

ATDC SMART

Inauguration

Egmore, Chennai October 8th, 2010

**Developing Skills
Creating Job Opportunities**

**National Launch of the
Integrated Skill Development Scheme
of Textiles**
and
Inauguration of first Training Centre
ATDC-SMART Centre
by
Kalaignar M. Karunanidhi
Chief Minister, Tamil Nadu
Thiru. Dayanidhi Maran
Union Minister of Textiles
will preside over the function
Guest of Honour
Thiru. G.K. Vasan
Union Minister of Shipping
Special Invites
Thiru. K.K.S.S.R. Ramachandran
Minister for Industries, Commerce and Handlooms & Textiles, Govt. of Tamil Nadu
Thiru. Perithi Eitamavathi
Minister for Information, Govt. of Tamil Nadu
Thiru. M. Subramanian
Mayor, Chennai Corporation

Highlights:

- Proposed investment of Rs. 2550 crores during 2010-15
- Rs. 272 crores to be invested in the Pilot Project during 2010-12
- Skill Development of 30 lakh persons in 5 years
- To provide basic training, advanced training in emerging technologies, re-training, skill upgradation, entrepreneurship development etc.

Ministry of Textiles
Government of India
www.ministryoftextiles.gov.in

On Friday, the 8th October, 2010, 10:30 a.m.
at
350, Pantheon Road, Co-optex Campus, Egmore, Chennai

4 தினகரன்
சென்னை 9 அக்டோபர் 2010

தமிழகம்



மத்திய ஜவுளித்துறையில் ஒருங்கிணைந்த திறன் மேம்பாட்டு திட்டத்தை முதல்வர் கருணாநிதி சென்னைவில் நேற்று தொடங்கி வைத்தார். இதில் பல்வேறு நிலையத்தில் பல்வேறு 5 மாணவர்களுக்கு அனுமதி சான்றிதழும், 5 பல்வேறு மாணவர்களுக்கு தியான ஆணைகளையும் முதல்வர் வழங்கினார். அருகில் மத்திய ஜவுளித்துறை அமைச்சர் தயாநிதி வரூன், உட்கல் மேலாதிக்கத்துறை அமைச்சர் இ.கே.வாசன், மாநில அமைச்சர்கள் சந்திரா சந்திரசேகரன், பி.சி. இளங்குடி, சே.யு. என்.கே.ராமச்சந்திரன், ஜவுளித்துறை Government I.L.L.R. சேனன்.



Tamil Nadu Chief Minister M Karunanidhi launches the 'Integrated Skill Development Scheme' at Co-Optex campus, In Chennai on Friday. Union Minister of Shipping (left) G K Vasan and Union Textile Minister Dayanidhi Maran are also seen
—EXPRESS



Imparting Skills, Improving Lives
Apparel Training & Design Centre
www.atdcindia.co.in

ATDC-SMART News at a Glance

Source: *The Hindu*, Oct 9th, 2010, Tamil Nadu

Apparel Training Centre Inaugurated

Special Correspondent

Karunanidhi announces stipend of Rs.2,000 for each candidate

— Photo: S.R. Raghunathan



Green light: Chief Minister M. Karunanidhi opening the ATDC-SMART training centre in Chennai on Friday. (From left) State Information Minister Parithi Ellamvazuthi; Union Minister of Shipping G.K. Vasan; and Union Minister of Textiles Dayanidhi Maran are in the picture.

CHENNAI: The State government will provide a stipend of Rs.2,000 to every candidate who undergoes training at the centre of Apparel Training and Design Centre (ATDC) — Skills for Manufacturing Apparels through Research and Training (SMART) here, Chief Minister M. Karunanidhi announced on Friday.

Inaugurating the first such centre and the Integrated Skill Development Scheme of the Union Textiles Ministry at Egmore here, he said that [when such projects are to be implemented] no distinction should be made between State and Union government.

Referring to the scheme, he said it was planned to provide training to 30 lakh persons in five years and the total outlay was Rs.2,300 crore.

Twelve training centres would be opened in the State and 25,000 persons covered.

Union Textiles Minister Dayanidhi Maran said Guindy and Mogappair in Chennai and Tirupur, Dharampuri and Paramakudi would be among the places where the centres would be established.

In the case of those who were setting up textile mills, 75 per cent of the cost of training per candidate would be borne by the Union government.

Union Minister for Shipping G.K. Vasan commended the State government for its efficient implementation of Central schemes such as the Rural Employment Guarantee Scheme, National Old Age Pension Scheme and Sarva Siksha Abhiyan.

State Minister for Textiles and Backward Classes K.K.S.S. R. Ramachandran said it was because of the Chief Minister's effort that the Centre decided to defer by a month, the export of cotton.

Information Minister Parithi Ellamvazhuthi wanted a permanent exhibition centre for textiles to be set up at the Thillayadi Valliammai complex, the venue of the function.

Chennai Mayor M. Subramanian and Union Secretary for Textiles Rita Menon spoke.

Source:
Deccan Chronicle, October 8th, 2010 Chennai

Oct. 8: Chief Minister M. Karunanidhi on Friday launched the mega skill development programme, initiated by the Union textiles ministry to train 30 lakh weavers and new entrants to the industry in a span of five years.

The chief minister used the occasion of opening of the apparel training and design centre's 'skills for manufacturing apparel through research and training' (SMART) programme to praise his grandnephew and Union textiles minister Dayanidhi Maran saying he has revolutionised the industry by using the ministry otherwise considered a low-key one.

"When the textiles ministry was offered to him, we felt that it did not match his stature. Sometimes, because of efficient ministers, the department gets fame and uplift. Nobody could deny the fact that the textiles ministry got an uplift because of Dayannidhi's good work," Mr Karunanidhi said.

Parithi advised

▶ Reacting to a demand placed by state information minister Parithi Ilangovan for the welfare of the weavers, Karunanidhi said in a lighter vein that he too has a demand that Parithi should wear handloom dhotis instead of his trademark trousers.

The chief minister said Mr Maran was instrumental in extending ₹1,000 crore interest subsidy to textile manufacturers and exporters in TN besides

sanctioning Rs 460 crore for 16 textile schemes in the state.

Invoking the image of the sewing needle to drive home a point, Mr Karunanidhi said Mr Dayanidhi's functioning was akin to one who had put to proper use a needle given to him by an old man while another, who was given a similar needle, used it to hurt the old man who had given it to him. However, Mr Karunanidhi did not elaborate.



Karunanidhi launches skill development programme for textile workers in the city on Friday. — DC

Seeking to allay the apprehensions of the textiles industry over cotton exports, Mr Dayanidhi said the Centre would ensure that the domestic requirement was met and export of raw cotton would not exceed 55 lakh bales this year.

Source: Business Standard, October 12th, 2010

Govt opens training centre for textile sector workers

Press Trust of India / Chennai October 08, 2010, 16:38 IST

The government today threw open the first of the Apparel Training and Design Centres (ATDC), through which it hopes to impart skills to 2,56,000 workers in the next couple of years.

Tamil Nadu Chief Minister M Karunanidhi inaugurated the ATDC SMART (Skills for Manufacturing Apparels through Research and Training) centre.

▫

The country's textile sector provides direct employment to 35 million people and is the second largest provider of employment after agriculture, according to think-tank IBEF.

The ATDC SMART is an ATDC project under the Rs 2,300 crore Integrated Skill Development Scheme (ISDS) of the Union Textile Ministry.

The ISDS was launched in New Delhi on August 5 by Union Textile Minister Dayanidhi Maran.

Karunanidhi said 12 more ATDC SMART centres would be opened in

Tamil Nadu. "From these centres about 25,000 would be trained," he said.

He said the centres would impart skills to the new entrants and up skilling the existing skill sets of present workforce to generate more income for all who were part of the textile and apparel sectors.

The central government would sponsor 75 per cent of the training cost while private parties would bear the remaining 25 per cent.

Karunanidhi also announced that the state government would provide an incentive Rs 2,000 for each ATDC trainee.

He said Maran, after taking over as Union Textile Minister, had allocated Rs 415 crore for 16 various projects.

"From this, not only about 50,000 weavers would be benefited but also thousands of employment opportunities would be generated," he said.

Maran said that the ISDS was meant for capacity building of institutions providing skill development and training in various sectors of textile industry.

"The sectors include textiles and apparel, handicrafts, handlooms among others," he said adding the current ISDS, as approved, envisages an investment of Rs 272 crore during the balance two years of eleventh five year Plan -- 2010-2011 and 2011-12.

Karuna launches country's first ATDC SMART Centre

PTI | 10:10 PM, Oct 08, 2010

Chennai, Oct 8 (PTI) The country's first centre of ATDC SMART, which would offer training to workforce in the textile and apparel sectors, was inaugurated by Tamil Nadu Chief Minister M Karunanidhi here today. The Apparel Training and Design Centre (ATDC) SMART (Skills for Manufacturing Apparels through Research and Training) is a ATDC project under the Rs 2,300 crore Integrated Skill Development Scheme (ISDS) of the Union Textile Ministry aimed at training 2.56 lakh workforce in the next two years.

The ISDS was launched on August 5 by Union Textile Minister Dayanidhi Maran in New Delhi. Karunanidhi said 12 more ATDC SMART centres would be opened in Tamil Nadu. "From these centres about 25,000 would be trained", he said.

He said the centres would impart skills to the new entrants and up skilling the existing skill sets of present workforce to generate more income for all who were part of the textile and apparel sectors.

The central government would sponsor 75 per cent of the training cost while private parties would bear the remaining 25 per cent. Karunanidhi also announced the state government would provide an incentive Rs 2,000 for each ATDC trainee. He said Maran, after taking over as Union Textile Minister, had allocated Rs 415 crore for 16 various projects. "From this, not only about 50,000 weavers would be benefited but also thousands of employment opportunities would be generated", he said. He also urged the people to buy Kadhi products. Maran said that the ISDS was meant for capacity building of institutions providing skill development and training in various sectors of textile industry. "The sectors include textiles and apparel, handicrafts, handlooms among others", he said adding the current ISDS, as approved, envisages an investment of Rs 272 crore during the balance two years of eleventh five year Plan -- 2010-2011 and 2011-12. Later speaking to reporters, he said this kind of skill development programme would not only impart more skills to the people but would also create more entrepreneurs.

Excerpts from the Financial Express

Maran was here for the inauguration of the first ATDC SMART (Skills for Manufacturing Apparels through Research and Training) centre in the city. The function was also attended by state chief minister M Karunanidhi.

The ATDC SMART is an ATDC (Apparel Training and Design Centres) project under the Rs 2,300 crore Integrated Skill Development Scheme (ISDS) of the union textile ministry which was launched sometime in August this year. Through the centre, the government hopes to impart skills to 2,56,000 workers in the next couple of years.

Speaking on the occasion, the chief minister said that 12 more ATDC SMART centres would be opened in Tamil Nadu soon. "From these centres about 25,000

would be trained. These centres would impart skills to the new entrants and also help the existing workforce to improve their existing skill sets and facilitate in more income generation", he said.

Both the textiles ministry and agriculture ministry have divergent views on quantum of raw cotton exports to be allowed. While the textiles ministry favours capping exports to ensure domestic availability, agriculture ministry is for allowing exports to help farmers gain from the spurt in global prices. India's cotton production in 2010-11 is projected to increase to 33.5 million bales, up from 23.9 million bales in 2009-2010 crop year that ended in September.

Govt opens Apparel Training & Design Centre

CHENNAI: The government on Friday threw open the first of the Apparel Training and Design Centres, through which it hopes to impart skills to 2,56,000 workers in the next couple of years.

Tamil Nadu Chief Minister, Mr M Karunanidhi, inaugurated the ATDC SMART (Skills for Manufacturing Apparels through Research and Training) centre.

The ATDC SMART is an ATDC project under the Rs 2,300 crore Integrated Skill Development Scheme (ISDS) of the Union Textile Ministry.

The ISDS was launched in New Delhi on August 5 by Union Textile Minister, Mr Dayanidhi Maran.

Mr Karunanidhi said 12 more ATDC SMART centres would be opened in Tamil Nadu. "From these centres about 25,000 would be trained", he said.

He said the centres would impart skills to the new entrants and up grading the existing skill sets of present workforce to generate more income for all who were part of the textile and apparel sectors.

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"From this, not only about 50,000 weavers would be benefited but also thousands of employment opportunities would be generated", he said. Mr Maran said that the ISDS was meant for capacity building of institutions providing skill development and training in various sectors of textile industry.

"The sectors include textiles and apparel, handicrafts, handlooms among others", he said adding the current ISDS, as approved, envisages an investment of Rs 272 crore during the balance two years of eleventh five year Plan. - PTI

Karunanidhi launches country's first ATDC SMART Centre

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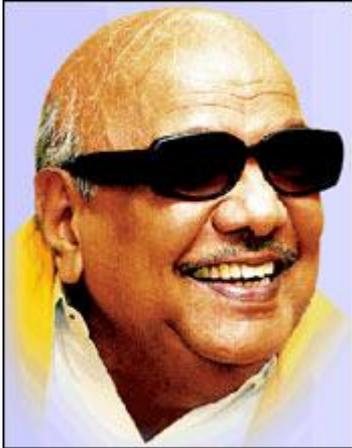
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CM flags off first ATDC SMART Centre in Chennai

October 14, 2010 (India)



The National Launch of the Integrated Skill Development Scheme for the Textile & Apparel Sector, Ministry of Textiles, GOI with a total outlay of Rs 2300 Crores and an ambitious target of training about 2.56 lakh workforce in the next 2 years is flagged off along with the launch of the 1st state of the art ATDC SMART(Skill for Manufacturing Apparels through Research and Training) Centre to impart the skills envisaged in the scheme by Dr. Kalaignar M. Karunanidhi, Hon'ble Chief Minister of Tamilnadu on October 8th, 2010 at Egmore, Chennai.

The National Launch will then be presided over by Thiru. Dayanidhi Maran, Union Minister of Textiles. The occasion will be graced by the presence of many other dignitaries like:

- Thiru. M. Subramanian, Mayor, Corporation of Chennai
- Thiru. G.K Vasan, Union Minister of Shipping
- Thiru. K.K.S.S.R Ramachandran, Minister for Backward Classes and Handlooms & Textiles, Govt. of Tamil Nadu
- Thiru. Parithi Ilamvazhuthi, Minister for Information, Govt. of Tamilnadu
- Tmt. Rita Menon, I.A.S., secretary, Ministry of Textiles, Govt. of India
- Shri V. Srinivas, I.A.S., Jt. Secretary, Ministry of Textiles, Govt. of India
- Shri Manish K Gupta, I.A.S., Director, Ministry of textiles, Govt. of India
- Shri Premal Udani, Chairman, AEPC & ATDC
- Shri Hari Kapoor, Convenor, BOG, ATDC & Core Committee, SMART
- Shri Vimal Kirti Singh, I.A.S., SG, AEPC
- Dr. Darlie Koshy, Director General & CEO, ATDC & IAM

The role of ATDC under the Integrated Skill Development Scheme: Apparel Training & Design Centre (ATDC) has been selected as a Nodal Agency under Component I of MOT, GOI Scheme to take forward the ideated mission. It is in recognition of ATDC's new initiative over the past 2 years and Pan-India network of over 50 centres having trained over 55,000 workforce for the industry that the Govt. of India have nominated ATDC as a nodal agency for the implementation of the Integrated Skill Development Scheme of the Govt. of India.

The Govt. of India have "in principle" approved the ATDC's proposal to set up about 100 SMART centres to train over 40,000 youth and women in the next 2 years and 1.7 lakhs over the next 5 years. The entire ATDC network is gearing up to meet this challenge and across India all ATDCs will focus on setting up SMART Centres within the Hubs and Centres while establishing new Spokes in existing and emerging apparel clusters and manufacturing centers.

ATDC is a society registered under the Society Registration Act under the aegis of Apparel Export Promotion Council and supported by Govt. of India. ATDC has the Largest Vocational Training Network Pan India with over 50 centres present in major Apparel and Textile producing hubs in the country covering a spread across 20 states. And now, with ATDC been selected as the Nodal agency under the Integrated Skill Development Scheme, MOT, GOI it is envisaged that an additional 42 centers will be opened Pan India with close to 11 of them being in Tamilnadu itself, in order to reach ordinary masses who can then be created into skilled workforce.

India: ATDC chosen as Nodal Agency to Impart Skills to new Textile Workforce; ATDC SMART Centre Inaugurated in TN

Apparel Training & Design Centre (ATDC), with a mission of imparting skills to the new and existing workforce in the Textile & Apparel Sector, has initiated a SMART (Skills for Manufacturing Apparels through Research and Training) Centre in Egmore, Tamil Nadu with more centres in other states to follow. The scheme which was flagged off by Dr. Kalaignar M. Karunanidhi, Chief Minister of Tamil Nadu, was later presided over by Dayanidhi Maran, the Union Textile Minister.

The highlights of the program include a project investment of Rs. 2,359 crore during the years 2010-15 under the ISD scheme of

which Rs. 272 crore would be invested in the pilot project during 2010-12. The aim of the new initiative is skill development of about 30 lakh persons in 5 years with a vision to provide basic training, advanced training in emerging technologies, re-training, skill upgradation and entrepreneurship development.

The Chief Minister also announced a stipend of Rs. 2,000 for every candidate who undergoes training at the ATDC SMART Centre. Another 12 ATDC SMART training centres are scheduled to come up in Tamil Nadu at places which include Guindy, Mogappair, Tirupur, Dharmapuri and Paramakudi.