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Newtimes Group India



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## **Y** Our Transformative Journey In the Industry.

After going through a serious health condition, it was the early 2000s when I joined the industry through an export house. While growing up I always loved the fashion industry but never thought that even after 22 years the love & passion will still be so alive. Every day when I drive to work, the only thing I think is what can I do better & is there anything new to learn? I started my career as an Asst. Merchant & today I work with one of the biggest buying houses as Senior Director hustling & trying to create success not only for myself but also for my team, company, industry & most importantly my Country.

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# **A**N Inspirational Chapter Of Your Life that Stands Out

I have always been one of the brightest students in school, actively participated in every competition – slogan writing, art, music, dance, essay writing and what not, even won many trophies. It was around 1993 when we discovered that I had a serious health condition which will take years to heal, having slim chances for me to fully recover. It became very difficult for me to concentrate on my education with all the ongoing medication & treatments. Once while lying on the hospital bed a thought struck my mind "**JASVEEN THIS CANNOT BE YOUR LIFE & YOU HAVE TOO MANY DREAMS TO CHASE – GET UP & GO**". That was the day and today I live by that quote and spend every day of my life to the fullest, work very hard & see all my dreams coming true.

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# **G** Game-Changing Retail & Consumer Technologies In Your View

Artificial intelligence (AI) has swept across various industries, potentially disrupting businesses via creative technologies, more effective operational procedures, and access to consumer and industry insights that provide a prospective competitive edge. Initially, AI automation did not seem as appealing for fashion executives to utilize in an industry founded on creative ability and expression. However, we do see a drastic change in approach especially post covid. Despite the fashion industry's established nature, AI fundamentally has been altering the sector, from how fashion businesses create its products to promote and sell them. AI technologies are revolutionizing the fashion industry across the board, including design, production, shipping, marketing, and sales. The usage of AI in the fashion business of 2020 has grown so entrenched that a high percentage of fashion stores that did not implement AI are now risking insolvency. Consequently, the fashion and retail industries' worldwide investment in AI technology is predicted to reach almost 10 billion by the end of this year

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## **O**bservations On Gaps In the Industry & Recommendations for Enhancements.

India as a country offers significant opportunities but there are still a lot of challenges that we face. There are constantly lead-time, logistic, raw material innovation and capacity issues. One of the biggest gaps that I have constantly noticed is raw material innovation & mill performance even today we struggle with some of the basic fabric quality & deliverable concerns. Capacity management is another big hurdle. I would suggest supply chain Patterns to be creative & constantly think out the box to thrive as tough times need tougher quicker decisions. Future is all about AI so training staff & workers on great communication, proactive solutions, innovation, improvising efficiencies & minimizing delays or quality concerns is to be taken care of by the leaders of Industry.

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## **Y** Our Endeavors Towards Supporting the Industry's Ambition Aligned With the Nation's Vision Of Becoming A Trillion-Dollar Textile Economy

I have always believed in exploring something new and I can proudly say that we were one of the 1st teams in India who have exported permanent heat sunray pleating dress to a high-end US retailer in 2014, even today we are constantly exploring new categories i.e. Sweaters, MMF & many other commodities.

Constantly collaborating with mill partners to push & develop new raw materials. Customer service is the most important key factor that keeps me going.



# A Message You'd Impart to Galvanize - India's GenZ.

For Generation Z in India, based on the recent article I have read - developing skill sets matters more than earning money. If they continue moving in the same path India's trillion-dollar dream will surely become a reality soon. Based on my personal experience there is no dream which is too big to achieve I come from a small town & read in a government school deprived of many privileges but today I feel that I have conquered the world with my hard work & determination so if I can do it, you can do it too. One should choose a career aligned with their deep passion and pursue it earnestly. It's crucial to bear in mind that success has no shortcuts.

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