

## ADHIVESHAN 2015

55 ATDC Skill Development Experts from Pan-India meet under one roof to deliberate on the ATDC-Step Ladder Ecosystem & give a further Quality thrust to ATDC's 'Skill India' initiative for the Apparel Sector



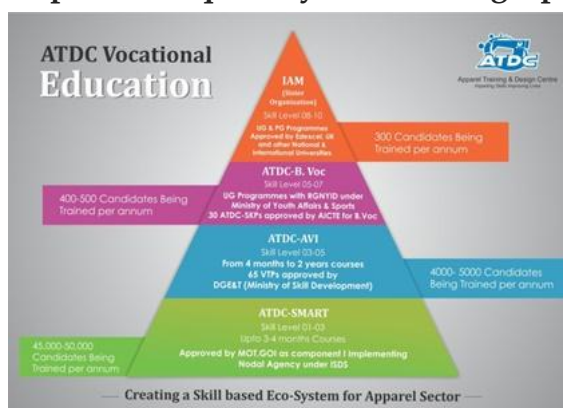
**Gurgaon:** Adhiveshan 2015, Annual ATDC's Principals' Meet was hosted by **Apparel Training & Design Centre**, India's Largest Quality Vocational Training Provider for the Apparel Industry at Manesar, Gurgaon from June 14-16, 2015. The 3 day Meet was primarily focused on understanding the emerging skill framework in the country and how ATDC plays a key role by contributing to large scale quality skilling of Indian youth specially women in rural/ mofussils and semi urban areas for meeting the rapidly changing skill requirements of Apparel Sector with real time Industry relevant skill modules & new learning solutions, thus providing wage employment for youth specially women. ATDC today has dedicated verticals to work with Ministry of Textiles, GOI (for ISDS Project), DGE&T, Ministry of Skill Development & Entrepreneurship, GOI (for Longer Duration Vocational Courses) and AICTE, Ministry of HRD, GOI & RGNIYD, Ministry of Youth Affairs & Sports, GOI (for B. Voc. Courses) and is committed to bring in qualitative change by providing industry ready trained professionals to improve efficiency and productivity across all tiers of the domestic, export and e-retail apparel value chain.

ATDC has recently announced B. Voc Programmes in 'Apparel Manufacturing & Entrepreneurship' and 'Fashion Design & Retail' as AICTE, under the aegis of HRD

has approved 30 of ATDC Pan-India Centres across as Skill Knowledge Providers (SKPs) under NSQF for implementing various long-term vocational programmes. ATDC has also entered into MOU with the Rajiv Gandhi National Institute of Youth Development (RGNIYD) under the Ministry of Youth Affairs and Sports, Govt. of India which is an “Institute of National Importance” as declared by Parliament (Act of Parliament No. : 35/2012) to provide 1000 hours of general education from the RGNIYD while ATDC would offer 2000 hours of Professional Skill development focused on Apparel Sector leading to a B.Voc Degree on successful completion of both general and domain courses to the Candidates and to celebrate this big leap the day 1 of the Meet concentrated on the new B.Voc programmes being launched. Guests of Honor Sri Rajeev Gupta, Secretary, Ministry of Youth Affairs, GoI and Dr. Latha Pillai, Director, RGNIYD were present to encourage team ATDC to introduce the B.Voc in apparel industry which is the 2nd largest employer in the country. Sri Rajeev Gupta enthused the gathering to make blue collar jobs aspirational and convert the Demographic Dividend to the country’s advantage by offering Degree like B.Voc courses which will definitely lead to ‘employability’ at a higher level with better salary packages.

Dr. Latha Pillai shared, “The ATDC-RGNIYD collaboration is a unique collaborative arrangement which will benefit the youth of India by imparting ‘skills & knowledge’ with help of multimedia digital contents and alternate pedagogy and making class rooms exciting.”

Dr. Darlie Koshy, DG&CEO-ATDC & IAM speaking at the session shared while exporters require cycle & through put time to be cut down, the domestic sector



wants “Product Lifecycle Management” ‘fast turnaround of store merchandising’, captivating visuals etc. The e-commerce/m-commerce wants fashion to meet instant gratification standard. ATDC is the largest vocational training provider for the textile-apparel chain offering a comprehensive bouquet of courses for ‘career’ progression in an integrated manner by creating a “step

ladder-training eco-system” with clear focus on “Skilling of aspirational Indian youth”.



The sessions on Day 2 & 3 consisted of deep-dive deliberations & strategy discussions for each tier of the 'Step-ladder' model of ATDC & total quality management of courses along with sessions on improving the quality & enrolment in the long-term programmes, contents standardization, promotion and quality enhancement of teaching pedagogy through Digital Contents, streamlining of finance & account processes, strengthening the management of Centres' and new approaches for industry interface, placement, certification and assessment of trained candidates.

Based on the clear agenda of '**Mobilisation | Training| Employment | Placement**' using both short term- long term courses, the Meet ended on a high note with the team motivated for a stronger growth trajectory for the apparel industry and to strengthen ATDC as a desirable quality brand for vocational education.

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