

## ‘Skills’ for ‘Success’

### 1, 00,000 candidates trained and the skill journey continues...

The atmosphere was festive and the pace frenetic. Under the high and imposing ceiling of the Exhibition area of Apparel House in Gurgaon, the energy and enthusiasm was palpable as several thousands gathered for the two-day ‘Hunar Ki Hunkar’ on February 20-21 an unprecedented celebration and showcasing of the Apparel Training & Design Centre’s (ATDC) very own Skill Mission.

The exhibition-cum-skill display was a veritable microcosm of India and its myriad hues and textures. As Chikankari kurtas from Uttar Pradesh jostled for space with saris embellished with kalamkari work from Andhra Pradesh, the most exquisite silks of Benares (or Varanasi) vied for attention alongside the softest of cottons from Gujarat.

Block prints, appliqué and Kantha work, Banjara embroidery, tie-and-dye and much, much more were on display as ATDC students and their trainers from as many as 18 states showcased their work and skills at an array of colourful and tastefully done-up stalls. Traditional delicacies from various states added to the overall effect of a very Indian mela.

It was, however, not all fun and frolic. How? Let’s take a tour of the event and believe us that you would not be disappointed!

### GAUGING THE MOOD

While those of a more serious disposition were busy taking notes at the Tech Talk sessions on the first floor of Apparel House as academics and industry leaders from India and abroad enlightened the stakeholders of the apparel industry.

They deliberated on topics titled ‘Apparel Technology and Quality Innovations for Gaining Competitive Edge’; ‘Best and Next Practices to Enhance Productivity and Efficiency in Apparel Manufacturing’; ‘Way Forward: Industrial Engineering (IE) Techniques for Apparel Production; and ‘Changing ‘Employability:’ Dynamics of Apparel Industry and The Skill Challenges’.

At an adjacent hall, cameras rolled as a team from Doordarshan shouted “action”. They filmed segments of the skill competitions at ‘Hunar Ki Hunkar’ as part of their search for skill icons for the TV reality show ‘Hunarbaaz’. The skill competitions offered ATDC students and faculty members an opportunity to showcase speed, precision, agility and innovation.

For over 1,200 young and not-so young students with a large representation from the eastern and southern parts of the country the real action, however, was at the ‘Rozgar Mela’ that saw the participation of 25 leading export companies from the apparel sector.

While a large number of students waited for their turn for interviews, others faced some tough questions from HR managers from companies of their choice. By the end, for photographers’ delight, about 1,000 candidates stood outside the hall with job offer letters in their hands and smiles on their faces.

### THE BEGINNING

‘Hunar Ki Hunkar,’ which was also an opportunity for ATDC to highlight its own skilling and upskilling journey, was inaugurated by Shri Virender Uppal, Chairman, AEPC, ATDC & IAM, in the presence of Shri Hari Kapoor, Vice-Chairman, ATDC, Dr. Darlie O. Koshy, DG & CEO, ATDC & IAM, LMC Members Shri Ashok Logani, Shri Lalit Gulati, Shri G.S. Madan, Shri Vijay Jindal, Shri Lalit Thukral and others.

*Showcasing the diversity of skillscape, confluence of youth, employers, trainers, policymakers, apex agencies, academia, corporates and other stakeholders of the apparel industry gathered under the ATDC umbrella to celebrate the two-day ‘Hunar Ki Hunkar’ event*



Congratulating the ATDC team for their extraordinary feat of training over one lakh candidates in just three years under the Integrated Skill Development Scheme (ISDS) of Ministry of Textiles, Government of India, Shri Uppal said, "At a time when the industry was facing acute shortage between 2009 and 2012, the rapid expansion of ATDC across the country under the ISDS, with state-of-the-art facilities, helped the industry tide over the looming crisis of skill shortage."

According to him, ATDC's first-ever 'Hunar Ki Hunkar' was an excellent platform for the youth who need vocational training to become 'employable'.

"It was great to see the diverse culture of India at 'Hunar Ki Hunkar' where a convergence of skills, employers, government agencies, training providers, corporates, NGOs and other stakeholders came on one platform," Shri Uppal said.

The inauguration ceremony also saw two significant launches at the hands of the guests. While 'ATDC Visualouge 2014' was a pictorial depiction of the skill journey of ATDC, 'Hunar Ka Safar' documented select success stories and case studies of ATDC alumni.

"The event reflects ATDCs raison d'etre of 'Imparting Skills, Improving Lives' and 'Hunar Ka Safar' captures the 'cheer' of some of those whose lives have been transformed after training at ATDC Centres/ Vocational Institutes/Skill Camps and joined apparel units in India and abroad while some becoming successful entrepreneurs," Shri Kapoor noted.

Addressing the ATDC family, Dr. Darlie O. Koshy said that the implementation of Integrated Skill Development Scheme (ISDS) by ATDC in the last three years brought over 1,00,000 men and women under the intensive rapid training programmes and the 'story of clarion call of skills' Hunar ki Hunkar represented this saga. "Hunar Ki Hunkar brought together the people involved to celebrate the skills in the apparel industry which has the potential to ignite 'creativity' and 'improve the lives' of millions of people," he added.

The dignitaries on stage then joined hands to distribute over 400 offer letters to ATDC candidates who got jobs in the 25 participating companies on the first day of Rozgar Mela to the thundering applause of the audience.

As the air outside got a bit chilly on that February evening, inside the Apparel House, none could miss the warmth that arose from the intense feeling of belongingness pervading the air.

## SKILL EXHIBITION



If scrap pieces of garments turned into a beautiful gowns, dresses and bags in the Maharashtra, New Delhi and Uttar Pradesh stalls, respectively, a collection of diverse ethnic Indian embroidery and designs dominated the list of items displayed at other stalls in the exhibition

area.

Each stall was like an atoll that oozed out the flavour of its respective state and embodied the local art and craft and traditional values. One could find the famous Negamam and Madurai cotton saris

## 25 leading export companies at Rozgar Mela

- M/s. Arvind Mills Limited , Bangalore
- M/s. Richa Global , Gurgaon/Noida
- M/s. B. L. International (p) Ltd. , Noida
- M/s. Chelsea Mills, Gurgaon
- M/s. Must Garment, Bahrain
- M/s. Myntra.Com, Gurgaon
- M/s. Neetee Clothing Pvt. Ltd., Gurgaon
- M/s. Orient Craft, Gurgaon
- M/s. Pearl Global Industries Ltd.,Gurgaon
- M/s. Prateek Apparels, Bangalore
- M/s Shahi Export, Faridabad
- M/s. Victus Dyeing Garments , Tirupur
- M/s. Addagio Overseas, Gurgaon
- M/s. Bhavik Terry Fab, Jaipur
- M/s. G. Line Creation, Delhi
- M/s. Good Will Impex, Jaipur
- M/s. Interconti Projects Pvt. Ltd. , New Delhi
- M/s . Jyoti Apparels, Gurgaon
- M/s. Lyra Industries, Gurgaon
- M/s. Maral Overseas, Noida
- M/s. Pratibha Syntex, Indore
- M/s. Pyoginam, Manesar, Gurgaon
- M/s. SABS Exports, Noida
- M/s. Cheer Sagar, Jaipur

## SPONSORING bodies

- Ambuja Cement
- National Handicapped Finance and Development Corporation (NHFDC)
- National Safai Karmacharis Finance and Development Corporation
- Nehru Yuva Kendra Sangathan (NYKS)
- National Scheduled Caste Finance and Development Corporation (NSFDC)
- GMR Varalakshmi Foundation

at the Tamil Nadu stall and could see small cots woven with jute yarns and a hookah things that epitomise the culture in the fertile land of Haryana and Punjab at the Haryana stall. What was, however, common in all the stalls of the ATDC centres were maps showing their areas of operations and a touch of creativity in all the products prepared by the ATDC students and faculty members.

### ATDCs WEAVE A DREAM

Thus, if motifs of Madhubani paintings found place in cushion covers and men's ties at the Bihar stall, "Respect Our Girls' T-shirts" at the West Bengal stall sent a message to one and all. While the Jharkhand stall displayed the prototype of a complete farm-to-fabric process, a large crowd surrounded the man working on a mini loom at the Uttar Pradesh stall.

The North-East stall that won the runner up award for "Best Stall Display" at the end of the exhibition showcased the traditional handicrafts from North-Eastern states, besides samples of creative works by students of ATDC Imphal in Manipur. The Tamil Nadu stall was flooded with people who enquired about traditional handicrafts, Kanchipuram silk, home textiles from Karur, Madras check shirts and — last but not the least traditional Tamil snacks and sweets.

The dresses made by Kerala students generated interest among visitors and the stall owners had to politely turn down the requests every now and



then from them to buy certain products. "Participating here has been an enriching experience. We got a chance to showcase the works of our students here. It is not frequently that people in Delhi can see what ATDC pupils are doing in Kerala," quipped an ATDC principal.

The Banjara embroidery on dresses at the Andhra Pradesh stall generated much curiosity among the visitors. The traditional Pochampally dresses were also on display that emerged the winner of "Best Stall Display" award.

Kumara Swamy, a former ATDC student who now owns his own printing and stitching unit, was busy doing some traditional block printing of Andhra Pradesh.

Meet the winners		
<b>Category</b> All-rounder ATDC Best Stall Displays Skill Icons	<b>Winner</b> ATDC Kolkata ATDC Andhra Pradesh	<b>Runner-up</b> ATDC Jharkhand and ATDC UP ATDC North East
<b>Students Category</b> a. Best Draped Dress b. Surface Ormentation	Sachin Chowdhury - ATDC Noida Ms. Nithya - ATDC Chennai	
<b>Faculty Category</b> a. Machine Technician b. Cut & Sew	K. Sridhar - ATDC Erode Kusumlata - ATDC Rohini	
<b>Skill icon design &amp; value addition technique on koti</b>	ATDC TEAM Bhubaneswar	
<b>SPARK 2014</b>	Kuchipudi by Ms. Shravani from ATDC Hyderabad	Festivals of India - ATDC Faridabad Garba from ATDC Surat

### A personal touch

कई रात-दिन की चुराई थी निंदीयां  
हर किसी के चुर्चां पे थी ये बतियां — 2  
सभी एटीडीसी की लगी थी ये हस्तियां  
तब कहीं ले पाया ये आकार  
और 100 प्रतिशत साकार हुआ सपनों का  
हुनर की हुंकार

पंजाब दा भांगड़ा, गुजरात मा गरबा  
हरियाणा को लोडीयां, छग का करमा—2  
आंध्र प्रदेश योवका कुचीपुडी, केरला विंडे कथकली  
पंजाब की फुलकारी, लखनऊ की चिकनकारी  
बिहार की मधुबनी, ओडीसा की पिपली  
एक से बढ़कर एक, हुनरबाजों की कलाकारी

आप-हम सभी बने इस आयोजन के हिस्सेदार  
तभी तो भरी, इस हुनर में हुंकार

डा. कोशी जी का सपना, डा. पूनम ने गौर किया  
भसीन, बत्ती, घोवर यादव ने दीपक जलाया  
रूपाली, आंचल, गुरप्रित, निरा, निधी  
चल पड़े एटीडीसी राज्य के साथी

और भरी हुनर में हुंकार—3  
आकाश परिंदे आकाश में उड़ेंगे  
सभी ये जाने हुनर के हुंकार की  
यादे हम ना मुलेंगे

— Hemangi Bhure, Principal, ATDC Raipurj

### Brainstorming sessions: Tech Talks

'Tech Talks' sessions showcased the academic and technical presence and strength of ATDC. Spread over four sessions, the 'Tech Talks' highlighted key areas impacting the apparel industry

#### Apparel Technology and Quality Innovations for Gaining Competitive Edge

Mr. Prabir Jana, Head IT, NIFT, New Delhi; Ms. Monika Sharma, Head soft lines, SGS; Mr. Dilip Gianchandani; Mr. Harish Gupta, CEO, Fashion Learning Resources; Mr. Gopal Kukreti, AGM, Juki India and Ms Swati Soni, Fashion Designer Raipur shared their views on technology innovations in skill development, new areas in technology and quality which will have far reaching impact in apparel manufacturing.

#### Best and Next Practices to Enhance Productivity and Efficiency in Apparel Manufacturing

This session had Dr Rajesh Bheda, CEO, RBC Consulting; Mr. Nitesh Burman, GM Production, MUST Garment Corporation, Bahrain; Ms. Sreeja Balachandran, HR Manager, Gokaldas Exports, Bangalore; Mr. J D Giri, Director, Shahi Exports; and Mr. R C Kesar, Director General, OGTC.

Mr. Burman's case presentation on the work study and target achievement analysis about the factories of

MUST Garments at Bahrain provided new insights.

#### Way forward: Industrial Engineering (IE)

##### Techniques for Apparel Production

This session was conducted by Mr. Ramesh Kalutarage, an eminent expert on Industrial Engineering from Sri Lanka and Mr. Animesh Saxena, MD, Neetee Clothing and Ms. Neera Chandra, Professor, IAM as the moderator. The speakers offered their perspectives on the improvement and upgradation of the middle management in the manufacturing units, restructuring the incentive systems for the operational staff, among other compelling issues the industry faces.

#### Changing 'Employability' Dynamics of Apparel Industry: The Skill Challenges

This session had Mr. Prashant Agarwal, Jt. Managing Director, Wazir Advisors; Sri P K Samantaray, President, ORIFAB, Odisha; Mr. Ranjan Choudhury, Principal, Program Development, NSDC; Mr. A.P Dash (Jt. Director, Textiles), Govt. of Odisha and Mr. Gunish Jain, Director, Royal Datamatics as key panelists. They provided various dimensions and expectations about the skilling challenge especially in the context of contemporary manufacturing practices.



“I learnt this technique at Hyderabad,” he said as he carefully placed the dyed wooden block on a piece of cloth.

Like most centres, Karnataka too was not short of the traditional Kannada art. Handmade cushion covers and other items made of glasswork and wool attracted the attention of the visitors. “Events like this one are a great place where the traditional arts and crafts of one state can be shared with other states. The exposure to others’ works is enriching,” said Shri Hari Kapoor.

At the Madhya Pradesh stall, dresses made from paper clips, belts made from safety pins and bags from measuring tapes and a unique dress made from traditional mauli (sacred Hindu thread tied on hands during puja) with macramé techniques won many a hearts.

“This event is fantastic. Everybody who visited our stall liked our products. Such events motivate students and boost their confidence,” said Principal, ATDC, Indore. The two-day event made everyone stand and take notice of what others are doing, and how better.

At the Gujarat stall, one could see the beautiful Kathiawari, Kutchi, Rabari and Amarotako and Abhala mirror work prepared by women who graduated from homemakers to breadwinners as a result of training in short-term courses by ATDC.

While the intricate Aari-Taari saris from Jaipur left the visitors spellbound, the Bastar art on Kosha silk and art work on bed-sheets at the Chhattisgarh stall and phulkari embroidery on salwar kameez at the Punjab and Himachal stall inspired awe. ATDC Odisha that has played an important role in mainstreaming the youth through its skill-training programmes even in Naxal affected areas displayed works on ikkat fabric and bamboo and cane works.

Various institutions that have taken part in the skilling mission of ATDC by sponsoring candidates from disadvantaged sections of the society also set up their stalls. Ambuja Cement, National Handicapped Finance and Development Corporation (NHFDC), National Safai Karmacharis Finance and Development Corporation, Nehru Yuva Kendra Sangathan (NYKS), National Scheduled Caste Finance and Development Corporation (NSFDC) and GMR Varalakshmi Foundation were among those.



## SKILL COMPETITIONS

‘Hunar Ki Hunkar’ was not simply an occasion to showcase samples of creative works by their students. It was also a moment to showcase skills of ATDC students and teachers live in front of the camera and a large gathering of people that only grew bigger as the day passed. The first-of-its-kind live skill competitions that set out to identify skill icons in areas of apparel and fashion offered that unique opportunity. Tied with ‘Hunarbaaz,’ a television reality show by Doordarshan, the skill competitions were organised in the following categories:

- Fastest Machine Assemblage
- Innovative Value Addition Techniques
- Best Draped Dress
- Most Efficient Assembly Line
- Precision in Cut-Sew-Fit

The participants were shortlisted region wise after conducting zonal competitions. Team Hunarbaaz covered two of the skill competitions “Surface Ornamentation Innovative Value Addition” and “Assembly line Production Most Efficient” on the first day. These competitions were scheduled to be aired at 11 am on Sundays on Doordarshan soon.

## 'HUNAR SE ROZGAR' MELA

The Rozgar Mela saw the participation of 25 leading export companies and over 1,200 candidates from across the country. At the end of the two-day job fair, most of them returned home happily as around 1,000 candidates received offer letters. "We look for trained people and ATDC has been a great help for us when it comes to getting the right skilled people," said Naveen Sawan, AGM (Quality and Operations), Orient Craft. "ATDC candidates generally meet the requirements that the industry have," added Arun Kumar Singh, Head (People Functions), Arvind Mills, Bangalore. "We keep regularly in touch with ATDC and provide them with feedback about our requirements so that



they can customise their training accordingly," he said referring to the regular interactions that ATDC faculty members and student have with the industry.

## CULTURAL PROGRAMMES

The evenings came alive with sparkling performances by ATDC students and faculty members. Let us take you there.

As a group of tall, slim and fair young women in red saris mount the stage, a loud round of applause comes from the audience.

The beautiful tattoos on their bodies become less visible as they start their garba moves in perfect harmony. People are just thrilled.

The sticks rapped in red colours in their hands add to the folk Gujarati music at the background.

The women match their steps. They come closer and go away.

The garba continues and their smiles never fade...

On an another platform, an artiste balances a matka (a round earthen pot) on his head and begins to dance to a Haryanvi folk music tone with ghungroos tied to his feet, a loud round of applause comes from the audience.

But his best act is yet to come. He stands on a nail board and dances, followed by beating his feet to the tune while standing on three swords fixed in a wooden frame. All this while, the matkas remain balanced on his head. The crowd goes berserk...

These performance were some of the several cultural shows presented by ATDC students and faculty members from different states during ATDC annual event 'SPARK 2014', the cultural event at 'Hunar Ki Hunkar'.

Rikam Pada from North-East, Bhangra from Punjab, Khorina from Haryana, tribal dance from Madhya Pradesh, Mohiniyattam from Kerala, Kuchipudi from Andhra and Gujarat's famous Garba were only a few glimpses.

'Bhawai Dance' and other solo and group dances made everyone speechless. A few street plays were also organised.

## VALEDICTORY FUNCTION

The valedictory function that marked the concluding session of the two-day event was attended by Guests of Honour Shri J.P. Rai, Director General, National Skill Development Agency (NSDA), Shri Dilip Chenoy, MD, National Skill Development Corporation (NSDC), Shri H.K.L. Magu, Chairman (F&B), AEPC, and Dr. Darlie O. Koshy, and others. "Till now, we have seen what ATDC has done from a distance. But 'Hunar Ki Hunkar' has made it possible for all of us to see what ATDC has been doing from close quarters," said Shri Rai. Congratulating the ATDC team for such an initiative, he said: "We can now see that ATDC has not only been training or imparting skills but it has been a force that has helped change the complete ecosystem of the areas where it works." 'Hunar Ki Hunkar' provides a glimpse of ATDC's presence in various parts of the country. That is why it has turned out to be so successful," he added.

Calling 'Hunar Ki Hunkar' a 'no ordinary mela,' Shri Magu said, "What ATDC has done is unbelievable."

Addressing the packed auditorium, he commended the strong industry linkage that ATDC has developed. Dilip Chenoy, MD, NSDC said that through its vast network of training institutes, ATDC is bringing about a huge transformation in our society. "It has played a huge role in empowering the youth and the disadvantaged sections of the society by establishing Skill Camps pan-India. And as 'Hunar Ki Hunkar' brings all those people together to one platform, it has become a huge success," he added.

Dr. Darlie O. Koshy said 'Hunar Ki Hunkar' was an attempt to celebrate the diversity of ATDC. "Earlier, our people in Bangalore didn't know what their counterparts in Chhindwara were doing. "By bringing the people and their skills from different places in one platform, the event will help dispel the fragmented, partial and incomplete views about ATDC similarly like the famous tale of 'Blind Men and an Elephant,'" Dr. Koshy said. In his concluding remarks, Shri Hari Kapoor, thanked everyone for their spirited efforts in making the event a huge success.

The two-day event may be over but the spirit is alive, and kicking. It has left everyone recharged to meet again.

## Hunar... in Glimpses

