

Smt. Rita Menon IAS, Secretary (Textiles) Inaugurates ATDC's National Head Office



Apparel Training & Design Centre

Press Release

November 22, 2010



PARIDHAN VIKAS BHAVAN
APPAREL TRAINING & DESIGN CENTRE (NATIONAL HEAD OFFICE)
INAUGURATED
BY
Smt. RITA MENON IAS
SECRETARY, MINISTRY OF TEXTILES, GOVT. OF INDIA
ON
MONDAY 22ND NOVEMBER 2010
IN THE PRESENCE OF
SHRI PREMAL UJANI
CHAIRMAN, AEPIS BOARD
SHRI HARI KAPOOR
CONVENTOR, AEPIS



APPAREL TRAINING & DESIGN CENTRE



**Under the aegis of Apparel Export Promotion Council
Gurgaon**

Dated 22nd November, 2010

PRESS RELEASE

Smt. Rita Menon IAS, Secretary (Textiles) Inaugurates ATDC's National Head Office

Gurgaon, November 22 –

PARIDHAN VIKAS BHAWAN, Apparel Training & Design Centre's National Head Office was inaugurated by Smt. Rita Menon, IAS, Secretary, Ministry of Textiles, Govt. of India in presence of Shri V. Srinivas, I.A.S., Jt. Secretary, Ministry of Textiles, Govt. of India, Shri Premal Udani, Chairman, AEPC & ATDC, Shri Hari Kapoor, Convenor, BOG, ATDC & Core Committee, SMART, Shri Praveen Nayyar, Senior Vice-Chairman, AEPC, Shri Vimal Kirti Singh, I.A.S., SG, AEPC, Dr. Darlie Koshy, Director General & CEO, ATDC & IAM, Shri Rakesh Vaid & Shri Vijay Agarwal, Past Chairman's of Apparel Export Promotion Council, Shri Ashok Rajani, Chairman, Apparel export Promotion Council's (AEPC) Export Promotion Committee, Shri Rajiv Goenka, Shri Virendra Uppal and many more senior Executive Committee Members of AEPC, Board of Governors of ATDC & distinguished guests from the Apparel Industry here on November 22nd, 2010 at P-50, Institutional Area, Sector-44, Gurgaon.

Apparel Training & Design Centre (ATDC) laid its first steps towards creating skilled workforce for the Apparel Industry way back in 1996. Since its inception ATDC's main objectives are:

- To provide skilled manpower to the industry in order to improve the technical edge in manufacturing as per International parameters

- To generate employment opportunities for weaker sections of the society by providing them training in the field of Apparel making and allied areas
- To upgrade the technical skills for the human resource employed in Apparel Industry

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 55 centres at present in major Apparel clusters covering a spread across 20 states.

In its journey of “Skilling the Apparel Sector” a major milestone achieved is the **Inauguration of its National Head Office Building Named “PARIDHAN VIKAS BHAWAN”** at P-50, Sector-44, Gurgaon which is close to the Apparel House. This 41560 sq. ft. covered area {total plot area 2100 sq. mtr. (22596 sq.ft.)} facility houses the National Head Office on the ground floor housing the Head office team to coordinate the activities of the Pan-India network of ATDC’s and the ATDC-SMART Centres. The first floor has a **Model ATDC-IGNOU Community College and ATDC- SMART Centre** having state of the art machinery & equipments with **Industry Simulated Environment** and the **SMART Trainers Academy** for training of trainers is on the 2nd & 3rd floors of the Paridhan Vikas Bhawan.

Smt. Rita Menon, Secretary (Textiles) while inaugurating the new National Head Office of ATDC and the ATDC-SMART National Project Office lauded the efforts of AEPC & ATDC in working with the Ministry in the mission of Skill Development for upgradation of Indian Textile/ Apparel Sector. Ms. Menon said that with setting up of a dedicated national office there will be even more focus and efforts and rapid progress for the Skill Development Mission. On the occasion 43 candidates selected for the 1st batch of SMART programme were given Admission Certificates by the Secretary, Ministry of Textiles.

Sri V. Srinivas, JS, Exports hoped that ATDC would be able to contribute to the skill development efforts in a big way, having rolled out the first ATDC-SMART centre in Tamil Nadu and now having also set up its dedicated National Project Office. This will certainly help in scaling up the operations to achieve the targets set by MOT, GOI.

“Over the past decade the ATDC network in the country have trained over 55,000 candidates from rural India as well women and disadvantaged to equip them to join the workforce in the Apparel Sector. ATDC has been selected as a nodal agency for implementation of ambitious scheme of MOT, GOI and we believe ATDC would be able to fulfill the onerous responsibility” says Shri Premal Udani, Chairman, AEPC & ATDC

“The Apparel Industry globally is facing acute shortage of “skilled labour” and India is no exception. The Ministry of Textiles, (GOI)’s Integrated skill Development Scheme is a timely initiative and AEPC has been in the forefront of skill development by establishing the ATDC network in the mid 90s.” quotes Shri Hari Kapoor, Convenor, BOG ATDC & Core Committee from SMART Implementation Project.

On the eve of the Inauguration of the ATDC National Head Office, Dr. Darlie Koshy, DG & CEO, IAM & ATDC states “Under the aegis of AEPC, ATDC has emerged as the largest vocational training provider for the apparel sector with a Pan-India network of over 55 ATDCs which will be scaled up with nearly 100 ATDC-SMART Centres over the next 2 years under the ISDS of MOT, GOI. The ATDC Head Office Building provided by the parent body AEPC reflects the long term commitment of the Council towards Skill Development which benefits the youth, women & disadvantaged of the society and marks a major milestone in the growth & evolution of the leader in the vocational space for the apparel sector.”

ATDC, with a mission of imparting skills to the new and existing workforce in the Textile & Apparel Sector, has initiated its SMART (**S**kills for

Manufacturing Apparel through Research & Training) project and this building reflects the spirit of **“Imparting Skills and Improving Lives!”**
