



Export Promotion Council for Handicrafts

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REPORT ON AWARENESS SEMINAR ON “TRENDS & FORECAST - FOR NEXT SEASON”, ON 18th OCTOBER, 2015”, AT THE BOARD ROOM, GROUND FLOOR, INDIA EXPO CENTRE AND MART, GREATER NOIDA

The Export Promotion Council for Handicrafts conducted number of seminars for its member exporters to educate them on new and emerging issues related to exports during the IHGF Delhi Fair autumn 2015. On 18th October, the Council organised a seminar on very important issue, ‘Trends & Forecast - For next Season’, at India Expo Centre and Mart, Greater Noida

The speaker for the topic was renowned international designer P. J Aranador.



Mr. P.J Delivering lecture



Every decision rests on a forecast ó 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.

PJ told the audience about the designs and colors of various handicrafts products that are forecasted for the coming season.