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We have a pan-India presence

Apparel Training & Design Centre (ATDC) is India's largest vocational training provider for the apparel sector. **DR DARLIE KOSHY**, DG and CEO, talks on its achievements and objectives

How do you reach the youth for training them in various courses for the apparel sector?

ATDC is spread across 18 states from Imphal (Manipur) to Churu (Rajasthan) and from Thiruvanthapuram (Kerala) to Chhindwara (MP) operating through over 200 centres. We offer 29 trade courses for attaining vocational skills from standard V dropouts to standard XII passouts and more. The training courses are entirely for making industry-ready workforce and personnel.

We have, therefore, simulated a factory-like environment with contemporary state-of-the-art infrastructure keeping the modern technologies and systems for manufacturing.

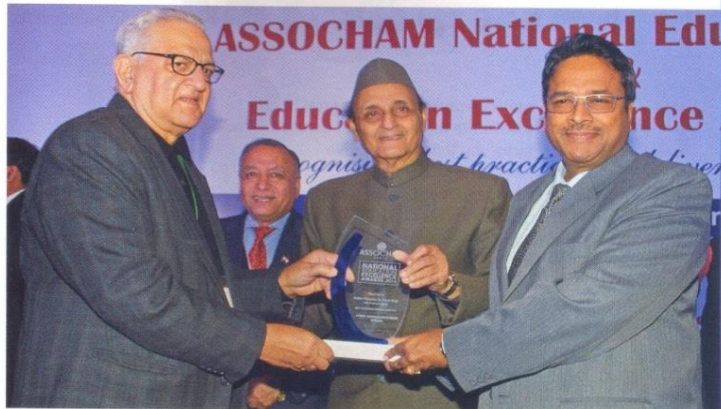
The setting up of ATDC in rural locations helps locals with employment near their habitat. ATDC, through its vocational skill training programmes and soft skill development, has ensured development of thousands and also in quality of life of over half a million people under the ISDS courses.

How many new recruits are needed every year by the Indian apparel sector?

As the second-largest provider of direct and indirect employment after agriculture with about 10 crore people involved in textiles, the industry has the potential to absorb about 50 million workers in domestic/export and allied industries by 2020.

What has been the impact of ATDC on the Indian garment industry?

ATDC is present in almost all apparel clusters on a pan-India basis. In the last three years, we have trained over 1 lakh



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people. We have played a key role in arresting labour shortage and converting demographic bulge to a productive dividend. Moreover, ATDC has been a leader through many innovations in training pedagogy and other futuristic practices.

In the past few years, the apparel industry was facing shortage of skilled labourers. ATDC's rapid expansion helped in meeting the problem. The "mission to movement" of ATDC in skilling the apparel sector has helped in improving life of half a million people during this period.

What would you suggest to employment-seeking youth?

I'll advise them to join ATDC for re-skilling themselves because of rapid changes in speed/expectations and technology. Continuous skilling has become a pre-requisite to train people to achieve higher efficiencies and competencies. It is not the most brilliant who will survive and succeed but those who can adapt fast.