

SMART

Imparting Skills Improving Lives

an  Training Project Under the MOT, GOI

An ATDC Skill Development Training Project, under the Integrated Skill Development Scheme, MOT, GOI



Press Release Document

Karnataka Edition

January 6th, 2011

APPAREL TRAINING & DESIGN CENTRE



Apparel Training & Design Centre committed to Impart Skills, Improve Lives in the Apparel Sector

Apparel Industry is the largest employment provider in the country after agriculture and especially rural youth and women benefit from skill training in Apparel Sector to find gainful employment not far from their domicile in most cases. Studies indicate that Rs. 1 Cr. investment in an apparel manufacturing factory result in 500 direct and 200 indirect jobs. The apparel sector is estimated to employ over 7 million workers directly and 23 million indirectly out of which 50% are in the export sector. With intensive training at ATDC Centre, over 58,000 candidates have joined the apparel sector and every year ATDC trains nearly 10,000 students.

Bangalore is one of the largest apparel clusters in the country with annual turnover of almost Rs.5000 crore. Being one of the major producers of silk and cotton in the country, apparel industry has been on the rise in Bangalore. As per estimates of Department of Industries & Commerce there are around 800 RMG Industries in and around Bangalore. With rise in business, apparel industry in Karnataka has spread to rural Bangalore, Tumkur, Kolar, Hassan, Belgaum, Hasan, Chitradurga, Doddaballapur and Mysore. India's garment exports totaled US\$ 10.64 billion in 2009-10 (in Indian Rs.50, 479 crore in 2009-10). The direct and indirect employment in the RMG Industries in Bangalore is around 4.5 Lakh.

Integrated Skill Development Initiative: MOT, GOI Scheme:

The Integrated Skill Development Scheme for the Textile & Apparel Sector, Ministry of Textiles, GOI aims to provide necessary skills to 26.75 lakhs persons in the next 5 years (2010-11 to 2014-15) of the XI & XII Five Year period for employment in the Textile Sector. The training would be in Textile, Apparel, Handloom, Handicrafts, Jute, and Sericulture & Technical Sector. The scheme of the Ministry is in keeping with the Vision as reflected in the National Employment Policy as under:

“The employment intensity of growth of other sectors/sub-sectors needs to be assessed and made a criterion in according growth priority. Policies should be evolved to encourage higher growth of employment- intensive sectors, but in the case of Social Sectors, it should be clearly recognized that their development plays a twofold role by generating employment directly and by improving employability by building human capabilities and skills”



Highlights of MOT, GOI Scheme

- 11th Five Year Plan outlay : Rs.239.70 Cr.(for first 2 years)
- Manpower requirement by 2011-12; 65 lakhs (Spinning, Weaving, Knitting, Processing, Handloom, Handicraft and Clothing)
- Scheme targets skilling 26.75 lakhs persons in next 5 years (2010-11 to 2014-15)
- 2.70 lakhs persons to be trained by various organizations under MOT including ATDC in 2010-11 and 2011-12

The role of ATDC under the Integrated Skill Development Scheme:

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 ATDC has received approvals for its Pan-India roll-out of the scheme. Accordingly, the first ATDC-SMART centre was launched in Egmore, Chennai in October, 2010. The entire ATDC network is gearing up train over 40,000 youth and women in the next 2 years and 1.7 lakhs over the next 5 years. 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.

In Karnataka, out of ATDC's existing network, Bangalore, Gadag, Hubli, Chikkaballpur, Kolar, Maddur, Tumkur and Ramanagar, are being developed as State-of the-Art ATDC-SMART centres and talks are underway to establish new spokes in emerging apparel clusters. Discussions have been held with the State Government, the Economic Advisor, secretary to Government, and other officials of developing a plan of action for expanding ATDC network in the state of karnataka and setting up of new SMART Centres, upcoming new apparel clusters and manufacturing HUBs.



ATDC –SMART Mission & Vision:

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

ATDC through its specially designed SMART training project under the MOT, GOI is focused on the core workforce requirements of the garment industry located in various manufacturing centers & apparel clusters across India. **SMART (SKILLS for MANUFACTURING APPARELS through RESEARCH & TRAINING)** is a set of proprietary specific specially designed training programs by ATDC keeping in mind the needs of the fast growing and technologically advancing industry.

- SMART is focused on providing **Industry Ready Skilled Workforce** according to the core requirements of the garment industry located in various manufacturing centers across India.
- SMART program aims to **impart basic skills** to the new entrants and **up skilling the existing skill sets** of the present work force to bridge the skill gaps and meet the industry requirements.
- The ultimate target of the ATDC-SMART program is to bring about overall **systematic change in the apparel industry, economic development & better quality of life** for the trainees.
- The courses are **specially designed and aligned** with NCVT courses under DGET, Min. of Labor & Employment, Govt. of India.

ATDC-SMART courses:

The SMART courses which are of 1 to 3 months duration are specially being designed to bridge the gap between Industry requirements and Skills of the future workforce. Technology, particularly the use of digital elements, will play a pivotal role in facilitating personalized learning in each of the designed courses.

