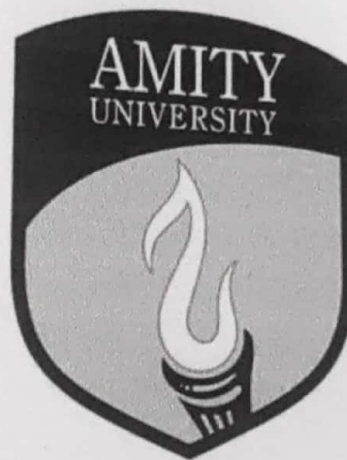


GUEST LECTURE REPORT

ON

GARMENT EXPORT & BRAND MANAGEMENT



**AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY
AMITY UNIVERSITY HARYANA**

About the speaker

Mr. Rajiv Pandey, President of PERF brand, is having 32 years of rich experience in the field of fashion and apparel industry. He is highly successful in Startups and Turnarounds - key skills being; accurate assessment of business needs creation of blueprint for recovery or set up, Effective change management & Ability to recruit strong teams & get them to work together.

Professional Experience details

President PERF

November 2016 - Present

PERF is a leading active wear brand, which is available across india. As President he is responsible and incharge for all facts of the retail division of the brand

PRESIDENT at Paragon Apparels Pvt. Ltd

May 2014 - November 2016 (2 years 7 months)

Strategic Planning

VICEPRESIDENT at Maral Overseas Ltd.

October 2010 - April 2014 (3 years 7 months)

Taking buisness to new height through innovation

Strategic Planning

vice president at Shahi Exports Pvt Ltd

2006 - 2008 (3 years)

VP(OPERS) at TCNS Limited

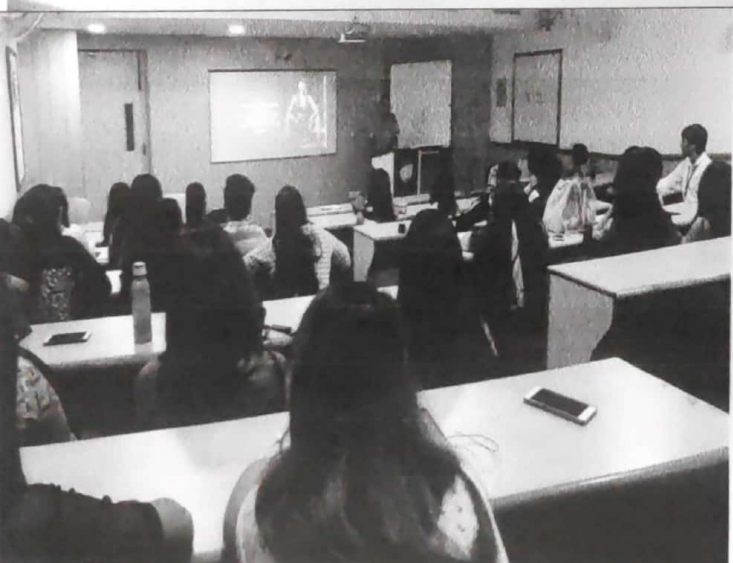
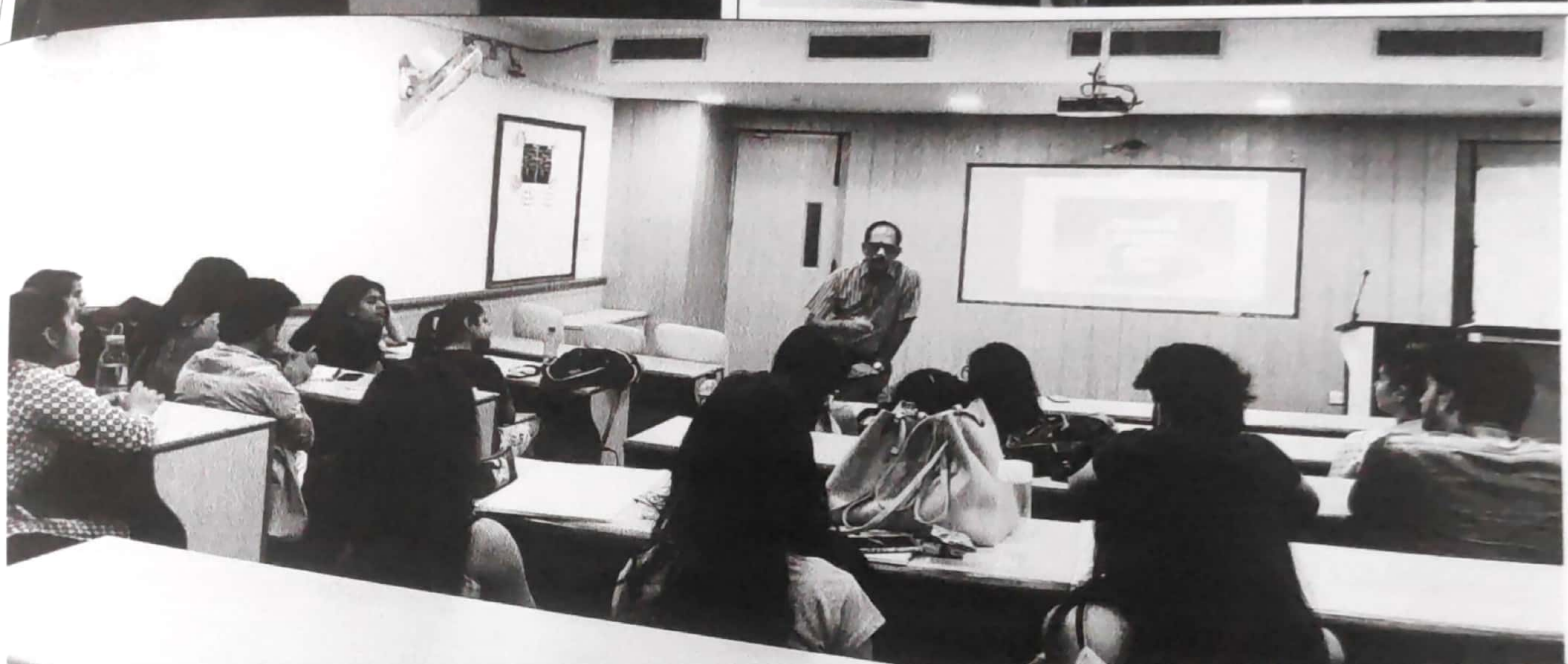
2003 - 2006 (4 years)

As General Manager, Buying & Inspection

- Sourcing & negotiating cost opportunities for buyer.
- Development & Control of Programs.
- Assuring Quality & on-time deliveries from various vendors.
- Worked in Woven, Knits & Heavy Knits.

About the Guest lecture

Students of 2nd and 3rd year along with faculty members of Amity School of Fashion Design and Technology have participated in the guest lecture delivered by Mr. Rajiv Pandey. The guest lecture was started at 11:00AM on 18th April 2018 at C-214 smart room in C-Block. The few imperative topics discussed during the guest lecture includes Brand development, product development, various pricing strategies and their importance, role of the brand merchandiser, online and offline marketing of products and basics of product costing. He gave an astonishing idea of weekly mall visit by a group of students and a subsequent presentation based of the observation of the group members to understand fashion trends.



AMITY UNIVERSITY HARYANA
AMITY SCHOOL OF FASHION DISEGN & TECHNOLOGY
SEMESTER 4th B.DES.FD/FD-3C

GUEST LECTURE

18/04/2018

S.NO	NAME OF STUDENT	ENROLMENT .NO	SIGNATURE
1	MEGHA M	A50981716002	Megha
2	VANSHIKA THAKUR	A50981716010	Vanisha
3	VARSHA YADAV	A50981716008	Varsha
4	SAKSHI JAKHAR	A50981716009	Sakshi Jakhar
5	MANSI VERMA	A50981716011	Mansi
6	DIKSHA YADAV	A50981716013	Diksha
7	MAHZABI	A50981716001	Mahzabi
8	PRIYANKA YADAV	A50981716007	Priyanka
9	KOMAL YADAV	A50981716005	Komal
10	NISHA KUMARI	A50981716012	Nisha
11	PRANJALI SRIVASTAVA	A50981716004	Pranjali
12	KUNAL AHLAWAT	A50981716006	Kunal
13	GUNJAN MENDIRATTA	A50981716014	Gunjan
14	ANSHIKHA GAUR	A50981716015	Anshika
15	SONAKSHI KARAGWAL	A50981716016	Sonakshi Karagwal
16	NEHA	A50981716018	Neha
17	ALISHA VASWANI	A50981716019	Alisha
18	DIKSHA KUMAR	A50981716020	Diksha Kumar
19	PAYAL MISHRA	A50981716021	Payal
20	SHWETA	A50981716022	Shweta
21	AGNIMA RAINA	A50981716023	Agnima
22	SUKRITI RATHORE	A50981816001	Sukriti

AMITY UNIVERSITY HARYANA
AMITY SCHOOL OF FASHION DISEGN & TECHNOLOGY

SEMESTER 6th B.DES.FD/FD-3C

GUEST LECTURE

18/04/2018

S.NO	NAME OF STUDENT	ENROLMENT .NO	SIGNATURE
1	JYOTIKA YADAV	A50981715001	Jyotika
2	SRAMANA MAITY	A50981715003	Sramana
3	KANIKA	A50981715005	Kanika
4	RASHI GUPTA	A50981715006	
5	GARIMA BHARDWAJ	A50981715008	
6	ANAND KUMAR	A50981715004	Anand
7	SAURABH ADHIKARI	A50981715002	
8	SHALINI	A50981717010	Shalini
9	PARJEETA	A50981715012	Parjeeta
10	CHAARU MALIK	A50981715013	Chalika
11	AANCHAL TIWARI	A50981815001	