW DELHI

The Export Promotion Council for Handicrafts regularly conducts seminars for member exporters to educate on new and emerging issues related to exports. On 7th of May, 2016, the Council organised a seminar on two different topics “**TRENDS & FORECAST FOR SPRING/SUMMER 2017**” and “**Visual Merchandizing for Fashion Jewellery & Accessories**” at the Rajiv Gandhi Handicrafts Bhavan, Baba Kharak Singh Marg, Connaught Place, New Delhi.



Mr Dinesh Kumar welcoming the participants



Ms Pangtey was making her presentation





The seminar was attended by around 70 delegates. The delegates include exporters as well as designers from various export houses. The session was inaugurated by Mr. Dinesh Kumar, Chairman, EPCH. The guest speaker for the topic **TRENDS & FORECAST FOR SPRING/SUMMER 2017** was Ms. Kamlesh Pangtey, In-charge, Resource Centre, Pearly Academy, New Delhi.

Every decision rests on a forecast – a view of the future. We know from everyday experience that many of the forecasts we are obliged to make will prove mistaken. Yet this does not invalidate the case for basing decisions upon forecasts. We are obliged to formulate forecasts of some kind or other as a means of determining a future course of action.

Forecasting is an essential discipline in planning and running a business. Success depends, to a large extent, on getting those forecasts right. We know, however, that the future is highly uncertain. Throughout our lives we are confronted with uncertainties. There is, therefore, a fair chance that we will not make the right decisions. In business we are continually confronted by the need to take decisions. The important decisions compel us to construct a route map of the future and to forecast which way our decisions will take us. A wrong decision can end in disaster. For that reason we need to bring a wide range of skills to bear on the possible and probable outcomes of the decisions.

Ms Amla Srivasatva, designer, EPCH, made her presentation for the second topic “Visual Merchandizing for Fashion Jewellery & Accessories”.

Visual merchandising is comprised of many elements and can create uncertainty about where to start. If you're artistically challenged and financially deprived, creating visual displays can be especially difficult. Luckily, the five most important elements of visual merchandising are easy to implement and won't break the bank.

Whether you're revamping your retail displays or creating new ones, use these five strategies to help you achieve more impactful and memorable visual merchandising.

Success factors of visual merchandising include the store's appearance, signage, lighting, uniforms, menus, point of sale material, color, shapes, textures, packaging, ticketing, presentation and the “wow” factor each of these elements bring together in a retail setting. When these elements come together to showcase a brand, it enriches the customer experience, leading to a positive shopping experience and increased sales.

The seminar was concluded after giving vote of thanks to all the participants and the honourable guest speaker of the seminar.

Along with the presentation a special stall displaying various goods were also arranged by EPCH. The objective of this display was making the exporters aware how to do visual merchandising efficiently. The initiative of the Council was highly appreciated by the participants. The designers of EPCH were also present at the stall to answer various queries of the participants.

We welcome suggestions and feedback to make this initiative more productive. Do write to us at: focusregion@epch.com.