

‘ATDC converts ‘demographic bulge’ to ‘productive dividend’



During a pilot project period starting from October 2010 till March 2014, Apparel Training and Design Centre (ATDC) has exceeded its training target by crossing 100,000 candidates trained against a target of 88,000 set by the Indian Ministry of Textiles and in the process played a key role in arresting labour shortage and converting ‘demographic bulge’ to a ‘productive dividend’.

ATDC operating through over 200 centres in 18 states has proved to be a messiah for garment manufacturing units across India, by providing industry- ready workforce through 29 trade courses offering vocational training to 5th standard drop outs to 12th standard pass outs and more.

The apparel sector is estimated to employ over 7 million workers directly and 25 million indirectly out of which 50% are in the export sector.

Explaining the working of ATDC to fibre2fashion, Dr Darlie Koshy – DG at ATDC says, “ATDC centers together train about 5,000 people every month in short-term courses and 7,000-10,000 people every year in long-term courses.” He adds, “ATDC is the only organization which offers shop floor, supervisory & managerial level trainings/courses within the education and training eco-system. Creation of such a comprehensive training eco-system has accorded a leadership position to ATDC by transforming it into India's largest vocational training provider for the apparel sector”.

ATDC came into existence under the aegis of Apparel Export Promotion Council (AEPC) in 1996. Between 1996 and 2009, ATDC grew to 45 centers having trained 40,000 candidates in that period. However, once the Ministry of Textiles adopted the Integrated Skill Development Scheme (ISDS) in 2010, ATDC undertook rapid expansion and has now grown to 200 centers.

Rough estimates reveal that an Rs 1 Crore investment in the apparel industry results in providing 275 direct & 125 indirect jobs. Studies also indicate that Rs 1 Crore worth of apparel exports create 85 jobs which include 32 tailors, 32 inline personnel and 21 indirect jobs like designers, merchandisers, quality controllers, junior & middle level managers etc.

A National Skill Development Corporation (NSDC) study reveals that till 2022, there will be a requirement of around 930,000 supervisors and technicians and a mind boggling 8.13 million operators from the Indian apparel sector. Will ATDC be able to meet this demand?

Dr Koshy explains, “ATDC centers have been set up in almost all Indian apparel clusters and in the last three years by training over 100,000 people, have played a key role in arresting labour shortage and converting ‘demographic bulge’ to a productive dividend’.

“A visible positive impact has been felt in the apparel export sector which has been facing acute shortage of workforce during 2011, 2012 & 2013 and ATDC’s rapid expansion helped in meeting skill deficit to a certain extent. The ‘mission to movement’ of ATDC in upskilling apparel sector has helped in improving the lives of around 500,000 people during this period”.



The biggest achievement of ATDC centers has been that it has been able to empower women mainly from the rural and semi-urban regions. 64% of the candidates trained have been female against 36% male. Of all these, 31% are from rural hinterlands and 48% from semi-urban / moffusils areas and 21% from urban centres / metros.

Along the way, ATDC has bagged a few awards including the UK-India Skills Forum Awards in 2011 for its outstanding performance and “ASSOCHAM Best Vocational Training Institute Award” in 2014.

Among achievements, the “Contemporary Curricula” developed in July 2013 and approved by both NCVT/DGE&T and AICTE now form the foundation of upgradation



of ATDC's training programmes. The visionary creation of the brand "SMART" (Skills for Manufacturing of Apparel through Research & Training) has proved to be a major step towards capturing the imagination of both Government and the apparel Industry. It has also introduced for the first time a "Hub & Spoke" approach by setting up peripatetic and other centres to reach out to candidates.

In order to mainstream vocational education and to provide modularity and certification to the students enrolled in ATDC Centres, ATDC has established 35 Vocational Institutes. Courses from here lead to Certificate Diploma and Advance Diploma from ATDC and NCVT and assures placement to potential students.

ATDC is again the only institution in the apparel sector which has set-up Training of Trainers' Academies in Thiruvananthapuram (Kerala), Chhindwara (Madhya Pradesh) and Gurgaon (Haryana) for training of trainers considering the acute shortage of qualified and well trained trainers.

It has also created strong employment linkages through the membership of exporters of its parent body AEPC. A latest innovation is conducting "SMART Rozgar Mela" in major catchment areas and taking the industry there to recruit candidates.

Informing about future plans of ATDC, Dr Koshy says, "ATDC is working very hard to reach the new target set by the Ministry of Textiles of training 150,000 candidates by March 2017, with a cumulative target of 250,000 candidates and improving quality of training & training delivery across the centers." He adds, "Among new initiatives ATDC is planning an inclusive and rapid mode 'Faculty Development Programme' to strengthen quality & excellence, 'Skill Matrix Assessment' of Operators/ Trade Certificate holders by using technology and scientific approach to monitor performance, training with focus on 'Industrial Engineering' and IT techniques and approaches like lean management and developing digital content for next phase of SMART-fast-track course. "ATDC's proactive efforts in the last 2-3 years have all played an important role in ushering in a positive contribution to the Indian apparel export manufacturing industry which has been facing shortage of skilled workforce and technical personnel", he concludes by saying.

Source:http://www.fibre2fashion.com/news/apparelnews/newsdetails.aspx?news_id=161710&page