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**PERFECT SOURCING**

SPECIAL SUPPLEMENT

# CUSTOMIZED TRAINING PROGRAMS FOR GARMENT INDUSTRY BY ATDC

## ATDC Signs Three Major Agreements to Increase Specialized Workforce for the Industry



Dr. Darlie Koshy, Director General & CEO at IAM & ATDC

ATDC has recently signed 3 major agreements, a Flexi-MOU with NCVT (Ministry of Labour and Employment, GOI) with the status of National skill provider for short, long and custom made courses. Secondly, affiliation agreement with Sectoral Skill Council for Apparel Handlooms and Made-ups with approval of 29 courses and 175 centres. Thirdly, MOU with country's highest technical education Statutory Authority AICTE (Ministry of Human Resources Development, GOI) to launch B.Voc courses in Apparel and Textiles Sector. This is in partnership with Rajiv Gandhi National Institute for Youth Development (RGNIYD), an Institute of National Importance under the Ministry of Skill Development and Youth Affairs GOI.

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Apparel Training & Design Centre (ATDC), under the aegis of AEPC has emerged as India's largest vocational training network for the apparel sector with around 175 ATDC's, including 65 ATDC Vocational Institutes and over 135 ATDC- SMART Centres and Skill Camps present in major apparel clusters spread across 22 states and 85 cities Pan India. "In 1996 when ATDC started, there were only few courses, and then in 2009, when the Integrated Skill Development Scheme came in a new phase began for ATDC," said Dr. Darlie Koshy, Director General & CEO at IAM & ATDC who has a long experience in the industry. He was the founding Sr. Professor & Head of Fashion Management at NIFT from 1987 to year 2000, also he is the former director and Governing Council Member for NIFT Ahmadabad and is also serving as a Chairman Mentor Council Textile and Apparel sector at DGE&T.

From 1<sup>st</sup> April 2010 to 31<sup>st</sup> March 2011, ATDC had a target to train 14,000 people as compared to 4000 people, which further went up to 34,000 and then to 54,000 trained people per year. "India is full of creative and ambitious people and it was important to encourage and upgrade them, by giving training only on lower end courses, we were suppressing the creative ideas and

innovation," explained Dr. Koshy.

He also expressed that India can only distinguish from major manufacturing countries like China by coming up with regular innovation, creative products, high-end clothing and also explore new opportunities. "Man- Made Fabrics (MMF) is still an ignored segment where India can grab good pie as it has a huge potential and all over the world people are relying on it in a big way," added Dr. Koshy. There is also need for industry oriented Academics and Educators and Researchers who can offer expertise in specific areas like digital photography, Digital Marketing, CAD/CAM and many more. "We identified some centres which can become AVI and upgraded these centers with CAD/CAM, textile labs, computers, and created specialty centres that can offer both short and long- term courses," averred Dr. Koshy. About 65 out of 200 centres are now handling long- term courses and impart training in courses like Advance Apparel Manufacturing covering IE & Lean Manufacturing studies, Quality Assurance & Compliance, Apparel Pattern Making & CAD, Software Application programmes in Apparel Merchandising-Fashion Design-Textile Design, Retail Sales Associate Programme, etc.

Flexi-MOU with NCVT (Ministry of Labour and Employment, GOI) with the status of National skill provider for short, long and custom made courses will allow ATDC to introduce new courses as per the demand in the industry. "Today we talk about sustainable fashion, carbon footprints, however, do we have the professionals with expertise and knowledge in this area? The MOU is an answer to this question," asserts Dr. Koshy. The MOU gives ATDC the flexibility to offer customized courses so that when any manufacturer requires people with certain skills the special training can be conducted for some days, this will ensure that on one side the demand for workforce gets fulfilled and on the other the people are trained on specialized skills. As far as the expenses for such short training program is concerned it would totally depend upon the exporter/ manufacturer. "They can either take it on themselves and if they want the Govt. to pay for it then the students will have to be registered; the certificates however will be given by NCVT. Also, the MOU allows updating or removing the contents from available courses as per the demand. "This will create a pool of specialized labour for the industry which will empower the sector," Dr. Koshy added.