



APPAREL TRAINING & DESIGN CENTRE

24th November 2012

ATDC participates in Vastra 2012, Jaipur

- ATDC Jaipur showcased the ATDC-SMART Training Project and the Long-term programmes on offer through ATDC Vocational Institutes at Stall in Vastra 2012
- Dr. Darlie Koshy, DG&CEO-ATDC & IAM addressed the gathering at Vastra regarding India's economic emergence on the global scene and 500 million youths are going to influence fashion trends as purchasing power of young India.
- Celebrated 16,260 successfully trained candidates in ATDCs across Rajasthan since inception



ATDC-SMART to train 35,000 candidates in Rajasthan by 2017

The textiles and apparel sector is estimated to employ over 7 million workers directly and 26 million indirectly, out of which 90 percent is estimated to be in the export sector.

"In next 10 years, the sector is expected to generate 17 million jobs in textiles and clothing and 9.34 million engineers, diploma holders, vocationally trained, IT/ITe graduates, etc.," said Darlie D. Koshy, DG and CEO, ATDC & IAM, while giving a presentation titled Fashion Forward: Trends in Fibres to Fashion & Upskilling Apparel Sector in Rajasthan at the ongoing Vastra 2012 International Textiles Fair.

"The democratisation of fashion is the key to future India's economic emergence on the global scene and 500 million youths are going to influence fashion trends as purchasing power of young India is increasing and the country is expected to be the fifth largest consumer market by 2025," Dr Darlie Koshy told the audience.

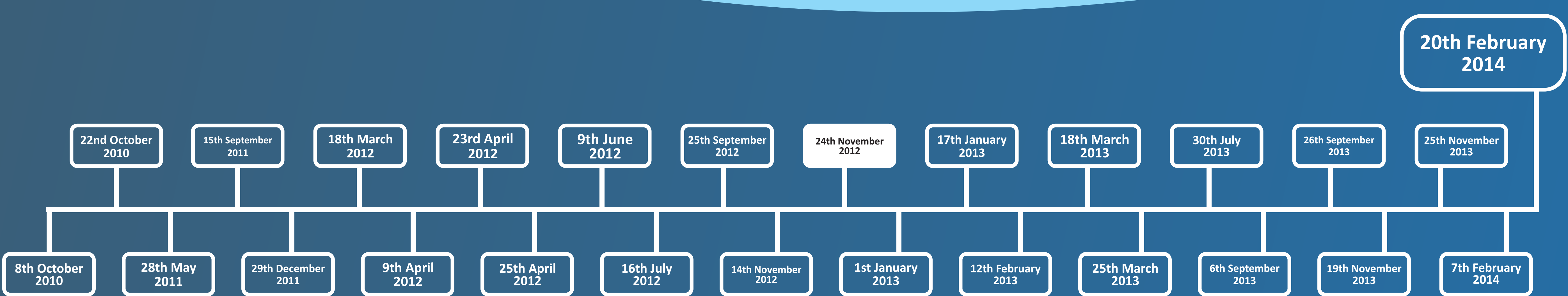
"Since inception, ATDC has trained 1,600 candidates in Rajasthan with an active involvement of BICO. Presently,

ATDC is providing training in 14 ATDC SMART Centres and Skill Camps."

"Under the 12th Five Year Plan (2012-2017), ATDC SMART plans to train 35,000 candidates with 100 SMART IOT Academies and a total of 25 ATDC SMART Centres/Skill Camps," informed Mr. Hari Kapoor, Vice Chairman, ATDC.

Speaking at the occasion, Mr Kapoor said that ATDC SMART project is not only contributing towards the systematic growth and human and technological edge of Apparel Industry but also providing highly skilled and efficient workforce with right attitude, soft skills and commitment to work in industrial manufacturing environments.

"SMART is focused on providing industry-ready workforce according to the core requirements of the garment industry located in various manufacturing centres across India. The ultimate target of the ATDC-SMART programme is to bring about overall systematic change in the apparel industry, economic development and better quality of life for the farmers," he added.



Training in Vocational Skills

Health, Hygiene & Sanitation

Empowerment & Livelihoods

Community Development Impact