



# Integrated Skill development Scheme, MOT, GOI

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# Apparel Training & Design Centre Skill Development Initiative

## SMART

Imparting Skills Improving Lives

an ATDC Training Project Under the MOT, GOI



## [PRESS RELEASE]

**Formal Launch of the 1<sup>st</sup> centre of ATDC SMART (Skills for Manufacturing Apparels through Research and Training), an ATDC training project under the envisaged ambitious target of training 2.56 lakh workforce for the Textile, Apparel and related sectors over the next two year under the Integrated Skill Development Scheme, Ministry of Textiles, GOI by Dr. Kalaignar M. Karunanidhi, Hon'ble Chief Minister of Tamilnadu at Egmore, Chennai**



# APPAREL TRAINING & DESIGN CENTRE



Under the aegis of Apparel Export Promotion Council  
Egmore, Chennai

Dated 8<sup>th</sup> Oct. 2010

## PRESS RELEASE

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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 1<sup>st</sup> 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 8<sup>th</sup>, 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. 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
- Thiru. M. Subramanian, Mayor, Corporation of Chennai
- 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 Premal Udani, Chairman, AEPC & ATDC
- Shri Hari Kapoor, Convenor, BOG, ATDC & Core Committee, SMART
- Shri A Sakthivel, EC Member, AEPC & Convenor(SR), ATDC
- Shri Rajan Hinduja, Vice Chairman(SR)
- Shri Vimal Kirti Singh, I.A.S., SG, AEPC

- Dr. Darlie Koshy, Director General & CEO, ATDC & IAM
- Shri Manish K Gupta, I.A.S., Director, Ministry of textiles, Govt. of India

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## **The role of ATDC under the Integrated Skill Development Scheme:**

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**Apparel Training & Design Centre (ATDC)** has been selected as the 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 close to 55 centres present near all 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.

As India is a country interspersed with diversity in the socio-political and economic front, we at ATDC feel education has to take a micro-view while adopting a macro-focus. While it is necessary to align states and regions with the larger national vision, it is equally important to understand the special needs, unique strengths and discrepancies of each region. With this view in mind ATDC announces the launch of **SMART (Skills for Manufacturing**



**Apparels through Research and Training)**, an ATDC training project under the Ministry of Textiles, GOI.

The National Launch of the ISD Scheme is being flagged off with the launch of its first **State of the Art SMART Centre at Egmore, Chennai**. The 1<sup>st</sup> ATDC SMART Centre and all the following centers aim to impart basic skills to the new entrants and up skilling the existing skill sets of the present workforce to create a Win-Win situation for all who are a part to the Textile/ Apparel Supply chain. Students after being imparted the required industry skills are expected to earn to a tune of Rs 4000 to 10000 as they improve and master their skill levels.

### ATDC Skill Development Initiative:

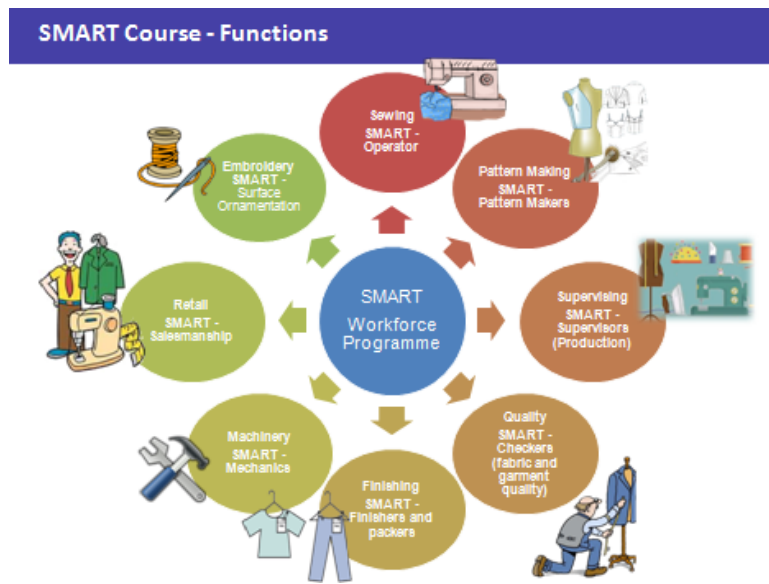
#### ATDC SMART (Skills for Manufacturing Apparels through Research and Training)

ATDC through its specially designed SMART training project plans to expand its reach to even remote geographies of India with a focus:

- To **provide Skilled Workforce** to Industry and Employment to many
- To **upgrade the skill level** of existing workforce as per industry needs
- Higher Productivity, efficiency & **value addition of Industry**
- Rural **Economy development** & better quality of life
- Skilled workforce development for Handloom & Textile Hubs

#### ATDC-SMART courses:

The SMART courses are specially being designed to bridge the gap between Industry requirements and Skills of the future workforce. Technology, particularly the use of multimedia, will play a pivotal role in facilitating personalized learning in each of the designed courses.



## **The Training objective of the courses:**

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- To prepare candidates for modular employable skill for garment industry
- Practice health and safety in industry
- Learn best practices and discipline required in industry
- Holistic development of trainee along with skill education
- Empowering poor youth and women by improving their basic living standards
- Soft Skills | Thrift Management | Yoga classes | Health and Hygiene | Team and work management

It is our endeavour to work with various State Governments and other agencies to provide skill training opportunities to the country's youth, improve the quality of trainers and ensure that the employability gap is bridged through our need based "hands on" training programmes. The ATDC staff & faculty require the support and cooperation of industry, Government and all of you in this endeavour which will usher the industry to a period of "skilled workforce" and quality upgradation, improved efficiency and productivity.

We wish a bright future that awaits the people from Tamilnadu who can avail all the required skills which will help them play a part in the Textile/Apparel Supply Chain. More details will be available shortly at [www.atdcindia.co.in](http://www.atdcindia.co.in)

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