

## VisioNxt Initiative

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### About VisioNxt Initiative:

- It is India's first ever trend insights and forecasting Initiative.
- It was conceived and established at **NIFT Delhi** (Creative Lab) and NIFT Chennai (Insights Lab) with the **support of the Ministry of Textiles**, Government of India, in 2018.
- The initiative, now centralized in Chennai, focuses on delivering trend insights and forecasting for the Indian **fashion and retail market**.
- It also offers various trend related consultancy services, academic courses, workshops etc.
- Its mission is to identify, map, and analyse geo-specific trends, reflecting the positive plurality, cultural diversity, and socio-economic nuances of India while collating comprehensive trends and insights.
- It combines **AI** and **EL** to generate fashion trend insights and forecasts.
- **Significance**

India's entry into the forecasting space offers multiple advantages: **it reduces dependence on global forecasting** agencies, provides unique insights into Indian fashion consumers, integrates India's strength in information technology with textiles, and combines artificial and human intelligence.

To support weavers, manufacturers, retailers, domestic businesses, homegrown designers, and fashion brands, this report is **available in Hindi and English through the VisioNxt portal**.

The initiative empowers users to design, produce, and launch consumer-focused, targeted collections for this **diverse nation 'Paridhi'** will mark the launch of the first inclusive fashion trend forecast by VisioNxt, along with a web portal to disseminate India-specific fashion trends.

VisioNxt has achieved this through the development of a unique prediction model **known as "DeepVision,"** designed to decode patterns and interpret fashion trends in India.

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### Q1: What is Artificial Intelligence (AI)?

It is an emerging technology that enables computers and machines to simulate human intelligence and problem-solving capabilities. It involves the development of algorithms and models that enable computers to perform tasks that would typically require human intelligence, such as learning, reasoning, problem-solving, perception, and decision-making.

**Source:** Union Minister of Textiles Shri Giriraj Singh launches India's first fashion forecasting initiative 'VisioNxt'

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