



Publication	Edition	Date	Page
The Education Post	New Delhi	28 th April 2014	13

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theEducationpost

New Delhi, MONDAY, APRIL 28, 2014 13

Apparel Training & Design Centre (ATDC)



Under the aegis of AEPCC has emerged as India's Largest Vocational Training Network for the Apparel Sector with over 195 ATDCs including 45 ATDC Vocational Institute and over 150 ATDC- SMART Centres and Skill Camps present in major Apparel clusters spread across 22 states & 85 cities Pan India. ATDC is Indian Apparel Sector's preferred source for skilled shop floor workforce and different tiers of professional in profiles such as * Sewing Machine Operator * Pattern Engineer * Machine Technicians/ Mechanics, * Surface Ornamentation Specialists * Apparel Production Supervisors * Quality Controllers * Industrial Engineers, etc.

ATDC has already trained 1,57,731 Trainees (1996-2013) has transformed lives by providing gainful employment to youth, women & disadvantaged sections of the society and in

particular over the pilot project period of ISDS, MOT, GOI since October 2010 (till Dec 2013) above 1,00,000 candidates have been enrolled and over 75% have been placed in the apparel industry with 45% in large & SME and also 25-30% in domestic industry units/self-help group and the rest for self-employment.

With the advent of skill development initiatives in the country and the introduction of Integrated Skill Development Scheme (ISDS) by MOT, GOI in October, 2010, ATDC was selected as a Nodal Agency on Pan-India basis for implementing the Skill Development Scheme under Component-I by the Ministry of Textiles. In the last 3 years, after the skill development programme commenced, ATDC's proactive efforts through creation of BRAND 'SMART' is an acronym (Skills for Manufacturing of Apparels through Research

and Training) & SMART Fast-Track shop floor workforce training programmes under the ISDS there has been a visible improvement on the ground. In 2010, when ATDC took the ambitious challenge of training 1,72,000 candidates in five years, it seemed a daunting task. Now, having successfully enrolled and trained over 1,00,000 candidates in the pilot project and contributing to over 50 percent of the entire Ministry of Textiles' target, the ATDC network has turned a new leaf in the journey of "Skilling India" and making the mission" a movement by involvement of many State Governments / Sponsoring Agencies / NGOs & reaching out to rural hinterlands, mofussil & rural & semi-urban areas in every nook & corner of India.

The candidate profile of ATDC-SMART pilot project period 2011-12 and 2012-13 indicate 82% women and about 71% candidates are from rural and semi-urban areas.

In addition it is important to note that ATDC is the only organization which offers shop floor, supervisory & managerial level trainings / courses within the education and training ecosystem i.e. SMART Training Programmes for taking care of courses of 1 month duration (Skill Level 01-03) and ATDC Vocational Institutes (Skill Level 04-07). Creation of such a comprehensive training Eco system has accorded a leadership position to ATDC by transforming as India's largest vocational training provider for the apparel sector.

ATDC's proactive efforts through the SMART Fast-Track shopfloor workforce training programmes, setting-up of ATDC-SMART Training of Trainers' (TOTs) Academies, setting-up of State-of-the-art infrastructure, introduction of industry relevant technologies for training programmes, advanced pedagogy, use of digital contents for blended learning and the ATDC-JUKI Tech

Innovation Centre and a series of such initiatives in the last 2-3 years have all played an important role in ushering in a positive contribution to the Apparel export manufacturing industry which has been facing shortage of skilled workforce and technical personnel.

The SMART initiative is just one part of ATDC's skilling mission. In order to mainstream vocational education and to provide modularity and certification to the students enrolled in ATDC Centres, ATDC has established 45 Vocational Institutes. ATDCs long-term training courses address critical knowledge and skill-sets required for the apparel sector, to make the candidates 'Industry-Ready' right from the start. ATDC Vocational Institute courses leading to Certificate Diploma and Advance Diploma with dual certification of ATDC and NCVT and with full backing of both export and domestic garment industries assure 100% placement assistance to potential students.

ATDC is again the only institution in the apparel sector which has set-up Training of Trainers' Academies i.e. in Thiruvananthapuram (Kerala), Chhindwara (Madhya Pradesh) and Gurgaon (Haryana) for



ATDC's Proactive and Future Plans

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Awards:

ATDC has won the UK-India Skills Forum Awards in 2011 for its outstanding performance and "ASSOCHAM Best Vocational Training Institute Award" in 2014.

Contemporary Curricula Development:

The "Contemporary Curricula" developed in July 2013 and approved by both NCVT/DGE&T and AICTE form now the foundation of upgradation of ATDC's training programmes.

ATDC-SMART Initiative (Short-term vocational programmes):

The visionary creation of the brand "SMART" (Skills for Manufacturing of Apparel through Research & Training) has proved to be a major step capturing the imagination of both Government and the Apparel Industry. The unique features of the "SMART operator" is that the operator is not an ordinary operator any more after training but an extra-ordinarily trained "SMART operator" which can help an Apparel Factory in Quality, Productivity & Efficiency. The new SMART Fast Track curricula developed by ATDC-SMART TEAM has helped in bringing out a more scientific approach to training of shopfloor workforce. The other initiatives include trainers' manuals, trainees' kits, digital

learning contents, life & soft skill training and above all training of trainers' which all have given an edge to ATDC's training mission.

ATDC had introduced for the first time a "Hub & Spoke" approach by setting up peripatetic and other centres to reach out to candidates

ATDC Vocational Institutes (Long-term vocational programmes):

In order to mainstream vocational education and to provide modularity and certification to the students enrolled in ATDC Centres, ATDC has established 35 Vocational Institutes. ATDCs long-term training courses address critical knowledge and skill-sets required for the apparel sector, to make the candidates 'Industry-Ready' right from the start. ATDC Vocational Institute courses leading to Certificate Diploma and Advance Diploma with dual certification of ATDC and NCVT ensuring employability and with backing of both export and domestic garment industries assure placement to potential students in Apparel Industries.

Training of Trainers' Academies:

ATDC is again the only institution in the apparel sector which has set-up Training of Trainers' Academies i.e. in Thiruvananthapuram (Kerala), Chhindwara (Madhya Pradesh) and Gurgaon (Haryana) for training of trainers considering the acute shortage of qualified and well trained trainers. In the pilot project period, 835 faculty members have been trained by giving training in advanced work-

shop formats thus improving the quality of training output and industry orientation.

Employment Generation & Industry Linkages:

Creating strong employment linkages through the parent body (AEPCC)'s exporter members.

A latest innovation is conducting "SMART Rozgar Mela" in major catchment areas and taking the industry there to recruit candidates.

ATDC is working very hard to reach the further target set by the MOT, GOI of 150,000 candidates upto 31.03.2017 with a cumulative target of 250,000 candidates and improving quality of training & training delivery across the centres. The upcoming initiatives include:

Inclusive and rapid mode Faculty Development Programme - to strengthen "Quality & Excellence" and enhance 'quality, efficiency and delivery' of ATDC Faculty Resources is being planned by ATDC-SMART Training of Trainers' Academies.

Skill Matrix Assessment of Operators/Trade Certificate holders by ATDC using technology and scientific approach to monitor performance.

Training with focus on 'Industrial Engineering' and IT techniques and approaches like lean management along with National Productivity Council to give emphasis to the ground level implementation and processes for enhancing productivity and efficiency of the production facilities.

Digital Contents development for next phase of SMART-fast-track course and online training support to both faculty / students etc.

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ATDC has been encouraged by many eminent personalities who have walked the ATDC corridors pan-India and encouraged the teams. ATDC also in the last 2-3 years launched many significant initiatives like ATDC-JUKI Tech- Innovation Centre, In factory Outreach Training Cells, Rozgar Melas & Placement weeks, Launch of the SMART NewZine and Important MoU's with the BBMP, Karnataka, Nehru Yuva Kendra Sangathan (NYKS), NSDFDC, NBCFDC to name a few.

India is in the cusp of a skill revolution and the Apparel Training & Design Centres (ATDC) numbering around 200 across the country headed by Dr. Darlie Koshy as the DG & CEO over the last 5 years (since Nov. 2008) is spearheading the advancement of an education and training Eco-system for Fashion - Apparel & allied sectors having won "UK-India Skill Forum Award 2011", and "ASSOCHAM Award" for Best Vocational Institute 2014 in this short span.

ATDC is advancing forward on the agenda to "Target, Train, Transform" with focus on "employability" - especially for school dropouts, less educated youth, women, disadvantaged section of the society, differently abled, rural, semi urban, special section such as trans genders, jail inmates, OBC, Safai Karamcharan etc. ATDC gives a new direction and thrust to skill development in the labour-intensive apparel sector that operates in a globally competitive environment.