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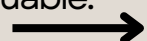
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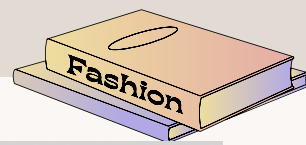
Survival in the fashion industry

By: Dharna Shandilya



Fashion has always been trending on the social media. Be it big influencers or us common people, everyone wants to know 'what is in' right now, and in this highly competitive industry, how to survive is always a big challenge. Answering this conundrum, Ms. Palak, an expert speaker, an ex-Apparel Design and Construction (ADC) student and the owner of Palak Budhiraja Couture, enlightened the students, sharing her insights on how to pursue and flourish in this male-dominated industry. In a workshop with the students on structured sewing, she delved into the common problems of structured sewing and their simplified solutions. Narrating her struggle as a second-year student, and the one-month internship she had undergone to gain insights, she highlighted how the knowledge provided by the teachers in the classes proved more valuable.





When she started her studio, she had to attend classes in the morning and design the outfit at night; she would utilize any single hour that she could muster to have her miscellaneous chores done. She started her business in her storeroom, just by putting up her studio's name board, which helped her get her first client.

She underscored how every single observation of her teachers proved invaluable to her business. Doing the business alongside her studies also improved her scores as the practical experience gained in the business helped her learn her subjects even better. Doing both the business and studies simultaneously only strengthened her theoretical and practical knowledge. We need both the types of knowledge to succeed in business, she explained. Speaking from her experience, she said that there will be always bad months as well as good ones, but the key is to stay positive and take rational decisions by looking to the long-term goals rather than fantasizing short-term rewards or romanticising the struggles. She recommended using channels like Instagram instead of just relying on a physical studio. She also underlined the importance of customer centricity in business strategies and being unwaveringly consistent in maintaining work quality; equally important is the need to maintain good relationship with clients and the business team.

The most important success-strategy, according to her, is how well you communicate your brand story to your customers. Tell them how you made your product; it will make your customers feel more connected to your brand. Start at the ground level instead of aiming to be big in an instant. Create brand awareness, do personal selling, and price your products wisely. Do your research well, take your rejection sportingly, and be polite, but never hesitate to give your suggestions to the client; after all, you are a professional.



Q&A

Q1) What are the career options in the fashion industry except fashion designer?

(A) Fashion stylist, fashion photographer, fashion shopper, fashion model, fashion journalist, and textile designer.

Q2) How did you score on your internship opportunity?

(A) Started to approach a lot of designers through email and Instagram, along with the portfolio.

Q3) How did you advertise your business?

(A) Use digital media and exhibit your work in various exhibitions.

Q4) How do you identify your target audience?

(A) Observe the variety and diversity of styles and taste among your audience. Understand the client market.

Q5) How do you know when to mass produce your product?

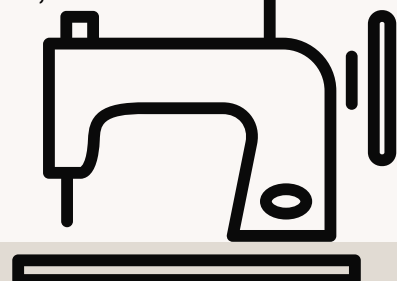
(A) Do exhibitions. If the demand is more than 10-20, then only mass production will be viable.

Q6) If the brand wants to be on the high-end, then how do you start?

(A) Opt for both mass production and limited edition. Put your most beautiful apparel in limited edition.

Q7) How did you convince your first client?

(A) Understand their need, convince them with good suggestions.



Career dilemma

By: Neha

In final year of college we all have many questions join us for insights on career dilemmas with Pushpa Yadav ma'am, an experienced educator. We'll explore common questions students have to help them navigate their lives ahead:



Q. How can one overcome societal and parental objections to pursuing a career in the private sector, particularly for women?

A. One way would be to make your parent talk to someone who is working in this sector, is performing well. Ask your parent to discuss their exact fears and concerns with them, most of what are general misconceptions which can be solved this way.

Q. Is an MBA from a lesser-known institution still valuable, given the competitiveness of the field? If not, what alternatives do you suggest for students unable to secure admission to top institutes like IIMs?

A. While it is true that good universities give you an edge but if you are dedicated, willing to learn then wherever you come from in 5-10 years or so you will reach that level of an IIM graduate.

Q. Our economy is shifting toward a skill based hiring approach, what are some skills would you say students must work on?

A. Students should prioritise communication skills in both languages, stay updated on industry trends, build confidence, and focus on practical knowledge. They should also develop analytical thinking, emotional intelligence, assertiveness, and listening skills.

Q. You have a career in academics, how does one pursue that?

A. Firstly you will complete post graduation after which you can appear for UGC-NET exam. Pursue a M.Phil or P.hd, keep a research oriented mind while pursuing higher education.

Q. What would you say to students jo last year m aakar bhi don't really know ki vo krna kya chahte h in their careers?

A. If they have not decided as yet , they must decide now as their decision will bring clarity of action. Which course they will pursue, for what kind of coaching etc they will go , all these depends on their career decision.

Q. What would you say to students who have other passions or hobbies they want to pursue instead of their current degree?

A. "If they are very good at it then they should definitely go for it" pursue it for the long term benefits not the immediate rewards.

Q. As many of us transition to university life this year, do you have any tips or advice to share?

A. It's not really that different from your current college life, you should put in more interest and attention to your learning.

Q. Do percentages matter?

A. "High scores are not that relevant, aapke kitne number aaye hai vo aapki degree pr likhe hai lakin aapke face or personality pr kuch or likha hota hai or jo employer hai vo usko judge krta hai." Your conceptual knowledge matters more; marks should meet eligibility criteria.



Q. How can we cope with feeling bad when we compare ourselves to others who seem more successful?

A. Comparison is very human, it's okay if you feel bad or jealous. Comparison can be done on every level, you should not sit with such negative feeling for much longer. Overcome these feelings, talk to family or friends, express how you feel and get out of such loop as soon as you can.

Whoever you are comparing yourself with, look what that person has done to reach such level and learn from them.

Thank you, Pushpa ma'am, for illuminating our career paths with invaluable insights. Let's embrace our journeys with confidence.



How politics affect business

By: Raksha Pandey

Have you ever wondered how politics impact business and economy, the intervention of government helps the business so much as they make policies for the emerging business, supporting the joint venture of foreign business and Indian banks, government also provide funds to the new business, giving platforms for MSMEs businesses to create 'Make in India' globally at a huge scale. However sometimes politics do impact business, certainly not in a positive way. Government intervention sometimes create a place where sustaining a business becomes difficult, especially during wars to run an economy where unemployment, homelessness, uncertainty are at its peak, it does create a sense of insecurity and unsafe feeling.



Some of the reasons recorded are:

1) High Interest Rates: high interest rates makes business tough to survive because it means business would find it expensive to borrow and invest which means less economic activity which creates few jobs which means more unemployment less money for high prices means high demand for income which means the business will have to increase.

2) High Prices of oil: During Russia vs Ukraine war, the import of oil in India became less as Russia is a huge supplier of oil but because of the war, the prices of oil and war increased and it became huge globally. Russia as a major supplier of oil increased the price and reduced the supply of oil.

3) National Debt: Countries in debt during wars are common, when countries put huge amount of money in wars, people face huge losses since there is inflation people losing their life there is unemployment so the economy is not running so the country has to take loan and pay back after the war is over. UK is a great example after world war1 and world war 2, UK suffered a huge national debt and had to take loan from USA to keep the economy running.

Also, there are certain sections of the society who are brainwashed to the level of thinking that war is good for business. This phenomenon is called 'Broken Window Fallacy'. They believe that war is beneficial because it creates demand for employment and innovation and profits but it is not true actually underneath it is a huge destruction of life and property which is a loss for human capital, to rebuild the buildings or infrastructure makes the situation come to square one rather the money could have been put to good use by investing the money on education healthcare sector, business new career fields.

According to a study that a country who is suffering from war underperformed in terms of production and consumption as the whole money is invested in rebuilding the physical infrastructure rather it could have been invested in human resources and training them to become resourceful skilful human resources.

HOW POLITICS IMPACT BUSINESS



1) Heavy Taxation: when government increase tax rates, it is imposed on the citizens it means the consumers of the products and services have huge tax to pay which leads to less buying of the goods.

2) Low Investment: When taxes are high it means the foreign Business who are looking for high rate of return by investing in a cheap labour country with viable consumer they would not invest in the cheap countries.

What we can do as a citizens of the country ?

1) Being aware of current affairs : it is important to be aware of the current scenario what is happening around not just in india but globally situations of war in Ukraine vs Russia or Israel vs Palestine raised concerns but we as a society can learn from their mistakes and accordingly take action.

2) Consume Localised Products: in times like these, it is understood that depending on too much imports on any country can hamper India's economic growth, We should promote business who are smaller but are made in India, it improves confidence among those small entrepreneurs and reduces dependency on any country's import for most products.

3) Raise voice: We as a society should choose our leaders wisely who think of country and its citizens welfare and economic stability, we should demand accountability when government policies impact country negatively

4) Future is uncertain : One thing is clear, after all the things happening in current scenario that future is uncertain, people should work towards improving their income sources and then invest wisely for long term benefits.

"Success is not final, failure is not fatal. It is the courage to continue that counts."

-Winston Churchill

