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The Apparel Training & Design Centre (ATDC) has emerged as India's largest vocational training provider for the apparel industry, and is also the single largest training provider for any vocational trade in the country. ATDC has successfully ...

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Interviews Hub

November 03, 2015

We aim to provide skilled manpower & technical cadre to apparel industry: Dr. Darlie Koshy, DG & CEO, ATDC & the Institute of Apparel Management



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different sections of society.

With the recent emphasis on CSR initiatives to be undertaken by companies, it hopes to partner with corporates, PSUs and others to provide training programmes for the youth and women, especially in rural areas. In an interview with Sanjeev Sinha, Dr. Darlie Koshy, DG & CEO, ATDC & the Institute of Apparel Management, talks about the objective behind setting up ATDC as well as its growth plans. Excerpts:

What was the objective behind starting ATDC?

ATDC was set up owing to the felt need by the industry to have trained shop floor workforce and supervisors as well as technically-qualified junior-to-middle-level managers, especially in the area of quality assurance and industrial engineering. The first centre was inaugurated in Guindy in 1996.



However, after the Integrated Skill Development Scheme (ISDS), launched by the Government of India, chose ATDC as Component-1 implementing agency with a target of 1,72,000 candidates to be trained in the Pilot Project Period up to 31st Mar, 2015, ATDC underwent a major transformation by reaching out across the country and scaling up training infrastructure and capacity.

Source:http://www.viewslines.com/Interview.jsp?id=121961&/__Dr._Darlie_Koshy,_DG_&_CEO,_ATDC_&_the_Institute_of_Apparel_Management_/__We_aim_to_provide_skilled_manpower_&_technical_cadre_to_apparel_industry.html

THE ECONOMIC TIMES

October 31, 2015

We aim to provide skilled manpower & technical cadre to apparel industry: Darlie Koshy, ATDC



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Government of India, chose ATDC as Component-1 implementing agency with a target of 1,72,000 candidates to be trained in the Pilot Project Period up to 31st Mar, 2015, ATDC underwent a major transformation by reaching out across the country and scaling up training infrastructure and capacity.

There was extensive capacity building in terms of faculty resources, training equipment and infrastructure, and innovate development of curricula and manuals for faculty members and students.

What differentiates ATDC from other established and upcoming names in the apparel training and design segment in India ?

ATDC is unique for the reason that it is not only approved by DGT under the Ministry of Skill Development and Entrepreneurship, but also by the Sector Skill Council for Apparel Made-ups & Home Furnishing and significantly also by AICTE for running B.Voc Programmes. It is also one of the few institutions where DGE&T has given flexibility through a flexi MoU. The Ministry of Textiles has chosen under ATDC Component-1 for implementation of ISDS and till 31st March, 2015, ATDC has trained nearly 1,60,000 candidates under the project.

What are the courses being offered by it? Is any new course going to be introduced by ATDC ?

ATDC has both short-term and long-term training 'hands on' programmes. Short-term programmes cover different trades under 11 courses, developed by the Resource Support Agency i.e. Textile Committee's office of 300 hours duration, 270 hours of skill training and the rest for soft skills and general inputs. It also offers 4-6 months' training programmes of DGE&T under SDIS.

The popular courses of one year duration are 'Apparel Manufacturing Technology (AMT)', 'Production Supervision and Quality Control (PSQC)' etc. There is also increasing interest in one-year Fashion Design Technology programmes. In addition, the new courses which have been introduced lead to 'B.Voc', which are 'Apparel Manufacturing and Entrepreneurship' and 'Fashion Design and Retail'. The courses



are of 300-hour duration with 2000 hours of skill training and 1000 hours of general inputs, leading to an employment-oriented 'Bachelor' degree.

What has been the rate of success for job placement through ATDC ?

ATDC has the support of the members of the Apparel Export Promotion Council (AEPC) and they absorb all candidates willing to get trained across the country in different clusters and units. However, often the candidates are willing to move from Chhindwara to Bengaluru or from Orissa to Tirupur or from North-East Imphal to Delhi, etc. The placement on an aggregate in the organized sector will be 45-50% and the rest about 25-30% in the unorganized sector, especially in Self Help Groups (SHG) and 'smaller domestic' units scattered all over the country.

How has been the response/support of the present government towards ATDC ?

The present government has tried to systematize the ISDS implementation by bringing biometric attendance and MIS system. Owing to connectivity issues in remote areas, there are problems in this approach, though this improves attendance of the students and post-placement tracking. Over a period of time this will lead to better results, though all agencies are struggling to ramp up the training outcomes. The Skill Development Ministry is very keen to take up impactful initiatives and ATDC is in dialogue with the ministry.

What are the key challenges faced by ATDC ?

The key challenge faced by ATDC is in realising funds held up with the government in a timely manner. The policy is often without sufficient consultation with the stakeholders. The left hand does not know what the right hand is doing and this often puts players like ATDC, which is focused on quality and transparency, in many difficulties since the organization does not oil the system at many stages. However, through professionalism and transparency ATDC continues to work towards 'Imparting Skill . Improving Lives'.



What are your future growth plans ?

Having trained 1,65,000 candidates under ISDS by September 2015 and more than 40,000 candidates over the last 5 years in long-term programmes, we have now entered a phase of consolidation of growth. The focus is on building strengths in about 65 centres to offer NSQF level 5-7 including B.Voc, while actively getting engaged with the 'Pradhan Mantri Kaushal Vikas Yojna' (PMKVY) in the other centres while continuing with ISDS to finish residual targets.

However, there are some states in which ATDC is not represented. ATDC has centres in 23 states and 85 cities and there are some states in Maharashtra and North-East where ATDC is now expanding its network. For example, we have one centre at Imphal in Manipur and another centre at Sokeythang in Sikkim, which is being opened shortly.

Any message you want to deliver ?

With the new government setting up a dedicated Ministry of Skill Development and Entrepreneurship and several Sectoral Skill Councils, the industry is expected to play a significant role by developing a 'qualified and certified' workforce and by joining the National Skill Mission. Employment generation for women and the youth in rural areas need to be a shared responsibility of the industry.

However, the dialogue with the industry has been very limited and one-sided even with the setting up of 37 Sectoral Skill Councils for different sectors. Popularizing 'global skills benchmarks' by setting up of a chain of 'multi-skill centres of excellence' would be a step in the right direction and each skill activity in the 'multi skill' centre can be handed over to the best-in-class skill and knowledge provider, whereas the overall management can be in hands of a committee with a CEO modelled in the context of PPP.

This can be done not only by setting up of new multi-skills training centres, but also by upgrading existing ITIs in this novel format. However, pre-training counselling and post placement monitoring are essential components for the sustained success of



post 'Skilling India'. Providing just an entry-level skill training and trumpeting 'Success of Skilling India' would be premature and could be interpreted as disservice in our 'Aspirational India'. A step ladder eco-system would be a better model with tapering joint funding support from the government and the industry to the desirous candidates.

Source: <http://economictimes.indiatimes.com/opinion/interviews/we-aim-to-provide-skilled-manpower-technical-cadre-to-apparel-industry-darlie-koshy-atd-c/articleshow/49606492.cms>