

## CONFERENCE OF ASSOCHAM BEST VOCATIONAL TRAINING INSTITUTE AWARD 2014 TO ATDC

The headline gives you an idea what we are talking about here. But what you may not know is the effort that went behind earning this award, and other awards that have come to ATDC the premier training institute in the field of apparel in the past.

Let's hear from none other than Dr. Darlie O. Koshy, DG & CEO, ATDC & IAM, the man behind the skill mission who, along with Shri Hari Kapoor, Vice Chairman, ATDC, received the 'Education Excellence Award 2014' under 'Best Vocational Training Institute' category by the country's apex trade agency the Associated Chambers of Commerce and Industry of India (ASSOCHAM) in the National Capital on February 19.



Chief Guest Padma Vibhushan and Senior Politician Dr. Karan Singh bestowed the honour on ATDC at a glittering ceremony held at Shangri-La's Eros Hotel in New Delhi.

Let's take you on the journey that led to this honour.

With world's population aging fast, it is estimated that by 2040, the average age of 65 and above is expected to reach 1.3 billion out of total world population.

"This trend is expected to result in acute labour shortage in many parts of the world, especially western countries," thought Dr. Darlie O. Koshy as he sat to formulate the strategy for how best to skill a large pool of people especially youth and women from the marginalised sections of the society to train them with 'employable' skills and bridge the demand-supply gap in the apparel sector.



"In India, owing to world's youngest population of around 550 million youth, we would find a distinct advantage. The Indian population is also amongst largest English-speaking population in the world and it would play a key role in building adaptive skilled workforce," he recalled.

Thus began a skill movement called ATDC. It picked up the speed slowly but steadily and the skill footsteps began to leave its mark all over the country.

Three years back, the skill buzz reached right ears. ATDC was honoured with 'UK-India Skills Forum Award-2011' under the 'Best Skill Provider-Government Funded Category' at the fourth Global Skill Summit 2011 on September 15, 2011 organised jointly by Ministry of Labour and Employment, GOI, and FICCI for ATDC's outstanding commitment to fulfil the skills agenda in India.

"The Apparel Training & Design Centre (ATDC) as a training provider has demonstrated an outstanding commitment towards 'employability' in India that remains one of the most challenging task at hand," the UK India Education and Research Institute (UKIERI) and FICCI had said in a statement.

"Today, ATDC is a single largest vocational training provider for the apparel sector in the country with over 195 ATDCs that include 45 ATDC Vocational Institutes and over 150 ATDC-SMART Centres and Skill Camps offering state-of-the-art vocational programmes and probably the single largest training provider for any vocational trade in India and single largest beneficiary or Nodal Agency for implementation of a government's skill development scheme," informed Shri Hari Kapoor, Vice-Chairman, ATDC. It has its presence in major apparel clusters spread across 22 states and 85 cities across the country.



"The ASSOCHAM Award for 'Best Vocational Institute' instills in us a confidence to pursue the mission with great vigour and take the skills bandwagon to more and more remote hinterlands of our country," comments Dr. Koshy. Under his leadership, Team ATDC has shown commitment towards the National Skills Mission by successfully organising the first-ever interactive skill event titled 'Hunar Ki Hunkar' in February.

Three years ago when ATDC was awarded the prestigious UK-India Skill Forum Award, Dr Darlie O. Koshy was thinking there is still lot to be done. With ASSOCHAM honour, he is still busy thinking what next on skilling. The awards are just another beginning not only for him but also for the entire ATDC team.